

Agenda Report

April 22, 2002

TO: City Council (through Economic Development & Technology Committee)

FROM: Rose Bowl Operating Company

SUBJECT: Proposed "Women's Gold Cup" soccer tournament, at the Rose Bowl on October 27, 2002 and November 09, 2002.

Recommendation

It is recommended that the City Council approve:

1. The authorization of a license agreement with Inter/Forever Sports, Inc. (IFS) for the hosting of the 2002 "Women's Gold Cup" Soccer Tournament, consisting of 2 doubleheaders at the Rose Bowl, including a preliminary game on Sunday, October 27 and the finals on Saturday, November 09, 2002.
2. Make the required finding, pursuant to Arroyo Seco Ordinance Section 3.32.270, to authorize the presentation of the proposed November 9, 2002 doubleheader to be held at the Rose Bowl as a displacement event.

Background

1. The Rose Bowl has an opportunity to host a preliminary round and the finals of the upcoming 2002 "Women's Gold Cup" soccer tournament. Other games will be played at various locations such as Seattle and Vancouver.

The last Women's Gold Cup soccer tournament was held on the East Coast.

This will be the first appearance at the Rose Bowl for the U.S. Women's Team since July 10, 1999.

The top 3 finishers of the 2002 Women's Gold Cup will automatically qualify for the 2003 Women's World Cup.

The 2 proposed doubleheaders to be held at the Rose Bowl involve the following dates:

- Sunday, October 27th Doubleheader Preliminary Round
- Saturday, November 9th Doubleheader Finals

The projected attendance for the preliminary round and the finals is 15,000 and 35,000, respectively. Together both these events should generate over \$100,000 (Net) for the RBOC. This amount will help the RBOC meet its operating budget for fiscal year ending June 30, 2003.

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

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 (3 additional events designated for the Los Angeles Galaxy were recently approved by the City Council).

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

- The Tournament of Roses / BCS National Championship Game
- 6 UCLA football games
- 3 Men's Gold Cup soccer doubleheaders
- Wango Tango Concert – June 15, 2002
- July 4th activity
- 3 Los Angeles Galaxy soccer matches

The Women's Gold Cup Finals will be the 16th displacement event for the 2002 calendar year.

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 Women's 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 Women's World Cup. This event will provide the Rose Bowl and Pasadena with extensive publicity throughout Southern California 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 \$100,000 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." 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.


Fiscal Impact

Based on the current projections, the RBOC should net approximately \$100,000.

Respectfully Submitted:


Porfirio Frausto, President

Prepared by:


Darryl Dunn, General Manager