



## BOARD OF DIRECTORS COMMITTEE REPORT

MEETING DATE: **MAY 26, 2022** ITEM: **8F(vi)**

SUBJECT: **Entertainment and Business Development Committee**

DATE: May 23, 2022

FROM: Directors Rubalcava-Garcia and Cervantes

PRESENTATION BY: Directors Rubalcava-Garcia and 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 by email on 5/18/2022 and discussed the following:
- Ticket sales for our entertainment options at the 2022 OC Fair continue to be brisk in the Pacific Amphitheatre, Hangar and Action Sports Arena. The following performances were recently added to the Pacific Amphitheatre:
  - Lindsey Stirling
  - CNCO
  - The Band Perry
  - Maxwell
  - Psychedelic Furs
  - Boy George & Culture Club
- It's shaping up to be a great season of entertainment at this year's fair. The Pacific Amphitheatre in particular has a wide variety of performances – rock, R&B, comedy, reggae, Latin, country and pop.

### **Follow-up**

- The next meeting of the Community Affairs Committee is TBD.