



Board Committee Report

MEETING DATE: FEBRAURY 24, 2022 **ITEM NO:** 8D(vi)

SUBJECT: Entertainment & Business Development Committee

DATE: February 18, 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 February 10th and was briefed by staff on the history of Pacific Amphitheatre talent booking and the status of the 2022 OC Fair entertainment line-up.

Staff shared the history of net proceeds from the Pacific Amphitheatre concert series. In the early 2000's when talent buying was outsourced, the Pacific Amphitheatre posted net losses for four out of six years. Since 2010 when the in-house team took over, Pac Amp has achieved average annual net proceeds of over \$3 million.

Tickets sales for the 2022 Pac Amp season have been very strong. There are currently ten shows on sale, and over 38% of available tickets for those shows have already been sold, generating revenue of \$1.7 million. This is the most number of shows and tickets sold this early in the season.

The committee is interested in learning more about the process of booking a performance at the Pacific Amphitheatre and will be meeting with the Entertainment team soon to explore.

Follow-up

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