Anaheim continues to be an emerging economy and the diversity of enterprise found here is source of great civic pride and inspiration. In this issue, we highlight many of the current projects that the Anaheim Chamber of Commerce is proudly a part of, resulting in a very successful 2019 and a promising 2020.

Angels in Anaheim
We are still buzzing from the winning news that Angels Baseball is staying in Anaheim, its home for more than 50 years. This comes with exciting possibilities of development both in and around the stadium, the attraction of new jobs, as well as community benefit projects.

Economic Development Conference
The Chamber, in partnership with the City of Anaheim, just presented the 2019 Anaheim Economic Development Conference and welcomed economist Dr. Christopher Thornberg along with seven esteemed speakers who covered a variety of topics pertaining to our local economy. Major take-away: a no-recession forecast.

Anaheim First
ANAHEIM FIRST will soon host its second round of district-based town halls. Make sure you visit www.AnaheimFirst.org for dates and locations.

Anaheim Chamber Ambassador Q&A
The Chamber would not be what it is if it were not for our ambassadors. In this edition, get to know Ambassador Chair Eric Bisaillon.

Local Non-Profits
Anaheim is home to a number of non-profit organizations and we are fortunate for their services in bettering our communities. We share updates from three local non-profits that are actively impacting our neighborhoods.

The Chamber anticipates continued economic growth, cultivation of community, and robust business development in the coming year. Indeed, we see 2020 with great vision!

I wish you the best this joyous holiday season. Here’s to a prosperous New Year.
Strong Economic Forecast for 2020

Business and economic experts testified to the ongoing strength of the national and local economy before a sold-out crowd at this year’s Anaheim Economic Development Conference.

The conference, produced by the Anaheim Chamber of Commerce, in partnership with the City of Anaheim, forecast a bright and robust year of economic expansion in 2020. Entrepreneurs, Anaheim Chamber members, council members, and city officials gathered at the Anaheim Convention Center on December 4 to hear expert analysis on national and local business trends and partake in networking opportunities.

Anaheim Mayor Harry Sidhu kicked off the event, welcoming the crowd and informing them about the just-announced agreement-in-principle between the City of Anaheim and Angels Baseball. Under the breakthrough agreement, Mayor Sidhu announced, the Angels would purchase the stadium and surrounding property from the city for $325 million and commit to staying in Anaheim until at least 2050.

“This is a win for Anaheim taxpayers and businesses, for the city, for the Angels and for their fans,” said Mayor Sidhu. “I think you will all agree that this is a historic day for Anaheim. A win-win agreement that keeps the Angels in Anaheim, gets the city out of the stadium business and creates unheard of economic development opportunities for jobs and business,” said Sidhu. The news was met with great ovation. Coincidentally, the Economic Conference fell on the exact one-year anniversary from the day when Mayor Sidhu was sworn in as Anaheim mayor.

Keynote speaker Dr. Christopher Thornberg, founding partner of Beacon Economics, LLC, took to the stage and discussed consumer confidence, consumer spending, strong saving rates, stabilizing housing markets, demographic shifts and a no-recession forecast. Dr. Thornberg mentioned that Anaheim is in an upward trajectory and is building more housing and creating more jobs than the rest of Orange County. He also stated that Anaheim provides residents with better chances at building a good life by offering a variety of job opportunities.

The conference continued as seven distinguished speakers took part in a panel discussion highlighting trends in real estate, local development, the emergence of e-commerce competition, opportunity zones as well as the hospitality industry.

Panelist Ted White, Director of Planning & Building for the City of Anaheim, cited that Anaheim has always been good at thinking ahead and can help make ideas come true whether big or small. He also touched upon the Beach Boulevard Specific Plan, the current development project along the 1.5-mile stretch of Beach Boulevard that will generate economic and residential revitalization for West Anaheim.

The 2019 Anaheim Economic Development Conference panel included: Ted White (Director of Planning & Building, City of Anaheim); Rob Mitchell (Development and Acquisitions, Greenlaw Partners); Ben Seybold (SVP, Southern California Market Manager, CBRE); Steven LaMotte (Chapter Executive Officer, Building Industry Association/OC Chapter); Blake Christian (Partner, HCVT); Kevin W. Jennings (SVP, Southern California Market Executive, Bank of America Merrill Lynch); and Paul Sanford (Asset Manager/CEO, Wincome Hospitality).

