

**APPROVED**  
JAN 03 2007

REPORT OF GENERAL MANAGER

NO. 07-10

DATE January 3, 2007

**BOARD OF RECREATION  
and PARK COMMISSIONERS**

C.D. 4

BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GRIFFITH PARK SIMULATOR – RATE INCREASE

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M. Shull \_\_\_\_\_

  
General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

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

SUMMARY:

Donald and Margaret Gustavson of GP Rah Enterprises, LLC, owners and operators of the Griffith Park Train Ride, provide a simulator ride (where the audience is shown a movie while their seats move to correspond to the action on screen) as part of their amusement ride services rendered under Concession Contract No. 247. The current ticket price for a train or simulator ride is \$2 per person and \$1.50 for seniors and group purchases. The last ticket price increase was approved by the Board on September 4, 2002 (Board Report No. 02-322) and became effective on November 1, 2002. The previous ticket prices were: \$2 for adults, \$1.50 for children, \$1.25 for seniors, and \$1.25 for groups. The proposed price change from \$2 to \$3 applies only to the simulator ride, with no differentiation for seniors or groups. The price change will help the operator finance a planned \$25,000 upgrade to the simulator which was last upgraded in 1994. The new upgrade includes a new computer-based projection system, new seating and interior, new sound system, and new external graphics and paint. These improvements are expected to be completed by February, 2007, prior to the ticket price increase.

The proposed new price of \$3 continues to be below comparable simulator rides across the country and will continue to keep the simulator ride in Griffith Park moderately priced for families and park visitors.

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The following are current per-ride prices for other simulator amusement rides nationwide:

Birch Aquarium (UC San Diego)	\$4
Lodestar Astronomy Center (New Mexico)	\$4
Reuben Fleet Science Center (San Diego)	\$4
The Detroit Zoo	\$4
The Memphis Zoo	\$4
Navy Pier (Chicago)	\$4
The Oregon Zoo	\$4

FISCAL IMPACT STATEMENT:

Approval of the proposed rate increase would increase revenue from this concession's simulator to the Department by 50%. Based on the 2005 gross sales of simulator tickets, the proposed rate increase would yield approximately \$3,355 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.