

Agenda Report

January 07, 2002

TO: City Council

FROM: Rose Bowl Operating Company (RBOC)

SUBJECT: Proposed "Wango Tango" concert at the Rose Bowl on June 15th, 2002.

Recommendation

It is recommended that the City Council approve:

1. Authorize a license agreement with Clear Channel Communications for the hosting of the 2002 "Wango Tango" concert on June 15, 2002. This agreement will guarantee one performance, and provide Clear Channel with the option of having a second performance sometime in 2003.
2. Make the required finding, pursuant to Arroyo Seco Ordinance Section 3.32.270, to authorize the presentation of concerts to be held at the Rose Bowl as displacement events.
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 to 9:00 P.M. on Friday, June 14, 2002 for a sound check and 12:00 to 11:00 P.M. on Saturday, June 15, 2002 for the presentation of the concert .

Background

The Rose Bowl has an opportunity to stage the upcoming 2002 "Wango Tango" concert. Additionally, there is the opportunity to host the 2003 concert as well. "Wango Tango" is currently Southern California's largest outdoor pop concert.

In the past 2 years this event has been held at Dodger Stadium with Britney Spears and 'N Sync as hosts in 2001 and 2000, respectively. Other artists who have participated in this event these same 2 years include Aerosmith, the Bee Gees, Blondie, the Backstreet Boys, Eden's Crush, Christina Aguilera, Enrique Iglesias, Ricky Martin and Nancy Sinatra.

In 2001, this event lasted 2 days and was sponsored by KIIS FM. The upcoming show will be for 1 day and last approximately 12 hours. It is estimated that it will draw 50,000 to 60,000 attendees and generate approximately \$210,000 to \$265,000 (Net) for the RBOC. This will help the RBOC meet its operating budget for fiscal year ending June 30, 2002. Additionally, this event should make the difference in concession sales needed in order for the RBOC to earn bonus rent from its concessionaire, Volume Services America.

The 2-year Mitigated Declaration was recently approved by the City on 8/14/2000, and provided for an environmental review that increased the number of major events to 25 per year.

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 from 12:00 P.M. to 9:00 P.M. for sound checks on Friday, June 14, 2002 and from 12:00 P.M. to 11:00 P.M. on June 15 for the performance of the concert.

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 3 additional events designated for the Los Angeles Galaxy, subject to City Council approval).

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 (subject to approval of the contract by City Council)
- Gold Cup (Men's) Soccer Tournament – 6 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." Wango Tango is considered to be a lucrative concert event and is an opportunity for the Rose Bowl and the City of Pasadena to send a message to concert promoters that the RBOC is a competitive and viable venue. This event will provide the Rose Bowl and Pasadena with extensive publicity throughout Southern California leading up to and during the concert.
2. "The revenue generating potential from the additional event justifies its consideration." It is estimated that this event will directly generate at least \$210,000 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.
3. "It is anticipated that this event will not create undue conflicts with Arroyo Seco activities taking place at the same time." 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 2-year Mitigated Declaration was recently approved by the City on 8/14/2000, and provided for an environmental review that increased the number of major events to 25 per year.

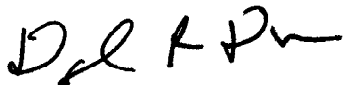
This study found possible environmental impacts in the areas of Water Quality, Air Quality, Transportation and Circulation and Noise. Water Quality would be impacted if an event requiring grading takes place, such as a World Supercross Series (motorcycles). The Initial Study and Mitigated Declaration contain mitigation measures for water and air quality, transportation and circulation and noise.


Suspending Section 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

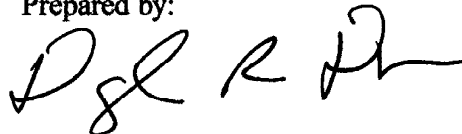
Please see the attached matrix pertaining to various attendance levels for the proposed "Wango Tango" Concert.

Respectfully Submitted:



 Porfirio Frausto, President
Rose Bowl Operating Company

Prepared by:



Darryl Dunn, General Manager
Rose Bowl