Major sponsors included Greenlaw Partners, Visit Anaheim, and Rutan & Tucker, LLP.
Dozens of convenient hotels and unique restaurant and entertainment venues is our secret weapon for booking unforgettable events. We proudly represent Anaheim to the Meetings and Convention community whose events contribute to the economic vitality of our city.

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Residents Are Leading The Way In Anaheim

On November 7, 2019, ANAHEIM FIRST held its second summit that comprised of 100 Neighborhood Leadership Council Members, representing all six Anaheim council districts. In attendance were Mayor Harry Sidhu, Council Member Stephen Faessel, Council Member Jordan Brandman, along with city department staff.

The summit provided an opportunity to review neighborhood priorities based on the findings from recent online surveys, town halls, community-based events and meetings with the city’s community-based organizations (CBOs) as part of the Anaheim Community Assessment. When complete, the Anaheim Community Assessment will be presented to the City Council for consideration and serve as a resident-generated template and guide for prioritizing the 2030 Neighborhood Investment Program.

“Our second summit was the most rewarding experience,” said Gloria Ma’ae, chair of District 2. “Having the input of so many residents, and those of us representing each district, to share with city staff and start finding solutions was like nothing I have ever experienced in my years of being an involved resident. We all have a renewed hope in what the future holds.”

In addition to the town halls, ANAHEIM FIRST conducted an online survey to give residents and community leaders a convenient option to participate in the Anaheim Community Assessment. To date, the response from residents has been strong with more than 1,400 comments submitted.

Jointly funded by ANAHEIM FIRST and the City of Anaheim, the Anaheim Community Assessment will assist the City Council in prioritizing $250 million in new city spending for the 2030 Neighborhood Investment Program.

The second round of district-based town halls will be scheduled early next year before the assessment is completed in March of 2020. For dates and locations, please visit AnaheimFirst.org.
Home is a constant theme of baseball: awe-inspiring homeruns, stretching for home plate, and winning one for the home team. For Angels Baseball, home took a monumental turn with the announcement that the City of Anaheim and Angels Baseball reached an agreement, in principle, to keep Angels Baseball in Anaheim through the year 2050.

The agreement includes:

- Angels commitment to stay in Anaheim for at least 30 years
- The Angels purchasing the stadium and surrounding city-owned land at fair market value at $325 million. Future development that could entail renovation or building of a new baseball stadium, and development of residential, business, retail properties, hotels and/or entertainment zones
- Community benefits such as, open spaces, and neighborhood improvements

“For every fan who told us to keep the Angels, this proposal would do exactly that,” Anaheim Mayor Harry Sidhu said in a statement. “This proposal reflects what we’ve heard from the community – keep the Angels, a fair land price, money for neighborhoods, ongoing revenue, affordable housing, parks and jobs for Anaheim. It will also bring ongoing revenue to our city for years to come,” said Sidhu. “Best of all, there would be no taxpayer stadium funding and no impact to Anaheim’s budget — except to add to it.”

If the Angels choose to build a new stadium, it will be financed by the team, without any city funding or subsidies. According to city projections, when the stadium site is fully developed, it could generate as much as $10 million in additional tax revenue annually – as well as creating hundreds of new, permanent jobs.

“We appreciate the mayor’s [Mayor Sidhu] leadership in working to keep the Angels here in Anaheim, which has been our home for over 50 years. Today is the first step in enabling us to invest in our future by building a winning team and delivering a high-quality fan experience,” said Arte Moreno, Owner, Angels Baseball.

The City of Anaheim has a dedicated website that covers The Big A: 2050 in great detail, please visit www.anaheim.net/5207/The-Big-A.

Angels In The Community

The Angels Baseball Foundation dons many baseball caps when it comes to rallying community outreach programs. Established in 2004, the Foundation provides a variety of services including education, healthcare, arts, and youth programs. Their work leaves a lasting impact of good deed throughout the region.

The Foundation provides children the opportunity to attend a baseball game and experience the positive attributes of the sport. The Angels RBI League provides 20,000 underserved youth with
the opportunity to play baseball and softball and allows them to learn fundamentals of the game and build valuable character skills. Each year, thousands of memorabilia items such as baseballs, uniforms, and tickets are donated to local charities to help assist with their fundraising efforts.

