



OFFICE OF THE CITY MANAGER

July 29, 1999

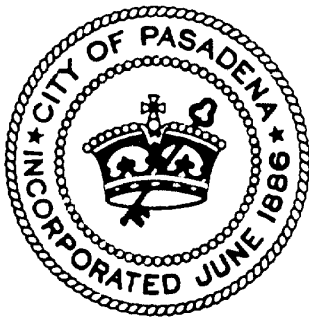
TO: Business Enterprise Committee
FROM: City Manager
SUBJECT: Motorcross Financial Recommendations

Mr. Murphy proposed in the revised Motorcross Proposal that \$1,000 of proceeds from the event would go towards recreational soccer. In addition, we requested the consideration of funds for brush removal in the Arroyo since this is a major neighborhood concern. Towards that end Mr. Murphy has increased the allocation for a total of \$5,000 which the City may choose how to spend at its discretion.

I respectfully request the consideration of the BEC members that at least a major portion of whatever amount is finally resolved to come to the City of Pasadena be earmarked for Central Arroyo brush removal.

CYNTHIA J. KURTZ
City Manager

CK:rl
1E-729-CK



Agenda Report

August 16, 1999

TO: City Council

FROM: Rose Bowl Operating Company

**SUBJECT: WORLD SUPERCROSS EVENT to be held at the Rose Bowl,
November 20, 1999**

RECOMMENDATION:

It is recommended that the City Council:

1. Adopt the Mitigated Negative Declaration, Mitigation Monitoring Program and the de minimis finding no impact on fish and wildlife prepared for the Supercross event and a similar annual event for four succeeding years and the impacts of suspending the Noise Ordinance for the November 20, 1999 event.
2. Make the required findings, pursuant to Arroyo Seco Ordinance Section 3.32.270, to authorize the presentation of a World Supercross event at the Rose Bowl to be held on November 20, 1999, as an additional displacement event.
3. Direct the City Attorney to prepare an ordinance to suspend Sections 9.36.220 (amplification sound regulations), 9.36.150 (motor driven vehicles) and 9.36.230 (general noise sources) of the Pasadena Municipal Code from 10:00am to 3:00 pm on November 19, 1999, for practice day and from 11:00am to 7:00pm on November 20, 1999, for the presentation of this event. The liquidated damages provision is still in effect with a \$3,000 per minute penalty beginning at 7:01pm.
4. Authorize the license agreement between RBOC and Speedvision to hold the World Supercross Series event on November 20, 1999 at the Rose Bowl Stadium, according to the deal points set forth in this Agenda Report.
5. Direct the City Clerk to file a Notice of Determination regarding the November 20, 1999 event with the County of Los Angeles Registrar/County Clerk.

EVENT BACKGROUND AND DEAL POINTS:

The RBOC has been approached by Speedvision Productions requesting license of the Rose Bowl Stadium for a Motor Sporting Event on November 20, 1999. The Event is to be part of the World Supercross series, which currently consists of a four-country tour of the world's top Supercross riders and will be sanctioned by the American Motorcyclist Association (AMA). The other countries included in the series are France, Brazil and Germany. This will be the first time that this or any promoter will host this event in the United States.

Supercross events, is a Motorcross race held specifically in Stadium or Arenas which includes the building of a temporary dirt course with significant jumps and bumps to make racing entertaining and competitive for fans. Other promoters have sponsored Supercross Events in Stadiums such as Qualcomm, Edison Field, The Coliseum, and the Rose Bowl in 1984, 1985, 1990, and 1993. Speedvision was not, however the promoter for those events.

The World Supercross Event will feature up to 80 racers participating in a series of qualifying races leading up to one big main event of fifteen laps to be held between the hours of 2:30pm – 6:30pm. A press day would be held on November 19, 1999 from 10:00 a.m. – 3:00 p.m.

Speedvision Productions would be the promoter of the Rose Bowl, USA event and is owned by Fox Sports and three other cable stations that currently produce motorcycle television events each year for FOX Sports. Speedvision has produced a motorcycle road race event in Laguna Seca, California; however, this would be their first Supercross event.

The following highlights the deal points between Speedvision Productions and the RBOC:

The promoter estimates that the November 20, 1999 event will draw an estimated attendance of 25,000. All tickets are reserved with an average ticket price of \$20.00.

