

APPROVED

Sept 01 2022

BOARD OF RECREATION AND PARK COMMISSIONERS

BOARD REPORT

NO. 22-224

DATE September 01, 2022

C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH PARK - MINIATURE TRAIN RIDE CONCESSION - APPROVAL OF PROPOSED 2022 CHRISTMAS LIGHTS FESTIVAL TRAIN RIDE AND TICKET PRICE INCREASE

M. Rudnick	_____	*AP Diaz	_____
H. Fujita	_____	C. Santo Domingo	_____
B. Jackson	_____	N. Williams	_____



General Manager

Approved X

Disapproved _____

Withdrawn _____

RECOMMENDATIONS

1. Approve the proposed operation by GP Rah Enterprises, LLC, (Concessionaire) of the 2022 Christmas Lights Festival Train Ride in Griffith Park, every evening, beginning November 25, 2022 through January 8, 2023, from 5:00 p.m. to 8:00 p.m. Monday through Thursday, and 5:00 p.m. to 9:00 p.m. on Friday, Saturday and Sunday (Christmas Train Ride).
2. Approve the proposed increase in ticket prices for the 2022 Christmas Train Ride as set forth in this Report.

SUMMARY

GP Rah Enterprises, LLC (Concessionaire), the current operator of the Miniature Train Ride Concession in Griffith Park (Concession), has operated the Concession at the Los Feliz Boulevard entrance of Griffith Park and the Travel Town Museum Train Ride (Travel Town) since 2000, offering rides on miniature railroad cars. The operation of the Concession by the Concessionaire is governed by that certain Agreement for Concession Operation of Miniature Train Rides at Griffith Park (Concession Agreement) entered into by Concessionaire and the Department of Recreation and Parks (RAP).

The special holiday Christmas Train Ride at Griffith Park began in 1989, and with the exception of a few short breaks over the years due to heavy traffic caused by the Los Angeles Department of Water and Power (LADWP) Holiday Light Show in 1999 and limited capacity at Travel Town in 2012, the Christmas Train Ride continues to be a successful event, growing in popularity with each passing holiday season. The Christmas Lights Festival Train Ride showcases a Christmas theme decorated "Griffith Park and Southern Railroad" train ride over one mile of track, across a bridge, through a forest and the Old Western Town.

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The Concessionaire has proposed a ticket price increase for the Christmas Lights Festival Train Ride from the 2021 price of \$5.00 to \$7.00 to reflect the increase in cost of decorations, lights, and labor needs. A new Santa’s Village photo opportunity area will have 3-4 locations for families to take their own holiday pictures. Additional decorative lighting including replacements for damaged lights and upgrades will be purchased. Lights will also be purchased to provide lighting for the overflow parking lot during the event. The increase in cost for labor needs include cost of living raises and more personnel.

Historically, the ticket price of the Christmas Lights Festival Train Ride tickets has varied from \$4.00 to \$7.00. From 2007 to 2012, the price of ticket was \$7.00, which included a visit with Santa. Operation of the special holiday event ceased in 2013 but returned in 2015 and the ticket price was \$4.00. On August 8, 2018, the Board of Recreation and Park Commissioners (Board) approved the last ticket price increase for the Christmas Train Ride to \$5.00 per ticket. For the 2022 Christmas Train Ride, the Concessionaire is proposing a per person ticket price of \$7.00.

The Christmas Lights Festival Train Ride did not operate in 2020 due to the closures caused by the Covid-19 pandemic; however, the event returned in 2021 and was very successful with over 30,000 riders.

A Christmas Train Ride pricing timeline follows below:

	2007 - 2012 Ticket price (Travel Town location)	2015 - 2017 Ticket price (GP and Southern Railroads location)	2018 Ticket Price (GP and Southern Railroads location)	Proposed 2022 Ticket Price (GP and Southern Railroads location)
Christmas Train Ride Pricing	\$7.00 per person (Included visit with Santa)	\$4.00 per person (Visit with Santa not offered)	\$5.00 per person (Visit with Santa \$2.00)	\$7.00 per person (Visit with Santa not offered)

According to Section 8 (“Operating Responsibilities”) of the Concession Agreement, prices charged “...shall not exceed prevailing market prices for the same standard grade of service or merchandise at similar venues in the surrounding community.” In addition, the Concession Agreement requires that prices for train rides, including changes in pricing, be approved by the Board.

Venues in Southern California with a similar attraction include the Irvine Park Railroad where the Train Ride to Santa costs \$20.00 - \$30.00 per person depending on the time of the train ride. The El Dorado Frontier Christmas Train Ride in Long Beach, CA also offers a special Christmas train ride and tickets are \$25.00 per rider.

FISCAL IMPACT

Based on the 2021 sales of 30,000 tickets, the proposed 2022 Christmas Lights Festival Train Ride will generate approximately \$6,000.00 in additional rent to RAP. Ninety percent (90%) of

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revenue received is deposited into the General Fund and ten percent (10%) is deposited into the Concession Improvement Account.

STRATEGIC PLAN INITIATIVES AND GOALS

Approval of this Board Report advances RAP's Strategic Plan by supporting:

Goal No. 6: Build Financial Strength and Innovative Partnerships

Outcome No. 2: Improved management of rental facilities and concessions.

Result: The approval of this report will enhance the visitor's experience and enjoyment of the Christmas Lights Festival Train Ride holiday event.

This report was prepared by LaTricia Jones, Management Analyst, Special Operations Branch, Concessions Unit.