



Board of Supervisors

Community Services Cluster Agenda Review Meeting

DATE: August 6, 2025

TIME: 11:30 a.m. – 12:30 p.m.

MEETING CHAIR: Tiffany Tran, 5th Supervisorial District

CEO MEETING FACILITATOR: Christine Frias

THIS MEETING IS HELD UNDER THE GUIDELINES OF BOARD POLICY 3.055

This meeting is **HYBRID**.

To participate in the meeting in-person, the meeting location is:
Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012
Room 140

To participate in the meeting virtually, please call teleconference number
1 (323) 776-6996 and enter the following 885 291 326# or

[Click here to join the meeting](#)

For Spanish Interpretation, the Public should send emails within 48 hours in advance of the meeting to: ClusterAccommodationRequest@bos.lacounty.gov

Members of the Public may address the Community Services Cluster on any agenda item during General Public Comment.

The meeting chair will determine the amount of time allowed for each item.

THIS TELECONFERENCE WILL BE MUTED FOR ALL CALLERS. PLEASE DIAL *6 TO UNMUTE YOUR PHONE WHEN IT IS YOUR TIME TO SPEAK.

1. CALL TO ORDER

2. INFORMATIONAL ITEM(S): NONE

Wednesday, August 6, 2025

3. PRESENTATION/DISCUSSION ITEM(S):

A. Board Letter (Parks and Recreation) for September 23, 2025 Board Agenda:
APPROVAL OF MAXIMUM AND MINIMUM
2026 TICKET PRICE SCHEDULE FOR
HOLLYWOOD BOWL

Speakers: Norma Garcia-Gonzalez, Director

Joe Carter, Senior Director, Sales and Customer Experience, LA Phil

Cynthia Fuentes, VP Community and Govt Engagement, LA Phil

B. Board Briefing (Regional Planning)
RENEWABLE ENERGY ORDINANCE UPDATE
Speaker: Mark Herwick, Supervising Regional Planner

4. PUBLIC COMMENTS (2 minutes each speaker)

5. ADJOURNMENT

CLOSED SESSION

CONFERENCE WITH LEGAL COUNSEL – ANTICIPATED LITIGATION – 2
CLAIMS

(Paragraph (2) of Subdivision (d) of Government Code Section 54956.9)

IF YOU WOULD LIKE TO EMAIL A COMMENT ON AN ITEM ON THE COMMUNITY
SERVICES CLUSTER AGENDA, PLEASE USE THE FOLLOWING EMAIL AND INCLUDE
THE AGENDA NUMBER YOU ARE COMMENTING ON:

COMMUNITY_SERVICES@CEO.LACOUNTY.GOV

BOARD LETTER/MEMO CLUSTER FACT SHEET

☒ Board Letter

☐ Board Memo

☐ Other

| | | |
|---|---|------------------------|
| CLUSTER AGENDA REVIEW DATE | 8/6/2025 | |
| BOARD MEETING DATE | 9/23/2025 | |
| SUPERVISORIAL DISTRICT AFFECTED | <input type="checkbox"/> All <input type="checkbox"/> 1 st <input type="checkbox"/> 2 nd <input type="checkbox"/> 3 rd <input type="checkbox"/> 4 th <input checked="" type="checkbox"/> 5 th | |
| DEPARTMENT(S) | Department of Parks and Recreation | |
| SUBJECT | APPROVAL OF MAXIMUM AND MINIMUM 2026 TICKET PRICE SCHEDULE HOLLYWOOD BOWL | |
| PROGRAM | N/A | |
| AUTHORIZES DELEGATED AUTHORITY TO DEPT | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No | |
| SOLE SOURCE CONTRACT | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If Yes, please explain why: | |
| SB 1439 SUPPLEMENTAL DECLARATION FORM REVIEW COMPLETED BY EXEC OFFICE | <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No – Not Applicable | |
| DEADLINES/ TIME CONSTRAINTS | Yes – Los Angeles Philharmonic Association (LAPA) must receive approval of new fees prior to advertising the new season. | |
| COST & FUNDING (REVENUE TO THE COUNTY) | Total Annual Revenue: N/A | Funding source: N/A |
| | TERMS (if applicable): | |
| PURPOSE OF REQUEST | Approval of the recommended actions will authorize the proposed price schedule for the 2026 Hollywood Bowl season. | |
| BACKGROUND (include internal/external issues that may exist including any related motions) | <p>The LAPA has submitted its proposed schedule for maximum and minimum ticket prices for the 2026 Hollywood Bowl season as required by the Operating Lease between the County of Los Angeles and the LAPA.</p> <p>The LAPA seeks to increase ticket prices to accommodate increased production, labor, marketing, and artists' costs. It should be noted, however, that in some instances the LAPA is recommending decreasing prices in R/S/T and Q/U seating areas for Tuesday and Thursday Classical and Q/U seating areas on Wednesday Jazz and Sunday KCRW concerts as well as maintain current prices in the lowest priced sections, including the existing \$1 seats on Tuesday and Thursday Classical and Wednesday Jazz concerts. The LAPA has developed a price schedule that keeps tickets reasonable yet competitive with other similar venues in Los Angeles County.</p> | |
| EQUITY INDEX OR LENS WAS UTILIZED | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If Yes, please explain how: | |

| | |
|--|---|
| SUPPORTS ONE OF THE NINE BOARD PRIORITIES | <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If Yes, please state which one(s) and explain how: |
| DEPARTMENTAL CONTACTS | Name, Title, Phone # & Email: Ruben Lopez, Chief of Contracts and Procurement Division 626-588-5300 rlopez@parks.lacounty.gov Ruben Egoyan, Contracts Section Head 626-588-5266 regoyan@parks.lacounty.gov |



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

Norma E. García-González, Director

Alina Bokde, Chief Deputy Director

September 23, 2025

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
2026 TICKET PRICE SCHEDULE FOR
HOLLYWOOD BOWL
(SUPERVISORIAL DISTRICT 5) (3 VOTES)**

Request to approve revisions to the 2026 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 2026 season are based on an annual review of prices.

IT IS RECOMMENDED THAT YOUR BOARD AFTER THE PUBLIC HEARING:

1. Find that the proposed action is exempt from the California Environmental Quality Act, for the reasons stated in this Board letter and the record.
2. Adopt the attached resolution approving revisions to the 2026 Hollywood Bowl season maximum and minimum ticket price schedule proposed by the Los Angeles Philharmonic Association.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

On June 22, 2004, the Board of Supervisors (Board) approved a 30-year Operating Lease between the County of Los Angeles (County) and the Los Angeles Philharmonic Association (LAPA) for the operation and maintenance of the Hollywood Bowl. The LAPA has submitted its proposed schedule for maximum and minimum ticket prices for the 2026 Hollywood Bowl season as provided by the Operating Lease between the County and the LAPA.

The LAPA seeks to increase ticket prices in certain seating areas, as outlined in Attachment I, to accommodate increased production, labor, marketing, and artists' costs.

