



Agenda Report

May 18, 2015

TO: City Council

FROM: Rose Bowl Operating Company (RBOC)

SUBJECT: Approval of findings in order to host "AmericaFest" on July 4, 2015

RECOMMENDATION:

It is recommended that the City Council:

- (1) Find that the event proposed herein is categorically exempt under California Environmental Quality Act (CEQA) Guidelines Section 15323 (Normal Operations of Facilities for Public Gatherings);
- (2) Make the required findings, pursuant to Pasadena Municipal Code Section 3.32.070, to authorize an additional Displacement Event at the Rose Bowl Stadium during calendar year 2015;
- (3) Direct the City Clerk to file a Notice of Exemption by May 22, 2015.

BACKGROUND:

The 4th of July celebration at the Rose Bowl has been a Pasadena tradition for the past 89 years. The goal each year has been to break even financially from this event, as it has been a priority to continue this community tradition for Pasadena and the Southern California region. Most years the event does turn a profit, however in 2013, it did lose approximately \$17,000 due to increased expenses associated with the event.

Each year developing a program that is entertaining, and provides a reason for the public to purchase tickets to enter the stadium and experience the show versus viewing the fireworks from outside the stadium, is a challenge, as the "star" of the event is the fireworks show. This year, the primary entertainment will be a Beatles tribute band, Liverpool Legends, who performed in 2014 with favorable

responses by the audience, as well as an Elvis impersonator. In addition, a motorcycle exhibition will be performed by TNT Riders, which has proven in past years to be popular with children and families, who comprise a significant portion of the crowd.

A key to promote the event is media partnerships, as the RBOC does not have a budget for this aspect of the event. Once again the primary partnership will be with KCBS/KCAL, as well as radio publicity, in addition to the Los Angeles Newspaper Group (Pasadena Star News). It is anticipated that a promotion with several radio stations, as well as with potentially additional media partners, will also be occurring.

Staff is also intending to partner with PyroSpectaculars, which has been providing fireworks at the Rose Bowl for more than 35 years. As previously mentioned, the reputation of "Americafest" and the fireworks celebration at the Rose Bowl is due primarily to the pyrotechnics. In addition, we intend to show a movie at the conclusion of the fireworks show this year. Staff believes this would both add an element that has not occurred previously, and also help with the management of traffic leaving the stadium at the conclusion of the fireworks. In recent years departing the Rose Bowl at the conclusion of fireworks has been extremely difficult, due in large part to the high numbers of people watching fireworks from outside the stadium fence line. Spreading out the departure times for those inside the stadium hopefully will improve the flow of traffic leaving the stadium.

To date in 2015, the RBOC has approved the following displacement events: UCLA season (6 games), Rose Bowl Game, Kenny Chesney, Barcelona, Autism Walk, Air + Style (2). July 4th would be the 13th displacement event of the calendar year.

ENVIRONMENTAL:

The attendance to this event inside the Stadium over the past four years has ranged from just under 19,000 to over 23,000, qualifying this as a major event. State CEQA Guidelines Section 15323 exempts from CEQA review the "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 events with spectators of over 20,000 throughout its history and this event specifically for 89 years. There is no indication that this event will be any different in terms of impacts than any other similar event staged in the Bowl in the past.

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: This event will continue one of Pasadena's great traditions of hosting July 4th at the Rose Bowl, which will be the 89th annual event, and is recognized as one of the most significant July 4th celebrations on the West Coast.

Finding 2: Although this event may not generate significant revenue, overall it has been positive financially for the RBOC over the past several years. According to Paul Little, President of the Pasadena Chamber of Commerce, the July 4th celebration at the Rose Bowl does bring in people throughout the area, so it has some economic impact on our local businesses; although the major impact of having July 4th at the Rose Bowl is that it attracts a lot of very positive attention to Pasadena and the Bowl. The publicity and coverage help to bolster Pasadena's reputation as a travel destination.

Finding 3: The events would be planned for a Saturday, which is also a national holiday, resulting in minimal conflict with current activities scheduled.

Finding 4: Planning and preparation will address and prepare for the impact of this event to the surrounding neighborhoods. July 4th is traditionally a date that many neighbors have parties at their homes, and staff will work closely with the fire, police department and neighborhood associations in preparation for this event.

FISCAL IMPACT:

The goal of Americafest is to net \$25,000 (prior to sponsorship allocation)

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'D R Dunn', with a long horizontal flourish extending to the right.

Darryl Dunn

General Manager