



BOARD OF DIRECTORS COMMITTEE REPORT

MEETING DATE: **APRIL 27, 2023** ITEM: **8E(vi)**

SUBJECT: **Entertainment & Business Development Committee**

DATE: April 24, 2023

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 4/17/2023 and discussed the following:

2023 OC Fair Entertainment Schedule

- Staff provided the committee with an updated entertainment chart which includes performances booked to-date in the Pacific Amphitheatre, Hangar and Action Sports Arena. The chart is also posted on the ocfair.com web site.
- Ticket sales remain very strong, particularly for the Pacific Amphitheatre shows which have exceeded \$5.3M in sales with approximately 100,000 tickets sold to-date.

- In addition to the sell-out shows previously reported, the following concerts are approaching sell-out:
 - Dwight Yoakam
 - STYX
 - Gabriel Iglesias
 - Chicago
- Hangar and Action Sports Arena tickets sales remain ahead of expectations.

Follow-up

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