It should be noted, however, that in some instances, the LAPA recommends decreasing prices in R/S/T and Q/U seating areas for Tuesday and Thursday Classical and Q/U seating areas on Wednesday Jazz and Sunday KCRW concerts, as well as maintaining current prices in the lowest priced sections, including the existing \$1 seats on Tuesday and Thursday Classical and Wednesday Jazz concerts. Furthermore, LAPA is recommending to maintain current prices this season in seating areas F/K, M/N and L/P on Tuesday and Thursday Classical, L/P, R/S/T, W, V/X on Wednesday Jazz and Sunday KCRW Music, R/S/T, Q/U, W, V/X on Friday and Sunday Pop and V/X on Saturday Pop performances. The LAPA has developed a price schedule based on a benchmark analysis that keeps tickets reasonable yet 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 and Sunday Pop, Saturday Pop, Sunday KCRW Music performances, and Special Events. Over fifty percent of all Tuesday and Thursday Classical; Wednesday Jazz and Sunday KCRW concert tickets (9,175 per concert) are at proposed prices of \$46 or less; \$51 for Friday and Sunday Pops; and \$60 for Saturday Pops concerts. Over a quarter of all seats on Tuesday and Thursday Classical (4,646 per concert) remain affordable at prices of \$18 or less. Sixteen percent of all tickets on Wednesday Jazz (2,730 per concert) remain affordable at prices of \$17 or less.

The LAPA will maintain the existing number of \$1 seats for the season including 1,052 bench seats for Tuesday and Thursday Classical performances and 380 bench seats for Wednesday Jazz performances. In our continued effort to increase access, the LAPA will add \$1 seats for up to eight targeted performances outside of classical and jazz genres during the season, to be determined once the programming is finalized. The LAPA will also work with the Department of Parks and Recreation (Department), Community Based Organizations, and other partners to offer expanded \$1 seats for select classical programs once programming is finalized for the season to high-need communities in unincorporated areas. These combined efforts will result in the LAPA offering 50,000 \$1 tickets for the 2026 season. In addition, Box seat ticket prices reflect unique benefits at the Hollywood Bowl and there are no other comparable outdoor venues that offer these benefits. These prices reflect a range of minimum and maximum prices and may 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 LAPA will continue to partner with the Department and the Board of Supervisors to conduct targeted outreach to high-need communities in unincorporated areas for the \$1 seats and low-cost tickets. The Department and LAPA partner on the Hollywood Bowl Access Program which brings Our SPOT Teen Center youth and Seniors to 47 summer

concerts each year. The LAPA actively works to remove barriers and expand opportunities for underserved audiences to experience world-class performances. This program reflects LAPA's ongoing commitment to equity and inclusion by ensuring that cultural enrichment is accessible to all residents, regardless of income or location. For the 2026 season, LAPA is enhancing its program's efforts by offering \$1 tickets in additional new seating zones and expanding availability to include select classical and high-demand performances.

Sixty (60) days prior to the Hollywood Bowl summer concert season, the LAPA will provide the Department an outreach and marketing plan for the \$1 tickets and low-cost tickets, as well as the shuttle services, that is paid for with Board of Supervisors Prop A funding. The plan should detail partnerships and/or outreach methods to be implemented to ensure wider access and more efficient distribution of the discounted tickets in high-need unincorporated communities.

Sixty (60) days after the Hollywood Bowl summer concert season, the LAPA shall provide the Department a post-report with demographic and zip codes of those accessing the \$1 tickets and low-cost seats. This post-report shall be used to inform the outreach and marketing plan for the subsequent year.

The outreach and marketing plan and post-report shall be provided to the Department, Contracts and Procurement Division.

In order to enhance and expand access, the LAPA will limit the number of \$1 seats to four tickets per household, per concert, to enable more community members to access \$1 seats. Per the Motion approved by your Board on August 6, 2024, the Department will work with the LAPA to create a seasonal media campaign and social media toolkit to educate residents about affordable ticket and transportation options to the Hollywood Bowl and share with relevant departments, including Public Social Services, Children and Family Services, Library, Arts and Culture, and other.

The LAPA has submitted the following 2026 season fee increases for your Board's consideration:

Tuesday and Thursday Classical Nights:

There is a \$1 price decrease (from \$11 to \$10) proposed for bench sections Q and U and bench sections R, S and T (from \$19 to \$18) (3,594 seats per concert). No price increases proposed for bench sections F and K, M and N, L and P, W, V and X (7,882 seats per concert). A \$2 increase is proposed for Superseats and Ramps (from \$68 to \$70), and bench sections D, E, G2 and J2 (from \$58 to \$60), (2,853 seats per concert). A \$4 increase (from \$123 to \$127) is proposed for Terrace and Side Boxes and Pool Circle boxes (from \$191 to \$195) (1,796 seats per concert).

A \$5 increase (from \$146 to \$151) is proposed for Garden boxes (1,291 seats per concert). These price changes result in an average 0.7% change in prices for these concerts.

Wednesday Jazz Nights:

There is a \$1 price decrease (from \$18 to \$17) proposed for bench sections Q and U (1,678 seats per concert). There are no price increases proposed for bench sections L and P, R, S and T, W, V and X (5,235 seats per concert). A \$2 increase (from \$44 to \$46) is proposed for bench sections M and N, (from \$62 to \$64) for bench sections D, E, G2, and J2 (4,054 seats per concert). A \$1 increase (from \$76 to \$77) is proposed for Superseats and Ramps (1,061 seats per concert). A \$3 increase (from \$47 to \$50) is proposed for bench sections F and K (2,301 seats). A \$5 increase (from \$137 to \$142) is proposed for Terrace and Side boxes (1,632 seats per concert). A \$6 increase (from \$160 to \$166) is proposed for Garden boxes and (from \$206 to \$212) is proposed for Pool Circle boxes (1,455 seats per concert). These price changes result in an average 1.9% change in prices for these concerts.

Sunday KCRW Nights:

There is a \$1 price decrease (from \$28 to \$27) proposed for bench sections Q and U (1,678 seats per concert). There are no price increases proposed for bench sections L and P, R, S and T, W, V and X (5,235 seats per concert). A \$2 increase for bench sections M and N (from \$43 to \$45); and bench sections D, E, G2, and J2 (from \$69 to \$71) (4,054 seats per concert). A \$3 increase (from \$81 to \$84) for Superseats and Ramps and bench sections F and K (from \$51 to \$54) (3,362 seats per concert). A \$6 increase (from \$163 to \$169) is proposed for Garden boxes (1,291 seats per concert). An \$8 increase (from \$141 to \$149) is proposed for Terrace and Side boxes and (from \$211 to \$219) is proposed for Pool Circle boxes (1,796 seats per concert). These price changes result in an average 2.6% change in prices for these concerts.

