

# Agenda Report

June 27, 2005

**TO:** City Council via Economic Development Technology Committee

**FROM:** Rose Bowl Operating Company (RBOC)

**SUBJECT:** City Support For July 4, 2005 America Fest Celebration at the Rose Bowl

**RECOMMENDATION:**

It is recommended that the City Council appropriate \$25,000 from the unappropriated fund balance of the General Fund to the non-departmental portion of the fiscal year 2005 Operating Budget, for the purpose of supporting the July 4, 2005 America Fest celebration at the Rose Bowl stadium, through the purchase of event tickets.

**BACKGROUND:**

For the past 78 years the Rose Bowl stadium has hosted an annual July 4<sup>th</sup> celebration. While the community has enthusiastically supported these events, changes in tenants and financial pressures have recently jeopardized the event.

Prior to its departure from the Rose Bowl, in 2003, the Los Angeles Galaxy soccer team was a main sponsor of the July 4<sup>th</sup> event. Subsequent efforts to find an alternate promoter failed. Nevertheless, given the importance of the event to Pasadena, for the past two years the Rose Bowl Operating Company (RBOC) successfully partnered with Contemporary Services Corporation and PyroSpectaculars to stage the event by sharing the associated costs of approximately \$270,000 per event. Additional support was provided by Clear Channel radio stations, which provided musical entertainment.

It became apparent that Clear Channel was not likely to participate this year. In response the RBOC made contact with the Pasadena POPS orchestra. The POPS agreed enthusiastically to participate. This participation is made possible through the generous support of POPS sponsors: Parsons, JPL and Bank of America who contributed in excess of \$100,000 to cover the costs of the production.

In order to cover expenses for the event, which are estimated again at \$270,000, the event needs to attract 20,000 paid customers. To try and generate revenue for the event, a July

4<sup>th</sup> Steering Committee was created to promote community interest and support for the event. An effort was initiated to provide opportunities for local residents and businesses to sponsor attendance by military families, and also support the event through a donation to the American Red Cross. To date, in excess of \$20,000 has been generated with most of the revenue being donated by Pasadena residents and neighborhood associations. In addition, Smith Brothers Restaurants (Parkway Grill, Arroyo Chop House, Smitty's, Crocodile Café) have donated \$15,000 to support the event.

Sponsors of this year's activities include: Pasadena Star News, KCBS (channel 2), KCAL (channel 9), JACK-FM and KRLA. Each of these entities is providing media exposure in order to make the public aware of the event, in the hope of furthering ticket sales. It should be noted that traditionally the majority of tickets purchased for this event are on the day of the event, so at this point staff is unable to determine how successful this event will be.

Discussion at Economic Development and Technology Committee (EDTECH)

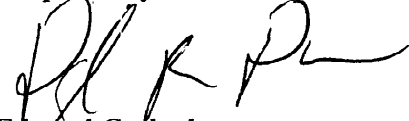
On June 20, 2005 members of EDTECH , discussed the potential of the City contributing toward the event given its importance to the community. After considerable discussion, there was consensus that the City should consider purchasing a total of \$25,000 in tickets (2,500 tickets), which would be distributed to local non-profit organizations.

FISCAL IMPACT:

During the past two years, July 4<sup>th</sup> had the following attendance and net revenue to the RBOC:

<u>Year</u>	<u>Attendance</u>	<u>Revenue to the RBOC</u>
2003	27,702	\$32,644
2004	18,401	(\$17,076)

Respectfully submitted,

*for*   
Edward Garlock  
President