In addition, the Foundation hosts community events ranging from charity run/walks, hosting food and toy drives, and having Angels players read story time to kids at local libraries. There are also Major League Baseball initiatives that include Stand Up to Cancer and Military Appreciation.

To learn more about the events and initiatives offered by the Angels Baseball Foundation, please visit www.mlb.com/angels/community

Local Reaction

We love the idea and agreement Mayor Sidhu has worked so hard on achieving with the Angels. Throughout the years we have developed friendships with the amazing regulars who come in before almost every home game as well as season ticket holders who drive in from out of the city to see us before games, and we are ecstatic to maintain those friendships for years to come...

Michaela Brown
Director of Service
The Catch in Anaheim
Honda Center. It’s our house, and the only home the Anaheim Ducks have known.

In 2018, we extended our Honda Center partnership, ensuring hockey here for years to come.

The Ducks are off to a strong start. So show your Anaheim pride by catching the team in action or seeing a great concert or other Honda Center event.

You’ll have a great time and be supporting our city!
Get To Know Anaheim Chamber Ambassador Chair Eric Bisaillon

Eric Bisaillon
Business Development Manager, Goodwill of Orange County

Q: How long have you been involved with the Chamber’s Ambassadors Committee?
A: Three years.

Q: What is your role as Ambassador Chair?
A: My role is to lead our monthly ambassador meeting, be a role model to other ambassadors, and to encourage other members that would like to become an ambassador to attend one of our meetings.

Q: What is your day job?
A: I work for Goodwill of Orange County as Business Developer Manager, so I partner with OC businesses to inform them about the people we serve and to advocate to hire a person with a barrier. Goodwill has been doing this for 95 years in Orange County, and the main program I work with serves approximately 600 individuals on a daily basis at their job sites.

Q: We hear you are the poet in the group. When did you know you had this gift? (Fun fact: Eric can rhyme at any time, at any place, about anything!)
A: About a year and a half ago I was attending a networking meeting, and was inspired to make up a few rhymes, and thankfully it was well-received! I now try my best to include other Chamber Members in my 60 sec commercial.

Q: What are some of your favorite things about being Chair of the Chamber’s Ambassadors Committee?
A: I really enjoy getting to know other local business owners or managers on a more personal level. We see each other at the ambassador meetings, lunches, breakfasts, mixers, Chamber events including ribbon cuttings and it’s a great feeling when a strong group of people support each other as well as Chamber businesses in Anaheim.

Q: What would you like to say to anyone who is thinking of becoming an Anaheim Chamber Ambassador?
A: I would say give it a try; you get to meet other great people who are involved in the Anaheim community. It is also a great feeling when supporting and welcoming new businesses to Anaheim by attending their ribbon cuttings, by networking, and providing referrals to each other.

Q: What are you most thankful for this holiday season?
A: I’m most thankful for being able to spend the holidays with my four children, and I’m extremely thankful for my health!

Eric, the Chamber thanks you for your dedication, your time and energy, and above all, for the poetry!

Being an Anaheim Chamber Ambassador makes for active Chamber membership and allows one to become part of a dynamic group that takes the lead in welcoming new members and working along with existing members. It is a wonderful way to volunteer at exclusive Chamber and member events and allows for effective networking opportunities.

If you are interested in learning more about our Ambassadors program, please call (714) 758-0222 or email us at info@anaheimchamber.org
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An entire issue of Business Advocate would not suffice to cover all the many local non-profit organizations that are doing great work for the community. We are highlighting a handful of these organizations that are offering some newfound programs and changes this season.

ANAHEIM FAMILY YMCA

In an effort to meet the need of developing the local workforce, the Anaheim Family YMCA launched Avanza, a workforce development program that fosters soft skills for youth to forge a successful career path. Launched in fall of 2019, Avanza (which stands for Moving Ahead), is committed to reaching 4,200 youth annually throughout Anaheim.

The curriculum will focus on four soft skills: social skills, communication skills, higher-order thinking (consists of problem solving, critical thinking, and decision-making), and self-control/positive self-concept. Anaheim Family YMCA staff in addition to external partners will oversee instruction and guidance.

