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

September 25, 2007

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 2008 TICKET AND PARKING PRICE SCHEDULE FOR THE HOLLYWOOD BOWL (THIRD DISTRICT – 3 - VOTE MATTER)

IT IS RECOMMENDED THAT YOUR BOARD AFTER THE PUBLIC HEARING:

1. Find that these actions are exempt from the California Environmental Quality Act pursuant to the Public Resources Code as cited herein.

2. Adopt the resolution approving the schedule of the maximum and minimum ticket and parking prices proposed by the Los Angeles Philharmonic Association for the 2008 Hollywood Bowl season.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The Los Angeles Philharmonic Association (the Association) has submitted its proposed schedule for maximum and minimum price tickets and parking price for the 2008 Hollywood Bowl season as required by the Operating Agreement between the County and the Association.

The Association seeks to increase ticket and parking prices, as outlined in Attachment A, 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 proposed Hollywood Bowl ticket increases are in a three-tiered structure including weekdays, weekends and Sunday World Music. Weekday pricing, includes Tuesday, Wednesday and Thursday performances. Weekend pricing includes Friday, Saturday, and Sunday Sunset performances.

The growing popularity of Sunday World Music performances and the desire to attend performances occurring on the weekend has led to the increased demand for tickets. Therefore, price increases are proposed for all Sunday World Music seats. Increases are also proposed for many weekend performances. Forty percent of all tickets (6,913) are at proposed prices of $21 or less.

Box seat ticket prices reflect unique benefits at the Hollywood Bowl and there are no other comparable outdoor venues. However, more than half of the tickets (9,175) on any night at the Hollywood Bowl are priced at $24 or less. Further, the Association maintains the Hollywood Bowl tradition of $1 tickets for Tuesday, Wednesday, and Thursday performances.

The Association has submitted the following 2008 season fee increases for your approval:

Box Seating

Pool Circle

A $1 increase, from $122 to $123, per seat, is proposed for Sunday World Music performances. A $2 increase, from $122 to $124, per seat, is proposed for Tuesday, Wednesday, and Thursday performances. A $2 increase, from $147 to $149, per seat, is proposed for Friday, Saturday, and Sunday Sunset performances.

Garden Boxes

A $1 increase, from $95 to $96, per seat, is proposed for Sunday World Music performances. A $2 increase, from $93 to $95 is proposed, per seat, for Tuesday, Wednesday and Thursday performances. A $3 increase, from $111 to $114, per seat, is proposed for Friday, Saturday or Sunday Sunset performances.

Terrace Boxes

A $1 increase, from $83 to $84, per seat, is proposed for Sunday World Music performances. A $2 increase, from $81 to $83, per seat, is proposed for Tuesday, Wednesday and Thursday performances. A $3 increase, from $98 to $101, per seat, is proposed for Friday, Saturday or Sunday Sunset performances.

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

Ramp Seating

There are no proposed changes for ramp seating.

Bench Seating

There are some proposed changes for weekday performances, including sections D, E, G, and J, in which a $2 increase, from $35 to $37 and sections M and N, in which a $1 increase, from $24 to $25, per seat is proposed. A $1 to $3 increase, per seat, is proposed for all weekend and Sunday World Music performances. Bench seat prices will vary depending upon location, with a maximum ticket price of $42 on weekends.

Superseats

A $1 increase, from $45 to $46, per seat is proposed for Sunday World performances. There are no proposed increases for Tuesday, Wednesday and Thursday performances. A $2 increase, from $49 to $51, per seat is proposed for Friday, Saturday or Sunday Sunset 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 $114 (for the extremely popular, accessible box sections). There are no proposed changes for Accessible Seating.

Special Event Tickets

The Association would like to continue the special pricing for non-subscription events presented by the Los Angeles Philharmonic Association. The Association seeks to attract artists previously unavailable to the Hollywood Bowl because of the high appearance fees artists request for these special events.

