

Agenda Report

November 22, 1999

TO: City Council

FROM: The Rose Bowl Operating Company (RBOC)

SUBJECT: Rose Bowl Stadium Use Plan Options

RECOMMENDATION:

There is no recommendation. This item is for your review and comment.

BACKGROUND:

The Arroyo Seco Subcommittee of the RBOC, in conjunction with Cotton/Beland Associates (CBA), has been working on a strategy plan for the operation of the Rose Bowl Stadium. The Strategy Plan is intended to be a long-term program for use of the Rose Bowl Stadium and lands under the jurisdiction of the RBOC. In preparing this plan, the RBOC conducted neighborhood meetings to solicit comments, input and suggestions from neighbors of the stadium and other residents of the City. The plan is now in the final stages of completion, with the overall stadium use plan being the final element to be added to the project.

Recently, the Arroyo Seco Subcommittee, CBA and Rose Bowl Staff prepared a stadium use chart that outlines the events held at the stadium along with the associated revenue generated and potential impacts to the surrounding neighborhoods. This chart will be used to determine the appropriate mix of events to be held at the stadium.

Points to consider when selecting the mix of events to schedule at the Rose Bowl:

- *In order to meet operational expenses only, the stadium must generate at least \$5,000,000.*
- *Does a specific mix produce significant impacts on the surrounding neighborhood?*
- *Can a specific mix of events be secured on a regular (annual) basis?*
- *Is there a specific milestone or target that the Mayor and the City Council would like to see the stadium achieve?*


The list below is designed to enable the RBOC and the City Council to decide the best mix of events for the future use of the Rose Bowl Stadium, taking into account impacts, revenue, and future needs and opportunities for the stadium.

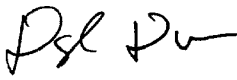
EVENT	REVENUE	ATTENDANCE	TRASH	TRAFFIC 25K+YES 25K-(NO)	NOISE	USE OF AREA H & GOLF COURSE
Football -College- (6 Games)	\$1 Mil/year \$200k/game	50k	No	Yes	No	Yes/yes
Football Rose Bowl Game	\$500k	90k	No	Yes	No	Yes/yes
Soccer-MLS (20 Games)	\$200k/year \$10k/game	14k*	No*	No*	No*	No*/no*
Soccer-Int'l (2 games)	\$150k/year \$75k/game	30k	No	Yes	No	Yes/no
Concerts Small (One)	\$50k	20k	No	No	Yes	No/no
Concerts Large (One)	\$184K	66k	Yes	Yes	Yes	Yes/yes
Motor Sports** (one)	\$150k	25k	No	No	Yes	Yes/no
Flea Market (12 Events)	\$700k/year \$60k/event	15k	No	No	No	Yes/no
Minor Events (Car Shows, Filming)	\$5-\$10k/event 60k per year	N/A	No	No	No	No/no
*JULY 4 TH - "YES"						
**EVENT PREPARATION						

FISCAL IMPACT:

None.

Respectfully submitted by,


 for Daniel Castro
 President


 Darryl Dunn
 General Manager