

REPORT OF GENERAL MANAGER


NO. 04-307

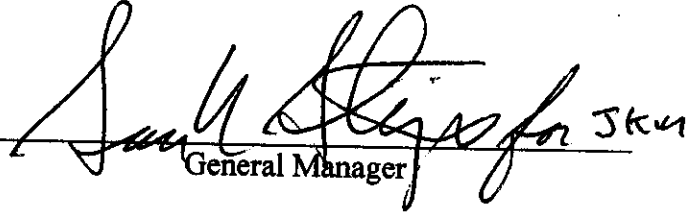
DATE October 20, 2004

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BOARD OF RECREATION AND PARK COMMISSIONERS

SUBJECT: GP RAH, INC. - APPROVAL FOR SPECIAL TRAIN RIDE TICKET PRICE AT THE TRAVEL TOWN MUSEUM

K. Chan _____	J. Combs _____
H. Fujita _____	J. Kolb _____
F. Mok _____	*G. Stigile 

  
 \_\_\_\_\_  
 General Manager

Approved \_\_\_\_\_

Disapproved \_\_\_\_\_

Withdrawn \_\_\_\_\_

RECOMMENDATION:

That the Board approve the temporary price of \$6.00 for the "Train Ride to Santa" promotional train ride offered by GP RAH, Inc. at the Travel Town Museum in Griffith Park, starting November 27.

SUMMARY:

GP RAH, Inc., is the concessionaire operating two scale train rides within Griffith Park: the Travel Town Train Ride at the Travel Town Museum and the Griffith Park & Southern at the Pony/Train Ride area near the Los Feliz Boulevard and Riverside Drive gateway of Griffith Park. In December, 1989, the train ride operators initiated a special holiday offering: after regular daytime operating hours, the entire railroad line would come to holiday life with lights and special decorations, and children could purchase a ticket to ride to the "North Pole" to meet Santa. At some point on the railroad line, the train would stop and allow passengers to disembark, visit with Santa, and receive a small gift. The train would then pick up the passengers and return them to the station. In order to offset the cost of this special holiday treat, the Board approved a special fare of \$5.00 on November 18, 1991 (Board Report 524-91.)

This program was originally conducted at the Griffith Park & Southern train ride location and operated in 1989, 1990, and 1991. After a short break, it returned in 1995, in coordination with the Griffith Park Winter Holiday festival. This community holiday festival in Griffith Park was the inspiration for the creation of the following year's larger festival celebrating the Park's Centennial Anniversary, the Griffith Park Light Festival. The Light Festival, operated in partnership with the Department of Water and Power, quickly became a popular holiday destination with the citizens of Los Angeles, and the patterns of vehicular travel for the Light

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Festival were no longer conducive for access to the "Train Ride to Santa." In response to public demand, GP RAH, Inc., moved the promotional ride to the Travel Town Museum operations in 2003. Pleased with the positive response at this new location, the concessionaire again has proposed to operate this promotional evening ride on November 27 and 28, and on December 3, 4, 5, 10, 11, 12, 15-23, 2004, for a total of 17 evenings. This special promotion will operate from 5:00 p.m. until the last train at 8:00 p.m. To offset personnel costs involved with this special promotion, the concessionaire has proposed to raise the ticket price to \$6.00, a \$1.00 increase in the price established 15 years previously. Regular fares for daytime train rides are not affected. Staff recommends approval of the \$6.00 fare for the popular holiday treat.

Prepared by Thomas Breckner, Management Analyst II, Administrative Resources Division.