



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 25, 2018

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

6 September 25, 2018

CELIA ZAVALA
EXECUTIVE OFFICER

Dear Supervisors:

**APPROVAL OF MAXIMUM AND MINIMUM
2019 TICKET PRICE SCHEDULE FOR HOLLYWOOD BOWL
(SUPERVISORIAL DISTRICT 3) (3 VOTES)**

SUBJECT

Request to approve revisions to the 2019 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 2019 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 2019 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 the 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 2019 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 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 or decrease prices, and there are no increases in the lowest priced section, V/X. The Association has developed a price schedule that keeps tickets reasonable and competitive with other similar venues in Los Angeles County.

The Hollywood Bowl ticket increases 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 \$37 or less (\$33 or less on Sunday World and \$31 or less on Friday and Sunday Pops). 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 \$16 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 2019 season fee increases for the Board's consideration:

Tuesday and Thursday Classical Nights:

There is a \$1 decrease in sections Q & U and no price increases proposed for bench sections L, P, R, S, T, W, V & X (6,913 seats). A \$1 increase is proposed for bench sections F, K, M, & N (4,563 seats). A \$2 increase is proposed for Ramps, Superseats, Terrace Boxes, Side Boxes and bench sections D, E, G2 & J2 (4,485 seats). A \$3 increase is proposed for Garden Boxes (1,291 seats). A \$4 increase is proposed for Pool Circle Boxes (164 seats). These price changes result in a 2.1% increase in overall prices for these concerts.

Wednesday Jazz 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, G2, J2, F, K, M, N, L, P, Q & U (11,361 seats). A \$3 increase is proposed for Garden, Terrace and Side Boxes (2,923 seats). A \$4 increase is proposed for Pool Circle Boxes (164 seats). These price changes result in a 2.5% increase in overall prices for these concerts.

Sunday World Nights:

There are no price increases proposed for bench sections Q, U, V & X (2,058 seats). A \$1 increase is proposed for bench sections D, E, G2, J2, F, K, M, N, L, P, R, S, T & W (11,210 seats). A \$2 increase is proposed for Ramps and Superseats (1,061 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 \$6 increase is proposed for Pool Circle Boxes (164 seats). These price changes result in a 2.7% change in overall prices for these concerts.

Friday and Sunday Pop Nights:

There are no price increases proposed for bench sections V & X (380 seats). A \$1 increase is proposed for bench sections M, N, L, P, R, S, T, Q, U & W (8,795 seats). A \$2 increase is proposed for bench sections D, E, G2, J2, F & K (4,093 seats). A \$3 increase is proposed for Ramps and Superseats (1,061 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 3.4% 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 F & K (3,362 seats). A \$3 increase is proposed for bench sections D, E, G2, & J2 (1,792 seats). A \$6 increase is proposed for Garden, Terrace and Side Boxes (2,923 seats). A \$7 increase is proposed for Pool Circle Boxes (164 seats). These price changes result in a 3.6% 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 \$186 (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 are no price increases proposed for bench sections V & X (380 seats). There is a \$1 increase proposed for bench section W (672 seats). A \$2 increase is proposed for bench sections R, S, T, Q & U (3,594 seats). A \$3 increase is proposed for bench sections M, N, L & P (4,529 seats). A \$4 increase is proposed for Ramps (97 seats). A \$5 increase is proposed for Superseats and bench sections D, E, G2, J2, F & K (5,057 seats). A \$7 increase is proposed for Side Boxes (68 seats). A \$8 increase is proposed for Terrace Boxes (1,564 seats). A \$12 increase is proposed for Garden and Pool Circle Boxes (1,455 seats). These price changes result in a 3.5% change in overall prices for these concerts.

Hollywood Bowl Gala Benefits:

The Association proposes a 2.9% increase, with no change to the minimum price of \$26 and an increase to the maximum price from \$210 to \$217.

Parking:

The Association proposes no increase for general parking. The minimum parking price will remain the same at \$5. The maximum price of \$55 will remain the same (valet parking).

