

Memo

To: Orange County Great Park Board of Directors
From: Mike Ellzey, CEO, Orange County Great Park Corporation 
Date: November 27, 2013
Re: **Orange County Great Park Special Board of Directors' Meeting –
December 3, 2013**

In response to an interest expressed by members of the Great Park Board of Directors, staff will present at the special meeting on December 3rd a report on the status of the fee program for the Great Park Balloon and Carousel under agenda item 3.1: FEE PROGRAMS FOR THE ORANGE COUNTY GREAT PARK BALLOON AND CAROUSEL.

Staff will present an update on the fee program, implemented on April 4, 2013, which will report the cumulative revenue generated from these two programs and the impacts on ridership for each attraction since the program's inception. Additionally, staff will report on opportunities for additional fee programs for consideration and possible future action.

On March 12, 2013, the City Council adopted Resolution No.13-29, which authorized the adoption of a fee structure for the Great Park Balloon and Carousel. The fee for the Balloon was set at \$10 for adults and children over 16, and \$5 for children ages 6 - 16. The fee for the Carousel was established at \$2 per rider. The City Manager, or his designee, was given discretion to waive fees for official City business purposes.

On June 11, 2013, the City Council adopted Resolution No. 13-77, which authorizes staff to implement discounted fee programs and user passes for the Balloon and Carousel. On November 7, 2013, staff implemented a promotional program for November and December, which has been designed to increase children's ridership on both attractions. The current promotional program expires on January 5, 2014.

Finally, the presentation by staff is expected to facilitate a discussion of opportunities for additional fee discount programs and user passes for the Balloon and Carousel, which will be evaluated and presented for Board and Council consideration at a future meeting.

Attached is a report on cumulative revenues and aggregate and comparative ridership for the Great Park Balloon and the Carousel.

Attachment

Comparison of Great Park Balloon and Carousel Ridership

Period: April 4 through November 24

November 27, 2013

	Balloon
2012 Ridership (no fee)	70,798
2013 Ridership (fee)	<u>38,212</u>
Ridership Change	(32,586)
% Change	-46%
Revenue	\$129,060

	Carousel
2012 Ridership (no fee)	275,934
2013 Ridership (fee)	<u>112,461</u>
Ridership Change	(163,473)
% Change	-59%
Revenue	\$36,603