1. The RBOC will receive a minimum guaranteed License fee of \$162,500 **or** 10% of the Gross Gate Receipts net of Admission Tax, RBOC share of Concessions and Parking, whichever amount is greater.
2. In the event of rain (3/10ths of 1 inch between the hours of 8am – 3pm as determined by the National Weather Service located at the Los Angeles Civic Center) the minimum guarantee reduces to \$100,000 **or** 10% of gate receipts less admission tax, RBOC share of Concessions and Parking, whichever amount is greater.

3. The RBOC will receive admission tax, per paid admission of 8.72%, not to exceed \$1.06.
4. Speedvision will receive 10% of the RBOC's share of the Concession revenue estimated to be \$17,463.
5. The RBOC will retain 100% of paid parking revenue - \$5.00 per vehicle estimated to be \$31,667.
6. Speedvision will reimburse the RBOC for all event-related expenses, estimated to be \$180,077.
7. Speedvision is to pay all costs related to a complete field resod, which is estimated to be \$81,000.
8. Speedvision has been given the opportunity to "buy out" Service America's Novelty rights at \$1.00 per paid admission. The RBOC will retain 50% of Service America's "buy out" fee estimated to be \$12,500.
9. Speedvision will be given the opportunity to use the Rose Bowl trademark for this event at 8% of gross sales less tax. Rose Bowl General Manager will approve the type of use (e.g., T-shirts, caps, etc.) in advance of event. (The revenues to the RBOC will be determined by the amount of merchandise sold at the event. This amount has not yet been determined.)
10. Speedvision must provide a non-refundable \$20,000 security deposit by September 15, 1999.
11. Speedvision to provide a cashier's check or approved security in the amount of \$271,800 on or before 3:00pm on November 15, 1999 to cover minimum rental guarantee, field resod and Public Works estimate of Dirt Removal.
12. Speedvision to provide an additional cashier's check or other security on or before 3:00pm on November 19, 1999 to cover estimated Stadium event expenses, which is estimated to be \$180,000.
13. Liquidated Damages remain in effect for this event. \$3,000.00 per minute penalty beginning at 7:01pm.

14. Licensee agrees to donate \$5,000 to the City of Pasadena for Community projects of which \$1,000 will go to the Pasadena AYSO. The allocation of the remaining \$4,000 will be at the discretion of the City Council.

ROSE BOWL OPERATING COMPANY & PUBLIC HEARING

At a special meeting on June 18, 1999, the Rose Bowl Operating Company (RBOC) authorized staff to seek City Council approval of an agreement with Speedvision to present this event. During this meeting, concerns were discussed by the RBOC regarding the impact of the event on the community and the field, and whether the field could be restored in time for the 2000 Rose Bowl Game. Of particular note was the potential for net profit earnings against the risk of community inconveniences and the field being returned to its pre-event condition before January 1, 2000.

Also at this June 18th meeting, the RBOC conducted a World Supercross Series Event Public Hearing in accordance with the June 8, 1999 Notice of Intent to Adopt a Mitigated Negative Declaration. Public comments on the environmental documentation received during this Special RBOC meeting were on possible impacts on air quality, noise, geologic problems and water and issues concerning the use and disposal of dirt required for the event. These public comments and responses thereto are provided in detail in the attached CEQA documentation.

Because of the critical issue of field restoration, staff consulted with individuals who are recognized experts in the area of Sports Turf. It was concluded that certain precautions could be taken to ensure a safe playing field for the January 1 Rose Bowl Game. Staff has obtained instructions from Dr. James Watson with respect to the Sod specifications, including turf-growing arrangements, which must be in place during the month of October, and will incorporate these specifications into the License Agreement. Staff feels that it is important to note that while precautions can be taken to ensure a safe playing field, the November time line is risky with respect to aesthetic growth of the grass. The Tournament of Roses Agreement requires that the field be of first quality by December 15 of each year which will allow, at best, 17 days after resod in a "slow growth" month. The amount of growth of the turf is largely dependent on the weather.

It is important to emphasize that this event has a significant economic potential associated with it, but it also has significant risks. Staff believes that the risks are not insurmountable and is prepared to stage the event. However, because there are factors which are outside of its aesthetic control, staff cannot provide ironclad assurances that the Rose Bowl field will be in the same condition on January 1 as it would be if there were no Supercross event.