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, the Board approved a 30-year Operating Lease between the County and the Association for the operation and maintenance of Hollywood Bowl. The 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 total funds in the Hollywood Bowl Improvement Fund for 2019 are estimated to be \$1,037,720 and will be used, as always, for capital expenditures, equipment and services and supplies for Hollywood Bowl. This includes approximately \$30,225 additional funds which will be generated by the recommended ticket price increases.

Operating Budget Impact

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

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The Operating Lease between the County and the Association requires that the Board approve changes to the pricing schedule for tickets at Hollywood Bowl after a noticed public hearing. The Board last approved changes to the ticket prices on September 26, 2017.

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

The proposed fees are exempt from Proposition 26 under Exception No. 2: Section 1 (e) (2) Exception for Fees for Services and Products Provided and Exception No. 4 Section 1 (e) (4)'s Exception for Use of Government Property and do not need to obtain 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 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

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 Code.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

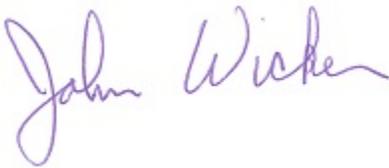
The increases are not anticipated to have a significant impact on services at the affected facilities.

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.

Should you have any questions please contact Nicole Melkonian at (626) 588-5367 or nmelkonian@parks.lacounty.gov or Aram Pirjanian at (626) 588-5368 or apirjanian@parks.lacounty.gov.

Respectfully submitted,



JOHN WICKER

Director

JW:EM:mp

Enclosures

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

RESOLUTION TO INCREASE TICKET PRICES
AT HOLLYWOOD BOWL

WHEREAS, the Lease Agreement Number 74998 ("Agreement") between Los Angeles County ("County") and the Los Angeles Philharmonic Association ("Association") 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 schedule in accordance with the Agreement; 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, the proposed fees are exempt from Proposition 26 under Exception No. 2: Section 1 (e) (2) Exception for Fees for Services and Products Provided and Exception No. 4 Section 1 (e) (4)'s Exception for Use of Government Property and do not need to obtain California voter approval for fees; 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 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 2019 Ticket Prices."

The foregoing resolution was adopted on the 25TH day of SEPTEMBER, 2018, 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.



Celia Zavala, Executive Officer-Clerk
Of the Board of Supervisors of the County of
Los Angeles

By *Sandy Herady* Deputy

APPROVED AS TO FORM:

Mary Wickham
County Counsel

By *Chit Angeles*
Principal Deputy County Counsel

FILED

SEP 27 2018

CLERK

HOLLYWOOD BOWL 2019 COUNTY PRICING WORKSHEET

Tuesday and Thursday								
	Capacity	2014 Ticket Prices	2015 Ticket Prices	2016 Ticket Prices	2017 Ticket Prices	2018 Ticket Prices	2019 Ticket Prices	Increase/(Decrease)
Pool Circle	164	\$140	\$144	\$149	\$154	\$158	\$162	\$4
Garden Boxes	1,291	\$107	\$110	\$113	\$116	\$120	\$123	\$3
Terrace Boxes	1,564	\$92	\$95	\$98	\$101	\$104	\$106	\$2
Side Boxes	68	\$92	\$95	\$98	\$101	\$104	\$106	\$2
Ramps	97	\$53	\$55	\$56	\$57	\$58	\$60	\$2
D / E	862	\$45	\$45	\$46	\$47	\$48	\$50	\$2
G2 / J2	930	\$42	\$45	\$46	\$47	\$48	\$50	\$2
Superseats	964	\$53	\$55	\$56	\$57	\$58	\$60	\$2
F / K	2,301	\$32	\$33	\$34	\$35	\$36	\$37	\$1
M / N	2,262	\$29	\$30	\$31	\$32	\$33	\$34	\$1
L / P	2,267	\$22	\$23	\$23	\$23	\$24	\$24	\$0
R / S / T	1,916	\$15	\$16	\$16	\$17	\$17	\$17	\$0
Q / U	1,678	\$11	\$11	\$12	\$12	\$13	\$12	(\$1)
W	672	\$8	\$8	\$8	\$8	\$8	\$8	\$0
V / X	380	\$1	\$1	\$1	\$1	\$1	\$1	\$0
Total	17,416	-	-	-	-	-	-	-

