

# Agenda Report

To: City Council

From: Rose Bowl Operating Company (RBOC)

Subject: License Agreement with House of Blues for presentation of Summer Music Mania on August 9, 2000

Date: June 5, 2000

## **RECOMMENDATION:**

It is recommended that the City Council approve the following:

1. Authorization to enter into a license agreement with House of Blues/Hewitt/Silva for the presentation of Summer Music Mania Concert & Television Show on August 9, 2000.
2. Direct the City Attorney to prepare an ordinance to suspend Sections 9.36.220 (amplification sound regulations), and 9.36.230 (general noise sources) of the Pasadena Municipal Code from 5:00 p.m. to 9:00 p.m. on August 8, 2000 for a sound check and from 5:00 p.m. to 10:30 p.m. on August 9, 2000 for the presentation of the concert/television show.

## **BACKGROUND:**

The Rose Bowl has an opportunity to host a unique event at our facility – Music Mania. Music Mania is a television show that will be a concert. The event will be taped and aired this fall on Fox Television Network. The bands that will be featured include: 'N Sync, Britney Spears, Christina Aguilera and others. The event will be targeting an 8-18 year old audience.

The event would begin at 5:00 p.m. and conclude no later than 10:30 p.m. It is scheduled to end prior to 10:00 p.m., however the promoter is requesting a 30 minute time cushion in the event there are any delays to the production of the event.

Expected attendance will be 25,000 – 30,000 attendees. The average ticket price will be \$35. This would be the second time this activity has occurred. In 1999, it occurred at Coors Amphitheatre in San Diego, with an attendance of 16,000. The promoter will also provide 500 complimentary tickets for the benefit of youth in Pasadena.

The stage will be located in the mid field area of the Rose Bowl and playing to the south end of the stadium (same presentation as Lilith Fair).

Staff will seek approval to suspend the Pasadena Municipal Code sections 9.36.220 (amplification sound regulations) and 9.06.230 (general noise sources) of the Pasadena Municipal Code from 1:00 pm – 8:00 p.m. on August 8<sup>th</sup> for sound checks and from 5:00 p.m. – 10:30 p.m. on August 9<sup>th</sup> for the event.

The following highlight the deal points for the Music Mania Event:  
(No less than the following economic return for the Rose Bowl)

1. The RBOC will receive admissions tax revenue of \$1.09 per attendee.
2. The RBOC will receive a flat rental rate of \$200,000.
3. The RBOC will retain 100% of its concession revenue, estimated to be \$35,400 to \$42,480.
4. The RBOC will retain 100% of its parking revenue, estimated to be \$52,950 to \$67,950.
5. Novelty income that the RBOC would receive is to be determined.

<b>ATTENDANCE</b>	<u>25,000</u>	<u>30,000</u>
<b>ADMISSION TAX</b>	<b>\$27,250</b>	<b>\$32,700</b>
<b>FLAT RENT</b>	<b>200,000</b>	<b>200,000</b>
<b>CONCESSION INCOME</b>	<b>35,400</b>	<b>42,480</b>
<b>PARKING</b>	<b>52,950</b>	<b>67,950</b>
<b>NOVELTY INCOME</b>	<b>TBD</b>	<b>TBD</b>
<b>TOTAL REVENUE</b>	<u><b>\$315,600</b></u>	<u><b>\$343,130</b></u>
<b>TOTAL EXPENSES</b>	<u><b>(143,761)</b></u>	<u><b>(143,761)</b></u>
<b>NET INCOME</b>	<u><u><b>\$171,839</b></u></u>	<u><u><b>\$199,369</b></u></u>

## 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 3.32.370 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.

On September 18, 1995, the City Council authorized three (3) specified Los Angeles Galaxy Major League Soccer events to be considered displacement events above the twelve (12) allowed by the Arroyo Seco Ordinance, resulting in a total of fifteen (15) permitted displacement events in a calendar year.

In order to be acceptable the City Council must find that each additional permitted event meets all of the following requirements “ ”.

1. “The additional event represents a unique opportunity that will enhance the stature of the Rose Bowl.” This is a unique opportunity for the Rose Bowl and City of Pasadena to entertain a community that has not necessarily attended other events at the Rose Bowl. It is anticipated that the attendees will be primarily pre-teen and teenagers and with the exception of the ‘N Sync Concert, there has not been activities at the Rose Bowl targeting this young of an audience. In addition, this event will be televised nationally on Fox television network which would provide visibility for the Rose Bowl and Pasadena to millions of viewers.
2. “The revenue generating potential from the additional event justifies its consideration.” It is estimated that this event will generate approximately \$200,000 (figures based on attendance). The revenue from this concert will be considerable and it will be one of the most significant revenue generating dates of the year at the Rose Bowl.
3. “It is anticipated that this event will not create undue conflicts with Arroyo Seco activities taking place at the same time.” Staff will work closely with the Parks and Natural Resources Department, as well as the Pasadena Police Department to best control the displacement of other activities in the Arroyo Seco. Due to the attendance being anticipated at 25,000 – 30,000 there will be enough flexibility in terms of space available to work with Parks and Natural Resources and other activities that will enable activities to occur simultaneously if necessary.
4. “The event does not impose undue adverse impacts on the surrounding residential area.” Planning and preparation will be attempted 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. Due to the anticipated attendance 25,000 – 30,000 there is ample parking available at the Rose Bowl. In the event that attendance exceeds 30,000 then barricades will be set up throughout the neighborhoods. Neighborhood notification will be mailed at least thirty (30) days prior to the event.

This event will be the 18<sup>th</sup> displacement event scheduled for the 2000 calendar year. Existing allocated displacement events include: Rose Bowl Game, U.S. vs. Iran (soccer), July 4<sup>th</sup> event, 6 Galaxy games, 7 UCLA games.

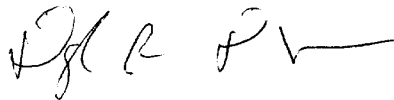
**ENVIRONMENTAL IMPACT**

The environmental impact of three additional Rose Bowl displacement events in the calendar year 2000 was analyzed in the Mitigated Negative Declaration "Rose Bowl: Three Additional Displacement Events for 2000" adopted by the City Council on March 6, 2000. The 'N Sync concert is the first of the three additional displacement events; the Music Mania Event would be the second. The impacts of the license agreement with House of Blues/Hewitt/Silva for the presentation of Summer Music Mania Concert & Television Show on August 9, 2000 and of waiving the Noise Ordinance for this concert are covered by this mitigated Negative Declaration. This document states that each of the three additional events would have to apply for a waiver or exemption from the Noise Ordinance. The mitigated Negative Declaration also states that "Since the three additional events would be similar in character to prior events for which no widespread complaints were received, no significant impact is anticipated with proposed mitigation." The proposed mitigation adopted by the City Council is Mitigation Measure 7. This measure states that "For each concert the RBOC shall review speaker distribution in order to optimize sound distribution to attendees and minimize noise to the surrounding community."

**FISCAL IMPACT:**

This activity would be the first of two "unscheduled events" being proposed in the RBOC's FY 2001 budget that would enable the RBOC to meet its goal of generating \$9.4 million in total revenue for FY 2001.

Respectfully submitted,



 Daniel Castro  
President

Prepared by:



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