“The Avanza program will help Anaheim youth strengthen and advance their soft skills, which will allow them to prepare for college and the workforce and be the change makers in our community,” says Cristina Casas, Community Engagement Director of Anaheim Family YMCA. To learn more, please visit: AnaheimYMCA.org

THE PRIORITY CENTER

What’s in a name? If you ask the team at The Priority Center, they will say that it is means to newfound focus and expanded community service. Founded in 1983 as the Orange County Child Abuse Prevention Center, The Priority Center made the moniker switch in mid-November 2019 to better align with their mission to end generational cycles of trauma for children, families, adults, and seniors in Orange County.

“As we begin a new journey and adventure with unlimited possibilities, this new name embodies that our priority will be to focus on our clients,” says The Priority Center’s CEO Lisa Fujimoto. To learn more about The Priority Center, please visit: ThePriorityCenter.org

THE BOYS & GIRLS CLUBS OF GREATER ANAHEIM-CYPRESS

In July of 2019, the Boys & Girls Clubs of Anaheim and the Boys & Girls Club of Cypress merged becoming the Boys & Girls Clubs of Greater Anaheim-Cypress (the Club), abiding in the old adage, strength in numbers. Combining the strengths of both locations now provides more world-class Club experience across a wider reach, allowing to service community members who do not yet have a local Club.

The Boys & Girls Clubs of Greater Anaheim-Cypress provide both a welcoming and positive environment for kids and teens to have fun and engage in life-changing programs that build supportive relationships with peers and caring adults. The Club operates as a Family Resource Center and provides support to the community by offering services such as counseling, parent workshops, free food distributions, CPR training and more. The combined Club membership will include more than 2,000 children and teens that will benefit from the programs.

This holiday season, the Boys & Girls Clubs of Greater Anaheim-Cypress will serve more than 250 families through their Toy Distributions. The Club collects toys throughout the year and with the help of staff and volunteers, parents are then able to visit the gym at the Downtown Anaheim Community Center and personally select the items that they wish to provide as gifts, gift wrapped and all. This allows for a more personal touch to gift giving.

There are many ways to get involved either by volunteering, donating, mentoring, joining the board or even creating a legacy. To learn more, please visit: TheBoysandGirlsClub.org

“Doing Good For The Neighborhood

“We serve more than children, we serve families and adults through our 10 life-changing programs. Our care and concern to end the generational cycle of trauma is our ultimate priority. We look forward to building and creating new partnerships and strengthening existing relationships throughout Orange County.”

This holiday season, The Priority Center is hosting its Families Helping Families event, where donors are matched to help meet the needs of more than 300 families. Many of their program families are struggling to provide basic items, such as food and clothing. Monetary donations are greatly appreciated. Other ways to help include, being a “Santa” and donating items; being an “Elf” and assist with sorting and wrapping donations, or being a “Reindeer” and help deliver gifts to the families. To learn more about Families Helping Families, please visit: PreventionCenter.org

“My family has shown me that it takes a village to raise a child. It is something we need to remember to come together and help each other.”

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“My family has shown me that it takes a village to raise a child. It is something we need to remember to come together and help each other.”
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todd@anaheimchamber.org

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ANAHEIM CHAMBER BUSINESS ADVOCATE is the quarterly publication produced by the Anaheim Chamber of Commerce with the purpose of promoting and covering local business and community news.

EDITOR — Scalla Jakso

Editorial Inquiries, contact Scalla Jakso, scalla@anaheimchamber.org

Advertising Rates, contact Kathleen Enge, kathleen@anaheimchamber.org

ANAHEIM BUSINESS AWARDS
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ANAHEIM CHAMBER STAFF

Todd Ament
President / CEO
todd@anaheimchamber.org

Laura Cunningham
Senior Vice President
laura@anaheimchamber.org

Wendy Curtis
Accounting Director
wendy@anaheimchamber.org

Heather Sievers
Director of Events
heather@anaheimchamber.org

Kathleen Enge
Director of Membership
kathleen@anaheimchamber.org

Scalla Jakso
Communications Manager
scalla@anaheimchamber.org

Jim Cain
Anaheim Hills Community Council
jim@anaheimchamber.org