



BOARD OF DIRECTORS COMMITTEE REPORT

MEETING DATE: **APRIL 28, 2022** ITEM: **8G(vi)**

SUBJECT: **Entertainment & Business Development Committee**

DATE: April 25, 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*

Special Projects:

- *None at this time.*

SUMMARY OF COMMITTEE MEETING

The committee met on 4/5/2022 and discussed the following:

Current entertainment line-up for Pacific Amphitheatre, Hangar and Action Sports Arena:

- Ticket sales continue to be strong for all venues, and the Entertainment Department continues to work hard to book additional performances in all venues with multiple offers pending.
- The Pacific Amphitheatre will feature a wide variety of new acts and returning favorites with a wide range of genres including rock, pop, comedy, reggae, latin, and country.
- As of the posting of this report, the latest tally of performances in each venue includes:
 - Pacific Amphitheatre – 21 performances booked
 - Hangar – 17 performances booked

- Action Sports Arena – 13 performances booked
- Check www.ocfair.com for the latest schedule and to purchase tickets.

Pacific Symphony moving summer concert series to Great Park:

- Since 2017, the Pacific Symphony has held its summer concert series at the Pacific Amphitheatre. Due to the offer of a lucrative sponsorship deal which requires the symphony to perform at the Great Park's 5 Point Amphitheater, they must make this move. The 5 Point Amphitheater is also waiving all rental fees for the symphony.

Follow-up

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