

APPROVED
OCT 18 2006

REPORT OF GENERAL MANAGER

NO. 06-310

DATE October 18, 2006

BOARD OF RECREATION
and PARK COMMISSIONERS

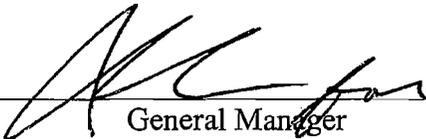
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BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH PARK MERRY-GO-ROUND - RATE INCREASE

J. Combs _____
H. Fujita _____
S. Huntley _____
B. Jensen _____

J. Kolb _____
*F. Mok FAJ
K. Regan _____
M. Shull _____


General Manager

Approved /

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board approve the proposed ticket price increase for the Griffith Park Merry-Go-Round to \$2.00 per ride, to be effective November 1, 2006.

SUMMARY:

Mr. Warren Deasy and Ms. Rosemary West, owners and operators of the Griffith Park Merry-Go-Round, currently charge \$1.50 for a ride on the Merry-Go-Round for all riders. The last rate increase at the Griffith Park Merry-Go-Round, from \$1.00 to \$1.50, was approved by the Board on May 15, 2002. The proposed price increase to \$2.00 per ride will help the operator accommodate the rising costs of insurance, wages, and repairs. It is also comparable to rates of other merry-go-round ride concessions in California. The proposed ticket price increase will continue to keep the historic Griffith Park Merry-Go-Round moderately priced for families and park visitors.

Current per ride prices for other carousels in California:

Westfield Shoppingtown Santa Anita (Arcadia)	\$2.00
Seaport Village (San Diego)	\$2.00
San Francisco Zoo	\$2.00
Balboa Park (San Diego)	\$2.00
The W.E. "Bill" Mason Carousel (Los Gatos)	\$2.00
Pier 39 (San Francisco)	\$3.00

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FISCAL IMPACT STATEMENT:

Approval of the proposed rate increase would increase revenue from this concession to the Department by 33%. Based on the 2005 gross sales of tickets, the proposed rate increase would yield approximately \$800.00 in additional rent annually.

Report prepared by Stanley Woo, Management Analyst II, Administrative Resources Division.