



Monday, March 7, 2022

Mayor Joe Muller City of Dana Point  
33282 Golden Lantern Dana Point, CA 92629

Assemblymember Laurie Davies State Capitol,  
Room 3141 Sacramento, CA 94249-0073

Governor Gavin Newsom Attn: Christopher  
Dombrowski Chief Deputy Director, Go-Biz 1325 J  
Street, Suite 1800  
Sacramento, CA 95814

Assemblymember Cottie Petrie Norris State  
Capitol  
Sacramento, CA 95814

Senator Patricia Bates 1021 O Street, Room 7130  
Sacramento, CA 95814

Supervisor Lisa Bartlett 333 W. Santa Ana Blvd.  
5th Floor  
Santa Ana, CA 92701

Dear Elected Officials,

On behalf of the South Orange County Economic Coalition (Coalition) Board of Directors, we are writing to strongly oppose the proposed property fee increases associated with the use of Doheny State Park for the 2022 Ohana Music Festival, placed on LiveNation.

As South Orange County's leading voice of business, the South Orange County Economic Coalition is the driving force advocating for a strong local economy. We focus on four key areas: Advocacy, Education, Representation and Progress for South Orange County issues, initiatives and projects. We support and encourage a streamlined government process. Representing hundreds of employees, we are an alliance of businesses, community thought-leaders and stakeholders committed to enhancing the region's economic vitality and protecting its exceptional quality of life.

In 2021, the Ohana Music Festival had approximately 47,870 attendees over the course of five days. They generated millions in spending toward accommodations, food and beverage, retail, entertainment and transportation. Total economic output generated from attendee spending reached an estimated \$29.9 million in the City of Dana Point, \$50.2 million in Orange County, and \$57.9 million across California. Operational expenditures totaled \$6.3 million in 2021, which generated \$6.4 million in economic output in Dana Point, \$11.5 million in Orange County, and \$16.1 million throughout California. Both attendee and operational expenditures helped generate significant public fiscal revenues. In total, \$4.8 million in tax revenues generated in Dana Point, \$8.1 million in Orange County, and \$9.6 million throughout California.

In addition to these robust economic benefits, we have been informed that the Ohana Festival has made social contributions to the community. Roughly \$165,000 was collected in charitable funds from ticket revenues benefitting Doheny State Beach Foundation, San Onofre Parks Foundation and Surfrider Foundation, Orange County Chapter.



We support the Ohana Festival and the benefits it brings to the South County region. Once again, we strongly oppose the proposed property fee increases for the 2022 Ohana Festival and hope you will make efforts to facilitate a solution.

Sincerely,

A handwritten signature in black ink, appearing to read "Victoria Hernandez".

Victoria Hernandez

Executive Director, South Orange County Economic Coalition