



# Agenda Report

March 14, 2016

TO: Honorable Mayor and City Council  
FROM: Rose Bowl Operating Company (RBOC)  
SUBJECT: License Agreement with Relevent Sports for an International Soccer Match to be Held on Wednesday, July 27, 2016.

## **RECOMMENDATION:**

It is recommended that the Council approve and find:

1. Find that the license agreement proposed herein is categorically exempt under California Environmental Quality Act (CEQA) Guidelines Section 15323 (Normal Operations of Facilities for Public Gatherings);
2. Make the required finding, pursuant to Pasadena Municipal Code Section 3.32.270, to authorize the presentation of the proposed July 27<sup>th</sup> soccer match to be held at the Rose Bowl as a displacement event; and
3. Direct the City Clerk to file a Notice of Exemption within 5 business days.

## **EXECUTIVE SUMMARY:**

The Rose Bowl Operating Company has an opportunity to host a major soccer match on July 27, 2016. This would be the 16<sup>th</sup> displacement event of the year. Pursuant to the Arroyo Seco Public Lands Ordinance, Section 3.32.270(A) of the Pasadena Municipal Code, the Rose Bowl stadium may host up to 12 events per year which displace recreation programs and accessibility to the Arroyo Seco facilities ("Displacement Events"). Additional Displacement Events may be approved by the City Council upon making certain findings. As the proposed soccer game would represent Displacement Event 16, the Rose Bowl Operating Company is requesting that the City Council make the requisite findings to allow the additional Displacement Event and approve the related environmental finding. The RBOC Board has approved the event

and permits, but final approval is contingent upon the City Council action proposed herein.

**BACKGROUND:**

The Rose Bowl has had a tremendous history of hosting international soccer at our venue, including the finals of both the men's and women's World Cups as well as the Finals of the Olympics in 1984, and the men's final of the Gold Cup in 2011 . Our historic landmark has also hosted national teams of United States, Brazil, and Mexico. In addition, the stadium hosted the Los Angeles Galaxy as a tenant from 1996-2002. In recent years, the Rose Bowl has hosted matches featuring several European Club teams, specifically Barcelona, Real Madrid, Chelsea, Inter Milan, and Manchester United.

A tournament consisting of friendly matches, involving European teams will be occurring in late July/early August, 2016. As part of this tournament, the Rose Bowl has an opportunity to host an international soccer match on Wednesday, July 27<sup>th</sup>.

The match will be between two European clubs. The attendance for this event is expected to be approximately 60,000-70,000.

It is recommended that the RBOC approve the framework for the hosting of the event, which would be the 16<sup>th</sup> approved displacement event of 2016, and authorize the General Manager, after receiving Council approval, to finalize negotiations in substantially the same manner, recognizing that the revenue streams for the RBOC will be as follows:

- License Fee
- Admission Tax
- Concessions
- Parking
- Premium Seating
- Per ticket fee to the RBOC

Based on the deal points it is anticipated that in excess of \$300,000 net will be retained by the RBOC. Because this is a weekday event, there will be a \$50,000 traffic mitigation fund in order to minimize traffic impacts as a result of the event occurring on a weekday.

It should also be noted that this event would fulfil one of the three (3) remaining matches that Relevent Sports is contractually required to bring to the Rose Bowl prior to August 31, 2019. The original agreement was for four matches, but Relevent Sports

already brought the FC Barcelona vs. LA Galaxy match to the Rose Bowl in 2015. The details of the RBOC's long term agreement with Relevent Sports were approved by the RBOC at the August 14, 2014 meeting.

### DISPLACEMENT EVENTS

The Arroyo Public Lands Ordinance (Pasadena Municipal Code Section 3.32.270) 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. In order to exceed 12 displacement events, the City Council and the RBOC must make certain findings.

This soccer match would be the 16<sup>th</sup> displacement event in 2016. The first 15 displacement events are: Rose Bowl Game, Autism Speaks, Beyoncé, Copa America Soccer (three matches), AmericaFest, Coldplay (two nights) and six UCLA Games.

Below are the findings and the rationale for making such findings for the potential soccer match that would be displacement event number sixteen (16).

1. "The additional event represents a unique opportunity that will enhance the stature of the Rose Bowl." The match would be similar in terms of past international soccer matches held at the stadium. An event of this caliber would attract soccer fans from all over Southern California and the country and result in significant publicity for the Rose Bowl and Pasadena leading up to the event.
2. "The revenue generating potential from the additional event justifies its consideration." It is estimated that the event will directly generate a minimum of \$300,000 for the RBOC. In addition, the City of Pasadena would receive the economic impact as a result of the portion of sales tax and bed tax that will revert to the City and to businesses in the City.
3. "It is anticipated that this event will not create undue conflicts with Arroyo Seco activities taking place at the same time." The match is scheduled for a weekday evening, so the promoter has agreed to contribute to a \$50,000 traffic mitigation fund that will go towards measures that will reduce the impact of the weekday event. Staff will also work closely with the Parks and Natural Resources Division of the City of Pasadena, as well as the Pasadena

Police Department, to best control the displacement of other activities in the Arroyo Seco.

4. “The event does not impose undue adverse impacts on the surrounding residential area.” Planning and preparation will be implemented to minimize impact of the event(s) to the surrounding neighborhoods. The Police Department and staff have been successful recently in hosting displacement events with minimal disruption, most notably the USA vs. Mexico soccer match, Barcelona vs. Galaxy soccer match, and the Kenny Chesney concert, all of which all took place at the stadium in 2015. Although traffic issues are anticipated to be a concern, encouraging car pools, use of public transportation and early arrivals will enable successful traffic management, and staff will work closely with police and fire departments as well as local neighborhood associations in preparation for this event.

**ENVIRONMENTAL:**

State CEQA Guidelines Section 15323 exempts from CEQA review of “normal operations of facilities for public gatherings for which the facilities were designed, where there is a past history of the facility being used for the same or similar kind of purpose.” Stadiums are specifically enumerated as one of the types of activities covered by this exemption. The Rose Bowl Stadium has hosted numerous soccer games over its history, and particularly within the past two years. There is no indication that this soccer game will be any different in terms of environmental effects than any other soccer game hosted in the Bowl in the past. The Stadium is the quintessential facility for public gathering, and the RBOC and its staff are well versed in managing the impacts of its use for displacement events such that they are minimized to the maximum extent feasible.

**FISCAL IMPACT:**

It is anticipated that the RBOC will generate in excess of \$300,000 from this event.

Respectfully submitted,



Darryl Dunn  
General Manager