Therefore, the Association is requesting increases for some special-event prices to present these high-caliber acts that would otherwise only be brought to the Bowl by outside promoters. The Association proposes increases ranging from $1 to $8 with prices ranging from $27 to a maximum of $266 depending on location. The ticket pricing for these events would be adjusted to reflect the appropriate performance/performers.

Summer Sounds

There are no proposed changes for Summer Sound performances.

Hollywood Bowl Gala Benefits

Due to the popularity of Opening Night and increased cost of production, the Association proposes increases of $1 to $4 with prices ranging from $16 to $159 depending on location.

Parking

A $5 increase, from $30 to $35 is proposed for the maximum price, which currently ranges from $1 to $30, for standard sized vehicle parking, as parking has not increased since 2005.

Implementation of Strategic Plan Goals

Approval of this action will enhance our Service Excellence (Goal #1) by providing the funding to increase the quality level of programming at the Hollywood Bowl.

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 the Hollywood Bowl. The new Operating Lease eliminated the annual Net County Cost to the County and stipulated that the Association reimburse the County for all operating and maintenance expenses incurred at the 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 the Hollywood Bowl.

The recommended actions will generate an estimated incremental revenue increase of $120,000 to $150,000 annually. These increases will be utilized by the Association to fund operating expenses such as increasing artists' costs and monthly rent payments to the County. In addition, a specified percentage of ticket fee revenues will be deposited into the Hollywood Bowl improvement fund for future capital expenditures at the Hollywood Bowl.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The Operating Lease between the County and the Association requires that your Board approve changes to prices charged for tickets at the Hollywood Bowl after a noticed public hearing. Your Board last approved changes to the ticket prices on October 24, 2006.

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 A.

Public Hearing Notice

Public hearing notice requirements of Government Code Section 6062a have been satisfied and public hearing requirements of Government Code Section 66018, for fee increases, will be satisfied by this action.

County Counsel has approved the attached resolution as to form.

ENVIRONMENTAL IMPACT STATEMENT/NEGATIVE DECLARATION

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, therefore, the proposed actions are not subject to California Environmental Quality Act (CEQA) pursuant to Section 21080(b)(8)(A)(B) of the Public Resources Code.

The proposed actions also do not meet the definition of a project according to Section 15378 (b)(4)(5) of the State CEQA Guidelines because the actions are administrative activities of government which by their terms do not involve any commitments to any specific projects which may result in a potentially significant physical impact on the environment.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The increases are not anticipated to have a significant impact on services at the Hollywood Bowl.

CONCLUSION

Please instruct the Executive Officer-Clerk of the Board to forward three (3) conformed copies of this Letter to the Department of Parks and Recreation for distribution.

Respectfully yours,

Russ Guiney
Director

RG:EM:em

Attachments

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

LOS ANGELES PHILHARMONIC ASSOCIATION
HOLLYWOOD BOWL 2008 TICKET AND PARKING PRICES

ATTACHMENT A

Tuesday, Wednesday and Thursday

	2007 Ticket Prices	2008 Ticket Prices	Increase/ (Decrease)
Pool Circle	$122.00	$124.00	$2.00
Garden Boxes	$93.00	$95.00	$2.00
Terrace Boxes	$81.00	$83.00	$2.00
Side Boxes	$81.00	$83.00	$2.00
Ramps	$50.00	$50.00	$0.00
D,E,G,J	$35.00	$37.00	$2.00
Superseats	$43.00	$43.00	$0.00
F & K	$30.00	$30.00	$0.00
M & N	$24.00	$25.00	$1.00
L & P	$16.00	$16.00	$0.00
Q - U	$12.00	$13.00	$1.00
W	$6.00	$8.00	$2.00
V & X	$1.00	$1.00	$0.00

