



# Agenda Report

May 8, 2017

**TO:** Honorable Mayor and City Council  
**FROM:** Rose Bowl Operating Company (RBOC)  
**SUBJECT:** Approval to host "AmericaFest" on July 4, 2017

**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 finding, pursuant to Pasadena Municipal Code Section 3.32.270, to authorize the presentation of the proposed event to be held at the Rose Bowl as the 17<sup>th</sup> displacement event of 2017.

**BACKGROUND:**

The 4<sup>th</sup> of July celebration at the Rose Bowl has been a Pasadena tradition for the past 90 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. The RBOC Board approved the event after detailed discussion regarding the financial impacts, however final approval is contingent upon the City Council action proposed herein.

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. This year is the 50<sup>th</sup> anniversary of the release of Sargent Pepper's Lonely Hearts Club Band album, and staff believes this will provide positive publicity leading up to the event. In addition, it is expected that 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 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 approximately 40 years. As previously mentioned, the reputation of "Americafest" and the fireworks celebration at the Rose Bowl is due primarily to the pyrotechnics. The fee for PyroSpectaculars is similar to the past few years, which is \$80,000 plus \$1.00 per ticket scanned. The incentive has worked out favorably over the past several years, as this has provided PyroSpectaculars with an incentive to promote the 4<sup>th</sup> of July event at the Rose Bowl. Such promotion typically includes a press conference each year at Brookside Golf Course, as well as numerous media and publicity opportunities provided by PyroSpectaculars.

It is important to also recognize the financial impact associated with staging this event. This is the only event of the year where the RBOC is the promoter. This means that the RBOC takes all financial risk associated with the event. The costs for this event are anticipated to be approximately \$850,000. In 2016, the costs were approximately \$795,000. The main reason for the increase is due to security costs associated with the staging of the event. The primary cost categories for this event are estimated to be as follows:

Production	\$330,000
Public Safety/neighborhood management	\$275,000
Parking	\$150,000
Stadium Costs (non-public safety)	\$95,000

#### DISPLACEMENT EVENTS

The Arroyo Public Lands Ordinance (Pasadena Municipal Code Section 3.32.270) 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 15 in any calendar year except with the permission of the City Council. In order to exceed

15 displacement events, the City Council and the RBOC must make certain findings.

July 4<sup>th</sup> would be the 17<sup>th</sup> displacement event in 2017. The first 16 displacement events are: Rose Bowl Game, two (2) U2 shows in May, two (2) Arroyo Seco Music and Arts Festival dates in June, the Gold Cup soccer match in July, AEG concert on July 29<sup>th</sup>, Justin Bieber concert on August 5<sup>th</sup>, six (6) UCLA games, and two Live Nation concerts on September 16<sup>th</sup> and October 6<sup>th</sup>.

Below are the findings and the rationale for making such findings for the July 4<sup>th</sup> date, which would be the 17<sup>th</sup> displacement event:

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 4<sup>th</sup> at the Rose Bowl, which will be the 90<sup>th</sup> annual event, and is recognized as one of the most significant July 4<sup>th</sup> celebrations on the West Coast.

Finding 2: Although this event may not generate significant revenue, in the past it has been positive financially for the RBOC over the past several years. Based upon feedback from the business community, the July 4<sup>th</sup> 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 4<sup>th</sup> 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 event would be planned on 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 4<sup>th</sup> 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 as it has done for past July 4<sup>th</sup> events.

**ENVIRONMENTAL:**

The attendance to this event inside the Stadium over the past several years has ranged from just under 19,000 to over 25,000, qualifying this as a displacement event (over 20,000). 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, and the Stadium has hosted more than 15 displacement events within the last three 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.

**FISCAL IMPACT:**

The goal of Americafest is to break even financially, however based on anticipated expenses and revenue we are budgeting a loss of \$64,000. It should also be noted that the City of Pasadena will contribute \$60,000 towards event expenses, primarily related to traffic and neighborhood management, as 4<sup>th</sup> of July traditionally attracts thousands of people who do not come inside the stadium.

It is important to recognize that this year July 4<sup>th</sup> is on a Tuesday, which historically is not as strong as when the event falls on a Thursday – Saturday (people may have to go to work on the 5<sup>th</sup>).

Respectfully submitted,



Darryl Dunn  
General Manager