COUNTY OF LOS ANGELES
DEPARTMENT OF PARKS AND RECREATION
"Creating Community Through People, Parks and Programs"
Russ Guiney, Director

September 22, 2009

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

APPROVAL OF MAXIMUM AND MINIMUM 2010 TICKET AND PARKING PRICE SCHEDULE FOR HOLLYWOOD BOWL (SUPERVISORIAL DISTRICT 3) (3 VOTES)

SUBJECT

Request to approve revisions to the 2010 Hollywood Bowl season maximum and minimum ticket and parking price schedule proposed by the Los Angeles Philharmonic Association. Revisions to Hollywood Bowl's ticket and parking prices for the 2010 season are based on the annual review of prices.

IT IS RECOMMENDED THAT YOUR BOARD AFTER THE PUBLIC HEARING:

1. Find that the proposed action is statutorily exempt from the California Environmental Quality Act for the reason cited herein.

2. Approve revisions to the 2010 Hollywood Bowl season maximum and minimum ticket and parking price schedule proposed by the Los Angeles Philharmonic Association as provided in the resolution and instruct the Executive Officer of your Board to execute the resolution.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The Los Angeles Philharmonic Association (Association) has submitted its proposed schedule for maximum and minimum ticket and parking prices for the 2010 Hollywood Bowl season as required by the Operating Agreement between the County of Los Angeles (County) and the Association.

The Association seeks to increase ticket and parking prices, as outlined in Attachment I, to accommodate increased production, labor, marketing and artists' costs. The Association has developed a price schedule that keeps tickets reasonable and competitive with other venues in Los Angeles County.

The Hollywood Bowl ticket schedule is being switched from a three-tiered structure to a six-tiered structure to now include Tuesday and Thursday, Wednesday, Friday, Saturday, Sunday Pop, and Sunday World Music performances. Switching from a three-tiered structure to a six-tiered structure allows a more targeted focus on price changes, and keeps as many seats at the same or lower prices as possible. Forty percent of all tickets (6,913) are at proposed prices of $25 or less.

Box seat ticket prices reflect unique benefits at Hollywood Bowl, and there are no other comparable outdoor venues that offer these benefits. In addition, the Association maintains the tradition of offering $1 tickets for Tuesday, Wednesday, and Thursday performances on the 380 top benches of Hollywood Bowl.

The Association has submitted the following 2010 season fee increases for your approval:

Box Seating:

Pool Circle
A $5 increase, from $126 to $131, per seat, is proposed for Sunday World Music performances. A $3 increase, from $126 to $129, per seat, is proposed for Tuesday, Wednesday, and Thursday performances. A $4 increase, from $152 to $156, per seat, is proposed for Friday, Saturday, and Sunday Pop performances.

Garden Boxes
A $4 increase, from $98 to $102, per seat, is proposed for Sunday World Music performances. A $3 increase, from $96 to $99 is proposed, per seat, for Tuesday, Wednesday, and Thursday performances. A $4 increase, from $116 to $120, per seat, is proposed for Friday, Saturday or Sunday Pop performances.

Terrace Boxes
A $4 increase, from $86 to $90, per seat, is proposed for Sunday World Music performances. A $2 increase, from $84 to $86, per seat, is proposed for Tuesday, Wednesday, and Thursday performances. A $3 increase, from $103 to $106, per seat, is proposed for Friday, Saturday or Sunday Pop performances.

Side Boxes
All Side Boxes are priced the same as Terrace Boxes and will increase by the same amounts.

Ramp Seating:

A $1 increase, from $50 to $51, per seat, is proposed for all Ramp Seating.

Bench Seating:

Sections D & E

A $1 increase, from $43 to $44 per seat, is proposed for Sunday World Music performances. A $1 increase, from $40 to $41, per seat, is proposed for Tuesday, Wednesday, and Thursday performances. A $1 increase, from $49 to $50, per seat, is proposed for Friday, Saturday or Sunday Pop performances.

Sections G2 & J2

A $2 increase, from $38 to $40 per seat, is proposed for Sunday World Music performances. A $1 increase, from $37 to $38, per seat, is proposed for Tuesday, Wednesday, and Thursday performances. A $1 increase, from $42 to $43, per seat, is proposed for Friday Pop performances. A $2 increase, from $42 to $44, is proposed for Saturday or Sunday Pop performances.

Sections F & K

A $2 increase, from $34 to $36 per seat, is proposed for Sunday World Music performances. A $1 increase, from $30 to $31, per seat, is proposed for Tuesday, Wednesday, and Thursday performances. A $1 increase, from $36 to $37, per seat, is proposed for Friday, Saturday or Sunday Pop performances.

