



## BOARD OF DIRECTORS AGENDA REPORT

MEETING DATE: **SEPTEMBER 28, 2023** ITEM: **8F**

SUBJECT: **Consideration and Vote on Whether or Not to Approve Staff Recommendation to Increase CEO Authority to Execute Talent Guarantees to \$600,000**

DATE: September 22, 2023

FROM: Michele Richards, CEO

PRESENTATION BY: Michele Richards, CEO

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*Action Item*

### **BACKGROUND**

Board Policy 4.05.02 (Contracting and Signature Authority) authorizes the CEO contract signature authority to execute talent guarantees of \$400,000 or less. Since the policy was last amended in October 2020, headline talent at the Pacific Amphitheatre has become increasingly more expensive. For example:

<b>Performance</b>	<b>Past \$</b>	<b>Present/Future \$</b>
B-52's	2019 - \$104,000	2023 - \$450,000 (quoted)
Dwight Yoakam	2021 - \$100,000	2023 - \$150,000
The Go-Go's	2016 - \$125,000	2024 - \$300,000 (quoted)
Styx	2019 - \$100,000	2023 - \$150,000
Pat Benatar	2022 - \$100,000	2024 - \$200,000 (quoted)

The policy requires any performance contracts over \$400,000 must be approved by the Board prior to executing. This could create a timing challenge if staff has to wait for the next scheduled Board meeting for approval of a show over \$400,000, and could mean the difference between signing the performer and missing the opportunity.

Staff has an incredible track record of success with the summer concert series in the Pacific Amphitheatre. During the 2023 summer concert series, Pacific Amphitheatre broke all records for ticket revenue posting over \$5.7M in ticket sales. And 2023 was the second highest year for number of tickets sold to Pacific Amphitheatre shows. The strategy of working within a set budget to offer affordable shows that resonate with the public has resulted in tremendous success for the Pacific Amphitheatre for years. However, it has become increasingly more challenging to attract talent within budget and compete with other area performance venues.

Staff is requesting an amendment to Board Policy 4.05.02 to increase the CEO's contract signature authority to execute talent guarantees to \$600,000 or less. This will allow the organization to better compete for top talent without having to seek Board approval prior to executing a contract, while still holding true to our successful model.

## **RECOMMENDATION**

Staff recommends Board approval of the amendment to Board Policy 4.05.02 to increase the CEO's contract signature authority to execute talent guarantees to \$600,000 or less.