

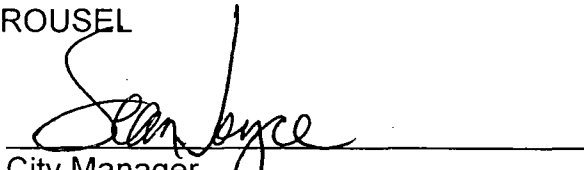


# REQUEST FOR BOARD ACTION

**MEETING DATE:** DECEMBER 3, 2013

**TITLE:** FEE PROGRAMS FOR THE ORANGE COUNTY GREAT PARK  
BALLOON AND CAROUSEL

  
\_\_\_\_\_  
Chief Executive Officer  
Orange County Great Park

  
\_\_\_\_\_  
City Manager

CITY COUNCIL AGENDA  
ITEM NO. 3.1  
DATE: 12/3/13

## RECOMMENDED BOARD ACTION

It is recommended that the City Council consider the proposed fee schedule herein for the Balloon and Carousel and provide direction.

## EXECUTIVE SUMMARY

In March 2013, the City Council approved Resolution 13-29, establishing fees for the balloon and carousel. The fee structure for the balloon is \$10 per adult and \$5 per child, ages 6-16. A carousel ticket is \$2 per person. In June 2013, the City Council adopted Resolution 13-77, providing the ability to offer discounts and/or user passes for amenities such as the balloon and carousel. Since the implementation of fees, the estimated revenue generated from the ticket sales is approximately \$166,000.

On November 7, 2013, a holiday promotion program was implemented focusing on families and children. This program is scheduled to conclude on January 5, 2014. The holiday promotion includes a \$3 per person all-day pass for the Carousel; children ages 6-16 can ride free on the Balloon with a paid adult ticket. The response to the holiday promotion has been positive.

The City Council directed staff to evaluate additional programs and return with recommendations to potentially adjust the existing fee structure for the Balloon and Carousel. Consistent with that direction, staff has prepared recommended changes to the existing fees and proposed a fee package to facilitate discussion and potential Board direction.

The proposed changes to existing fees would include free Balloon rides for children ages 16 and under (saving \$5 per ride) with the purchase of an adult ticket, and provide an all-day Carousel pass at \$3 per person (savings of \$2 per person). The proposed Family & Friends Package would provide five adult Balloon rides for \$40 (one free ride out of five); and 10 all-day Carousel passes for \$20 (savings of \$1 per pass).

**ANALYSIS**

On March 12, 2013, City Council Resolution No. 13-29 was adopted to establish Balloon and Carousel fees. On April 4, 2013, staff implemented fees for Balloon rides at \$10 per adult; \$5 per child, ages 6-16; free for children 5 years of age and under. The fee for Carousel rides was set at \$2 per rider.

On June 11, 2013, City Council Resolution No. 13-77 was adopted to authorize pricing for user fees to be structured to provide discounts and user passes.

From November 7, 2013 through January 5, 2014, the Great Park has offered a Holiday Promotion, promoting family and children ridership. The promotion includes free Balloon rides for children ages 16 and under with the purchase of one adult ticket and an all-day Carousel pass for \$3.00 per person. The response to the Holiday Promotion has been well-received by the community. During the month of November, 70% of the Carousel riders have chosen to purchase the all-day Carousel pass over a single ride ticket. In addition, the Balloon experienced a 20% increase in child ridership.

Based upon the positive input from the community and further direction received by City Council, staff is recommending the following proposed changes to the existing fee structure: Free Balloon rides for children ages 16 and under (savings of \$5 per person), and all-day Carousel passes for \$3 per person; the proposed Family & Friends Package would provide five adult Balloon rides for \$40 (one free ride out of five) and 10 carousel all-day passes for \$20 (savings of \$1 per pass). A comparison of the current and proposed fee structures are provided in the chart below.

Attraction	Current	Proposed
Balloon		
Adult	\$10/person	\$10/person
Children: 16 & Under	\$5/person	Free
Children: 5 and Under	Free	Free
Carousel	\$2/person	\$2/person
		All-day pass for \$3/person
Family & Friends Packages		
Balloon	N/A	5 adult rides for \$40
Carousel	N/A	10 all-day passes for \$20

### **ALTERNATIVES CONSIDERED**

The Board could elect not to provide direction to implement a modified fee schedule for fee programs for the Orange County Great Park Balloon and Carousel. Alternatively, the Board could elect to provide direction to implement one or more of the suggested promotional programs.

### **FINANCIAL IMPACT**

There may or may not be a financial impact to Great Park revenues, depending upon Board direction regarding the Balloon and Carousel fee structure.

**REPORT PREPARED BY**            Karena Lee, Great Park Supervisor