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## *BOARD OF DIRECTORS COMMITTEE REPORT*

MEETING DATE: **APRIL 28, 2022** ITEM: **8G(vi)**

SUBJECT: **Entertainment & Business Development Committee**

DATE: **April 25, 2022**

FROM: **Director Rubalcava-Garcia and Director Cervantes**

PRESENTATION BY: **Director Rubalcava-Garcia and Director Cervantes**

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***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 4/5/2022 and discussed the following:

**Current entertainment line-up for Pacific Amphitheatre, Hangar and Action Sports Arena:**

- Ticket sales continue to be strong for all venues, and the Entertainment Department continues to work hard to book additional performances in all venues with multiple offers pending.
- The Pacific Amphitheatre will feature a wide variety of new acts and returning favorites with a wide range of genres including rock, pop, comedy, reggae, latin, and country.
- As of the posting of this report, the latest tally of performances in each venue includes:
  - Pacific Amphitheatre – 21 performances booked
  - Hangar – 21 performances booked

- Action Sports Arena – 16 performances booked
- Check [www.ocfair.com](http://www.ocfair.com) for the latest schedule and to purchase tickets.

**Pacific Symphony moving summer concert series to Great Park:**

- Since 2017, the Pacific Symphony has held its summer concert series at the Pacific Amphitheatre. Due to the offer of a lucrative sponsorship deal which requires the symphony to perform at the Great Park's 5 Point Amphitheater, they must make this move. The 5 Point Amphitheater is also waiving all rental fees for the symphony.

**Follow-up**

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