



NEWS RELEASE

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ANAHEIM MAYOR SHINES LIGHT ON LOCAL CULTURE, CIVIC PRIDE IN ANNUAL STATE OF THE CITY SPEECH

Economic highlights include efforts to cut red tape and promote new job growth

ANAHEIM, Calif. (Jan. 28, 2014) – Anaheim Mayor Tom Tait today unveiled his priorities for 2014 in his annual State of the City speech before a sold-out crowd at The Grove of Anaheim. Among the speech highlights were the mayor's proposal to open the city's financial and other data to the public and a new initiative to address the city's homeless population.

Hosted by the Anaheim Chamber of Commerce, the mayor's fourth State of the City address drew more than 800 business and civic leaders and residents. Tait focused the majority of his speech on describing the positive changes that are happening in the city, from the development of the new Packing District to the economic benefits brought by his Regulatory Relief Task Force to the city's new focus on micro- and craft breweries.

"I think Anaheim's future can be summed up with what's happening in the center of our city: it's cool, diverse and authentic," he said.

Tait's focus on transforming Anaheim into a City of Kindness also received attention in his remarks: "You have heard me say it before: injecting and encouraging kindness and connection in all parts of our community will make our city stronger, more resilient and healthier in every aspect. Kindness is the mortar that holds the bricks of our community together."

He lauded Disney, the Ducks and the Angels for coming together and funding a \$3 million grant to a new initiative called Accelerate Change Together for Anaheim that will improve the coordination of services aimed at disadvantaged youth.

“Keeping our kids in school, out of trouble, away from drugs are keys to keeping our kids on track and our city safer and more stable,” Tait said.

Tait also addressed several controversial issues in the city, including district elections, the Angels lease renewal and pension reform.

“I continue to advocate for meaningful pension reform for our city,” he said. “Real reform would protect our ability to provide important services, such as fire and police services. Just as important, real reform would protect people’s pensions.”

He also announced that the City, after 12 months of study and analysis of best practices, will be implementing a Citizen Public Safety Board this year, saying, “Accountability is important in all aspects of government.”

The mayor also talked about the investments that the city is making in its neighborhoods and parks, saying, “Building parks creates not just a capital improvement in our city, but develops bonds and social infrastructure in the neighborhoods, creating a sense of community.

Other highlights included:

- OpenGov.com: “I’m very pleased to announce that Anaheim will be launching a new partnership with OpenGov.com today that will give our residents new insight and access to their city’s financial information.”
- District Elections: “I believe that district-based elections make sense for the modern, urban city in which we live. I believe it also brings government closer to the people. Having a city council made up of people who represent different parts of our city will be a positive change for Anaheim.”
- Regulatory Relief: “First, because of recommendations of the regulatory relief task force, we have eliminated the requirement for conditional use permits for many businesses. Second, we have changed our application requirements to allow business owners to prepare their own parking studies instead of having to hire a consultant for this work. Finally, the Planning Department can now process simple CUPs in as little as 35 days.”
- BrewCity: “That’s why we’re branding Anaheim as the Southland’s BrewCity. In Southern California, when you think about craft beer and all that goes along with that scene, you’re going to think about Anaheim.”
- Coming Home Anaheim: “...we’ve come up with a citywide initiative that we’re calling ‘Coming Home Anaheim.’ The City, the County and all of the groups involved in this effort are working together to create a multi-faceted plan to address the problem of homelessness. It won’t be solved with just government organizations at the table—we need all parts of our community involved.”
- One Million Acts of Kindness: “Led by Superintendent Linda Wagner and the school board, the Anaheim City School District is challenging each school to encourage their students to log at least 50 acts of kindness this year.”
- P21: “We created a P21 taskforce to work with the Anaheim Unified High School District and local businesses to develop mentoring programs that will help prepare our student for future job success.”
- Hi Neighbor: “To support the Hi Neighbor program, we will soon be launching a feature called Map Your Neighborhood. This program is designed for neighborhoods to meet and identify the needs of their street, block or apartment complex should an emergency or disaster occur.”

- West Anaheim: “I look forward to working with the city staff, the convention staff and local business organizations to create a marketing plan to share Anaheim’s cultural diversity with our region and our 20 million plus annual visitors to create new economic vitality in our city.”
- Angels Lease: “I believe that we have the opportunity to strike a deal that is a win-win for both organizations.”

The entire transcript of the speech can be accessed here [ADD HYPERLINK].

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ABOUT ANAHEIM –The City of Anaheim, founded in 1857, is one of the nation’s premier municipalities and is one of California’s most populous cities. Anaheim covers 50 square miles with more than 341,000 residents and more than 3,100 City employees. The municipal corporation’s annual budget is \$1.4 billion. Anaheim supports a thriving business community with companies such as Carl Karcher Enterprises, Inc., L-3 Communications, Pacific Sunwear, and Disneyland Resort. Successful sports franchises call Anaheim home, including Angels Baseball, Anaheim Ducks, the 2008 Olympic Gold Medal winning U.S. Men's National Volleyball Team, the 2008 Olympic Silver Medal winning U.S. Women's National Volleyball Team, and the Professional Arena Soccer League Anaheim Bolts. Anaheim also boasts world-class meeting and entertainment venues with the Anaheim Convention Center, LEED-certified and the largest on the west coast, Honda Center, City National Grove of Anaheim, Anaheim GardenWalk, and Angel Stadium of Anaheim. In addition, Anaheim embraces its vibrant cultural arts community, including the world-renowned Anaheim Ballet. Annually, Anaheim welcomes millions of visitors to the city, truly making it where the world comes to live, work and play. For more information, please visit www.anaheim.net.

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