Wednesday							
2014	2015	2016	2017	2018	2019	Increase/(Decrease)	
\$142	\$146	\$151	\$157	\$161	\$165	\$4	
\$110	\$113	\$117	\$121	\$125	\$128	\$3	
\$95	\$98	\$101	\$104	\$107	\$110	\$3	
\$95	\$98	\$101	\$104	\$107	\$110	\$3	
\$56	\$58	\$60	\$62	\$63	\$64	\$1	
\$46	\$45	\$47	\$48	\$49	\$50	\$1	
\$43	\$45	\$47	\$48	\$49	\$50	\$1	
\$56	\$58	\$60	\$62	\$63	\$64	\$1	
\$34	\$35	\$36	\$37	\$38	\$39	\$1	
\$32	\$33	\$34	\$35	\$36	\$37	\$1	
\$24	\$25	\$25	\$26	\$27	\$28	\$1	
\$21	\$22	\$22	\$22	\$24	\$24	\$0	
\$13	\$14	\$14	\$15	\$15	\$16	\$1	
\$8	\$9	\$9	\$9	\$9	\$9	\$0	
\$1	\$1	\$1	\$1	\$1	\$1	\$0	
-	-	-	-	-	-	-	

Sunday World Music							
2014	2015	2016	2017	2018	2019	Increase/(Decrease)	
\$143	\$147	\$151	\$155	\$160	\$166	\$6	
\$111	\$114	\$117	\$120	\$124	\$128	\$4	
\$97	\$100	\$103	\$106	\$109	\$112	\$3	
\$97	\$100	\$103	\$106	\$109	\$112	\$3	
\$58	\$60	\$62	\$64	\$66	\$68	\$2	
\$49	\$49	\$51	\$53	\$55	\$56	\$1	
\$46	\$49	\$51	\$53	\$55	\$56	\$1	
\$58	\$60	\$62	\$64	\$66	\$68	\$2	
\$39	\$40	\$41	\$42	\$43	\$44	\$1	
\$33	\$34	\$35	\$36	\$37	\$38	\$1	
\$28	\$29	\$30	\$31	\$32	\$33	\$1	
\$24	\$25	\$26	\$27	\$27	\$28	\$1	
\$23	\$24	\$24	\$25	\$26	\$26	\$0	
\$17	\$17	\$18	\$18	\$19	\$20	\$1	
\$13	\$13	\$14	\$14	\$15	\$15	\$0	
-	-	-	-	-	-	-	

Friday & Sunday Pop								
	Capacity	2014 Ticket Prices	2015 Ticket Prices	2016 Ticket Prices	2017 Ticket Prices	2018 Ticket Prices	2019 Ticket Prices	Increase/(Decrease)
Pool Circle	164	\$172	\$177	\$182	\$189	\$195	\$201	\$6
Garden Boxes	1,291	\$134	\$138	\$142	\$147	\$152	\$157	\$5
Terrace Boxes	1,564	\$117	\$121	\$125	\$130	\$134	\$138	\$4
Side Boxes	68	\$117	\$121	\$125	\$130	\$134	\$138	\$4
Ramps	97	\$62	\$64	\$66	\$68	\$70	\$73	\$3
D / E	862	\$56	\$57	\$59	\$61	\$63	\$65	\$2
G2 / J2	930	\$59	\$57	\$59	\$61	\$63	\$65	\$2
Superseats	964	\$62	\$64	\$66	\$68	\$70	\$73	\$3
F / K	2,301	\$41	\$42	\$44	\$46	\$48	\$50	\$2
M / N	2,262	\$35	\$36	\$37	\$38	\$39	\$40	\$1
L / P	2,267	\$27	\$28	\$28	\$29	\$30	\$31	\$1
R / S / T	1,916	\$24	\$25	\$26	\$26	\$27	\$28	\$1
Q / U	1,678	\$22	\$23	\$23	\$24	\$24	\$25	\$1
W	672	\$17	\$17	\$18	\$18	\$18	\$19	\$1
V / X	380	\$13	\$13	\$14	\$14	\$14	\$14	\$0
Total	17,416	-	-	-	-	-	-	-