Friday and Sunday Pop Nights:

There are no price increases proposed for bench sections R, S, T, Q, U, W, V and X (4,646 seats per concert). There is a \$2 increase (from \$87 to \$89) is proposed for Superseats, and Ramps, and bench sections D, E, G2 and J2 (from \$80 to \$82), bench sections L and P (from \$38 to \$40), bench sections M and N (from \$49 to \$51) and bench sections F and K (from \$62 to \$64) (9,683 seats per concert). A \$6 increase (from \$175 to \$181) is proposed for Terrace and Side boxes (1,632 seats per concert). A \$7 increase (from \$199 to \$206) is proposed for Garden boxes (1,291 seats per concert). A \$10 increase (from \$254 to \$264) is proposed for Pool Circle boxes (164 seats per concert). These price changes result in an average 1.8% change in prices for these concerts.

Saturday Pop Nights:

There are no price increases proposed for bench sections V and X (380 seats). A \$2 price

increase is proposed for bench sections W (from \$27 to \$29), sections R, S and T (from \$43 to \$45), bench sections L and P (from \$48 to \$50), bench sections M and N (from \$58 to \$60), bench sections F and K (from \$70 to \$72), and bench sections D, E, G2 and J2 (from \$89 to \$91) and Superseats and Ramps (from \$97 to \$99) (12,271 seats). A \$3 increase is proposed in bench sections Q and U (from \$32 to \$35) (1,678 seats per concert). A \$10 increase (from \$195 to \$205) is proposed for Terrace and Side boxes and Garden boxes (from \$220 to \$230) (2,923 seats per concert). A \$13 increase (from \$277 to \$290) is proposed for Pool Circle boxes (164 seats per concert). These price changes result in an average 4.0% change in 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 \$290 (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 \$2 price increase proposed in sections W (from \$71 to \$73) and sections V and X (from \$61 to \$63) (1,052 seats per concert). A \$3 increase is proposed in section Q and U (from \$92 to \$95) (1,678 seats per concert). A \$4 increase is proposed in sections R, S and T (from \$112 to \$116) and sections L and P (from \$133 to \$137) (4,183 seats per concert). A \$5 increase is proposed for bench sections F and K (from \$174 to \$179), and sections M and N (from \$154 to \$159) (4,563 seats per concert). A \$7 increase is proposed for bench sections D, E, G2 and J2 (from \$204 to \$211) (1,792 seats). An \$9 increase is proposed for Superseats and Ramps (from \$257 to \$266) (1,061 seats per concert). A \$15 increase is proposed for Terrace Boxes and Side Boxes (from \$365 to \$380) (1,632 seats per concert). A \$22 increase (from \$524 to \$546) is proposed for Garden and Pool Circle boxes (1,455 seats per concert). These price changes result in an average 3.5% change in prices for these rarely presented concerts.

Parking:

The LAPA proposes no increase in pricing for parking. The minimum standard parking price will remain at \$5 and the maximum at \$55. Valet parking maximum will remain at \$90.

IMPLEMENTATION OF STRATEGIC PLAN GOALS

The proposed recommendations will further the County's Strategic Plan Goals to Realize Tomorrow's Government Today (North Star 3.G) by strengthening our internal controls and processes while being cognizant of efficiency to continue good stewardship of the public trust and fiscal responsibility.

FISCAL IMPACT/FINANCING

The recommended actions will not have a net County cost impact. The Operating Lease eliminated the previous Annual net County cost contribution and stipulated that the LAPA reimburse the County for all operating and maintenance expenses incurred at the Hollywood Bowl via monthly rent payments. In addition, the Operating Lease established the Hollywood Bowl Improvement Account, primarily earmarked for capital expenditures, equipment and services or supplies. The Operating Lease requires that the LAPA collect a 2.5% facility user's fee on all tickets sold and that proceeds be deposited into the Hollywood Bowl Improvement Account. The Board delegated authority to the Director of the Department to approve the use of funds in the Hollywood Bowl Improvement Account based on Board-approved categories. The approval of the proposed prices will increase the overall contribution to the Hollywood Bowl Improvement Account.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

The Operating Lease between the County and the LAPA requires that your Board approve changes to pricing schedule for tickets at the Hollywood Bowl after a noticed public hearing. Your Board last approved changes to the ticket prices on November 6, 2024.

In accordance with Section 50402 of the Government Code, these changes may be approved by a resolution of your 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 I. County Counsel has approved the attached resolution as to form (Attachment II).

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

The proposed action is exempt from the California Environmental Quality Act (CEQA).

Approval of the maximum and minimum 2026 ticket price schedule for the Hollywood Bowl is for the purpose of meeting operating expenses and is exempt from CEQA pursuant to section 21080(b)(8) of the California Public Resources Code and section 15273(a) of the 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.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

The increases are not expected to impact services at the Hollywood Bowl.

CONCLUSION

Please instruct the Executive Officer of the Board of Supervisors to forward an adopted copy of this letter and resolution to the Department of Parks and Recreation for distribution.

Should you have any questions please contact Mr. Kevin Regan at (626) 369-8693 or via email at kregan@parks.lacounty.gov, or Mr. Ruben Lopez at (626) 588-5300 or via email at rlopez@parks.lacounty.gov, or Ms. Johanna Hernandez at (626) 588-5370 or via email at blh@parks.lacounty.gov.

Respectfully submitted,

Norma E. García-González
Director

NEG:AB:ML:RL:BT:RE:LP:rc

Attachments (2)

