

BOARD REPORT

NO. 25-066

DATE April 17, 2025

C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH PARK TRAIN RIDE CONCESSION – PROPOSED TICKET PRICE INCREASE

*B. Aguirre	<u>BA</u>	M. Rudnick	_____
B. Jones	_____	C. Santo Domingo	_____
C. Stoneham	_____	N. Williams	_____

General Manager

Approved _____ Disapproved _____ Withdrawn _____

RECOMMENDATION

Approve the proposed ticket price increase for the Griffith Park Train Ride as set forth in this Report to be effective upon Board approval.

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 (GPS) and the Travel Town Museum Train Ride (Travel Town) since 2000, offering rides on miniature railroad cars, including a seasonal Christmas Lights Festival Train Ride, that carry approximately 285,000 passengers per year. The Concessionaire has proposed a rate increase for the train rides as follows:

	<u>Current Price</u>	<u>Proposed Price</u>
Adult Single Ride Ticket	\$4.00	\$5.00
Child Single Ride Ticket	\$3.00	\$4.00
Group Tickets (20 or more)	\$3.00	\$4.00
Senior Tickets (Age 65)	\$3.00	\$4.00
Holiday Lights Train Ride	\$7.00	\$8.00

The last ticket price increase was approved by the Board on February 17, 2022. The proposed ticket price increase will continue to ensure that the train rides are moderately priced for families and other park visitors. It will also allow the Concessionaire the ability to cover increased expenditures due to increased costs of propane fuel, materials, salaries, and insurance; and continue to make improvements to the Concession. Staff researched current ticket prices of miniature train rides in the greater Southern California area and found that they are comparable to the proposed price increase:

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Location	Ticket Price
Santa Barbara Zoo Train	\$6.50 - \$7.00 (plus Zoo Admission)
Irvine Park Railroad (City of Orange)	\$7.00
Zoofari Express (Santa Ana Zoo)	\$6.00 (plus Zoo Admission)
Balboa Park Railroad (San Diego Zoo)	\$4.50
Descanso Garden Miniature Train	\$5.00
Los Angeles Live Steamers	\$4.00 (open 4 hours per week)
El Dorado Regional Park (Long Beach)	\$6.00 - \$7.50

Christmas Train Ride Prices

Irvine Park Railroad (Train of Lights)	\$10.00 - \$16.00
El Dorado Regional Park	\$10.00

In addition to overall rising costs, the Concessionaire recently experienced a significant loss in Christmas decorations due to a fire on the premises which destroyed over 100,000 LED lights and other supplies. The cost to replace this inventory was over 50% more than what was paid for the lost items.

Furthermore, insurance premiums have continued to rise or become completely inaccessible in some cases. The Concessionaire has reported a 33% increase in insurance cost for the current coverage period and is projecting it to double for the next renewal period.

Along with increasing operating expenses, ridership has declined at the Concession primarily at the GPS location due to the closure of the adjacent Pony Ride in December 2022, which helped to draw visitors to the area. RAP is in the process of determining the best use for that space.

The combination of increased costs and declining ridership has resulted in decreased revenue to the Concessionaire and to RAP. Despite the decline in ridership, the Concessionaire has undertaken several improvements in order to keep the Concession safe and attractive for the public. In 2024, the Concessionaire repaired the windscreen on the freeway fencing. So far in 2025, repairs include replacing wooden fencing, replacing portions on the track at GPS, large timbers on the bridge at GPS, and the external sheathing on the tunnel. The increase in ticket prices will allow the Concessionaire to continue making improvements to the Concession.

GP Rah has consistently met all contractual terms and conditions, including timely payment of rent, occupancy taxes, and insurance requirements. They also respond timely to RAP concerns and work well with RAP staff.

FISCAL IMPACT STATEMENT

Based on the 2024 ticket sales, it is expected that the proposed ticket price increase would generate approximately \$13,368.00 in additional annual rent to RAP.

This Report was prepared by LaTricia Jones, Sr. Management Analyst I, Concessions, Special Operations Branch.