



COUNTY OF LOS ANGELES  
DEPARTMENT OF PARKS AND RECREATION  
"Parks Make Life Better!"

John Wicker, Director

Norma E. Garcia, Chief Deputy Director

**ADOPTED**

BOARD OF SUPERVISORS  
COUNTY OF LOS ANGELES

September 26, 2017

#4

September 26, 2017

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

  
LORI GLASGOW  
EXECUTIVE OFFICER

Dear Supervisors:

**APPROVAL OF MAXIMUM AND MINIMUM  
2018 TICKET PRICE SCHEDULE FOR  
HOLLYWOOD BOWL  
(SUPERVISORIAL DISTRICT 3) (3 VOTES)**

**SUBJECT**

Request to approve revisions to the 2018 Hollywood Bowl season maximum and minimum ticket price schedule proposed by the Los Angeles Philharmonic Association. Revisions to Hollywood Bowl's ticket prices for the 2018 season are based on an annual review of prices.

**IT IS RECOMMENDED THAT THE BOARD AFTER THE PUBLIC HEARING,**

1. Find that the proposed action is statutorily exempt from the California Environmental Quality Act for the reasons cited herein.
2. Approve revisions to the 2018 Hollywood Bowl season maximum and minimum ticket price schedule proposed by the Los Angeles Philharmonic Association, as provided in the resolution. Instruct the Executive Officer of your Board to execute the attached resolution.

**PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION**

The Los Angeles Philharmonic Association (Association) has submitted its proposed schedule for maximum and minimum ticket prices for the 2018 Hollywood Bowl season as required by the Lease Agreement between the County of Los Angeles (County) and the Association.

The Association seeks to increase ticket prices, as outlined in Attachment II, to accommodate increased production, labor, marketing, and artists' costs. It should be noted, however, that in some instances the Association is recommending to maintain prices. The Association has developed a ticket price schedule that keeps tickets reasonable and competitive with other similar venues in Los Angeles County.

The Hollywood Bowl ticket prices are based on a six-tiered structure which includes Tuesday and Thursday Classical, Wednesday Jazz, Friday Pop, Saturday Pop, Sunday Pop, and Sunday World Music performances. Forty percent of all tickets (6,913) are at proposed prices of \$30 or less on Tuesday through Friday and Sunday Pop, \$32 or less on Sunday World Music, and \$36 or less on Saturday Pop. A quarter of all seats on Tuesday and Thursday Classical (4,646) are at proposed prices of \$17 or less. Sixteen percent of all tickets on Wednesday Jazz (2,730) are at proposed prices of \$15 or less.

The Association maintains the tradition of offering \$1 tickets for Tuesday Classical, Wednesday Jazz and Thursday Classical performances on the 380 top benches of Hollywood Bowl. In addition, Box-seat ticket prices reflect unique benefits at Hollywood Bowl and there are no other comparable outdoor venues that offer these benefits. Due to changing sales patterns, prices could vary for some concerts closer to the performance date (higher or lower), though the minimum and maximum prices within each concert category will not change. This practice is implemented by most major arts and sports organizations in the Los Angeles community.

The Association has submitted the following 2018 season ticket price schedule for your Board's consideration:

**Tuesday and Thursday Classical Nights:**

There are no price increases proposed for bench sections R, S, T, W, V & X (2,968 seats). A \$1 increase is proposed for Ramps, Superseats and bench sections D, E, F, K, G2, J2, L, P, M, N, Q & U (11,361 seats). A \$3 increase is proposed for Terrace and Side boxes (1,632 seats). A \$4 increase is proposed for Pool Circle and Garden boxes (1,455 seats). These price changes result in a 2.9% average change in overall prices for these concerts.

**Wednesday Jazz Nights:**

There are no price increases proposed for bench sections Q, U, W, V & X (2,730 seats). A \$1 increase is proposed for sections Ramps, D, E, G2, J2, Superseats, F, K, M, N, L, P (9,683 seats). A \$2 increase is proposed for bench sections R, S, T (1,916 seats). A \$3 increase is proposed for Terrace and Side boxes (1,632 seats). A \$4 increase is proposed for Pool and Garden boxes (1,455 seats). These price changes result in a 3.0% change in overall prices for these concerts.

