

Agenda Report

December 16, 2002

TO: City Council through Ed Tech
FROM: Rose Bowl Operating Company
SUBJECT: Proposed "Wango Tango" concert at the Rose Bowl on May 17th 2003.

Recommendation

It is recommended that the RBOC approve and recommend to the City Council:

1. Authorize an amendment to Agreement No. with Clear Channel Communications for the hosting of the 2003 "Wango Tango" concert on May 17th 2003.
2. Make the required finding, pursuant to Arroyo Seco Ordinance Section 3.32.270, to authorize the presentation of concerts to be held at the Rose Bowl as displacement events.
3. Direct the City Attorney to prepare an ordinance to suspend Sections 9.36.220 (Amplified Sound – Regulations), and 9.36.230 (General Noise Sources) of the Pasadena Municipal Code (PMC) from 12:00 to 10:00 P.M. on Friday, May 16, 2003 for a sound check and 12:00 P.M. to 11:00 P.M. on Saturday, May 17th, 2003 for the presentation of the concert.

Background

On January 7, 2002 the City Council approved a one-year contract with Clear Channel Communications for the staging of "Wango Tango," which is Southern California's largest outdoor pop concert. The agreement enabled Clear Channel to have a one-year option at its discretion for a show in 2003.

Last year on June 15th, Will Smith and Rick Dees served as hosts. Other artists who participated in last summer's event include Aerosmith's Steven Tyler, Alanis Morissette, Marc Anthony, No Doubt, Vanessa Carlton and Celion Dion among others.

In 2002, this event was for 1 day and lasted approximately 12 hours drawing a crowd of 46,199 with the RBOC netting just under \$160,000.

The upcoming show will also be for 1 day and last approximately only 10 hours. It is estimated that it will draw between 45,000 to 55,000 attendees and with the new deal points generate approximately \$171,000 to \$225,000 (Net) for the RBOC. This will help the RBOC meet its operating budget for fiscal year ending June 30, 2003.

Following are deal points for both the upcoming concert and the past concert:

	<u>17-May-03</u>	<u>15-Jun-02</u>
• Rent (License Fee)	Sliding Scale	Flat
<u>Attendance</u>		
45,000	\$160,000	\$130,000
50,000	\$150,000	\$130,000
55,000	\$140,000	\$130,000
65,000	\$130,000	\$130,000
• Admission Tax (on all tickets less RBOC comps.)	\$1.19	\$1.16
• Premium (per head over 50k in attendance)	\$1.00	\$1.00
• Concession Income - Net	100% to RBOC	100% to RBOC
• Novelty Income (1/2 of 10% to Volume Services)	10% of Gross Sales	10% of Gross Sales
• Parking Income - Net	100% to RBOC	100% to RBOC

• Press Box Catering - Net	100% to RBOC	100% to RBOC
• Area "H" Concessions – Net	100% to Promoter	100% to RBOC
• Luxury Suites - # of complimentary Suites to promoter	4	3
• Length of Show	10 hours ending at 10:30 P.M.	10 hours +
• Hourly Fee past 10 hour show	\$25,000	\$0

The 2-year Mitigated Declaration was approved by the City on 8/14/2000, and provided for an environmental review that increased the number of major events to 25 per year.

Staff will seek approval to suspend the Noise Restrictions Ordinance sections 9.36.220 (Amplified sound – Regulations) and 9.06.30 (General Noise Sources) of the Pasadena Municipal Code.

The request is from 12:00 P.M. to 10:00 P.M. for sound checks on Friday, May 16, 2002 and from 12:00 P.M. to 11:00 P.M. on Saturday, May 17, 2002 for the performance of the concert.

Displacement Events

The Arroyo 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 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.

During the calendar year 2003 the following are expected to be displacement events:

- The Tournament of Roses
- 6 UCLA football games
- July 4th activity

Environmental Impact

As mentioned above, the 2-year Mitigated Declaration was recently approved by the City on 8/14/2000, and provided for an environmental review that increased the number of major events to 25 per year.

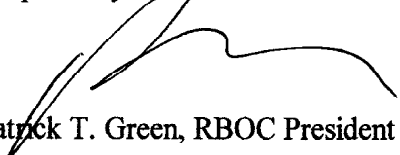
This study found possible environmental impacts in the areas of Water Quality, Air Quality, Transportation and Circulation and Noise. Water Quality would be impacted if an event requiring grading takes place, such as a World Supercross Series (motorcycles). The Initial Study and Mitigated Declaration contain mitigation measures for water and air quality, transportation and circulation and noise.

Suspending Sections 9.36.220 (amplification sound regulations) and 9.36.230 (general noise sources) of the Noise Restrictions Ordinance of the Pasadena Municipal Code (PMC) is categorically exempt from the California Environmental Quality Act (CEQA) under CEQA Guidelines Section 15323 Normal Operations of Facilities for Public Gatherings.

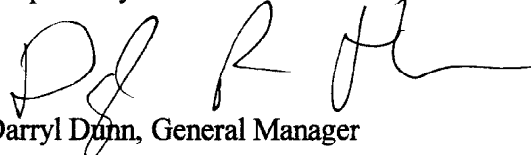
Fiscal Impact

Please see the attached matrix pertaining to various attendance levels for the proposed "Wango Tango" Concert.

Respectfully Submitted:


Patrick T. Green, RBOC President

Prepared by:


Darryl Dunn, General Manager