



BOARD OF DIRECTORS COMMITTEE REPORT

MEETING DATE: **MARCH 23, 2023** ITEM: **8F(vi)**

SUBJECT: **Entertainment & Business Development Committee**

DATE: March 17, 2023

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*

Special Projects:

- *None at this time.*

SUMMARY OF COMMITTEE MEETING

CEO Richards updated the committee via email on the following:

2023 OC Fair Entertainment Schedule

- Staff provided the committee with an updated entertainment chart which includes performances booked to-date in the Pacific Amphitheatre, Hangar and Action Sports Arena. The chart is also posted on the ocfair.com web site.
- Ticket sales remain very strong, particularly for the Pacific Amphitheatre shows which have exceeded \$3.8M in sales with 71,000 tickets sold to-date.
- The following Pacific Amphitheatre concerts have already sold out, with several other shows approaching sell-out:
 - AJR (August 2)
 - Midland (July 22)
 - 2 of the 3 Rebelution shows (August 11 and 12)
- Hangar and Action Sports Arena tickets sales remain ahead of expectations.

Follow-up

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