**Sunday World Nights:**

There are no price increases proposed for bench sections R, S, & T (1,916 seats). A \$1 increase is proposed for bench sections F, K, M, N, L, P, Q & U, W, V & X (9,560 seats). A \$2 increase is proposed for Ramps and Superseats and bench sections D, E, G2, J2 (2,853 seats). A \$3 increase is proposed for Terrace and Side boxes (1,632 seats). A \$4 increase is proposed for Garden boxes (1,291 seats). A \$5 increase is proposed for Pool Circle boxes (164 seats). These price changes result in a 3.0% change in overall prices for these concerts.

**Friday and Sunday Pop Nights:**

There are no price increases proposed for bench sections Q, U, W, V & X (2,730 seats). A \$1 increase is proposed for bench sections M, N, L, P, R, S, T (6,445 seats). A \$2 increase is proposed for Ramps and Superseats and bench sections D, E, G2, J2, F & K (5,154 seats). A \$4 increase is

proposed for Terrace and Side boxes (1,632 seats). A \$5 increase is proposed for Garden boxes (1,291 seats). A \$6 increase is proposed for Pool Circle boxes (164 seats). These price changes result in a 3.1% change in overall prices for these concerts.

**Saturday Pop Nights:**

There are no price increases proposed for bench sections V & X (380). There is a \$1 increase proposed for bench sections M, N, L, P, R, S, T, Q, U, W (8,795 seats). A \$2 increase is proposed for Ramps, Superseats and bench sections D, E, G2, J2, F & K (5,154 seats). A \$4 increase is proposed for Terrace and Side boxes (1,632 seats). A \$5 increase is proposed for Garden boxes (1,291 seats). A \$6 increase is proposed for Pool Circle boxes (164 seats). These price changes result in a 3.1% change in overall prices for these concerts.

**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 \$158 (accessible box sections). Price increases match the appropriate sections listed above. Reduced pricing will continue to be maintained as in previous seasons for the seats in the Third Promenade (last row in sections K1 through F3).

**Special Event Tickets:**

There is a \$1 increase proposed for bench sections W, V & X (1,052 seats). A \$2 increase proposed for bench sections L, P, R, S, T, Q, U (5,861 seats). A \$3 increase is proposed for bench sections F, K, M, N (4,563 seats). A \$4 increase is proposed for Ramps, Superseats and bench sections D, E, G2, J2 (2,853 seats). A \$8 increase is proposed for Terrace and Side boxes (1,632 seats). A \$10 increase is proposed for Garden and Pool Circle boxes (1,455 seats). These price changes result in a 3.0% change in overall prices for these concerts.

**Non-Subscription Concerts:**

The Association proposes a 3.0% average increase, with the proposed minimum price increasing from \$11 to \$12 and the proposed maximum price increasing from \$199 to \$202.

**Hollywood Bowl Gala Benefit:**

The Association proposes a 3.0% average increase, with the minimum price remaining the same at \$26 and the proposed maximum price increasing from \$200 to \$210.

**Parking:**

The Association proposes an increase of \$4 for general parking. The proposed minimum parking will increase to \$5 and the proposed maximum parking will increase to \$24 for general parking. The Association also proposes an increase of \$5 to the maximum price to \$55 for valet parking. Parking prices have not increased since 2015.

**Implementation of Strategic Plan Goals**

The proposed recommendations will further the County's Strategic Plan Goals of Pursuing Operational Effectiveness, Fiscal Responsibility, and Accountability (Goal III.3), by increasing revenues, enriching lives through cost-effective activities, and 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 Lease between the County and the Association for the operation and maintenance of Hollywood Bowl. The 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.

The Lease also established the Hollywood Bowl Improvement Fund (Fund) held by the Association, primarily earmarked for capital expenditures, equipment and services or supplies for Hollywood Bowl. It is anticipated that the Fund will contain an estimated \$1,007,495 at the conclusion of calendar year 2018. This includes approximately \$29,500 that would be generated by the recommended ticket price increase.

#### Operating Budget Impact

The recommended actions will not impact the Department of Parks and Recreation's operating budget.

