



Board of Directors Agenda Report

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

SUBJECT: Presentation of Staff Recommendations Regarding 2021 OC Fair Admission Ticket Prices and Vote on Whether or Not to Approve

DATE: January 22, 2021

FROM: Michele Richards, CEO

PRESENTATION BY: Michele Richards, CEO

RECOMMENDATION

At the Board of Directors' discretion.

BACKGROUND

Each year, as part of the annual budget process, the Board of Directors approves the admission ticket prices for the OC Fair. Because of the uncertainty connected with fair planning last October when the 2021 budget was presented to the Board, a blended rate of \$9.33 was included in the budget as a placeholder. Staff agreed that as the potential for a 2021 OC Fair became clearer, more concrete admission ticket prices would be presented for the Board's approval. Staff is presenting the following recommendations for 2021:

Ticket Type	Weekdays Wednesday/Thursday	Weekends Friday/Sat/Sun
Adults (age 13-59)	\$12	\$14
Children (age 6-12)	\$7	\$7
Children (age 5 and younger)	Free	Free
Seniors (60+)	\$7	\$7

The recommendations are based on the following assumptions:

- Weekends will now include Friday, along with Saturday and Sunday as recent trends indicate that demand for attendance on Friday is much higher than other weekdays.

- Although the Board indicated last year that it might reconsider a ticket price increase in 2021, staff is recommending that there be no price increase.
- Guests will be purchasing their tickets online in advance which will include Ticketmaster processing fees. Staff is proposing that the OC Fair & Event Center absorb these fees, allowing the ticket prices to remain unchanged for guests 2021.