



# Agenda Report

July 13, 2015

TO: CITY COUNCIL

FROM: ROSE BOWL OPERATING COMPANY (RBOC)

SUBJECT: APPROVE THE FINDINGS IN ORDER TO HOST A POTENTIAL INTERNATIONAL SOCCER MATCH WITH SOCCER UNITED MARKETING (SUM) ON FRIDAY, OCTOBER 9, 2015.

## **RECOMMENDATION:**

1. Find that the license agreement and permit proposed herein is categorically exempt under California Environmental Quality Act (CEQA) Guidelines Section 15323 (Normal Operations of Facilities for Public Gatherings);
2. Make the findings required by Pasadena Municipal Code Section 3.32.270 to authorize the match proposed on October, 9, 2015 as a displacement event (#14); and
3. Direct the City Clerk to file a Notice of Exemption within 5 days.

## **BACKGROUND:**

The Rose Bowl has had a tremendous history of hosting international soccer at our venue, including the finals of both the men's and women's World Cups, as well as the Finals of the Olympics in 1984. Our historic landmark has also hosted national teams of United States, Brazil, and Mexico. In addition, the stadium hosted the Los Angeles Galaxy as a tenant from 1996-2002. In recent years, the Rose Bowl has hosted European Club teams, specifically Barcelona, Real Madrid, Chelsea, Inter Milan, and Manchester United.

The RBOC has been presented with an opportunity to host a potential match on Friday, October 9, 2015, and the Board of the RBOC has approved of this opportunity, contingent upon Council's approval as set forth herein. The match is contingent on the results of another soccer tournament that will take place (not at the Rose Bowl) in July of 2015. Based on the results of that tournament, there could be an opportunity for the

Rose Bowl to host a one match play in game that would result in the winning team advancing to another international soccer tournament. The promoter needs to have an agreement in place prior to the qualification tournament, as they will have little time to announce, promote, and plan a play in match, if it is needed, after the conclusion of their tournament in July.

If the match at the Rose Bowl takes place, attendance for the event is expected to be approximately 85,000.

Based on the deal points, it is anticipated that in excess of \$400,000 will be retained by the RBOC for the match. In addition, a traffic mitigation fund of \$50,000 will also be funded by the promoter due to the match occurring on a weekday.

The deal points for this match will also include language outlining a multi-match agreement with SUM that would incentivize them to bring other matches to the Rose Bowl in future years.

SUM is the most significant international soccer promoter in the United States. They are the marketing arm of Major League Soccer. The majority of major international soccer matches the Rose Bowl has hosted over the past 10 years have been in conjunction with SUM.

The following are revenue streams associated with the October match that are retained primarily by the RBOC in order to generate revenue for the organization:

- License Fee
- Admission Tax
- Concessions
- Parking
- Premium Seating
- Per ticket fee to the RBOC

For your reference this would be the 14<sup>th</sup> displacement event of 2015. The events approved to date are the following:

Rose Bowl Game

Air + Style (day one)

Air + Style (day two)

## Autism Walk

July 4

Barcelona vs. Galaxy

Kenny Chesney concert

UCLA Season (6 games)

### **ENVIRONMENTAL:**

State CEQA Guidelines Section 15323 exempts from CEQA review of “normal operations of facilities for public gatherings for which the facilities were designed, where there is a past history of the facility being used for the same or similar kind of purpose.” Stadiums are specifically enumerated as one of the types of activities covered by this exemption. The Rose Bowl Stadium has hosted numerous soccer games over its history. There is no indication that this soccer game will be any different in terms of environmental effects than any other soccer game hosted in the Bowl in the past. The Stadium is the quintessential facility for public gathering, and the RBOC and its staff are well versed in managing the impacts of its use for displacement events such that they are minimized to the maximum extent feasible.

### **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 approval of the City Council and upon making certain findings. Specifically, in order to stage additional Displacement Events, the City Council must, for each event, find that:

1. The additional event represents a unique opportunity that will enhance the stature of the Rose Bowl.
2. The revenue generating potential from the additional event justifies its consideration.
3. It is anticipated that this event will not create undue conflicts with Arroyo Seco activities taking place at the same time.
4. The event does not impose undue adverse impacts on the surrounding residential area.

Following are the rationales as to how the proposed additional Displacement Event proposed herein satisfies the requirements of the Municipal Code.

Finding 1: The Rose Bowl Stadium has a long history of hosting international soccer matches and tournaments. It is expected that this potential match will be one of the most important matches in US Soccer History.

Finding 2: It is anticipated that the RBOC will make in excess of \$400,000 from this match. This does not include the additional economic activity associated with the match that will benefit local businesses and therefore City tax revenue.

Finding 3: The event would be planned for a Friday evening and would result in minimal conflict with currently scheduled activities in the Arroyo. Staff will work closely with the Public Works, Police, and Human Services and Recreation Department staff of the City of Pasadena, as well as Kids Space Museum and Rose Bowl Aquatics Center, to minimize the impact the displacement event will have on other activities in the Central Arroyo Seco. In the event of potential scheduling conflicts, the RBOC will work with those involved to minimize the impact.

Finding 4: Planning and preparation will address the impact of this event to the surrounding neighborhoods. We anticipate that although traffic issues will be a major concern, being able to contact all the ticket buyers of this event and encourage car pools with financial incentives, shuttle services, use of public transportation and early arrivals will enable successful traffic management. Staff, including a RBOC contracted neighborhood Event Manager, will work closely with the fire, police department and neighborhood associations leading up to and during this event.

**FISCAL IMPACT:**

It is anticipated that the RBOC will generate in excess of \$400,000 from this event if it takes place. This event is also expected to result in a significant positive economic impact for the business community, especially hotels, restaurants, and retail outlets in the City. The RBOC will work with the Chamber of Commerce and Pasadena Center Operating Company staff to develop links on the Rose Bowl website and other opportunities to benefit the Pasadena business community.

Respectfully submitted,



Darryl Dunn  
General Manager