

# Agenda Report

February 23, 2004

**TO:** City Council

**FROM:** Rose Bowl Operating Company

**SUBJECT:** Proposed Wango Tango Concert at the Rose Bowl on May 15, 2004 and a second performance in 2005 on a date to be determined

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Authorize a license agreement with Clear Channel Communications for the hosting of the 2004 "Wango Tango" concert on May 15, 2004. This agreement will also provide a guarantee for the return of "Wango Tango" on a date to be determined in 2005.
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 9:00 PM on Friday May 14, 2004 and 11:00 AM to 3:00 PM on Saturday, May 15, 2004 for a sound check and from 3:00 PM to 11:00 PM for the presentation of the concert.
4. Approve 25 displacement events at the Rose Bowl in 2004.
5. Direct the City Clerk to file a Notice of Determination with the Los Angeles County Recorder and the State Clearinghouse.

## **BACKGROUND:**

For the third and fourth consecutive year, the Rose Bowl has the opportunity to stage the "Wango Tango" concert, Southern California's largest outdoor pop concert. Clear Channel Entertainment also promotes the Independence Day event at the Rose Bowl on July 4<sup>th</sup>.

Last year on May 17<sup>th</sup>, artists who participated in "Wango Tango" included Christina Aguilera, Lisa Marie Presley and J. C. Chazez of 'N Sync fame. This concert also included special performances by Carlos Santana, KISS and Sting.

In 2003, this event was for one day and lasted approximately 10 hours drawing a crowd of 42,550 with the RBOC netting just under \$165,000.

The upcoming show will also be for 1 day and will last approximately two hours less than last year's concert. RBOC staff estimates that this event will draw between 45,000 to 55,000 attendees and with the new deal points generate approximately \$168,000 to \$240,000 (Net) for the RBOC. This will help the RBOC meet its operating budget for the current fiscal year ending June 30, 2004.

**Deal points**

Following are the business deal points:

	<u>15-May-04</u>	<u>17-May-03</u>	<u>15-Jun-02</u>
• Rent (License Fee)	\$125,000	\$160,000	\$130,000
• Admission Tax (on all tickets less RBOC comps.)	\$1.21	\$1.19	\$1.16
• Premium (per head over 50K in attendance)	\$1.00	\$1.00	\$1.00
• Concession Income – Net	100% to RBOC	100% to RBOC	100% to RBOC
• Novelty Income (1/2 of 10% to Centerplate, RBOC's concessionaire)	10% of Gross Sales	10% of Gross Sales	10% of Gross Sales
• Parking Income (Net)	\$15. per car 100% to RBOC	\$15. per car 100% to RBOC	\$15. per car 100% to RBOC
• Press Box Catering (Net)	100% to RBOC	100% to RBOC	100% to RBOC
• Area "H" Concessions (Net)	100% to Promoter	100% to Promoter	100% to RBOC

• Luxury Suites - # of complimentary suites to promoter	8	4	3
• Length of Show	8 hours ending at 11:00 P.M.	10 hours ending at 11:00 P.M.	10 hours +
• Hourly Fee past scheduled show length	\$25,000	\$25,000	\$0

**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 an calendar year except with the authorization of the City Council.

During the calendar year 2004, the following are expected to be displacement events:

- Rose Bowl Game
- 6 UCLA Football Games
- 5 Billy Graham events (July 29 – August 1)

In order to be acceptable, the City Council and the RBOC must find that each additional permitted events meets all of the following requirements:

1. “The additional event represents a unique opportunity that will enhance the stature of the Rose Bowl.” Wango Tango is considered to be a lucrative concert event and is an opportunity for the Rose Bowl and the City of Pasadena to send a message to concert promoters that the Rose Bowl is a competitive and viable venue. This event will provide the Rose Bowl and Pasadena with extensive publicity throughout Southern California leading up to and during the concert.
2. “The revenue generating potential from the additional event justifies its consideration.” It is estimated that this event will directly generate at least \$210,000 for the RBOC. Adding to this economic impact is the portion of sales tax that will revert back from the State of California to the City of Pasadena and the employment opportunities that will be created as a result of this event.
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 Division of the City of Pasadena’s Public Works

Department, 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 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. Neighborhood notification will be provided at least thirty (30) days prior to the event.

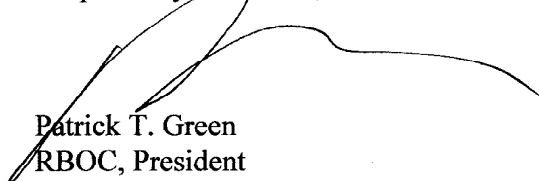
### **Environmental Impact**

The Master Environmental Impact Report for the Arroyo Seco Master Plans analyzes potential impacts that could result from 25 events at the Rose Bowl. The City Council certified the MEIR for the Arroyo Seco Master Plans on April 14, 2003. The project is consistent with the environmental analysis in the MEIR.

### **FISCAL IMPACT**


Please refer to the attached matrix pertaining to various attendance levels for the proposed "Wango Tango" concerts.

Respectfully submitted,



Patrick T. Green  
RBOC, President

Prepared By:



Darryl Dunn  
General Manager