



Board Committee Report

MEETING DATE: MARCH 24, 2022 **ITEM NO:** 8E(vi)

SUBJECT: Entertainment & Business Development Committee

DATE: March 20, 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*

SUMMARY OF COMMITTEE MEETING

The committee met with staff, including the Entertainment Department team, on March 1, 2022. The purpose of the meeting was to brief the committee on the process for talent buying, specifically for the headline concerts in the Pacific Amphitheatre.

Dan Gaines, Entertainment Director, and Lisa Sexton, Talent Buyer, walked the committee through the process and challenges of booking performances in the Pacific Amphitheatre. Staff presented historical financial performance data for the Pacific Amphitheatre and talked about needed upgrades to the artist dressing rooms at the venue.

The committee continues to receive regular updates from staff on shows added to the entertainment line-up for the Pacific Amphitheatre, Hangar and Action Sports Arena.

As of the posting of this report, the Pacific Amphitheatre line-up includes 14 performances currently on sale with over \$2.4M in ticket revenue.

Follow-up

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