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

October 28, 2008

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:

**DEPARTMENT OF PARKS AND RECREATION:
APPROVAL OF MAXIMUM AND MINIMUM
2009 TICKET PRICE SCHEDULE FOR
THE HOLLYWOOD BOWL
(SUPERVISORIAL DISTRICT 3) (3 VOTES)**

SUBJECT

Request to approve revisions to the 2009 Hollywood Bowl season maximum and minimum ticket prices proposed by the Los Angeles Philharmonic Association. Revisions to the Hollywood Bowl's ticket prices for the 2009 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 2009 Hollywood Bowl's Season maximum and minimum ticket prices proposed by the Los Angeles Philharmonic as provided in the attached resolution and instruct the Executive Officer to execute the resolution.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The Los Angeles Philharmonic Association (Association) has submitted its proposed schedule for maximum and minimum price tickets for the 2009 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 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 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. Price increases are also proposed for certain Sunday World Music seats and for many of the weekend performances. Forty percent of all tickets (6,913) are at proposed prices of $22 or less.

Box seat ticket prices reflect unique benefits at the 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 the Hollywood Bowl.

The Association has submitted the following 2009 season fee increases for your approval:

Box Seating

Pool Circle

A $3 increase, from $123 to $126, per seat, is proposed for Sunday World Music performances. A $2 increase, from $124 to $126, per seat, is proposed for Tuesday, Wednesday, and Thursday performances. A $3 increase, from $149 to $152, per seat, is proposed for Friday, Saturday, and Sunday Sunset performances.

Garden Boxes

A $2 increase, from $96 to $98, per seat, is proposed for Sunday World Music performances. A $1 increase, from $95 to $96 is proposed, per seat, for Tuesday, Wednesday and Thursday performances. A $2 increase, from $114 to $116, per seat, is proposed for Friday, Saturday or Sunday Sunset performances.

Terrace Boxes

A $2 increase, from $84 to $86, per seat, is proposed for Sunday World Music performances. A $1 increase, from $83 to $84, per seat, is proposed for Tuesday, Wednesday and Thursday performances. A $2 increase, from $101 to $103, 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

Sections D & E

A $5 increase, from $38 to $43 per seat, is proposed for Sunday World Music performances. A $3 increase, from $37 to $40, per seat, is proposed for Tuesday, Wednesday, and Thursday performances. A $7 increase, from $42 to $49, per seat, is proposed for Friday, Saturday or Sunday Sunset performances.

Sections M & N

A $2 increase, from $25 to $27 per seat, is proposed for Sunday World Music performances. A $1 increase, from $25 to $26, per seat, is proposed for Tuesday, Wednesday, and Thursday performances. A $3 increase, from $25 to $28, per seat, is proposed for Friday, Saturday or Sunday Sunset performances.

Sections L & P

A $1 increase, from $21 to $22 per seat, is proposed for Sunday World Music performances. A $4 increase, from $16 to $20, per seat, is proposed for Tuesday, Wednesday, and Thursday performances. A $1 increase, from $23 to $24, per seat, is proposed for Friday, Saturday or Sunday Sunset performances.

Sections Q - U

A $1 increase, from $16 to $17 per seat, is proposed for Sunday World Music performances. A $2 increase, from $13 to $15, per seat, is proposed for Tuesday, Wednesday, and Thursday performances. A $1 increase, from $18 to $19, per seat, is proposed for Friday, Saturday or Sunday Sunset performances.

Superseats
A $2 increase, from $46 to $48, per seat is proposed for Sunday World performances. A $2 increase, from $43 to $45, per seat is proposed for Tuesday, Wednesday and Thursday performances. A $1 increase, from $51 to $52, 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 (accessible box sections). A $2 increase is proposed by the Association in a range from $1 to $116 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 $28 to a maximum of $274 depending on the location.

Summer Sounds
The Association proposes an increase range from $1 to $3 with prices ranging from $5 to a maximum of $7, depending on the location.

