



Board of Directors Agenda Report

MEETING DATE: JANUARY 28, 2021 ITEM NUMBER: 10F

SUBJECT: Presentation of Leadership Committee Vision, Goals and Plan for the Equestrian Center Study and Vote on Whether or Not to Approve

DATE: January 22, 2021

FROM: Leadership Committee:
Board Chair, Rubalcava-Garcia & Vice Chair La Belle

PRESENTATION BY: Leadership Committee:
Board Chair, Rubalcava-Garcia & Vice Chair La Belle

RECOMMENDATION

At the Board of Directors' discretion.

BACKGROUND

At the request of the Board Chair, the Leadership Committee has launched a market study to understand details of how the Equestrian Center currently operates and to explore other operating models in comparison. The study will be conducted by Doug Lofstrom, former CEO of the OC Fair & Event Center, who has vast knowledge of the OCFEC facilities, experience overseeing the operation of the Equestrian Center and significant knowledge of equestrian operations in general.

The Leadership Committee has met with Mr. Lofstrom to outline a draft plan for the study. In addition, the committee is recommending that the Board discuss and agree on specific goals for the study and establish a vision for the Equestrian Center moving forward.

The Leadership Committee is proposing the following goals for the market study:

- 1) A clear mission for the Equestrian Center in keeping with the overall mission of the 32nd District Agricultural Association.

- 2) Integration of the Equestrian Center into the OC Fair & Event Center portfolio. This would include programs offered at the annual OC Fair and Imaginology.
- 3) Enhance public access to the Equestrian Center that includes a variety of events and activities available to the general public.

The proposed market study involves several key deliverables to the committee to help the Board make future decisions to support the above vision:

- Equestrian Center historical narrative
- Current Equestrian Center operating model details
- Other equestrian center operating models
- Equestrian Center programming opportunities

The market study process will include public input, feedback and comment sessions.

The Leadership Committee is seeking approval from the Board to move forward with the market study to achieve the goals and overall vision outlined above.