

# Agenda Report

December 13, 2010

**TO:** City Council

**THROUGH:** Finance Committee

**FROM:** Department of Finance

**SUBJECT:** ROSE BOWL ADMISSIONS TAX, GRANDSTAND SEAT SURCHARGE AND GRANDSTAND PERMIT APPLICATION ANNUAL ADJUSTMENTS

## **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 body of this report, effective February 1, 2012.

## **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 1<sup>st</sup> 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. The change in the Consumer Price Index for all Urban Consumers in the Los Angeles-Riverside-Orange County Metropolitan areas was 0.365% between October 1, 2009 and October 1, 2010. Accordingly it is proposed that the Rose Bowl admissions tax, grandstand seat surcharge and grandstand permit application fee be increased by a like amount as illustrated below.

| Municipal Code Section                 | Current Rate | Proposed Rate |
|--|--------------|---------------|
| 3.12.040 Grandstand Permit Application |              |               |
| Per Seat                               | .64          | .64           |
| Minimum                                | 38.40        | 38.54         |

This fee is charged for each seat to be provided in each grandstand which is designed or used for seating any person viewing the Tournament of Roses Parade and for which a building permit is required.

|          |                                  |      |      |
|----------|----------------------------------|------|------|
| 4.48.040 | Rose Bowl Admission Tax          |      |      |
|          | Tax                              | .08  | .08  |
|          | Additional percentage per \$1.00 | .11% | .11% |
|          | Maximum rate                     | 1.49 | 1.50 |

This tax is levied upon every ticket for admission to the Rose Bowl.

|            |                                 |      |      |
|------------|---------------------------------|------|------|
| 5.16.070-B | New Year's Day Related Business |      |      |
|            | Grandstand seat surcharge       | 5.17 | 5.19 |

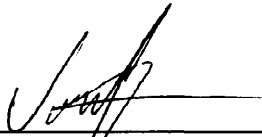
This is a special business license tax levied upon every vendor engaged in the business of selling seats for viewing the Tournament of Roses Parade.

With the recent passage of Proposition 26 and its possible impact on this action, the City Attorney's Office has been asked to review this item and provide guidance at your meeting.

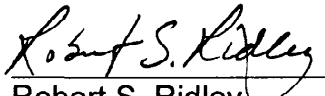
**FISCAL IMPACT:**

Implementation of the proposed rate adjustments would increase estimated revenues for FY 2012 in the New Year's Day Event Fund by \$1,000 and \$1,200 in the Rose Bowl Fund.

Respectfully submitted,

  
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ANDREW GREEN  
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Department of Finance

Prepared by:

  
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