With respect to moving dirt into and out of the Rose Bowl, the City Department of Public Works and Transportation was consulted. The department does not traditionally undertake projects involving excavation or earth moving at this time of the year (November), because of the element of uncertainty caused by weather. Notwithstanding, the Department has provided us with specifications for using a specific portion of the dirt stockpiled in the Arroyo and estimates of the cost of removing dirt from the Rose Bowl to an appropriate landfill. No dirt used within the Rose Bowl will be returned to the Arroyo. Staff has included these costs in the amounts to be placed on deposit by the promoter in advance of the event.

Community inconveniences would be addressed through the implementation and monitoring of all appropriate project/event mitigation measures. The import of dirt would be from the West Side of West Drive near Seco Street and the east portion of Lot J, and would help reduce truck traffic importing soil through the surrounding residential neighborhood. The total estimated amount of dirt needed to construct the Supercross track is 6,000 cubic yards. Approximately 4,500 cubic yards are on the West Side of West Drive and the east portion of Lot J, leaving a balance of 1,500 cubic yards to be imported. However, per the Public Works Department's report, and Pasadena Municipal Code Section 3.24.110 (A) (4), the dirt taken from the Arroyo cannot be redeposited in the Arroyo, since both areas from which the dirt will be taken are dedicated parkland. There will be up to 500 truck trips necessary for dirt removal through the adjoining areas. The specific site location of the redeposited dirt will be mutually agreed upon by RBOC, City and Licensee. Licensee will be required to obtain the necessary permits, the specifications and security for the work will be part of the License agreement.

PREVIOUS CITY COUNCIL MEETING

On June 28, 1999 the RBOC brought this item before the City Council . At that meeting no action was taken. Since that meeting the Promoter has revised his proposal and at the special request of the Chairman of the Business Enterprise Committee this issue was discussed by the Business Enterprise Committee on August 4, 1999. Before the item was to be returned to the RBOC or Business Enterprise Committee, staff met with the Promoter to finalize the restructured deal.

The following highlights the changes in the deal points that have been made between staff and Speedvision:

DEAL POINTS		
	June 28, 1999 (Old)	August 3, 1999 (New)
Event Date	November 20, 1999	Same
Event Hours	6:00 PM to 10:00 PM	2:30 PM to 6:30 PM
Curfew	10:00 PM	7:00 PM
Minimum Guarantee	\$ 75,000	\$162,500 or \$100,000 (rain)
Deposits	\$20,000 date security	\$20,000 date security
	\$235,000 11/19/99	\$271,000 by 11/15/99
	\$ 0 -	\$180,000 11/19/99
Total Deposits	\$ 255,000	\$ 471,000
Payment to Community	\$0	\$ 5,000
Paid Parking	100% RBOC	Same
Concessions	10% Promoter/ 35.4% RBOC	Same
Novelties	\$1.00 Buy Out	Same
Trademark Use	8% to RBOC	Same
Percentage of Rent	Minimum Guarantee or 10% of the Gross Gate Receipts net of Admission Tax, RBOC share of Concessions and Parking, whichever amount is greater.	Same

ENVIRONMENTAL REVIEW

While the RBOC is seeking City Council approval of the Initial Study and adoption of the Mitigated Negative Declaration, it is important to note that the Environmental Review Process under the California Environmental Quality Act (CEQA), is designed to solicit comments and, where appropriate, make changes during the June 28, 1999 public review period. As required by CEQA, the Notice of Intent to adopt a mitigated Negative Declaration was filed with the County of Los Angeles on June 8, 1999. If substantial changes occur to the Initial Study and Mitigated Negative Declaration, staff is required to report these revisions to the RBOC and the City Council.

The Initial Study found that there would be significant impacts needing mitigation measures to lower their effect in the areas of geological problems, water, noise, utilities and public service systems. It was therefore determined that a Mitigated Negative Declaration was required. The comments received during the June 18, 1999, public hearing related to the Initial Study and Mitigated Negative Declaration have been responded to and added to the CEQA documentation. This documentation has been

18, 1999. The revisions to the project and CEQA documentation do not require that Initial Study and Mitigated Negative Declaration be re-circulated according to CEQA Guidelines section 15073.5 since there are no new significant avoidable effects. New information has been added which clarifies the documentation and also further responds to comments made at the June 18, 1999 RBOC hearing.

The proposed format for this "Event" indicates that eight races would be run on a temporary track, constructed primarily of dirt imported to the site from other areas within the Central Arroyo. Projected attendance for this event was analyzed in the range of 60,000 to 70,000 persons. This is a worst case scenario for environmental impact analysis. The actual projected attendance of 25,000 persons would have fewer impacts.