### **FACTS AND PROVISIONS/LEGAL REQUIREMENTS**

The Lease between the County and the Association requires that your Board approve changes to the pricing schedule for tickets at Hollywood Bowl after a noticed public hearing. Your Board last approved changes to the ticket prices on September 27, 2016.

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

The proposed ticket prices are exempt from Proposition 218 pursuant to Proposition 26, Article XIII, section 1, subdivision (e), paragraphs 2 and 4 of the state Constitution, for Charges for Services and Products Provided and Charges for Use of Government Property, respectively, and do not need California voter approval.

The complete proposed pricing schedule is outlined in Attachment II.

County Counsel has approved the attached resolution as to form.

#### Public Hearing Notice

Pursuant to Government Code section 66018, 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 Government Code section 6062a, notice of the hearing shall be published. The County is in compliance with the requirements of these sections.

### **ENVIRONMENTAL DOCUMENTATION**

Approval of the proposed action is statutorily exempt from the California Environmental Quality Act (CEQA), according to section 15273(a)(1)(2)(3)(4) of State CEQA Guidelines because CEQA does not apply to the establishment, modification, structuring, restructuring, or approval of rates, tolls, fares, or other charges by public agencies. The proposed action is also exempt from CEQA because it is for the purpose of (1) meeting operating expenses, including employee wage rates and fringe benefits, (2) purchasing and leasing supplies, equipment or materials, (3) meeting financial reserve needs and requirements, and/or (4) obtaining funds for capital projects necessary to maintain service within existing service areas, pursuant to section 21080(b) 8(A)(B)(C)(D) of the Public Resources

The Honorable Board of Supervisors

9/26/2017

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**IMPACT ON CURRENT SERVICES (OR PROJECTS)**

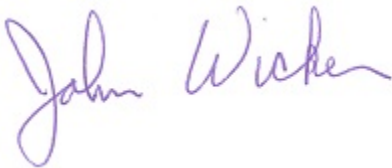
The increases are not anticipated to have a significant impact on services at the affected facilities.

**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.

Should you have any questions please contact Nicole Melkonian at (213) 738-2986 or [nmelkonian@parks.lacounty.gov](mailto:nmelkonian@parks.lacounty.gov), or Kaye Michelson at (213) 738-2955 or [kmichelson@parks.lacounty.gov](mailto:kmichelson@parks.lacounty.gov).

Respectfully submitted,



JOHN WICKER

Director

JW:ET:gl

Enclosures

c: Chief Executive Office  
County Counsel  
Executive Office, Board of Supervisors

**RESOLUTION TO APPROVE TICKET PRICES  
AT HOLLYWOOD BOWL**

WHEREAS, the Lease Agreement Number 74998, as amended, ("Agreement") between Los Angeles County ("County") and the Los Angeles Philharmonic Association ("Association") originally executed on June 22, 2004, requires the Association to submit its proposed maximum and minimum schedule of ticket prices to the Los Angeles County Board of Supervisors 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 ticket price schedule in accordance with the Agreement; and

WHEREAS, the ticket price schedule is reasonable and some seats are still made available at a relatively low price; and

WHEREAS, the ticket price increases will help offset operating costs; and

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

WHEREAS, the proposed ticket prices are exempt from Proposition 218 pursuant to Proposition 26, Article XIII, section 1, subdivision (e), paragraphs 2 and 4 of the state Constitution, for Charges for Services and Products Provided and Charges for Use of Government Property, respectively, and do not need California voter approval; 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, pursuant to Government Code sections 66018 and 6062a, the County has conducted a noticed public hearing on the fee increases; and

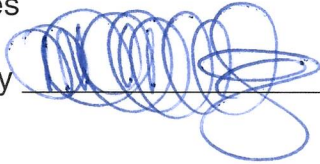
NOW THEREFORE BE IT RESOLVED by the Board of Supervisors of the County of Los Angeles, State of California as follows:

The Association may make the adjustments to the maximum and minimum ticket price schedule only as outlined in "Attachment II" entitled "Los Angeles Philharmonic Association Hollywood Bowl 2018 Ticket Prices."

The foregoing resolution was adopted on the 26th day of September, 2017, 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.



