

Agenda Report

TO: CITY COUNCIL **DATE:** December 14, 2009
THROUGH: FINANCE COMMITTEE
FROM: CITY MANAGER
SUBJECT: ROSE BOWL ADMISSIONS TAX, GRANDSTAND SEAT SURCHARGE AND GRANDSTAND PERMIT APPLICATION ANNUAL ADJUSTMENTS

RECOMMENDATION:

It is recommended that the City Council reject the scheduled rate adjustments for Grandstand Permit Application, Rose Bowl Admission Tax, and New Year's Day Related Business Grandstand Seat Surcharge which would become effective February 1, 2010.

BACKGROUND:

Pursuant to Pasadena Municipal Code Section 1.08.060 the Rose Bowl admissions tax, grandstand seat surcharge and grandstand permit application fee are to be adjusted on February 1st of each year by an amount equal to the change in the consumers price index for the Los Angeles-Riverside-Orange County Metropolitan for the preceding 12 month period ending October 1. Alternatively, the City Council may reject, but may not modify any one or more of the adjustments proposed. Rejecting the scheduled rate change would keep these rates at the current rate.

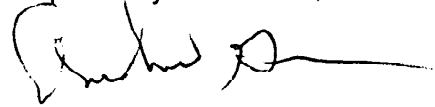
The change in the Consumer Price Index for all Urban Consumers in the Los Angeles-Riverside-Orange County Metropolitan areas is a decrease of .98% between October 1, 2008 and October 1, 2009. This would result in decreases to the Rose Bowl admissions tax rate, grandstand seat surcharge and grandstand permit application fee in amounts ranging from one cent to thirty eight cents.

As the cost of implementing such a minor adjustment is likely to exceed the decreased revenue, it is recommended that City Council reject each of the adjustments and instead maintain the current rates.

FISCAL IMPACT:

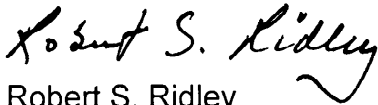
Rejection of each of the proposed rate adjustments would have no fiscal impact, while implementation would decrease estimated revenues for FY 2011 in the New Year's Day Event Fund by \$3,000 and \$2,000 in the Rose Bowl Fund.

Respectfully submitted,



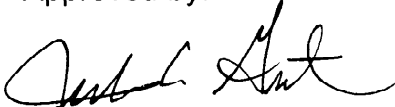
ANDREW GREEN
Director of Finance

Prepared by:



Robert S. Ridley
Controller

Approved by:



for MICHAEL J. BECK
City Manager