Sections M & N

A $2 increase, from $27 to $29 per seat, is proposed for Sunday World Music performances. A $2 increase, from $26 to $28, per seat, is proposed for Tuesday, Wednesday, and Thursday performances. A $2 increase, from $28 to $30, per seat, is proposed for Friday or Sunday Pop performances. A $3 increase, from $28 to $31, per seat, is proposed for Saturday Pop performances.

Sections L & P

A $1 increase, from $22 to $23 per seat, is proposed for Sunday World Music performances. A $1 increase, from $24 to $25, per seat, is proposed for Saturday Pop performances.

Sections R, S & T

A $2 increase, from $17 to $19 per seat, is proposed for Sunday World Music performances. A $1 increase, from $15 to $16, per seat, is proposed for Tuesday, Wednesday, and Thursday performances. A $1 increase, from $19 to $20, per seat, is proposed for Friday or Sunday Pop performances. A $2 increase, from $19 to $21, per seat, is proposed for Saturday Pop performances.

Sections Q - U
A $1 increase, from $17 to $18 per seat, is proposed for Sunday World Music performances. A $7 decrease, from $15 to $8, per seat, is proposed for Tuesday, Wednesday, and Thursday performances. A $4 decrease, from $19 to $15, per seat, is proposed for Friday, Saturday or Sunday Pop performances.

Superseats:
A $4 increase, from $48 to $52, per seat is proposed for Sunday World performances. A $2 increase, from $45 to $47, per seat is proposed for Tuesday, Wednesday, and Thursday performances. A $3 increase, from $52 to $55, per seat is proposed for Friday or Sunday Pop performances. A $5 increase, from $52 to $57, per seat is proposed for Saturday Pop performances.

Accessible Seating:
Hollywood Bowl accessible seating addresses the Americans with Disabilities Act requirements with a range of seating locations and tickets priced from the traditional $1 seats to $116 (accessible box sections). A $4 increase is proposed by the Association in a range from $1 to $120 for Accessible Seating.

Special Event Tickets:
Proposed increases for Special Event tickets presented by the Association will range from $1 to $8 with prices ranging from $29 to a maximum of $282 depending on the location.

Summer Sounds:
There are no proposed changes for Summer Sounds.

Hollywood Bowl Gala Benefits:
The Association proposes a $1 increase, from $16 to $17 to the minimum price and a $4 increase, from $162 to $166 to the maximum price which is currently ranging from $16 to $162.

Parking:
A $5 increase, from $35 to $40 is proposed for the maximum price, which currently ranges from $1 to $35, for standard sized vehicle parking.

Implementation of Strategic Plan Goals

The proposed recommendations will further the County's Strategic Plan Goals of Operational Effectiveness (Goal 1), by increasing revenues, and Children, Family, and Adult Well Being (Goal 2), by enriching lives through cost-effective activities. It will also further Strategic Plan Goal of Community and Municipal Services (Goal 3), by creating affordable, accessible, and quality activities to the surrounding community.

FISCAL IMPACT/FINANCING

The recommended actions will not have an impact on the County's General Fund. On June 22, 2004, your Board approved a 30 year Operating Lease between the County and the Association for the operation and maintenance of Hollywood Bowl. The new Operating Lease eliminated the annual Net County Cost contribution and stipulated that the Association reimburse the County for all operating and maintenance expenses incurred at Hollywood Bowl via monthly rent payments. In addition, the lease established the Hollywood Bowl Improvement Fund primarily earmarked for capital expenditures, equipment, and services or supplies for Hollywood Bowl.

The recommended ticket increases will generate approximately an additional $21,000 to the Hollywood Bowl Improvement Fund from the previous year. The annual funds for 2010 are estimated to be $801,000 and will be used for capital expenditures, equipment, and services and supplies for Hollywood Bowl.

Operating Budget Impact

The recommended actions will not impact the Department's operating budget.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The Operating Lease between the County and the Association requires that your Board approve changes to pricing schedule for tickets and parking at Hollywood Bowl after a noticed public hearing. Your Board last approved changes to the ticket prices on October 28, 2008.

In accordance with Section 50402 of the Government Code, these changes may be approved by a resolution of your Board.

The complete proposed pricing schedule is outlined in Attachment I.

County Counsel has approved the attached resolution as to form.

Public Hearing Notice

Pursuant to Section 66018 of the California Government Code, prior to adopting a new fee or approving an increase in an existing fee, a local agency shall hold a public hearing. In accordance with Section 6062a of the California Government Code, notice of the hearing shall be published. The County is in compliance with the requirements of these sections.