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

HOLLYWOOD BOWL 2026 COUNTY PRICING WORKSHEET

| Tuesday and Thursday | | | | | | | | | | | | | |
|----------------------|----------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-----------------------|-----------------------|-----------------------|-------------------------|
| | Capacity | 2016 Ticket Prices | 2017 Ticket Prices | 2018 Ticket Prices | 2019 Ticket Prices | 2020 Ticket Prices | 2021 Ticket Prices | 2022 Ticket Prices | 2023 Ticket Prices | 2024 Ticket Prices | 2025 Ticket Prices | 2026 Ticket Prices | Increase/ (Decrease) |
| Pool Circle | 164 | \$149 | \$154 | \$158 | \$162 | \$167 | \$167 | \$171 | \$176 | \$186 | \$191 | \$195 | \$4 |
| Garden Boxes | 1,291 | \$113 | \$116 | \$120 | \$123 | \$127 | \$127 | \$130 | \$134 | \$142 | \$146 | \$151 | \$5 |
| Terrace Boxes | 1,564 | \$98 | \$101 | \$104 | \$106 | \$108 | \$108 | \$110 | \$113 | \$120 | \$123 | \$127 | \$4 |
| Side Boxes | 68 | \$98 | \$101 | \$104 | \$106 | \$108 | \$108 | \$110 | \$113 | \$120 | \$123 | \$127 | \$4 |
| Ramps | 97 | \$56 | \$57 | \$58 | \$60 | \$61 | \$61 | \$62 | \$63 | \$66 | \$68 | \$70 | \$2 |
| D / E | 862 | \$46 | \$47 | \$48 | \$50 | \$51 | \$51 | \$52 | \$53 | \$56 | \$58 | \$60 | \$2 |
| G2 / J2 | 930 | \$46 | \$47 | \$48 | \$50 | \$51 | \$51 | \$52 | \$53 | \$56 | \$58 | \$60 | \$2 |
| Superseats | 964 | \$56 | \$57 | \$58 | \$60 | \$61 | \$61 | \$62 | \$63 | \$66 | \$68 | \$70 | \$2 |
| F / K | 2,301 | \$34 | \$35 | \$36 | \$37 | \$38 | \$38 | \$38 | \$38 | \$39 | \$40 | \$40 | \$0 |
| M / N | 2,262 | \$31 | \$32 | \$33 | \$34 | \$35 | \$35 | \$35 | \$35 | \$36 | \$37 | \$37 | \$0 |
| L / P | 2,267 | \$23 | \$23 | \$24 | \$24 | \$23 | \$23 | \$23 | \$23 | \$24 | \$25 | \$25 | \$0 |
| R / S / T | 1,916 | \$16 | \$17 | \$17 | \$17 | \$17 | \$17 | \$17 | \$17 | \$18 | \$19 | \$18 | (\$1) |
| Q / U | 1,678 | \$12 | \$12 | \$13 | \$12 | \$12 | \$12 | \$12 | \$12 | \$13 | \$11 | \$10 | (\$1) |
| W | 672 | \$8 | \$8 | \$8 | \$8 | \$8 | \$8 | \$1 | \$6 | \$1 | \$1 | \$1 | \$0 |
| V / X | 380 | \$1 | \$1 | \$1 | \$1 | \$1 | \$1 | \$1 | \$1 | \$1 | \$1 | \$1 | \$0 |
| Total | 17,416 | - | - | - | - | - | - | - | - | - | - | - | - |

| Friday & Sunday Pop | | | | | | | | | | | | | |
|---------------------|----------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-----------------------|-----------------------|-----------------------|-------------------------|
| | Capacity | 2016 Ticket Prices | 2017 Ticket Prices | 2018 Ticket Prices | 2019 Ticket Prices | 2020 Ticket Prices | 2021 Ticket Prices | 2022 Ticket Prices | 2023 Ticket Prices | 2024 Ticket Prices | 2025 Ticket Prices | 2026 Ticket Prices | Increase/ (Decrease) |
| Pool Circle | 164 | \$182 | \$189 | \$195 | \$201 | \$207 | \$207 | \$214 | \$222 | \$242 | \$254 | \$264 | \$10 |
| Garden Boxes | 1,291 | \$142 | \$147 | \$152 | \$157 | \$162 | \$162 | \$167 | \$173 | \$189 | \$199 | \$206 | \$7 |
| Terrace Boxes | 1,564 | \$125 | \$130 | \$134 | \$138 | \$142 | \$142 | \$147 | \$153 | \$167 | \$175 | \$181 | \$6 |
| Side Boxes | 68 | \$125 | \$130 | \$134 | \$138 | \$142 | \$142 | \$147 | \$153 | \$167 | \$175 | \$181 | \$6 |
| Ramps | 97 | \$66 | \$68 | \$70 | \$73 | \$75 | \$75 | \$77 | \$79 | \$85 | \$87 | \$89 | \$2 |
| D / E | 862 | \$59 | \$61 | \$63 | \$65 | \$67 | \$67 | \$70 | \$72 | \$78 | \$80 | \$82 | \$2 |
| G2 / J2 | 930 | \$59 | \$61 | \$63 | \$65 | \$67 | \$67 | \$70 | \$72 | \$78 | \$80 | \$82 | \$2 |
| Superseats | 964 | \$66 | \$68 | \$70 | \$73 | \$75 | \$75 | \$77 | \$79 | \$85 | \$87 | \$89 | \$2 |
| F / K | 2,301 | \$44 | \$46 | \$48 | \$50 | \$52 | \$52 | \$54 | \$55 | \$59 | \$62 | \$64 | \$2 |
| M / N | 2,262 | \$37 | \$38 | \$39 | \$40 | \$41 | \$41 | \$42 | \$43 | \$46 | \$49 | \$51 | \$2 |
| L / P | 2,267 | \$28 | \$29 | \$30 | \$31 | \$32 | \$32 | \$33 | \$34 | \$36 | \$38 | \$40 | \$2 |
| R / S / T | 1,916 | \$26 | \$26 | \$27 | \$28 | \$28 | \$28 | \$29 | \$30 | \$32 | \$32 | \$32 | \$0 |
| Q / U | 1,678 | \$23 | \$24 | \$24 | \$25 | \$25 | \$25 | \$25 | \$26 | \$28 | \$28 | \$28 | \$0 |
| W | 672 | \$18 | \$18 | \$18 | \$19 | \$19 | \$19 | \$19 | \$20 | \$20 | \$20 | \$20 | \$0 |
| V / X | 380 | \$14 | \$14 | \$14 | \$14 | \$14 | \$14 | \$14 | \$15 | \$15 | \$15 | \$15 | \$0 |
| Total | 17,416 | - | - | - | - | - | - | - | - | - | - | - | - |

| Wednesday | | | | | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-----------------------|-----------------------|-----------------------|-------------------------|
| 2016 Ticket Prices | 2017 Ticket Prices | 2018 Ticket Prices | 2019 Ticket Prices | 2020 Ticket Prices | 2021 Ticket Prices | 2022 Ticket Prices | 2023 Ticket Prices | 2024 Ticket Prices | 2025 Ticket Prices | 2026 Ticket Prices | Increase/ (Decrease) |
| \$151 | \$157 | \$161 | \$165 | \$171 | \$171 | \$177 | \$184 | \$199 | \$206 | \$212 | \$6 |
| \$117 | \$121 | \$125 | \$128 | \$133 | \$133 | \$138 | \$143 | \$154 | \$160 | \$166 | \$6 |
| \$101 | \$104 | \$107 | \$110 | \$114 | \$114 | \$118 | \$122 | \$132 | \$137 | \$142 | \$5 |
| \$101 | \$104 | \$107 | \$110 | \$114 | \$114 | \$118 | \$122 | \$132 | \$137 | \$142 | \$5 |
| \$60 | \$62 | \$63 | \$64 | \$65 | \$65 | \$67 | \$68 | \$73 | \$76 | \$77 | \$1 |
| \$47 | \$48 | \$49 | \$50 | \$52 | \$52 | \$54 | \$56 | \$60 | \$62 | \$64 | \$2 |
| \$47 | \$48 | \$49 | \$50 | \$52 | \$52 | \$54 | \$56 | \$60 | \$62 | \$64 | \$2 |
| \$60 | \$62 | \$63 | \$64 | \$65 | \$65 | \$67 | \$68 | \$73 | \$76 | \$77 | \$1 |
| \$36 | \$37 | \$38 | \$39 | \$40 | \$40 | \$41 | \$42 | \$45 | \$47 | \$50 | \$3 |
| \$34 | \$35 | \$36 | \$37 | \$38 | \$38 | \$39 | \$40 | \$42 | \$44 | \$46 | \$2 |
| \$25 | \$26 | \$27 | \$28 | \$29 | \$29 | \$30 | \$31 | \$33 | \$35 | \$35 | \$0 |
| \$22 | \$22 | \$24 | \$24 | \$24 | \$24 | \$24 | \$25 | \$26 | \$27 | \$27 | \$0 |
| \$14 | \$15 | \$15 | \$16 | \$16 | \$16 | \$16 | \$16 | \$17 | \$18 | \$17 | (\$1) |
| \$9 | \$9 | \$9 | \$9 | \$9 | \$9 | \$9 | \$10 | \$10 | \$10 | \$10 | \$0 |
| \$1 | \$1 | \$1 | \$1 | \$1 | \$1 | \$1 | \$1 | \$1 | \$1 | \$1 | \$0 |
| - | - | - | - | - | - | - | - | - | - | - | - |

