



# Agenda Report

January 26, 2004

TO: City Council

FROM: Rose Bowl Operating Company (RBOC)

SUBJECT: License agreement with Greater Los Angeles Billy Graham Crusade (Crusade)

## **RECOMMENDATION:**

It is recommended that the City Council approve:

1. Approve a License Agreement with Greater Los Angeles Billy Graham Crusade for the following dates:

July 29, 2004	7:30 p.m. – 10:00 p.m.
July 30, 2004	7:30 p.m. – 10:00 p.m.
July 31, 2004	10:00 a.m. – 12:30 p.m.
July 31, 2004	7:00 p.m. – 10:00 p.m.
August 1, 2004	7:00 p.m. – 10:00 p.m.

2. Direct the City Attorney to prepare an ordinance suspending the Noise Ordinance on the following dates and times:

July 28 (Wed.)	7:00 p.m. – 9:30 p.m. (rehearsal for choir, in conjunction with the above event)
July 29, 2004	7:30 p.m. – 10:00 p.m.
July 30, 2004	7:30 p.m. – 10:00 p.m.
July 31, 2004	10:00 a.m. – 12:30 p.m.
July 31, 2004	7:00 p.m. – 10:00 p.m.
August 1, 2004	7:00 p.m. – 10:00 p.m.

3. Acknowledge that the CEQA Guidelines (Section 15323) exempt operations of facilities for public gatherings from further CEA review;
4. Direct the City Clerk to file a Notice of Exemption with the Los Angeles County Recorder.

**BACKGROUND:**

An invitation has been extended to Evangelist Billy Graham to hold a major Crusade at the Rose Bowl July 29-August 1, 2004. Leaders from Los Angeles include Dr. Lloyd Ogilvie, former pastor of First Presbyterian Church of Hollywood and Chaplain to the U.S. Senate; Dr. Jack Hayford, pastor of Church on the Way in Van Nuys and trainer of Pastors nationwide; and leading African American pastor of Faithful Central Bible Church, Dr. Kenneth Ulmer.

In seven months of preparing for the Greater Los Angeles Billy Graham Crusade at least 1000 churches will provide 25,000 volunteers—ushers, counselors, choir members, Bible Study leaders, etc—to assist in the preparations, the four day Crusade and the follow-up that takes place after the Crusade is over.

One purpose of the Crusade is to gather as many people as possible at the Rose Bowl, July 29-August 1, 2004, to hear the historic Gospel presented in song by special guest artists and a seven thousand voice choir and then the spoken word by Billy Graham. Mr. Graham will share a simple message of peace and life found only through a personal relationship with Jesus Christ. This is a biblical message, which Mr. Graham has shared around the world for nearly sixty years to over 210 million people live in more than 185 countries. Mr. Graham has conducted 415 crusades in his lifetime. The Crusades are culturally relevant and age appropriate to reach across five generations. On Saturday, July 31 the programming will be geared for children between the ages of 3-11 in the morning while that evening top Christian contemporary bands will perform for attendees, followed by a message by Billy Graham.

The attendance projections for each event are as follows:

Thursday, July 29	40,000 - 50,000
Friday, July 30	50,000 - 60,000
Saturday, July 31 (morning)	30,000 - 40,000
Saturday, July 31 (evening)	80,000 plus
Sunday, August 1	80,000 plus

It should be noted that in May, 2002, similar Crusade events were held in San Diego's Qualcomm stadium, capacity 67,000, for a similar 4 day, 5 show time periods. More than 270,000 people attended those events. The capacity of Qualcomm Stadium is 67,000.

### Traffic

Rose Bowl staff will work very closely with the Pasadena Police Department to develop a traffic management plan that will mitigate the traffic impact for the events, which is expected to be heavy. In particular, a traffic management plan will be implemented that addresses and will recognize commuter traffic on both July 29 and July 30. Due to expected very large crowds on Saturday July 31 (evening performance) and Sunday August 1, a shuttle bus operation will be implemented (similar to the shuttle bus operation for both UCLA and the Rose Bowl Game).

### Noise Analysis

Although a noise ordinance suspension is being requested, the Crusade is focused primarily on speeches, with some musical performances. The impact is not expected to be nearly as significant from a noise perspective, as would be a rock concert.

It should be noted that each performance is two hours in length, with the majority of that time being speeches rather than music. It is expected that music will comprise of 45 minutes for each show, with the exception of Saturday evening, where 75 minutes will consist of music that will comprise the performance.

### Deal points

The business deal points are as follows:

The Crusade will pay up to \$170,000 in expenses (estimate expenses to be \$170,000) directly to the RBOC. In addition, Billy Graham Crusade, will provide staffing for ushers, customer service representatives and stagehands.

It should be noted that the RBOC has the authority to approve the License Agreement for these events. Since further City Council is required, it is requested that the City Council ratify the RBOC's action related to the staging of the events.

### Concessions

RBOC will keep all concessions (food and beverage) revenue, estimated to be \$190,000.

### Parking

RBOC will keep all parking revenue (cars \$10, buses, \$30), estimated to be \$342,400.

### Rent

If attendance (based upon turnstile count) is under 300,000 people, the Crusade will pay rent of \$2.00 per person, however if attendance is 300,000 or above there will be no charge for rent. For example, if 270,000 people attend the event, the Crusade will pay

rent of \$60,000. The maximum rental fee is \$100,000. It should be noted that rent payment can not exceed \$100,000.

Environmental

The proposed Crusade events will be the 8<sup>th</sup> – 12<sup>th</sup> major Rose Bowl events for 2004. Since the Arroyo Seco Ordinance provides the Rose Bowl the opportunity to stage up to 12 major events per year, these events will fall within the scope of the ordinance. Currently the other events scheduled in 2004, include 6 UCLA games and the 2004 Rose Bowl Game. The CEQA Guidelines (Section 15323) exempt operations of facilities for public gatherings from further CEQA review.

Community Outreach

RBOC staff will send multiple notifications to residents adjacent to the Rose Bowl. In addition, staff will contact affected neighborhood associations, provide notice via all city resources and the Rose Bowl's web site. In addition, this event is expected to receive significant publicity leading up to the events, which will also provide the community advance notice of the events.

**FISCAL IMPACT:**

It is projected that the proposed events Crusade will net the RBOC approximately \$532,400. for Fiscal Year 2005.

Prepared By,



Darryl Dunn  
General Manager

Respectfully submitted,



Patrick T. Green  
RBOC President