Lori Glasgow, Executive Officer-Clerk  
Of the Board of Supervisors of the County of Los Angeles

By  Deputy

APPROVED AS TO FORM:

Mary Wickham  
County Counsel

By   
Principal Deputy County Counsel

**Los Angeles Philharmonic - Hollywood Bowl 2018 Ticket Prices**

**Attachment II**

	<b>Tuesday and Thursday</b>			<b>Wednesday</b>			<b>Sunday World Music</b>		
	2017	2018	Increase/ (Decrease)	2017	2018	Increase/ (Decrease)	2017	2018	Increase/ (Decrease)
	Ticket Prices	Ticket Prices		Ticket Prices	Ticket Prices		Ticket Prices		
Pool Circle	\$154.00	\$158.00	\$4.00	\$157.00	\$161.00	\$4.00	\$155.00	\$160.00	\$5.00
Garden Boxes	\$116.00	\$120.00	\$4.00	\$121.00	\$125.00	\$4.00	\$120.00	\$124.00	\$4.00
Terrace Boxes	\$101.00	\$104.00	\$3.00	\$104.00	\$107.00	\$3.00	\$106.00	\$109.00	\$3.00
Side Boxes	\$101.00	\$104.00	\$3.00	\$104.00	\$107.00	\$3.00	\$106.00	\$109.00	\$3.00
Ramps	\$57.00	\$58.00	\$1.00	\$62.00	\$63.00	\$1.00	\$64.00	\$66.00	\$2.00
D & E	\$47.00	\$48.00	\$1.00	\$48.00	\$49.00	\$1.00	\$53.00	\$55.00	\$2.00
G2 & J2	\$47.00	\$48.00	\$1.00	\$48.00	\$49.00	\$1.00	\$53.00	\$55.00	\$2.00
Superseats	\$57.00	\$58.00	\$1.00	\$62.00	\$63.00	\$1.00	\$64.00	\$66.00	\$2.00
F & K	\$35.00	\$36.00	\$1.00	\$37.00	\$38.00	\$1.00	\$42.00	\$43.00	\$1.00
M & N	\$32.00	\$33.00	\$1.00	\$35.00	\$36.00	\$1.00	\$36.00	\$37.00	\$1.00
L & P	\$23.00	\$24.00	\$1.00	\$26.00	\$27.00	\$1.00	\$31.00	\$32.00	\$1.00
R, S, T	\$17.00	\$17.00	\$0.00	\$22.00	\$24.00	\$2.00	\$27.00	\$27.00	\$0.00
Q & U	\$12.00	\$13.00	\$1.00	\$15.00	\$15.00	\$0.00	\$25.00	\$26.00	\$1.00
W	\$8.00	\$8.00	\$0.00	\$9.00	\$9.00	\$0.00	\$18.00	\$19.00	\$1.00
V & X	\$1.00	\$1.00	\$0.00	\$1.00	\$1.00	\$0.00	\$14.00	\$15.00	\$1.00

