



BOARD OF DIRECTORS COMMITTEE REPORT

MEETING DATE: **MAY 25, 2023** ITEM: **8B(vi)**

SUBJECT: **Entertainment & Business Development Committee**

DATE: May 22, 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 was updated by email throughout the month on 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 to-date are \$6.15M, up 22% from 2022 for the same period. Approximately 113,000 Pacific Amphitheatre tickets have sold to-date, up 27% year-over-year.

- Hangar and Action Sports Arena tickets sales remain ahead of expectations.

Follow-up

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