

# Agenda Report

August 13, 2007

TO: Pasadena City Council  
FROM: Rose Bowl Operating Company  
SUBJECT: Rose Bowl Battle of the Bands, January 19, 2008

## **RECOMMENDATION:**

It is recommended that the Pasadena City Council:

1. Approve a license agreement with AFG Enterprises, Inc. for the hosting of its One (1) day Battle of the Bands collegiate competition at the Rose Bowl Stadium on Saturday, January 19, 2008;
2. Direct the City Attorney to prepare an ordinance suspending the Noise Ordinance on the following dates and times;

January 18, 2008 (Friday) 10:00 A.M. to 7:00 P.M. for rehearsal

January 19, 2008 (Saturday) 11:00 A.M. to 6:00P.M for event

## **BACKGROUND:**

The Rose Bowl Battle of the Bands would be the first event of its kind held at the Rose Bowl. It would be a competition of the top six (6) historical black college bands and is extremely popular in the southeastern part of the United States. In addition to the collegiate bands a few selected outstanding local high school bands will be performing as well. The estimated attendance for this event is 20,000 – 30,000. A similar event such as this has recently been held at the Georgia Dome in Atlanta with a sell out crowd of 62,000. Considering the location of this event and the college bands participating (all from the East coast) it does not appear that it will draw this many spectators. The weekend long extravaganza – scheduled for Saturday, January 19<sup>th</sup> - would culminate with the Saturday event, with the spectacular marching bands from universities such as Alabama State University and Bethune-Cookman College, showcasing their talent, highlighting education and the music arts, along with the Black College Experience. More than 3000 students, faculty and staff with the six Historically Black Colleges and Universities would travel to Southern California for the event.

The primary goals of the First Annual Rose Bowl Battle of the Bands are as follows:

- Provide scholarship opportunities to students in need in Southern California to the six (6) HBCU's
- Highlight the importance of education and early involvement in the music arts – continuing through college and university
- Encourage students to pursue or continue involvement with the music arts
- Spotlight the HBCU experience

The target beneficiaries of the Rose Bowl Battle of the Bands:

- Southern California students (elementary, junior high, high school, and JCs)
- Parents of students
- Community leaders and activist
- National and California Alumni Associations of the six HBCU's

A tentative timeline for the event:

- Wed., January 16<sup>th</sup> – Students, faculty, staff arrive in Southern California
- Thurs., January 17<sup>th</sup> – various national and local publicity and community organization appearances
- Fri., January 18<sup>th</sup> - Bands perform at Universal City Walk, University City
- Fri., January 18<sup>th</sup> (evening) – dinner at the Ritz-Carlton for university presidents, VIP alumni associations, notable City Officials, media elite, celebrities, premiere sponsors
- Sat., January 19<sup>th</sup> – Rose Bowl Battle of the Bands events

Following are the business deal points:

- License Fee                \$50,000 or \$2.00 per attendee; whichever is higher
- Concession Income    100% of net amount to the RBOC
- Parking Income         \$15 per car, \$30 per bus  
   100% of net amount to the RBOC
- Stadium Expenses     100% reimbursable by promoter

### **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. If this is a major event it would be the 9<sup>th</sup> event scheduled in 2008.

**Environmental Impact**

The estimated attendance of 20,000-30,000 for the proposed "Battle of the Bands" competition is yet to be determined a major event due to the uncertain attendance (a major event has a minimum of 25,000 attendees in attendance). Although there will not be substantial amplified music due to the event, it is possible that the music will exceed the noise ordinance parameters, hence a noise ordinance waiver is being requested.

**Community Outreach**

RBOC staff intends to send notifications to residents adjacent to the Rose Bowl. In addition, staff will contact affected neighborhood associations, provide notice via all city resources and the Rose Bowl's website. Further, this event is expected to receive significant publicity, which will also provide the community advanced notice of the events.

**FISCAL IMPACT:**


It is estimated that the RBOC will net a minimum profit of \$122,000 on this inaugural event. Please see the attached spreadsheet for financial details concerning this event.

Respectfully submitted,



for William E. Thomson  
President

Prepared by:



Darryl Dunn  
General Manager

ROSE BOWL OPERATING COMPANY

EVENT NAME: BATTLE OF THE BANDS

EVENT DATE: JANUARY 19, 2008 (SATURDAY)

\* SUMMARY \*

ATTENDANCE

20,000

25,000

ADMISSION TAX

\$1.38

\$0

\$0

LICENSE FEE (RENT)

MINIMUM

\$50,000

\$50,000

\$50,000

PREMIUM

N/A

N/A

NOVELTY BUY-OUT

TBD

TBD

CONCESSION INCOME \* NET \*

GROSS NET \$1.00 \$0.35

\$7,080

\$8,850

PARKING INCOME \* NET \*

\$15,000

\$55,994

\$74,744

SUITE INCOME

TBD

TBD

TOTAL REVENUE

\$113,074

\$133,594

ACTUAL INCURRED EXPENSES

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(\$78,076)

(\$78,076)

REIMBURSED EXPENSES

/

\$78,076

\$78,076

NET FACILITY EXPENSES (SERVICE INCOME / LOSS)

\$0

\$0

NET INCOME

\$113,074

\$133,594