



# Agenda Report

July 25, 2005

**TO:** Pasadena City Council  
**FROM:** Darryl Dunn, General Manager  
**SUBJECT:** Proposed Drum Corps International World Championship at the Rose Bowl in August 2007.

## RECOMMENDATION

It is recommended that the City Council:

1. Approve a license agreement with Drum Corps International for the hosting of its 3-day International World Championship at the Rose Bowl Stadium from August 9<sup>th</sup> to August 11<sup>th</sup>, 2007;
2. Direct the City Attorney to prepare an ordinance suspending the Noise Ordinance on the following dates and times:

August 10<sup>th</sup>, 2007 (Friday) 3:30 P.M. to 10:30 P.M.

August 11<sup>th</sup>, 2007 (Saturday) 4:00 P.M. to 11:00 P.M.

## BACKGROUND

Drum Corps International (DCI) is a nonprofit youth organization serving junior drum and bugle corps around the globe. DCI is heir to a uniquely American activity that had its beginnings after World War I, when veterans formed drum and bugle corps to perform in parades as a way to celebrate patriotism. Beginning in 1972, DCI has developed into a youth activity with artistic and organizational influence on the world's drum and bugle corps and marching bands. Celebrating more than three decades of service, DCI has amassed an illustrious history. The organizations thirty-one World Championships in 16 cities have provided entertainment to millions through direct attendance and telecasts on public television. Additionally, through various regional events DCI has brought the drum corps experience to thousands more throughout North America.

DCI's primary focus is not competition, however, but rather to offer positive experiences to thousands of youth between the ages of 14 and 22 -- life-enhancing, character-building experiences, including the pure joy of learning and playing music, the exhilaration of achievement, and the thrill of performing before thousands of cheering fans time and again.

The RBOC has the unique opportunity to host DCI's 35<sup>th</sup> anniversary World Championship competition and the first to be held in California. In the past this event has been held in such venues as the Citrus Bowl, the Gator Bowl, Disneyworld, the Alamo Dome, the RCA Dome, Invesco Field at Mile High Stadium in Denver, and Foxboro Stadium in Boston. The RBOC competed with venues in Northern California and Qualcomm Stadium in San Diego on this event.

Last August, the Rose Bowl played host to a smaller, one-day DCI event, which attracted 8,315 attendees. The proposed event would span 3 consecutive days, with each day's show lasting approximately 7 to 9 hours. RBOC staff estimates that this event will generate the following attendance and net income numbers:

<u>Day</u>	<u>Attendance</u>	<u>Net Income</u>	<u>Event Times</u>
Thursday	10,000	\$40,000	12:45 P.M. – 10:00 P.M.
Friday	14,000	\$51,000	3:30 P.M. – 10:30 P.M.
Saturday	<u>22,000</u>	<u>\$86,000</u>	4:00 P.M. – 11:00 P.M.
Total	<u>46,000</u>	<u>\$177,000</u>	

Following are the business deal points:

- Rent \$1.00 per attendee
- Concession Income 100% of net amount to the RBOC
- Parking Income \$10. per car, \$30 per bus  
100% of net amount to the RBOC
- Stadium Expenses 100% reimbursable by promoter

### **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.

**Environmental Impact**

The daily attendance of the proposed “DCI World Championship” is such that it will not be deemed a major event or displacement event pursuant to the Arroyo Seco Ordinance. However, since day two of the event will extend beyond 10:00 P.M., a waiver of the noise ordinance is being requested. The impacts of suspending Pasadena Municipal Code Sections 9.36.220 and 9.36.230 are categorically except from the California Environmental Quality Act (CEQA) under CEQA guidelines section 15323: Normal Operations of Facilities for Public Gatherings.

**Community Outreach**

RBOC staff intends to send 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. Further, this event is expected to receive significant publicity, which will also provide the community advance notice of the events.

In addition, a host committee will be formed to assist DCI with local needs and to become ambassadors for the 2007 World Championships.

**FISCAL IMPACT**

Please refer to the attached matrix pertaining to projected daily attendance levels by for the proposed “DCI World Championship”.

It should also be noted that this proposal was done in conjunction with the Pasadena Center Operating Company, as hotel rooms and convention space are needed for the event. DCI is currently contracting 4,162 hotel room nights in Pasadena.

Respectfully Submitted:



Edward Garlock,  
President

ROSE BOWL OPERATING COMPANY  
 DRUM CORPS INTERNATIONAL  
 AUGUST 2007, 3 DAYS (THURSDAY THRU SATURDAY)

\* SUMMARY \*

		THURSDAY	FRIDAY	SATURDAY	TOTAL
		10,000	14,000	22,000	46,000
<b>ATTENDANCE</b>					
	<u>Price</u>				
<b>RENT</b>	\$1.00	\$10,000	\$14,000	\$22,000	\$46,000
<b>CONCESSION INCOME</b>					
CENTERPLATE	GROSS \$2.21 100%	22,100	30,940	48,620	101,660
RBOC	NET \$0.78 35.4%	7,823	10,953	17,211	35,988
<b>PARKING INCOME</b>	<u>Price</u> \$10.00	21,862	26,308	46,802	94,972
<b>SUITE INCOME</b>		TBD	TBD	TBD	TBD
<b>NOVELTY INCOME</b>	NET = GROSS LESS SALES TAX	TBD	TBD	TBD	TBD
REIMBURSABLE EXPENSES (DOES NOT INCL. TRAFFIC COSTS)		40,870	49,665	69,196	159,730
<b>TOTAL REVENUE</b>		<b>\$80,655</b>	<b>\$100,926</b>	<b>\$155,209</b>	<b>\$336,689</b>
<b>FACILITY EXPENSES (NOT INCL. FIELD DAMAGE)</b>		(40,870)	(49,665)	(69,196)	(159,730)
<b>NET INCOME</b>		<b>\$39,685</b>	<b>\$51,261</b>	<b>\$86,013</b>	<b>\$176,959</b>