| Saturday Pop | | | | | | | | | | | |
|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|-----------------------|-----------------------|-----------------------|-------------------------|
| 2016 Ticket Prices | 2017 Ticket Prices | 2018 Ticket Prices | 2019 Ticket Prices | 2020 Ticket Prices | 2021 Ticket Prices | 2022 Ticket Prices | 2023 Ticket Prices | 2024 Ticket Prices | 2025 Ticket Prices | 2026 Ticket Prices | Increase/ (Decrease) |
| \$189 | \$196 | \$202 | \$209 | \$219 | \$219 | \$228 | \$240 | \$264 | \$277 | \$290 | \$13 |
| \$149 | \$155 | \$160 | \$166 | \$173 | \$173 | \$181 | \$190 | \$209 | \$220 | \$230 | \$10 |
| \$131 | \$136 | \$140 | \$146 | \$152 | \$152 | \$160 | \$168 | \$185 | \$195 | \$205 | \$10 |
| \$131 | \$136 | \$140 | \$146 | \$152 | \$152 | \$160 | \$168 | \$185 | \$195 | \$205 | \$10 |
| \$70 | \$72 | \$74 | \$76 | \$79 | \$79 | \$82 | \$85 | \$92 | \$97 | \$99 | \$2 |
| \$64 | \$66 | \$68 | \$71 | \$74 | \$74 | \$77 | \$80 | \$86 | \$89 | \$91 | \$2 |
| \$64 | \$66 | \$68 | \$71 | \$74 | \$74 | \$77 | \$80 | \$86 | \$89 | \$91 | \$2 |
| \$70 | \$72 | \$74 | \$76 | \$79 | \$79 | \$82 | \$85 | \$92 | \$97 | \$99 | \$2 |
| \$49 | \$51 | \$53 | \$55 | \$57 | \$57 | \$60 | \$62 | \$67 | \$70 | \$72 | \$2 |
| \$41 | \$42 | \$43 | \$44 | \$46 | \$46 | \$48 | \$50 | \$54 | \$58 | \$60 | \$2 |
| \$34 | \$35 | \$36 | \$37 | \$38 | \$38 | \$40 | \$42 | \$45 | \$48 | \$50 | \$2 |
| \$29 | \$30 | \$31 | \$32 | \$33 | \$33 | \$35 | \$37 | \$40 | \$43 | \$45 | \$2 |
| \$25 | \$26 | \$27 | \$28 | \$28 | \$28 | \$29 | \$31 | \$32 | \$32 | \$35 | \$3 |
| \$22 | \$23 | \$24 | \$25 | \$25 | \$25 | \$26 | \$26 | \$27 | \$29 | \$29 | \$2 |
| \$17 | \$17 | \$17 | \$17 | \$17 | \$17 | \$17 | \$18 | \$18 | \$19 | \$19 | \$0 |
| - | - | - | - | - | - | - | - | - | - | - | - |

| | 2014 | 2015 | 2016 | | 2017 | | 2018 | | 2019 | | 2020 | | 2021 | | 2023 | | 2024 | | 2025 | | 2026 | |
|--|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|----------|---------|
| | Maximum | Minimum | Maximum | Minimum | Maximum | Minimum | Maximum | Minimum | Maximum | Minimum | Maximum | Minimum | Maximum | Minimum | Maximum | Minimum | Maximum | Minimum | Maximum | Minimum | Maximum | Minimum |
| Accessible Seating | \$177.00 | \$1.00 | \$189.00 | \$1.00 | \$196.00 | \$1.00 | \$202.00 | \$1.00 | \$209.00 | \$1.00 | \$219.00 | \$1.00 | \$219.00 | \$1.00 | \$240.00 | \$1.00 | \$264.00 | \$1.00 | \$277.00 | \$1.00 | \$290.00 | \$1.00 |
| Special Event | \$310.00 | \$37.00 | \$330.00 | \$39.00 | \$340.00 | \$40.00 | \$350.00 | \$41.00 | \$362.00 | \$42.00 | \$373.00 | \$41.00 | \$373.00 | \$41.00 | \$429.00 | \$49.00 | \$499.00 | \$59.00 | \$524.00 | \$61.00 | \$546.00 | \$63.00 |
| | | | | | | | | | | | | | | | | | | | | | | |
| Parking (standard sized vehicle, buses and limousine are double) | \$50.00 | \$1.00 | \$50.00 | \$1.00 | \$50.00 | \$1.00 | \$55.00 | \$1.00 | \$55.00 | \$1.00 | \$55.00 | \$1.00 | \$55.00 | \$1.00 | \$55.00 | \$1.00 | \$90.00 | \$5.00 | \$90.00 | \$5.00 | \$90.00 | \$5.00 |

Attachment I

[illegible][illegible]

**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 I" entitled "Los Angeles Philharmonic Association Hollywood Bowl 2026 Ticket Prices."

The foregoing resolution was adopted on the _____ day of _____, 2025, 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.

Edward Yen, Executive Officer
Los Angeles County Board of Supervisors

By _____ Deputy

APPROVED AS TO FORM:

Dawyn R. Harrison
County Counsel

By _____
Senior Deputy County Counsel



LA Phil

GUSTAVO DUDAMEL MUSIC & ARTISTIC DIRECTOR

WALT DISNEY
CONCERT HALL

HOLLYWOOD
BOWL

THE FORD

YOLA

Hollywood Bowl 2026 Pricing

Hollywood Bowl Pricing Process Overview

- LA Phil operates the Hollywood Bowl under a long-standing partnership with **Los Angeles County via Department of Parks & Recreation**, which owns the venue and surrounding parkland. This public-private collaboration balances world-class artistic programming with public stewardship and accountability.
- The annual process to approve pricing is tied to the LA Phil's long-term lease agreement.
- Every year, the cost of doing business, services, supplies etc. is evaluated and considered when planning on pricing for the next season.



