



## **Board Committee Report**

**MEETING DATE:** JANUARY 27, 2022 **ITEM NO:** 8E(vi)

**SUBJECT:** Entertainment & Business Development Committee

**DATE:** January 24, 2022

**FROM:** Director Rubalcava-Garcia and Director Cervantes

**PRESENTATION BY:** Director Rubalcava-Garcia and Director Cervantes

---

### ***Purpose:***

*This committee, in coordination with staff, evaluates opportunities at all District entertainment venues and pursues business development opportunities.*

### ***Focus:***

- *Pacific Amphitheatre programming enhancement opportunities*
- *Hangar and Action Sports Arena programming enhancement opportunities*
- *Development of year-round and fairtime business opportunities*
- *Utilizing Board contacts and relationships for sponsorship and new event sales opportunities*

### **SUMMARY OF COMMITTEE MEETING**

The committee met on January 14<sup>th</sup> and discussed being kept in the loop by staff on entertainment bookings for the 2022 OC Fair. Staff will provide the committee with an ongoing list of performances on sale at the Pacific Amphitheatre, Hangar and Action Sports Arena leading into the 2022 OC Fair.

### **Follow-up**

- The next meeting of the Entertainment & Business Development Committee is TBD.