ENVIRONMENTAL DOCUMENTATION

The proposed actions are for the purpose of: (1) meeting operating expenses, including employee wage rates and fringe benefits, and/or (2) purchasing and leasing supplies, equipment or materials, and/or (3) obtaining funds for capital projects necessary to maintain service within existing service areas. Therefore, the proposed actions are not subject to California Environmental Quality Act pursuant to Section 21080 (b) (8) (A) (B) (C) of the Public Resources Code.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The increases are not anticipated to have a significant impact on services at the affected facilities.

CONCLUSION

Please instruct the Executive Officer-Clerk of the Board to forward three adopted copies of this letter to the Department of Parks and Recreation for distribution.

Respectfully submitted,

RUSS GUINEY
Director

WTF:LS:RG:
EM:mp

Attachments

c: Chief Executive Officer
Acting County Counsel
Executive Officer, Board of Supervisors

RESOLUTION TO INCREASE TICKET AND PARKING PRICES AT HOLLYWOOD BOWL

WHEREAS, the Lease Agreement Number 74998 between the County and the Los Angeles Philharmonic Association executed on June 22, 2004, requires the Association to submit its proposed maximum and minimum schedule of ticket and parking prices to the Board for approval; and

WHEREAS, it is in the County's interest to maintain the high standards expected by the public at Hollywood Bowl; and

WHEREAS, the Association has submitted its proposed schedule in accordance with the Agreement; and

WHEREAS, the County has reviewed a market survey and analysis of the proposed schedule and finds the pricing schedule is appropriate; and

WHEREAS, these increases will help offset operating costs; and

WHEREAS, the increases to the pricing schedule will allow for Hollywood Bowl to provide high caliber events which is in the public interest and welfare; and

WHEREAS, pursuant to Government Code Section 50402, the County has the authority to charge for use of park and recreational facilities as may be provided by resolution of the governing body; and

WHEREAS, the County has conducted a noticed public hearing on the fee increases; and

NOW THEREFORE BE IT RESOLVED by the Board of Supervisors of the County of Los Angeles, State of California as follows:

The Los Angeles Philharmonic Association may make the adjustments to the maximum and minimum price schedule only as outlined in "Attachment I" entitled "Los Angeles Philharmonic Association Hollywood Bowl 2010 Ticket and Parking Prices"

The foregoing resolution was adopted on the _____ day of _____, 2009, by the Board of Supervisors of the County of Los Angeles and ex-officio the governing body of all other special assessment and taxing districts, agencies and authorities for which said Board so acts.

SACHI A. HAMAI, Executive Officer-Clerk
Of the Board of Supervisors of the County of Los Angeles

By _____
Deputy

APPROVED AS TO FORM:

ROBERT E. KALUNIAN
Acting County Counsel

By _____
Senior Deputy County Counsel

ATTACHMENT I

Los Angeles Philharmonic Association
Hollywood Bowl 2009 Ticket and Parking Prices

	2008		2009		2010		Proposed Increase/Decrease
	Maximum	Minimum	Maximum	Minimum	Maximum	Minimum	
Non-Subscription Concerts Children 12 and under, half price for family oriented concerts such as July 4.	$149.00	$5.00	$152.00	$5.00	$156.00	$5.00	$4 Increase
Special Events	$266.00	$27.00	$274.00	$28.00	$282.00	$29.00	$8 Increase
Regular Concerts June through September							
Tuesday/Thursday Classical	$124.00	$1.00	$126.00	$1.00	$129.00	$1.00	$3 Increase
Wednesday Jazz	$124.00	$1.00	$126.00	$1.00	$129.00	$1.00	$3 Increase
Fridays	$149.00	$10.00	$152.00	$10.00	$156.00	$10.00	$4 Increase
Saturdays	$149.00	$10.00	$152.00	$10.00	$156.00	$10.00	$4 Increase
Sunday (Sunset Performances)	$149.00	$10.00	$152.00	$10.00	$156.00	$10.00	$4 Increase
Sunday (World Music)	$123.00	$10.00	$126.00	$10.00	$131.00	$10.00	$5 Increase
Accessible Seating	$114.00	$1.00	$116.00	$1.00	$120.00	$1.00	$4 Increase
Hollywood Bowl Gala Benefit	$159.00	$16.00	$162.00	$16.00	$166.00	$17.00	$4 Increase
Summer Sounds	$6.00	$4.00	$7.00	$5.00	$7.00	$5.00	No change
Parking (Standard sized vehicle) Includes 10% city parking tax			$35.00	$1.00	$40.00	$1.00	$5 Increase

Buses and limousines are double