Saturday Pop							
2014	2015	2016	2017	2018	2019	Increase/(Decrease)	
\$177	\$182	\$189	\$196	\$202	\$209	\$7	
\$139	\$143	\$149	\$155	\$160	\$166	\$6	
\$122	\$126	\$131	\$136	\$140	\$146	\$6	
\$122	\$126	\$131	\$136	\$140	\$146	\$6	
\$66	\$68	\$70	\$72	\$74	\$76	\$2	
\$60	\$62	\$64	\$66	\$68	\$71	\$3	
\$59	\$62	\$64	\$66	\$68	\$71	\$3	
\$66	\$68	\$70	\$72	\$74	\$76	\$2	
\$46	\$47	\$49	\$51	\$53	\$55	\$2	
\$39	\$40	\$41	\$42	\$43	\$44	\$1	
\$32	\$33	\$34	\$35	\$36	\$37	\$1	
\$27	\$28	\$29	\$30	\$31	\$32	\$1	
\$24	\$25	\$25	\$26	\$27	\$28	\$1	
\$20	\$21	\$22	\$23	\$24	\$25	\$1	
\$16	\$17	\$17	\$17	\$17	\$17	\$0	
-	-	-	-	-	-	-	

Special Events							
2014	2015	2016	2017	2018	2019	Increase/(Decrease)	
\$310	\$320	\$330	\$340	\$350	\$362	\$12	
\$310	\$320	\$330	\$340	\$350	\$362	\$12	
\$210	\$216	\$223	\$229	\$237	\$245	\$8	
\$210	\$216	\$223	\$229	\$237	\$244	\$7	
\$119	\$123	\$127	\$131	\$135	\$139	\$4	
\$119	\$123	\$127	\$131	\$135	\$140	\$5	
\$119	\$123	\$127	\$131	\$135	\$140	\$5	
\$119	\$123	\$127	\$131	\$135	\$140	\$5	
\$88	\$91	\$94	\$97	\$100	\$105	\$5	
\$83	\$86	\$89	\$92	\$95	\$98	\$3	
\$72	\$74	\$77	\$79	\$81	\$84	\$3	
\$58	\$59	\$61	\$63	\$65	\$67	\$2	
\$58	\$59	\$61	\$63	\$65	\$67	\$2	
\$42	\$43	\$45	\$46	\$47	\$48	\$1	
\$36	\$37	\$39	\$40	\$41	\$41	\$0	
-	-	-	-	-	-	-	

	2014		2015		2016		2017		2018		2019	
	Maximum	Minimum										
Accessible Seating	\$143.00	\$1.00	\$143.00	\$1.00	\$149.00	\$1.00	\$154.00	\$1.00	\$158.00	\$1.00	\$186.00	\$1.00
Hollywood Bowl	\$182.00	\$13.00	\$182.00	\$13.00	\$190.00	\$25.00	\$200.00	\$26.00	\$210.00	\$26.00	\$217.00	\$26.00
Gala Benefit												
Parking (standard sized vehicle, buses and limousine are double)	\$50.00	\$1.00	\$50.00	\$1.00	\$50.00	\$1.00	\$50.00	\$1.00	\$55.00	\$1.00	\$55.00	\$1.00

**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 25, 2018 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 is a \$1 decrease in sections Q & U and no price increases proposed for bench sections L, P, R, S, T, W, V & X (6,913 seats). A \$1 increase is proposed for bench sections F, K, M, & N (4,563 seats). A \$2 increase is proposed for Ramps, Superseats, Terrace Boxes, Side Boxes and bench sections D, E, G2 & J2 (4,485 seats). A \$3 increase is proposed for Garden Boxes (1,291 seats). A \$4 increase is proposed for Pool Circle Boxes (164 seats). These price changes result in a 2.1% change in overall prices for these concerts.

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There are no price increases proposed for bench sections Q, U, V & X (2,058 seats). A \$1 increase is proposed for bench sections D, E, G2, J2, F, K, M, N, L, P, R, S, T & W (11,210 seats). A \$2 increase is proposed for Ramps and Superseats (1,061 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 \$6 increase is proposed for Pool Circle Boxes (164 seats). These price changes result in a 2.7% change in overall prices for these concerts.

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Saturday Pop Nights:

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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.

Celia Zavala
Acting Executive Officer
Board of Supervisors