

APPROVED

JAN 03 2007

BOARD OF RECREATION
and PARK COMMISSIONERS

REPORT OF GENERAL MANAGER

NO. 07-09

DATE January 3, 2007

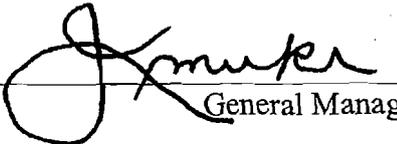
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BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH PARK PONY RIDE – RATE INCREASE

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

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



General Manager

Approved _____

Disapproved _____

Withdrawn _____

RECOMMENDATION:

That the Board approve the proposed ticket price increase for the Griffith Park Pony Ride, from \$2 to \$3 per ride, to be effective January 1, 2007.

SUMMARY:

The Bronk Family currently operates the Griffith Park Pony Ride and charges \$2 for all riders of their walking or trotting pony, pony sweep, and pony-pulled wagon. The last rate increase at the Griffith Park Pony Ride, from \$1.50 to \$2, was approved on May 15, 2002 (Board Report No. 02-113). The proposed price increase to \$3 per ride will help the operator accommodate the rising costs of feed, fuel, wages, maintenance, repairs, and insurance. It is also comparable to rates of other pony ride concessions in Southern California. The proposed ticket price increase will continue to keep the beloved Griffith Park Pony Ride moderately priced for families and park visitors.

Current per ride prices for other pony rides in Southern California:

Montebello Barnyard Zoo	\$3
Lakewood Pony Adventure	\$4
Irvine Regional Park (Orange)	\$4
Monrovia Farmer's Market	\$4 or two for \$7
The Farm (Reseda)	\$3 after \$5 admission

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FISCAL IMPACT STATEMENT:

Approval of the proposed rate increase would increase revenue from this concession to the Department by 50%. Based on the 2005 gross sales of tickets, the proposed rate increase would yield approximately \$57,000 in additional rent annually (of which, pursuant to Board approved policy, 90% is deposited into the General Fund and 10% is deposited into the Concession Improvement Account).

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