

# Agenda Report

**TO: CITY COUNCIL**  
**Through: FINANCE COMMITTEE**

**DATE: March 10, 2008**

**FROM: CITY MANAGER**

**SUBJECT: ANNUAL AMENDMENTS TO THE GRANDSTAND PERMIT APPLICATION, ROSE BOWL ADMISSION TAX AND GRANDSTAND SEAT SURCHARGE**

## **RECOMMENDATION**

It is recommended that the City Council approve scheduled rate increases for Grandstand Permit Application, Rose Bowl Admission Tax and New Year's Day Related Business Grandstand Seat Surcharge as set forth in the Schedule of Taxes, Fees and Charges.

## **BACKGROUND**

Pursuant to Pasadena Municipal Code section 1.08.060, the Rose Bowl admissions tax, grandstand seat surcharge and grandstand permit application fee are adjusted on February 1 of each year by an amount equal to the change in the Consumer Price Index for Los Angeles-Riverside-Orange County Metropolitan area for the preceding 12 month period ending October 1.

The change in the Consumer Price Index for all Urban Consumers in the Los Angeles-Riverside-Orange County Metropolitan areas was 3.5% between October 1, 2006 and October 1, 2007. Accordingly the following increases are recommended:

<u>Municipal Code Section</u>	<u>Current Rate</u>	<u>Proposed Rate</u>
3.12.40 Grandstand Permit Application		
Per Seat	.60	.62
Minimum	35.52	36.76
4.48.40 Rose Bowl Admission Tax		
Tax	.08	.08
Additional percentage per \$1.00	.11%	.11%
Maximum rate	1.38	1.43

MEETING OF 03/10/2008

AGENDA ITEM NO. 5.B.2.

<u>Municipal Code Section</u>	<u>Current Rate</u>	<u>Proposed Rate</u>
5.16.070-B New Year's Day Related Business Grandstand seat surcharge	4.78	4.95

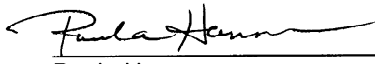
**FISCAL IMPACT**

Implementation of the proposed rate adjustments would increase estimated revenues for FY 2009 in the New Year's Day Event Fund by \$9,763 and in the Rose Bowl Fund by \$4,130.


Respectfully submitted,

  
for Bernard K. Melekian  
City Manager

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