	<b>Friday &amp; Sunday Pop</b>			<b>Saturday Pop</b>			<b>Special Events</b>		
	2017	2018	Increase/ (Decrease)	2017	2018	Increase/ (Decrease)	2017	2018	Increase/ (Decrease)
	Ticket Prices	Ticket Prices		Ticket Prices	Ticket Prices		Ticket Prices		
Pool Circle	\$189.00	\$195.00	\$6.00	\$196.00	\$202.00	\$6.00	\$340.00	\$350.00	\$10.00
Garden Boxes	\$147.00	\$152.00	\$5.00	\$155.00	\$160.00	\$5.00	\$340.00	\$350.00	\$10.00
Terrace Boxes	\$130.00	\$134.00	\$4.00	\$136.00	\$140.00	\$4.00	\$229.00	\$237.00	\$8.00
Side Boxes	\$130.00	\$134.00	\$4.00	\$136.00	\$140.00	\$4.00	\$229.00	\$237.00	\$8.00
Ramps	\$68.00	\$70.00	\$2.00	\$72.00	\$74.00	\$2.00	\$131.00	\$135.00	\$4.00
D & E	\$61.00	\$63.00	\$2.00	\$66.00	\$68.00	\$2.00	\$131.00	\$135.00	\$4.00
G2 & J2	\$61.00	\$63.00	\$2.00	\$66.00	\$68.00	\$2.00	\$131.00	\$135.00	\$4.00
Superseats	\$68.00	\$70.00	\$2.00	\$72.00	\$74.00	\$2.00	\$131.00	\$135.00	\$4.00
F & K	\$46.00	\$48.00	\$2.00	\$51.00	\$53.00	\$2.00	\$97.00	\$100.00	\$3.00
M & N	\$38.00	\$39.00	\$1.00	\$42.00	\$43.00	\$1.00	\$97.00	\$100.00	\$3.00
L & P	\$29.00	\$30.00	\$1.00	\$35.00	\$36.00	\$1.00	\$79.00	\$81.00	\$2.00
R, S, T	\$26.00	\$27.00	\$1.00	\$30.00	\$31.00	\$1.00	\$63.00	\$65.00	\$2.00
Q & U	\$24.00	\$24.00	\$0.00	\$26.00	\$27.00	\$1.00	\$63.00	\$65.00	\$2.00
W	\$18.00	\$18.00	\$0.00	\$23.00	\$24.00	\$1.00	\$46.00	\$47.00	\$1.00
V & X	\$14.00	\$14.00	\$0.00	\$17.00	\$17.00	\$0.00	\$40.00	\$41.00	\$1.00

	<b>2017</b>		<b>2018</b>	
	<u>Maximum</u>	<u>Minimum</u>	<u>Maximum</u>	<u>Minimum</u>
Accessible Seating	\$154.00	\$1.00	\$158.00	\$1.00
Hollywood Bowl Gala Benefit	\$200.00	\$26.00	\$210.00	\$26.00
Non-Subscription	\$199.00	\$11.00	\$202.00	\$12.00
General Parking (Standard sized vehicle) Includes 10% city parking tax Buses and limousines are double	\$22.00	\$1.00	\$24.00	\$5.00
Valet Parking Includes 10% city parking tax	\$50.00	\$50.00	\$55.00	\$55.00



**NOTICE OF PUBLIC HEARING  
PROPOSED INCREASES IN TICKET PRICES  
AT HOLLYWOOD BOWL**

Notice is hereby given that a public hearing will be held by the Board of Supervisors of the County of Los Angeles regarding ticket prices at Hollywood Bowl. Said hearing will be held on September 26, 2017 in the Hearing Room of the Board of Supervisors, Room 383, Kenneth Hahn Hall of Administration, 500 West Temple Street (corner of Temple and Grand Avenue), Los Angeles, California 90012. Further notice is given that the Board of Supervisors may continue this hearing from time to time.

The Board of Supervisors will consider and may approve the following proposed fee changes:

**Tuesday and Thursday Classical Nights:**

There are no price increases proposed for bench sections R, S, T, W, V & X (2,968 seats). A \$1 increase is proposed for Ramps, Superseats and bench sections D, E, F, K, G2, J2, L, P, M, N, Q & U (11,361 seats). A \$3 increase is proposed for Terrace and Side boxes (1,632 seats). A \$4 increase is proposed for Pool Circle and Garden boxes (1,455 seats). These price changes result in a 2.9% change in overall prices for these concerts.

**Wednesday Jazz Nights:**

There are no price increases proposed for bench sections Q, U, W, V & X (2,730 seats). A \$1 increase is proposed for sections Ramps, D, E, G2, J2, Superseats, F, K, M, N, L, P (9,683 seats). A \$2 increase is proposed for bench sections R, S, T (1,916 seats). A \$3 increase is proposed for Terrace and Side boxes (1,632 seats). A \$4 increase is proposed for Pool and Garden boxes (1,455 seats). These price changes result in a 3.0% change in overall prices for these concerts.

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**Parking:**

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Written comments may be sent to the Executive Office of the Board of Supervisors at Kenneth Hahn Hall of Administration, 500 West Temple Street, Room 383, Los Angeles, California 90012. For further information, please call (213) 738-2961.

Para informacion en espanol, favor de llamar al telefono (213) 738-2952.

Lori Glasgow  
Executive Officer  
Board of Supervisors