LA Phil Responsibilities at the Hollywood Bowl

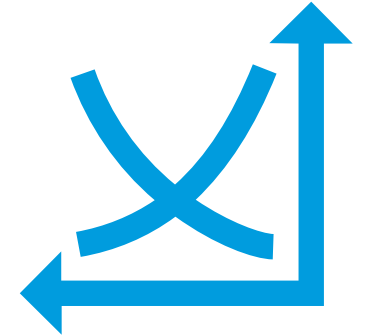
- **Artistic Vision and Programming**
- **Concert Operations**
 - House Management and Security
 - Parking Lots
 - Operated by LA Phil: net impact (\$300k)
 - Park & Ride/Shuttle
 - Operated by LA Phil; partially subsidized by County; net impact of (\$5M+)
 - LNHS covers cost for their performances
 - Box Office and Customer Service
 - Marketing, Communications, and Digital Experience
- **Maintenance of Facilities and Park Grounds**
- **Construction Projects and Facility Investments**
- **Community Engagement Initiatives**
- **Hiring and Management of Staff—close to 1,000 for the Hollywood Bowl**
- **Management of Lease and Rentals**



OVERVIEW

Overview

- LA Phil requests approval to raise ticket prices to reflect significant cost increases.
- Sustained commitment to balancing operational and market demands with access and affordability.



2024 Successes

- Over 1.3 million people attended concerts at the Hollywood Bowl
- Shuttle and bus ridership increased 7% to an average of 36% (over 400k riders)
- Wide array of engaging programming reflecting diversity of musical traditions and genres
- Effective restructuring of Hollywood Bowl parking lots to improve traffic flow and aid ingress and egress from the venue
- 2025 & 2026 plans look to expand on these successes



DETERMINING AFFORDABILITY

Affordability

1. Guiding Principle

- Though offering a wide range of ticket prices, we ensure concerts are still accessible and affordable. One benchmark is affordability as defined by leading arts organizations:
0.5% – 1% of local median monthly household income.

2. Los Angeles County

- Median annual income: **\$87,760** → Monthly: **\$7,313**
 - 0.65% = **\$47.50**
 - Tickets priced under **\$48** are considered affordable in this model. **50% of all 2026 tickets** meet this mark, excluding Special Events (1-4 per year).
- Why it matters
 - This model helps us ensure our pricing remains accessible, especially since *median income means half of households earn less.*

