

# Agenda Report

FEBRUARY 5, 2001

TO: CITY COUNCIL

FROM: ROSE BOWL OPERATING COMPANY (RBOC)

SUBJECT: PROPOSED 'NSYNC CONCERTS AT THE ROSE BOWL  
JULY 24 & 25, 2001

## **RECOMMENDATIONS:**

It is recommended by the RBOC that the City Council approve the following:

1. Authorize a license agreement with SFX Entertainment or House of Blues Concerts for the presentation of the pop group 'NSYNC to perform at the Rose Bowl on July 24 & 25, 2001. It should be noted that the agreement will guarantee one performance, and provide the licensee with the option of having a second performance.
2. Make the required findings, pursuant to Arroyo Seco Ordinance Section 3.32.270, to authorize the presentation of the concert(s) to be held at the Rose Bowl as a displacement event.
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) from 12:00 p.m. to 7:00 p.m. on July 23, 2001 for a sound check and 1:00 p.m. to 11:00 p.m. on July 24 & 25 for the presentation of the concert(s).

## **BACKGROUND:**

The Rose Bowl has an opportunity to host one of the nation's most popular pop artists, 'NSYNC at the Rose Bowl on July 24 and/or July 25, 2001. The event(s) are estimated to attract 55,000 spectators per performance. All tickets would be reserved and available through TicketMaster. 'NSYNC performed at the Rose Bowl on June 9, 2000 with more than 57,000 attendees at the event. The band has become even more popular since that time primarily with teenage and pre-teen girls.

One main stage will be located on the southern portion of the Rose Bowl field. Gates will open at approximately 6:00 p.m. and the event will begin at 7:30 p.m. and continue until the latest, 11:00 p.m.

The RBOC seeks approval to suspend the Noise Restrictions Ordinance sections 9.36.220 (Amplified sound – Regulations) and 9.06.230 (General Noise Sources) of the Pasadena Municipal Code. The request is from 12:00 p.m. to 7:00 p.m. for sound checks on July 23, 2001 and from 1:00 p.m. to 11:00 p.m. on July 24, 2001 and July 25, 2001 for the performance of the concerts.

The following highlight the deal points for the 'NSYNC Concert:  
(No less than the following economic return for the Rose Bowl)

1. The RBOC will receive admissions tax revenue of \$1.09 per attendee
2. The RBOC will receive a flat rental fee of \$130,000 for the first concert and \$115,000 for the second concert.
3. The RBOC will retain 100% of its share of concession revenue per show
4. The RBOC will retain 100% of its share of net revenue from paid parking
5. The event is being provided the opportunity to "buy out" Volume Services America for novelties for the performances. The RBOC will retain 50% of the buy out amount, to be at a minimum of 50 cents per attendee.
6. The RBOC will be responsible for expenses related to the event (excluding staffing for hospitality, VIP area, Press Box level 2, load in and load out days, field seating, signage, stagehands and production of the event).
7. Event time will be 7:30 p.m. – 11:00 p.m. on July 23, 2001 and/or July 24, 2001.

### 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 may increase to 15 displacement events with three additional events designated for the Los Angeles Galaxy, subject to City Council approval).

During the calendar year 2001 the following are expected to be displacement events: Rose Bowl Game, 5 UCLA Football Games, USA – Brazil soccer match, July 4<sup>th</sup> activity, three Los Angeles Galaxy soccer matches (subject to approval of the contract by City Council).

In order to be acceptable the City Council and 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.” ‘NSYNC is considered to be one of America’s most popular bands. This is an opportunity for the Rose Bowl and City of Pasadena to host primarily pre-teen and teenager girls, many of whom have not been to the Rose Bowl or Pasadena previously. The event will provide the Rose Bowl and Pasadena with extensive publicity throughout Southern California leading up to and during the concert(s).
2. “The revenue generating potential from the additional event justifies its consideration.” It is estimated that this event will generate approximately \$300,000 (figures based on 2 shows, as well as attendance). The concert(s) 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.” The event(s) being mid-week results in minimal conflict with current activities schedules. Staff will work closely with the Parks and Natural Resources 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:

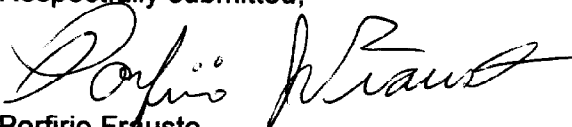
An Initial Study resulting in a Mitigated Negative Declaration is currently under public review for “2001 Major Events at the Rose Bowl and License Agreement between Anschutz Entertainment Group (AEG) and the Rose Bowl Operating Company (RBOC)”. The public review period is from January 11 to February 5, 2001. The two proposed ‘NSYNC Concerts are included in the Twenty-five (25) possible displacement events for calendar year 2001. The Initial Study found possible environmental impacts in the areas of Water Quality, Air Quality, Transportation and Circulation and Noise. Water Quality would be impacted if an event requiring grading takes place, such as a World Supercross Series (motorcycles). The Initial Study and Mitigated Negative Declaration contain mitigation measures for water and air quality, transportation and circulation and noise.

After a February 5, 2001 hearing before the City Council, the City Clerk will be directed to file a Notice of Determination with the Registrar-Recorder/County Clerk of Los Angeles County. 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:**

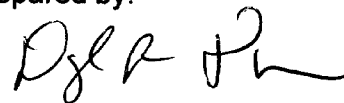
Please see the attached matrix pertaining to various attendance levels for the proposed 'NSYNC performances. It is likely that if 'NSYNC performs for two dates, the RBOC will net approximately \$300,000.

Respectfully submitted,



Porfirio Frausto  
President

Prepared by:



Darryl Dunn  
General Manager