Sunday World Music

	2007 Ticket Prices	2008 Ticket Prices	Increase/ (Decrease)
Pool Circle	$122.00	$123.00	$1.00
Garden Boxes	$95.00	$96.00	$1.00
Terrace Boxes	$83.00	$84.00	$1.00
Side Boxes	$83.00	$84.00	$1.00
Ramps	$50.00	$50.00	$0.00
D,E,G,J	$37.00	$38.00	$1.00
Superseats	$45.00	$46.00	$1.00
F & K	$33.00	$34.00	$1.00
M & N	$24.00	$25.00	$1.00
L & P	$20.00	$21.00	$1.00
Q - U	$15.00	$16.00	$1.00
W	$9.00	$12.00	$3.00
V & X	$7.00	$10.00	$3.00

Friday, Saturday and Sunday Sunset

	2007 Ticket Prices	2008 Ticket Prices	Increase/ (Decrease)
Pool Circle	$147.00	$149.00	$2.00
Garden Boxes	$111.00	$114.00	$3.00
Terrace Boxes	$98.00	$101.00	$3.00
Side Boxes	$98.00	$101.00	$3.00
Ramps	$50.00	$50.00	$0.00
D,E,G,J	$39.00	$42.00	$3.00
Superseats	$49.00	$51.00	$2.00
F & K	$35.00	$36.00	$1.00
M & N	$24.00	$25.00	$1.00
L & P	$22.00	$23.00	$1.00
Q - U	$17.00	$18.00	$1.00
W	$9.00	$12.00	$3.00
V & X	$7.00	$10.00	$3.00

Special Events (presented by Association)

	2007 Ticket Prices	2008 Ticket Prices	Increase/ (Decrease)
Pool Circle	$258.00	$266.00	$8.00
Garden Boxes	$258.00	$266.00	$8.00
Terrace Boxes	$180.00	$185.00	$5.00
Side Boxes	$180.00	$185.00	$5.00
Ramps	$98.00	$101.00	$3.00
D,E,G,J	$98.00	$101.00	$3.00
Superseats	$98.00	$101.00	$3.00
F & K	$72.00	$74.00	$2.00
M & N	$67.00	$69.00	$2.00
L & P	$57.00	$59.00	$2.00
Q - U	$46.00	$47.00	$1.00
W	$31.00	$32.00	$1.00
V & X	$26.00	$27.00	$1.00

LOS ANGELES PHILHARMONIC ASSOCIATION
HOLLYWOOD BOWL 2008 TICKET AND PARKING PRICES

ATTACHMENT A

	2007		2008	
	Maximum	Minimum	Maximum	Minimum
Non-Subscription Concerts Children 12 and under, half price for family oriented concerts such as July 4.	$147.00	$3.00	$149.00	$5.00
Special Events presented by Association	$258.00	$26.00	$266.00	$27.00
Regular Concerts June through September				
Tuesday/Thursday Classical	$122.00	$1.00	$124.00	$1.00
Wednesday Jazz	$122.00	$1.00	$124.00	$1.00
Fridays/Saturdays	$147.00	$7.00	$149.00	$10.00
Sunday (Sunset Performances)	$147.00	$7.00	$149.00	$10.00
Sunday (World Music)	$122.00	$7.00	$123.00	$10.00
Accessible Seating	$111.00	$1.00	$114.00	$1.00
Hollywood Bowl Gala Benefit	$155.00	$15.00	$159.00	$16.00
Summer Sounds	$6.00	$4.00	$6.00	$4.00
Parking (Standard sized vehicle) Includes 10% city parking tax	$30.00	$1.00	$35.00	$1.00

Buses and limousines are double

RESOLUTION TO INCREASE TICKET AND PARKING PRICES AT THE 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 prices 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 the Hollywood Bowl; and

WHEREAS, the Association has submitted their 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 costs do not exceed the cost of the services provided by the County; and

WHEREAS, these increases will help offset operating costs; and

WHEREAS, the additional funding 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 A" entitled "Los Angeles Philharmonic Association Hollywood Bowl 2008 Ticket and Parking Prices"

The foregoing resolution was adopted on the _____ day of _____, 2007, 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:

RAYMOND G. FORTNER, JR.

County Counsel

By _____

Deputy