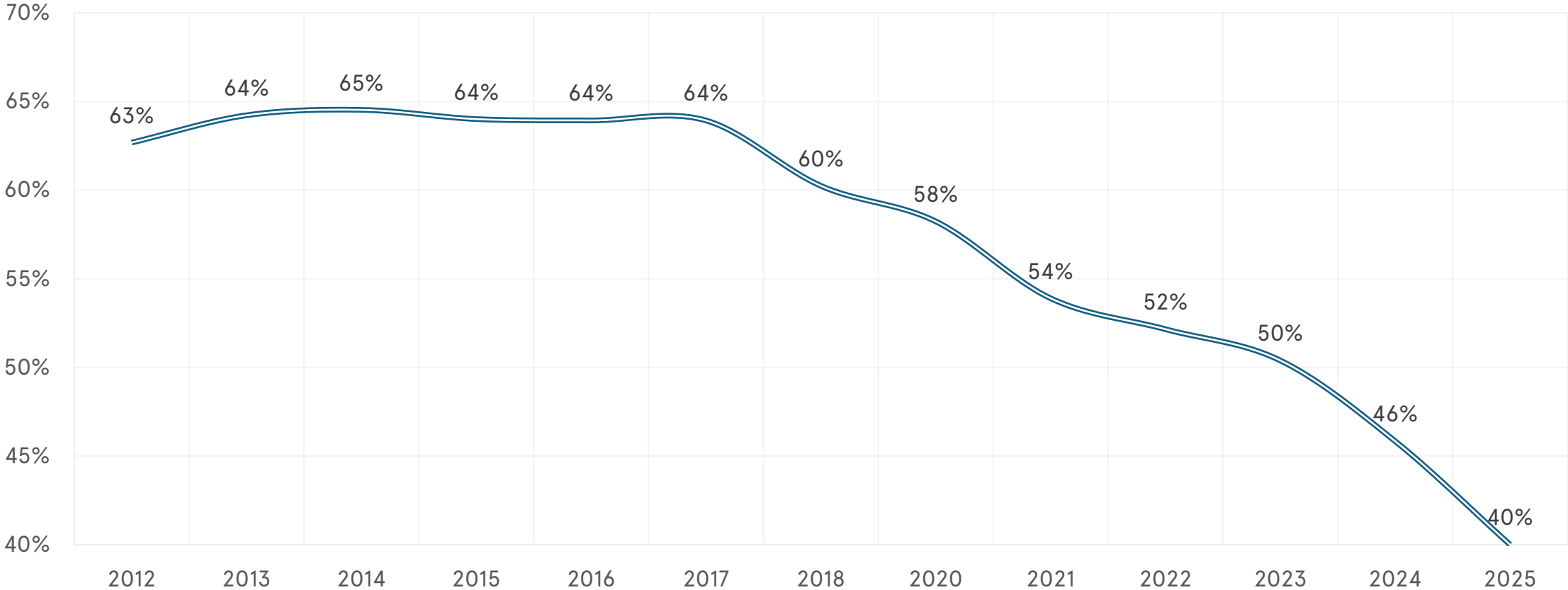
3. At the Bowl

- **\$1 entry price:** 24k tickets
- **Mid tiers \$10-\$40:** 426k+ tickets

COST COMPARISON ANALYSIS

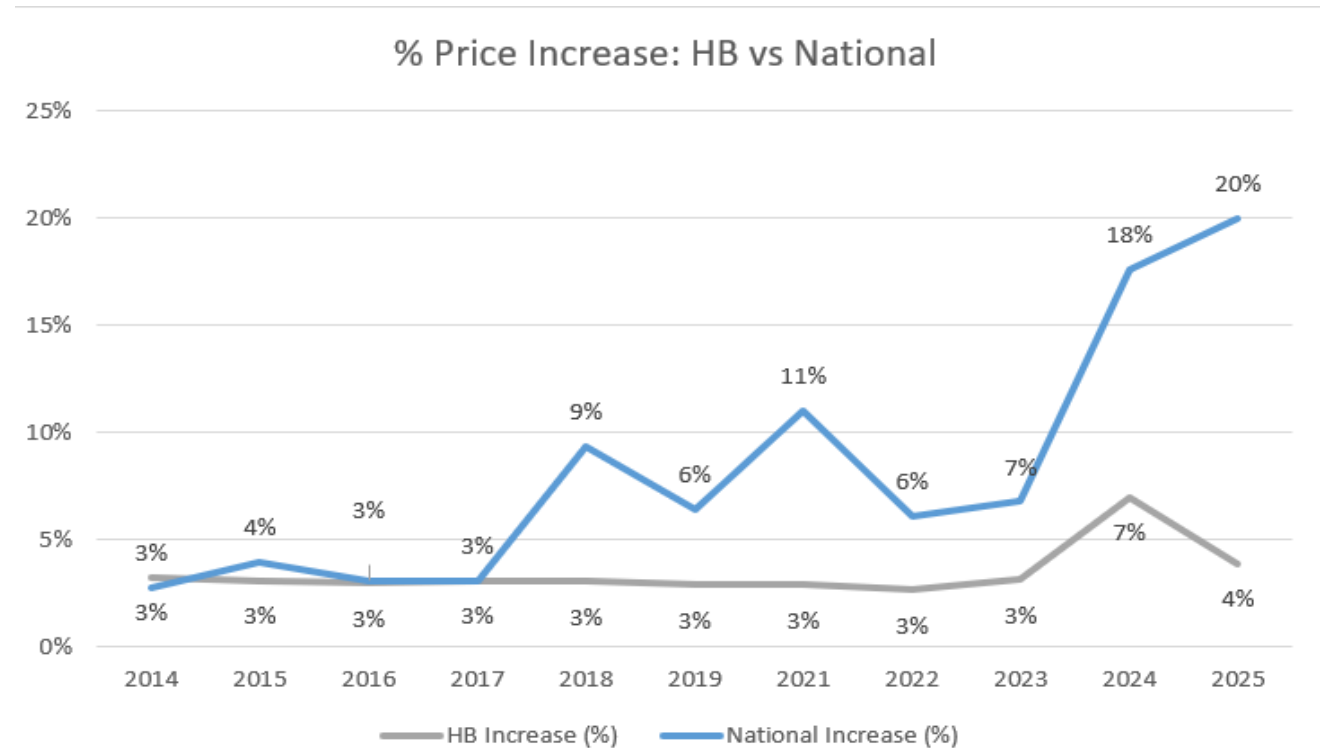
Avg. Ticket Price % of National Avg. Ticket Price

HB AVG. TICKET AS A PERCENTAGE OF NATIONAL AVG. TICKET



Historical Pricing

1. Concert industry average increased 128% over last 11 years
 - a. 2025 national increase figure is a pollstar estimate
2. Bowl average increased 40% over last 11 years
 - a. Between 2.5%-3.9% annually, except no increase in 2020 and 7% in 2024
3. According to the U.S. Bureau of Labor Statistics, consumer prices in the Los Angeles area rose 3.1% over the year ending February 2025 (4% in 2024).
4. For HB 2026 season, proposed price increase will be 3%



Hollywood Bowl Prices vs Similar Venues

| VENUE | CAPACITY | MIN | MAX | SPECIAL EVENTS |
|--------------------|----------|------|-------|----------------|
| Hollywood Bowl | 17,500 | \$1 | \$290 | \$546 |
| Greek Theatre | 5,900 | \$17 | \$316 | - |
| The Coliseum* | 77,500 | \$67 | \$235 | - |
| Rose Bowl | 88,500 | \$42 | \$524 | - |
| Santa Barbara Bowl | 4,500 | \$46 | \$196 | - |

Rising Costs since 2019

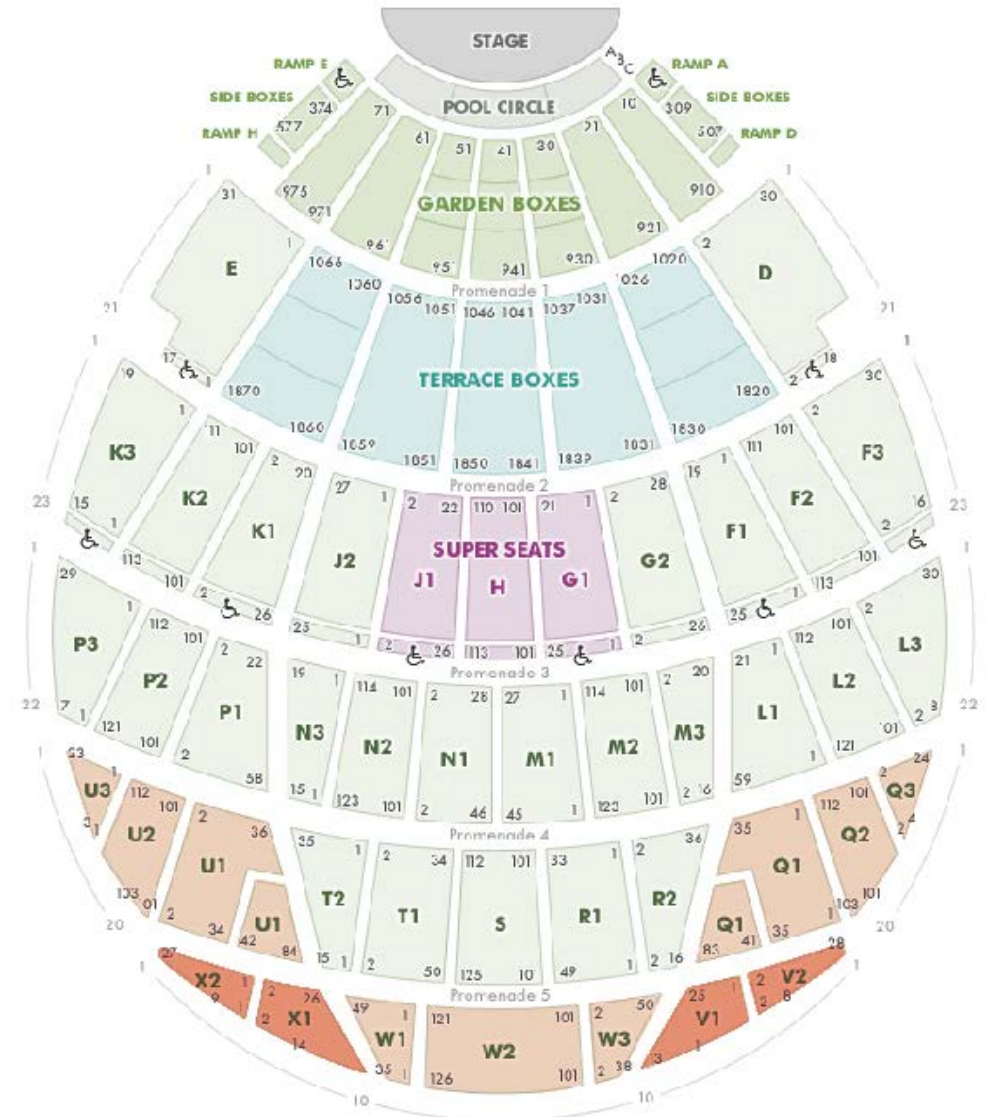
Over the past five years, key expenses have risen, exceeding the pace of general inflation and increasing the pressure on our operating budget:

- Wages have increased by 27%
- Artist fees have grown by 28%
- Operations and overall production costs have climbed by 29%, including
 - Insurance premiums have surged by 351%
 - Maintenance costs have more than doubled, going up by 123%
- 25% increase in Park & Ride costs in 2025 alone



Hollywood Bowl Seat Map

- \$1 seats are located in V/X for Jazz+ Wednesdays and V/X & W for Classical Tuesdays and Thursdays
- For a few targeted promotions, \$1 seat locations are expanded into other bench sections as well as other nights of the week to ensure access to all communities



RECOMMENDATIONS

2026 Ticket Pricing Strategy

1. Increased average prices overall by 3% for 2026
 - a. Majority of impact is on Boxes and Superseats as well as Sat eves and Special Events
 - b. Classical, Jazz, KCRW and Fri/Sun Pops series increase is between .7% and 2.6%
 - c. Non-Special event bench seats change from \$-1 to \$2 per section (with a \$3 increase in F/K on two nights in Q/U on Saturdays)
 - d. Total: 30% of tickets with a decrease or no change in price – 383,286 seats



Parking Pricing

1. No change in parking prices for 2026
 - a. It should be more affordable to use transportation options than to park at the Bowl
 - b. Changes for 2024 have worked, with a decrease in overall car traffic and an increase in bus ridership
2. Proposed parking price scaling (no change):
 - a. Valet \$90
 - b. Lot A & B \$55
 - i. Lot B held for ADA parking and transportation buses
 - c. Lot D \$45



Hollywood Bowl vs Similar Venues – Parking

| VENUE | CAPACITY | MIN | MAX | VALET |
|--------------------|----------|------|-------|-------------------|
| Hollywood Bowl | 17,500 | \$5 | \$55 | \$90 |
| Greek Theatre | 5,900 | \$20 | \$75 | \$125 (QuickPark) |
| The Coliseum | 77,500 | \$40 | - | - |
| Rose Bowl* | 88,500 | \$50 | \$200 | - |
| Santa Barbara Bowl | 4,500 | \$20 | - | - |

**Included in the price of the ticket

CONTINUING ACCESS EFFORTS



Expanding \$1 Ticket Access Program

In 2025, we’ve expanded this effort, and will continue to do so for **2026**

| CATEGORY | 2024 | 2025 |
|---------------------------|------------------------|---|
| \$1 Ticket Seats | 36,000 | 50,000 |
| \$1 Concerts | 20 Classical 8 Jazz | +4 Classical (new zones) +8 high-demand shows |
| New Zones | Existing Zones + R/S/T | Adding L/P, Q/U |
| County Partnership Launch | Began in August | Began in May |

Expanding Visibility of \$1 Tickets

1. Launching outreach and promotion earlier in the season to increase awareness and access
2. Distributing materials countywide at libraries, parks, rec centers, and businesses across all five districts
3. Featuring \$1 tickets prominently in major brochures
4. Embedding \$1 ticket messaging into email campaigns across all audience segments
5. Deepening presence at County events with earlier coordination
6. Expanding PR and social media messaging around affordability and County priorities



Cover of 2025 Season Brochure

Free Ticket Distribution: Increasing Our Partnership

1. County Ticket Allocations
 - Communication is already established with each office via our Box Office team
2. Community Concert Connections (CCC)
 - County offices and nonprofits can request free tickets using a dedicated online form
3. Schools and Youth Groups
 - Schools and youth organizations may apply through a special group form for access to designated concerts



The process begins in May 2026 for these programs

Data-Driven, Community Informed

Enhancing \$1 and Free Ticket Access Through Audience Insights

1. Targeted Surveys

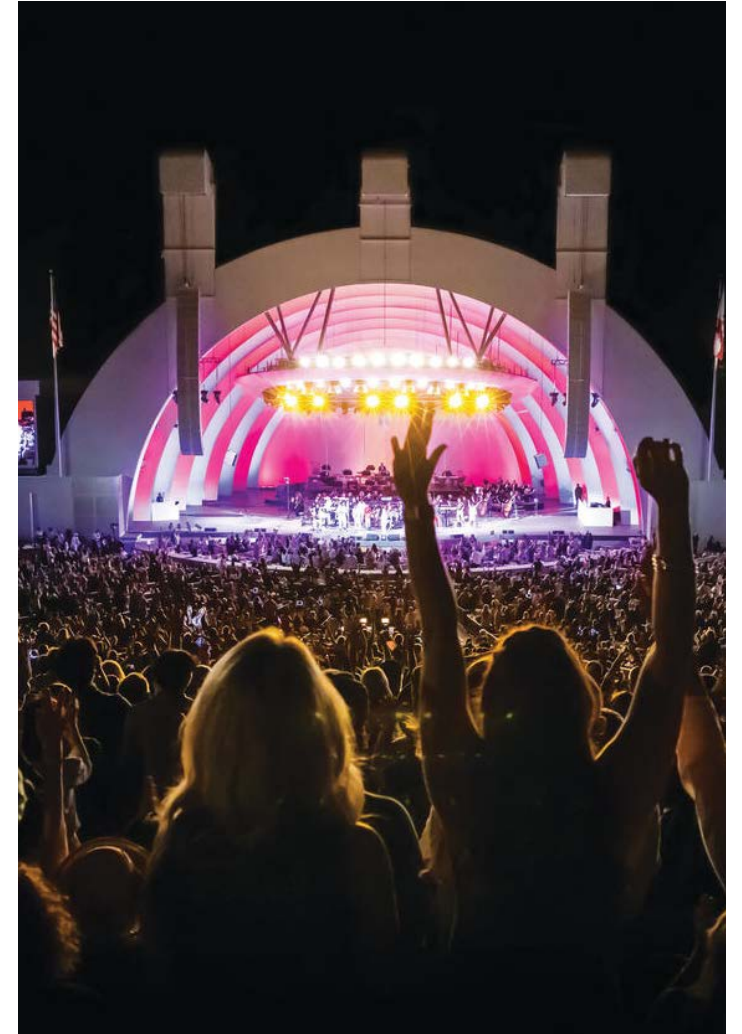
Gather feedback from attendees on interest, barriers, and awareness of \$1/free tickets

2. Behavioral Insights

Analyze purchase patterns and neighborhood usage to identify outreach gaps

3. Continuous improvement

Use findings to adjust program, improve communications, and better meet community needs



CONTACTS

Contacts for questions

- Cynthia Fuentes, Vice President Community & Governmental Engagement
 - cfuentes@laphil.org
- Joe Carter, Senior Director, Sales & Customer Experience
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- Kelvin Vu, Vice President, Venue Operations
 - kvu@laphil.org
- Mark Ladd, Superintendent, Hollywood Bowl and Director, Hollywood Bowl Operations
 - mladd@laphil.org / mladd@parks.lacounty.gov