The total project, because of the extensive setup and dismantling effort, is twelve days, but the event will be staged on one day. The Rose Bowl would be used between November 15 to 19, 1999, from 7:00 a.m. to 10:00 p.m. for pre-event set up. During this period approximately 6,000 cubic yards of dirt would be hauled in up to five hundred two way trips (one in and one out of the Rose Bowl). It is assumed that this dirt would be hauled first from Lot J and West Drive in the Central Arroyo the remaining 1,500 cubic yards will be brought in from outside the Arroyo Seco. Up to 500 inbound and outbound truck trips would be generated over a period of 5 days. If the dirt is to be hauled from outside of the Arroyo Seco the chosen route is Route I-210 freeway to Mountain Avenue to Seco Street to Arroyo Boulevard; Arroyo Boulevard into the Rose Bowl. Up to 500 outbound truck trips would be generated over a period of 2 days. The post-event period would be between November 21 to 25, 1999.

At the posting of the Notice of Intent, June 8, 1999, notwithstanding findings in the Initial Study, page 20, Item 10. Noise, indicated the event will comply with the noise ordinance. Staff believes it is a likely that the event will not comply with the noise ordinance. As a result, staff asked for a revised Project Description. Consistent with this, staff is recommending the suspension of 9.36.220 (amplification sound regulations), 9.36.150 (motor driven vehicles) and 9.36.230 (general noise sources) of the Pasadena Municipal Code from 10:00am to 3:00 p.m. on November 19, 1999, for press day and 11:00am to 7:00pm on November 20, 1999, for the presentation of this event.

During this event, the following measures modeled on the 1983 Final Environmental Impact Report "The FEIR") on the Amendment of the Arroyo Seco Ordinance and Superbowl of Motorcross would be implemented:

Arroyo Seco Ordinance. The potential licensee or sponsor has received a copy of Pasadena Municipal Code Chapter 3.32, the Arroyo Seco Ordinance, and understands that the Rose Bowl Stadium is located adjacent to residential neighborhoods and that its

that the Rose Bowl Stadium is located adjacent to residential neighborhoods and that its event needs to be managed in a way which minimizes disruption of these neighborhoods. If the event continues beyond the 7:00pm event finish time, all appropriate sanctions and fines will be exercised under the Pasadena Municipal Code.

Minimization of Displacement. The sponsor and RBOC, "the parties" shall cooperate to minimize displacement of recreational programs and accessibility to Arroyo Seco facilities that occurs as a result of the event. RBOC shall use best efforts to avoid situations and circumstances which would cause displacement and which would limit public accessibility to Arroyo Seco facilities. The Motorcross begins at 2:30 PM, and would therefore impact the AYSO Events scheduled on Area H on the Day of the Event. AYSO officials have been communicated with concerning this event, and are making contingency plans in the event Area H will need to be parked. The following is a schedule of Parks & Natural Resources scheduled activities:

Date	Day	Start Time	End Time	Location
11/19/99 (Softball)	Friday	5:00 PM	10:00 PM	Diamond #2
11/19/99 (Softball)	Friday	5:00 PM	10:00 PM	Diamond #3
11/20/99 (AYSO)	Saturday	7:00 AM	7:00 PM	Area H
11/20/99 (AYSO)	Saturday	7:00 AM	7:00 PM	Diamond #1
11/20/99 (Dogs)	Saturday	7:00 AM	7:00 PM	Brookside-Dogs
11/20/99 (Dogs)	Saturday	7:00 AM	7:00 PM	Fannie Morrison

Cooperation to Conform to Ordinance. The parties agree to work together jointly to conform to the requirements of Pasadena Municipal Code Chapter 3.32, and RBOC agrees to undertake all analysis and notification required by that Chapter. Licensee agrees to provide a reasonable number of event schedules that it may otherwise produce, at no cost to RBOC, for use in notifications.

The RBOC staff, in conjunction with Speedvision, will develop an appropriate neighborhood notification and distribution schedule to insure that Rose Bowl area residents are alerted (post cards, flyers, newsletters), in advance, to potential event impacts. The cost for this mailing is included in the Promoters Event Day Costs.

To reduce the potential air quality impact from blowing dust, the Licensee agrees to regularly use surface wetting during the construction, practice day and dismantling of the track. The Licensee may not begin the import of construction dirt sooner than November 15, 1999. Licensee agrees that the export of construction dirt shall be completed no later than November 25, 1999.

