



## BOARD OF DIRECTORS COMMITTEE REPORT

MEETING DATE: **JUNE 22, 2023** ITEM: **8E(vi)**

SUBJECT: **Entertainment & Business Development Committee**

DATE: June 19, 2023

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 was updated by email throughout the month 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](http://ocfair.com) web site.
- Ticket sales remain very strong, particularly for the Pacific Amphitheatre shows which to-date are \$7.1M, up over 19% from 2022 for the same period. Over 133,000 Pacific Amphitheatre tickets have sold to-date, up 22% year-over-year.

### **Follow-up**

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