

Agenda Report

November 05, 2001

TO: City Council

FROM: Rose Bowl Operating Company (RBOC)

SUBJECT: License Agreement with Inter Forever Sports for the presentation of "Gold Cup," a soccer tournament to occur at the Rose Bowl from January 19th through February 2, 2002.

Recommendation

It is recommended that the RBOC approve and recommend to the City Council:

1. Authorize a license agreement with Inter/Forever Sports, Inc. (IFS) for the hosting of the 2002 "Gold Cup" soccer tournament, consisting of 6 doubleheaders beginning January 19th through February 2, 2002.
2. Make the required finding, pursuant to Arroyo Seco Ordinance Section 3.32.270, to authorize the presentation of soccer games to be held at the Rose Bowl as displacement events numbers 12 – 17 for 2002.
3. Direct the City Attorney to prepare an ordinance to suspend Sections 9.36.220 (Amplified Sound – Regulations), and 9.36.230 (General Noise Sources) of the Pasadena Municipal Code (PMC) until 11:00 P.M. on Wednesday, January 23 and Wednesday, January 30th for the hosting of the soccer games.

Background

1. The Rose Bowl has an opportunity to host the upcoming 2002 "Gold Cup" soccer tournament. CONCACAF, the governing soccer body for the North American, Central American and Caribbean regions, holds this tournament every 2 years.

The 2002 Gold Cup which is a warm-up tournament to the Men's World Cup tournament, will involve the following dates:

- Saturday, January 19th Doubleheader
- Monday, January 21st
(Martin Luther King Day) Doubleheader
- Wednesday, January 23rd Doubleheader
- Sunday, January 27th Doubleheader
- Wednesday, January 30th Doubleheader Semi-finals
- Saturday, February 2nd Single Game or Doubleheader Finals

Participating teams in the recent past have hailed from the United States, Brazil, Mexico, Canada, El Salvador, Guatemala, Honduras and Jamaica. Other countries that may play in the upcoming tournament include Costa Rica, Honduras and Korea.

The total projected attendance for this tournament is 215,000 and it is estimated that the Gold Cup will generate over \$400,000 (Net) for the RBOC.

In the past the Gold Cup has been held at the L. A. Memorial Coliseum and in 1998 when Mexico and the United States played for the championship, approximately 83,000 fans attended the final game despite a heavy rain storm.

In the 1996 championship match between Brazil and Mexico, just under 85,000 fans attended this game.

1. A Mitigated Declaration was recently adopted by the City Council on August 13, 2001 that provided environmental analysis, documentation and determination in accordance with the California Environmental Quality Act (CEQA). The Initial Study and Mitigated Negative Declaration examined the environmental impacts of increasing the number of major Rose Bowl events to 25 from 12 for the calendar years 2002 and 2003.

2. Staff will seek approval to suspend the Noise Restrictions Ordinance sections 9.36.220 (Amplified sound – Regulations) and 9.06.30 (General Noise Sources) of the Pasadena Municipal Code. The request is to extend the 10:00 P.M. curfew to 11:00 P.M. on Wednesday, January 23 and Wednesday, January 30th for the hosting of the soccer games. The games will be doubleheaders and it is expected that the games will not conclude until 11:00 P.M.

Displacement Events

The Arroyo Public Lands Ordinance establishes guidelines and policies related to the administration of the Arroyo Seco, including the Rose Bowl. The ordinance states that the City seeks to achieve a balance between the use of the Rose Bowl and impact of such use on surrounding residential areas. To achieve that balance, Section 3.32.370 of the ordinance limits the number of displacement events to no more than 12 in any calendar year except with the permission of the City Council (this total was increased to 15 displacement events with 3 additional events designated for the Los Angeles Galaxy).

During the calendar year 2002 the following are expected to be displacement events:

- The Tournament of Roses / BCS National Championship Game
- 6 UCLA football games
- July 4th activity
- 3 Los Angeles Galaxy soccer matches

In the order to be acceptable, the City Council and the RBOC must find that each additional permitted event meets all of the following requirements.

1. “The additional event represents a unique opportunity that will enhance the stature of the Rose Bowl.” The Gold Cup is considered to be a premier soccer tournament and is an opportunity for the Rose Bowl and the City of Pasadena to host a warm-up tournament to the Men’s World Cup. This event will provide the Rose Bowl and Pasadena with extensive publicity throughout Southern California as well as internationally leading up to and during the games.
2. “The revenue generating potential from the additional event justifies its consideration.” It is estimated that this event will directly generate approximately \$400,000 for the RBOC. Adding to this economic impact is the portion of sales tax that will revert back from the State of California to the City of Pasadena and the employment opportunities that will be created as a result of this tournament. The Gold Cup tournament will be one of the largest revenue generating events of the year for the Rose Bowl.
3. “It is anticipated that this event will not create undue conflicts with Arroyo Seco activities taking place at the same time.” Some of the events occurring mid-week and on a holiday result in minimal conflict with current activities scheduled. Staff

will work closely with the Parks and Natural Resources Division of the City of Pasadena's Public Works Department, as well as the Pasadena Police Department to best control the displacement of other activities in the Arroyo Seco.

4. "The event does not impose undue adverse impacts on the surrounding residential area." Planning and preparation will be attempted to minimize impact of this event to the surrounding neighborhoods. The Police Department will take the lead in preparing a traffic plan that will include measures to prevent traffic from congesting neighborhood streets. Neighborhood notification will be provided at least thirty (30) days prior to the event.

Environmental Impact

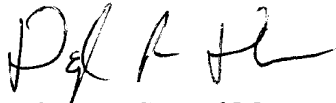
As mentioned above, the Mitigated Declaration was recently adopted by the City on August 13, 2001, and provided environmental review for increasing the number of major Rose Bowl events to 25 per year for calendar years 2002 and 2003.

Suspending Sections 9.36.220 (amplification sound regulations) and 9.36.230 (general noise sources) of the Noise Restrictions Ordinance of the Pasadena Municipal Code (PMC) is categorically exempt from the California Environmental Quality Act (CEQA) under CEQA Guidelines Section 15323 Normal Operations of Facilities for Public Gatherings.

Fiscal Impact

Please see the attached matrix pertaining to various attendance levels for the proposed Gold Cup. Based on the past history of this event and the current projections, the RBOC will net approximately \$400,000.

Respectfully Submitted:



Darryl Dunn, General Manager

Prepared by:



Larry Madden, Chief Financial Officer