The import and export of any construction dirt from outside of the central Arroyo Seco shall follow this travel route:

Import: Route I-210 freeway to Mountain Avenue off-ramp; Mountain Avenue to Seco Street to Arroyo Boulevard; Arroyo Boulevard into the Rose Bowl. Dirt shall only be used from areas in the Arroyo Seco by permit with Parks and Natural Resources Division of the City of Public Works and Transportation Department.

Export: All dirt, shall be removed but not transported back to the Arroyo Seco. The dirt shall be disposed of off-site and promoter shall provide the City's Public Works department with written consent from the owner of the property that is to receive material.

1. Licensee agrees to inspect at the beginning of each workday and on a daily basis the roadway system used by construction vehicles importing and exporting construction dirt ("construction vehicles"). Licensee agrees that any interim repairs shall be completed in a prompt and timely manner and shall be made to the satisfaction of the Director of Public Works and Transportation.
2. During the importing and exporting of construction dirt, if a roadway becomes a hazard to safe travel or is subject to closure, Licensee agrees to notify immediately the General Manager of the Rose Bowl.
3. Licensee agrees that construction vehicle traffic shall occur only during the hours of 8:00 a.m. through 7:00 p.m.
4. The term "heavy duty" vehicle shall include, but is not limited to, a tractor with tandem bottom dump trailers.
5. Licensee agrees to post advisory notices where feasible along the travel route of the construction vehicles. Such notices shall specify the dates and proposed schedule of construction vehicle traffic. The notices shall specify the type of construction vehicles, which will be used, and advise caution on the part of automobiles, pedestrians, joggers and bicyclists. Licensee agrees to post the notices no later than seven (7) days prior to commencement of construction dirt import. Licensee agrees to use the traffic control measures specified by the RBOC. Licensee agrees to inform each operator of a construction vehicle as to the potential conflict with other vehicles and pedestrian traffic.
6. Licensee agrees that all vehicles racing at the Rose Bowl shall be muffled to the latest standards of the American Motorcycle Association. A request to waive the Noise Ordinance is necessary because it appears the 55 decibel Noise Limit will be exceeded.

In addition, the following mitigation measures from prior Negative Declarations on Rose Bowl projects are being incorporated:

1. Traffic control measures contained in the 1998 Rose Bowl Traffic Operation and the Pasadena Police Department shall implement Parking Management Study.
2. The RBOC shall monitor traffic flows and coordinate traffic operations for this additional event by helicopter.
3. If attendance requires it, the RBOC shall implement a shuttle bus service to a remote parking lot at the Parsons Corporation, or any other convenient location, during this event at the Rose Bowl. It is within the discretion of the Rose Bowl General Manager to determine this need.
4. The RBOC shall implement a “No-Parking” policy in the residential and other areas surrounding the Rose Bowl.
5. The RBOC shall develop alternate parking plans in the event of inclement weather in order to facilitate a clear understanding of alternate parking options.
6. Comply with Rule 403 regulation to reduce the potential impact from blowing dust, the applicant shall use surface wetting of dirt when necessary.
7. Upon determination of the dirt source, the applicant shall consult with appropriate City of Pasadena staff to define the most feasible truck travel routes.
8. All routes shall be specified in writing as an addendum to the event Contract.

DISPLACEMENT EVENTS:

The Arroyo Seco 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 use of the Rose Bowl and impact of such use on surrounding residential areas. To achieve that balance, Section 3.32.270 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. On September 18, 1995, the City Council authorized three unspecified Los Angeles Galaxy major league soccer events to be considered displacement events above the 12 allowed by the Arroyo Seco Ordinance, resulting in a total of 15 permitted displacement events in a calendar year.

On May 11, 1998, City Council approved RBOC's request for an additional 4 displacement events for each calendar year 1998 and 1999, resulting in a total of 19 permitted displacement events each year. However, City Council is requested to make the required findings pursuant to Pasadena Municipal Code Section 3.32.270:

