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# Marketing firm hopes to draw Hollywood to Great Park

Board OKs agreement with AMCI Marketing

By SEAN EMERY THE ORANGE COUNTY REGISTER

IRVINE – Great Park leaders today agreed to expand a contract with AMCI Marketing, allowing the company to privately book portions of the park in the hopes of attracting film companies and corporate and sporting events.

The agreement allows AMCI to rent out the recently unveiled preview park and the balloon ride on up to 14 percent of the days the amenities are open to the public. In return, the city will get 60 percent of the revenue raised from the bookings.

"Anything that makes money is good, and it exposes people to the Great Park," said Walkie Ray, a member of the park's board of directors.

AMCI's use of the former base began before the city took control of the property. The company uses two runways and about 23 acres for automotive marketing and test-driving.

During the past three years, AMCI has expanded its use of Great Park space, bringing in corporate events such as the "Taste of Lexus," as well as commercial, television and film crews. The company pays the city \$30,000 a month to lease the land.

"\$30,000 a month for bare concrete is pretty good," said Rod Cooper, the park's operations manager.

Under the new contract, the staff expects AMCI will pay the park an average rental fee of \$3,000 per event, and that the site will be the scene of about two events a month.

The park board unanimously approved the agreement after getting assurances from staff that the plan won't impact the public's use of the facilities. City staff would sign off on events to make sure they don't conflict with park programming, such as the current Night Flights concert and dance series.

Other board members suggested that staff look into other ways to raise revenue, such as auctioning off midnight flights on the Great Park balloon on New Year's Eve.

"I think this is a good way to test the market for this type of use at the park," said Mayor Beth Krom, who also serves on the parks board of directors. "There is no other place in Orange County that affords this kind of open-air experience."

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