Hollywood Bowl Gala Benefits
The Association proposes a $3 increase, from $159 to $162 to the maximum price which is currently ranging from $16 to $159. There are no proposed changes to the minimum ticket prices.

Parking
There are no proposed changes for parking.

Implementation of Strategic Plan Goals

The proposed recommendations are consistent with the County Strategic Plan Goals of Service Excellence (Goal 1), Fiscal Responsibility (Goal 4), Children & Families' Well-Being (Goal 5), and Community Services (Goal 6), by enhancing recreational experiences.

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 ticket increases will generate an estimated incremental revenue increase of $125,000 to $155,000, 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, two and a half percent of ticket fee revenues will be deposited into the Hollywood Bowl Improvement Fund for future capital expenditures at the Hollywood Bowl.

Operating Budget Impact

The recommended actions will not impact the Department's Operating Revenue in Fiscal Year 2008-09.

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 September 25, 2007.

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

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.

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) meeting financial reserve needs and requirements, and/or (4) obtaining funds for capital projects necessary to maintain service within existing service areas. Therefore, the proposed action is statutorily exempt according to the California Environmental Quality Act 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 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 submitted,

RUSS GUINEY
Director

RG:DM:EM:mp

Attachment (1)

c: County Counsel

File: Hollywood Bowl Fees BL Oct 28_08 #1

RESOLUTION TO INCREASE TICKET 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 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 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 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 I" entitled "Los Angeles Philharmonic Association Hollywood Bowl 2009 Ticket Prices"

The foregoing resolution was adopted on the _____ day of _____, 2008, 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 Christina Q. Salseda
Senior Deputy County Counsel

ATTACHMENT I

Los Angeles Philharmonic Association
Hollywood Bowl 2009 Ticket Prices

	2008		2009		Proposed
	Maximum	Minimum	Maximum	Minimum	Increase/Decrease
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	$3 Increase
Special Events	$266.00	$27.00	$274.00	$28.00	up to $8 Increase
Regular Concerts (June through September)					
Tuesday/Thursday Classical	$124.00	$1.00	$126.00	$1.00	$2 Increase
Wednesday Jazz	$124.00	$1.00	$126.00	$1.00	$2 Increase
Fridays/Saturdays	$149.00	$10.00	$152.00	$10.00	$3 Increase
Sunday (Sunset Performances)	$149.00	$10.00	$152.00	$10.00	$3 Increase
Sunday (World Music)	$123.00	$10.00	$126.00	$10.00	$3 Increase
Accessible Seating	$114.00	$1.00	$116.00	$1.00	$2 Increase
Hollywood Bowl Gala Benefit	$159.00	$16.00	$162.00	$16.00	$3 Increase
Summer Sounds	$6.00	$4.00	$7.00	$5.00	$1 Increase

Effective 12/01/08

Los Angeles Philharmonic Association
Hollywood Bowl 2009 Ticket Prices

ATTACHMENT I

	Number of Seats	Tuesday, Wednesday and Thursday 2008 Ticket Prices	2009 Ticket Prices	Increase/ (Decrease)	Sunday World Music 2008 Ticket Prices	2009 Ticket Prices	Increase/ (Decrease)
Pool Circle	164	$124.00	$126.00	$2.00	$123.00	$126.00	$3.00
Garden Boxes	1,291	$95.00	$96.00	$1.00	$96.00	$98.00	$2.00
Terrace Boxes	1,564	$83.00	$84.00	$1.00	$84.00	$86.00	$2.00
Side Boxes	68	$83.00	$84.00	$1.00	$84.00	$86.00	$2.00
Ramps	97	$50.00	$50.00	$0.00	$50.00	$50.00	$0.00
D & E	862	$37.00	$40.00	$3.00	$38.00	$43.00	$5.00
Superseats	964	$43.00	$45.00	$2.00	$46.00	$48.00	$2.00
G2 & J2	930	$37.00	$37.00	$0.00	$38.00	$38.00	$0.00
F & K	2,301	$30.00	$30.00	$0.00	$34.00	$34.00	$0.00
M & N	2,262	$25.00	$26.00	$1.00	$25.00	$27.00	$2.00
L & P	2,267	$16.00	$20.00	$4.00	$21.00	$22.00	$1.00
Q - U	3,594	$13.00	$15.00	$2.00	$16.00	$17.00	$1.00
W	672	$8.00	$8.00	$0.00	$12.00	$12.00	$0.00
V & X	380	$1.00	$1.00	$0.00	$10.00	$10.00	$0.00

