



**PUBLIC REQUEST TO ADDRESS
THE BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES, CALIFORNIA**

MEMBERS OF THE BOARD

HILDA L. SOLIS
HOLLY J. MITCHELL
LINDSEY P. HORVATH
JANICE HAHN
KATHRYN BARGER

Correspondence Received

| The following individuals submitted comments on agenda item: | | | | |
|--|-----------|---------------|----------------|--|
| Agenda # | Relate To | Position | Name | Comments |
| 5. | | Oppose | Monisha Parker | <p>Dear Board of Supervisors,</p> <p>I am writing to advocate for a more affordable approach to 2025 Hollywood Bowl season ticket prices, recognizing the diverse economic landscape of Los Angeles County. The Hollywood Bowl is a cherished cultural landmark, and making it accessible to a broader audience enhances community involvement and appreciation for the arts. Here are several strategies I believe could effectively achieve this goal:</p> <ol style="list-style-type: none"> 1. Tiered Pricing Structure: Implement a tiered pricing model to cater to various income levels. This could involve offering more affordable tickets in less prime seating areas while maintaining higher prices for premium sections. 2. Flexible Payment Plans: Introducing flexible payment options would allow season ticket holders to spread out costs over several months, easing the financial burden and making budgeting more manageable. 3. Discounted Packages: Develop discounted ticket packages aimed at families, groups, or young adults, which could offer reduced rates for multiple tickets or bundled experiences. 4. Community Outreach Programs: Create outreach initiatives for students, seniors, and low-income families, potentially providing lottery-based free tickets or heavily subsidized pricing-based strategies. 5. Sponsorships and Partnerships: Seek partnerships with local businesses that may be interested in subsidizing ticket prices in exchange for promotional opportunities, thereby bolstering community ties. 6. Dynamic Pricing Model: Implement a dynamic pricing strategy that adjusts ticket prices based on demand, lowering costs for less popular performances to stimulate attendance. 7. Loyalty Programs: Establish a loyalty program rewarding repeat customers with discounts or exclusive access to affordable tickets, enhancing customer retention. 8. Improved Transportation and Access: Collaborate with local transportation agencies to facilitate affordable transport options to and from the venue, which can help reduce costs for attendees. 9. Season Ticket Holder Benefits: Consider enhancing the benefits associated with season ticket ownership, such as exclusive access to events, |

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| | | | <p>merchandise discounts, and lower prices at on-site concessions.</p> <p>10. Utilize Digital Platforms: Leverage online platforms for marketing campaigns that highlight the myriad performances and experiences available, showcasing the value of season tickets.</p> <p>11. Feedback Mechanism: Establish channels for current and potential ticket holders to express feedback on pricing and their experiences, fostering offerings that align with community needs and budgetary concerns.</p> <p>12. Promotional Events: Organize promotional concerts or events where tickets are offered at a reduced rate, raising awareness about the season and boosting ticket sales.</p> <p>Implementing a combination of these strategies can significantly increase accessibility to the Hollywood Bowl, cultivating a wider audience and strengthening community ties. I sincerely hope that the Board considers these proposals to ensure that this iconic venue remains a vibrant part of our cultural landscape for everyone in Los Angeles County.</p> <p>Thank you for your attention to this important matter. Sincerely, Monisha Parker</p> |
| | | Item Total | 1 |
| Grand Total | | | 1 |