



Board of Directors Agenda Report

MEETING DATE: JANUARY 16, 2020 ITEM NUMBER: 9B

SUBJECT: Consideration of and Vote on 2020 OC Fair Admission Ticket Prices, Merchant Space Rental and Year-round Parking

DATE: January 10, 2020

FROM: Michele Richards, CEO

PRESENTATION BY: Michele Richards, CEO

RECOMMENDATION

At the Board of Directors' discretion.

BACKGROUND

During the December 12, 2019 meeting, the Board approved the proposed 2020 operating budget, but voted to table a discussion regarding options for increases to fair admission ticket prices, fair merchant space rates and year-round parking fees.

Following are the options presented:

Scenario #1: Increase Weekday Admissions to match Weekend Admissions

Scenario #2: A \$1 Increase to both Weekday and Weekend Admissions

Scenario #3: A \$1 Increase to Weekend Admissions

Offer Name	Ticket Sales	2020 Budget	Scenario #1	Scenario #2	Scenario #3
Adult Gate Weekday	183,706	\$12.00	\$14.00	\$13.00	\$12.00
Adult Gate Weekend	204,944	\$14.00	\$14.00	\$15.00	\$15.00
Senior Gate	31,741	\$7.00	\$7.00	\$7.00	\$7.00
Child Gate	55,981	\$7.00	\$7.00	\$7.00	\$7.00
Senior Day	8,946	\$5.00	\$5.00	\$5.00	\$5.00
OCTA	33,517	\$4.00	\$4.00	\$4.00	\$4.00
Best Promotion Ever	65,818	\$7.00	\$7.00	\$7.00	\$7.00
City Promo Weekday	6,839	\$10.00	\$12.00	\$11.00	\$10.00
City Promo Weekend	6,211	\$12.00	\$12.00	\$13.00	\$13.00
Military Family Weekday	10,586	\$6.00	\$7.00	\$7.00	\$6.00
Military Family Weekend	14,543	\$7.00	\$7.00	\$8.00	\$8.00
Superpass Ticket Promo	2,427	\$10.00	\$10.00	\$10.00	\$10.00
Charger Football/OCNM Weekday	4,632	\$6.00	\$7.00	\$7.00	\$6.00
Charger /OCNM Weekend	1,165	\$7.00	\$7.00	\$8.00	\$8.00

Change vs. Budget: \$			\$396,308	\$432,626	\$226,863
Change vs. Budget: %			5.0%	5.5%	2.9%

Scenario #4

Revenue Line	2020 Budget	Rate Increase	Volume Loss	Net Increase	2020 Estimate	vs. Budget
Rent In - Conc/Comm - Fair	\$1,003,900	10.0%	-5.0%	4.5%	\$1,049,076	\$45,176
Rent Out - Exhibits - Fair	\$1,260	10.0%	-5.0%	4.5%	\$1,317	\$57
Rent Out - Conc/Comm - Fair	\$387,400	10.0%	-5.0%	4.5%	\$404,833	\$17,433
MarketPlace Village - Conc/Comm - Fair	\$18,700	10.0%	-5.0%	4.5%	\$19,542	\$842
	\$1,411,260				\$1,474,767	\$63,507

Scenario #5

Parking	Volume	Rate Increase	Volume Loss	Net Increase	2020 Estimate	vs. Budget
Year Round	187,521	\$1.00	\$0.00	\$1.00	\$1,875,210	\$187,521

The January 16, 2020 Board of Directors meeting will be another opportunity for Board discussion and public input. Staff will be present to answer any remaining questions and receive direction from the Board on next steps.