	Number of Seats	Friday, Saturday and Sunday Pop 2008 Ticket Prices	2009 Ticket Prices	Increase/ (Decrease)	Special Events (presented by Association) 2008 Ticket Prices	2009 Ticket Prices	Increase/ (Decrease)
Pool Circle	164	$149.00	$152.00	$3.00	$266.00	$274.00	$8.00
Garden Boxes	1,291	$114.00	$116.00	$2.00	$266.00	$274.00	$8.00
Terrace Boxes	1,564	$101.00	$103.00	$2.00	$185.00	$190.00	$5.00
Side Boxes	68	$101.00	$103.00	$2.00	$185.00	$190.00	$5.00
Ramps	97	$50.00	$50.00	$0.00	$101.00	$104.00	$3.00
D & E	862	$42.00	$49.00	$7.00	$101.00	$104.00	$3.00
Superseats	964	$51.00	$52.00	$1.00	$101.00	$104.00	$3.00
G2 & J2	930	$42.00	$42.00	$0.00	$101.00	$104.00	$3.00
F & K	2,301	$36.00	$36.00	$0.00	$74.00	$76.00	$2.00
M & N	2,262	$25.00	$28.00	$3.00	$69.00	$71.00	$2.00
L & P	2,267	$23.00	$24.00	$1.00	$59.00	$61.00	$2.00
Q - U	3,594	$18.00	$19.00	$1.00	$47.00	$48.00	$1.00
W	672	$12.00	$12.00	$0.00	$32.00	$33.00	$1.00
V & X	380	$10.00	$10.00	$0.00	$27.00	$28.00	$1.00

Effective 12/01/08

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

Notice is hereby given that a public hearing will be held by the Board of Supervisors of the County of Los Angeles in the matter of increasing ticket prices at the Hollywood Bowl. Said hearing will be held on October 28, 2008, 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:

Box Seating

Pool Circle

A $3 increase, from $123 to $126, per seat, is proposed for Sunday World Music performances. A $2 increase, from $124 to $126, per seat, is proposed for Tuesday, Wednesday, and Thursday performances. A $3 increase, from $149 to $152, per seat, is proposed for Friday, Saturday, and Sunday Sunset performances.

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Side Boxes

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Ramp Seating

There are no proposed changes for ramp seating.

Bench Seating

Sections D & E

A $5 increase, from $38 to $43 per seat, is proposed for Sunday World Music performances. A $3 increase, from $37 to $40, per seat, is proposed for Tuesday, Wednesday, and Thursday performances. A $7 increase, from $42 to $49, per seat, is proposed for Friday, Saturday or Sunday Sunset performances.

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Sections L & P

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Special Event Tickets

Proposed increases for Special Event tickets presented by the Association will range from $1 to $8 with prices ranging from $28 to a maximum of $274 depending on the location.

Summer Sounds
The Association proposes a increase range from $1 to $3 with prices ranging from $5 to a maximum of $7 depending on the location.

Hollywood Bowl Gala Benefits
The Association proposes a $3 increase, from $159 to $162 to the maximum price which is currently ranging from $16 to $159. There are no proposed changes to the minimum ticket prices.

Parking
There are no proposed changes for parking.

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.

SACHI A. HAMAI
Executive Officer
Board of Supervisors