

Agenda Report

February 11, 2013

TO: Honorable Mayor and City Council

FROM: Director of Finance

**SUBJECT: ANNUAL ADJUSTMENTS TO THE ROSE BOWL ADMISSION TAX,
THE GRANDSTAND SEAT SURCHARGE, AND THE GRANDSTAND
PERMIT APPLICATION**

RECOMMENDATION:

It is recommended that the City Council approve the scheduled rate increases effective February 11, 2013 for the Grandstand Permit Application, the Rose Bowl Admission Tax, and the New Year's Day Related Business Grandstand Seat Surcharge as set forth in the body of this report.

BACKGROUND:

Pursuant to Pasadena Municipal Code Section 1.08.060 the Rose Bowl Admission Tax, the Grandstand Seat Surcharge, and the Grandstand Permit Application Fee are to be adjusted on February 1st of each year by an amount equal to the change in the Consumer Price Index (CPI) for the Los Angeles-Riverside-Orange County metropolitan area for the preceding 12 month period ending October 1st. The February 1st deadline was inadvertently missed therefore, it is recommended the rates increase effective February 11, 2013. The change in CPI for all urban consumers in the Los Angeles Riverside-Orange County metropolitan area was 2.18 percent between October 1, 2011 and October 1, 2012; accordingly, it is proposed that the Rose Bowl Admission Tax, the Grandstand Seat Surcharge, and the Grandstand Permit Application Fee be increased by a like amount as indicated on the following page.

Municipal Code Section 4.48.040 – Rose Bowl Admission Tax

	Current Rate	Proposed Rate	
Tax on first dollar of ticket price	\$0.08	\$0.08	*
Charge per each additional \$1.00 or fractional part of a dollar on ticket price exceeding \$1.00	\$0.11	\$0.11	*
Maximum rate	\$1.55	\$1.58	

*CPI increase results in a change of less than one half of one cent; therefore, the rate does not change.

This tax is levied upon every ticket for admission to the Rose Bowl.

Municipal Code Section 5.16.070-B – New Year’s Day Related Business

Grandstand Seat Surcharge (per seat)

Current Rate	Proposed Rate
\$5.35	\$5.46

This is a special business license tax levied upon every vendor engaged in the business of selling seats for viewing the Tournament of Roses Parade.

Municipal Code Section 3.12.040 – Grandstand Permit Application

	Current Rate	Proposed Rate
Per Seat	\$0.66	\$0.67
Minimum	\$39.73	\$40.59

This fee is charged for each seat in each grandstand designed or used for seating for a person viewing the Tournament of Roses Parade.

COUNCIL POLICY CONSIDERATION:

The City Council's strategic planning goal of maintaining fiscal responsibility and stability will be advanced by updating the CPI increases for the Rose Bowl Admission Tax, the Grandstand Seat Surcharge, and the Grandstand Permit Application Fee.

FISCAL IMPACT:

Implementation of the proposed rate adjustments would increase estimated revenues for FY 2014 in the New Year's Day Event Fund by \$6,500 (6030/6183-106-952510) and \$6,000 in additional revenue for the Rose Bowl Operating Company.

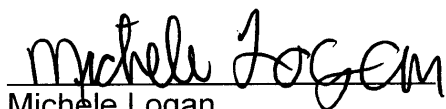
There is no fiscal impact to the budgeted appropriations as a result of this action nor will there be indirect or support cost requirements. The anticipated impact to other operational programs or capital projects as a result of this action will be none.

Respectfully submitted,



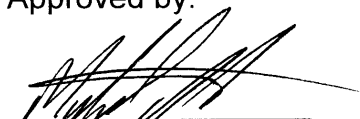
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