1. The additional event represents a unique opportunity that will enhance the stature of the Rose Bowl. The last Supercross event held in the Rose Bowl was in 1993. Except for an occasional music concert, this type of event-earnings event is a rare opportunity, as Motorcross events have been typically staged in the Los Angeles Memorial Coliseum.
2. The revenue generating potential from the additional event justifies its consideration. This proposed event represents an opportunity to generate up to \$162,500 in profits and the cost of new Rose Bowl Stadium sod up to \$81,000. Consequently, the profit generating potential of this additional event justifies its consideration.
3. The event does not impose undue adverse impacts on the surrounding residential area. Planning and preparation will attempt to minimize impact of this event to the surrounding neighborhoods. The Police Department will take the lead in preparing a traffic plan that will include measures to prevent traffic from congesting neighborhood streets. Neighborhood notification will be mailed at least 30 days prior to the event.
4. The event does not create undue conflicts with Arroyo Seco activities taking place at the same time. The attendance for this event will not require the full use of our turf parking areas (Area H is among the areas which is not currently planned to be used for parking). The Police Department will take the lead in preparing a traffic plan that will include measures to prevent or minimize traffic congestion. Staff will work closely with the Pasadena Police Department to best control the displacement of other activities in the Arroyo Seco.

This event will be the 16th displacement event scheduled for the 1999 calendar year. Existing allocated displacement events include: The Rose Bowl Game, July 4th event, 5 Galaxy games, 1 Women's World Cup Final game and 6 UCLA games.

ENVIRONMENTAL IMPACT:

Because the 1998 Initial Study, allowing four additional displacement events for the calendar year 1999, did not analyze temporary physical changes to the Rose Bowl floor, it was determined that this year's proposed off-road event needed its own Initial Study. The proposed event will be virtually identical to previous off-road events held at the Rose Bowl in August 1983 and March 1993. The possible impact of the first off-road event was analyzed in the 1983 Environmental Impact Report (EIR) for the Amendment of the Arroyo Seco Ordinance and Superbowl of Motorcross. Since that time the mufflers used on the motorcycles will have become more effective, lessening the noise impact from the earlier events. The current Initial Study and Mitigated Negative Declaration, for the proposed November 20, 1999 off-road event and four possible annual such events, supplements the 1983 EIR. As required by CEQA a Notice of the City Clerk with the County of Los Angeles will file Determination.

The revised Initial Study, comments and responses and mitigated Declaration with monitoring program are attached.

FISCAL IMPACT:

With respect to the economics of the event, it is important to note that this is the first time the World Supercross event will be in the United States. It therefore has no proven following or demonstrated success in the US. Events similar to this, conducted in the Rose Bowl during warmer months have traditionally had attendance figures of 26,000. The fact that it will likely compete with the UCLA/USC football game to be played at the Coliseum on the same date may have some affect on the attendance.

To ensure the fiscal success of the event, as well as security for performance of all conditions, including restoration of the Rose Bowl field. Staff feels that a fixed MINIMUM GUARANTEE is necessary.

- MINIMUM GUARANTEE OF \$162,500 **OR**, 10% of gross gate receipts net of admission tax not to exceed 1.06 per ticket, RBOC share of Concessions and Parking, **WHICHEVER IS GREATER.**
- In the event of Rain the MINIMUM GUARANTEE reduces to \$100,000 **OR**, 10% of gross gate receipts, less admission tax not to exceed 1.06 per ticket, RBOC's share of Concessions and Parking, **WHICHEVER IS GREATER.**

- Deposits or other Securities from Speedvision of \$20,000, \$271,000, and \$180,000 prior to the event date of November 20, 1999 would be mandated per the agreement.

The following is an estimate of rent, tax, concession and parking revenues based on a 25,000 attendance at average ticket price of \$20.00:

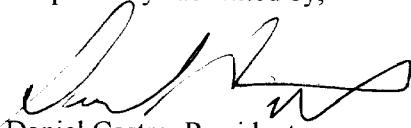
RENT (10% less Tax)	\$47,350
ADMISSION TAX (1.06)	26,500
CONCESSION (25.4%)	17,463
NOVELTY BUY OUT	12,500
PARKING	<u>31,667</u>

Total Estimated Revenues \$135,480 OR, Minimum guarantee of \$162,500.

Additionally, the RBOC's "Gross Event Income" for the fiscal year ending June 30, 2000 was budgeted at \$7,395,209. Of this amount, existing tenants such as the Tournament of Roses, UCLA, the Galaxy and the Swap Meets are budgeted to generate approximately \$5,778,531. This leaves approximately \$1,617,000 in gross revenue to be generated by other events.


If approved, the Supercross event would be the second largest single event (after the Women's World Cup Finals) for the fiscal year ending June 30, 2000.

Respectfully submitted by,



Daniel Castro, President
Rose Bowl Operating Company

Prepared by,



Darryl Dunn, General Manager
Rose Bowl Stadium