

Agenda Report

February 14, 2022

TO: Honorable Mayor and City Council

FROM: Rose Bowl Operating Company (RBOC)

SUBJECT: License Agreements with Soccer United Marketing (SUM) for an International Soccer Match to be held in September 2022, and for Subsequent Matches (One Potential Match Per Year) to be held in Calendar Years 2023, 2024, 2025, and 2026

RECOMMENDATION:

It is recommended that City Council:

1. Find that the license agreements proposed herein are categorically exempt under California Environmental Quality Act (CEQA) Guidelines Section 15323 (Normal Operations of Facilities for Public Gatherings); and
2. Make the findings set forth herein and required by Pasadena Municipal Code (PMC) Section 3.32.270.A to authorize the RBOC to host displacement event No. 20 for calendar year 2022; and for one potential match per year in calendar years 2023, 2024, 2025, and 2026.

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, and COPA America in June of 2016. 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 the opportunity to host an international soccer match with Soccer United Marketing (SUM) in September 2022 and subsequent matches in 2023-2026 as part of a 5-year agreement with SUM. SUM is one of the most prominent international soccer promoters in the United States, and the agreement will also include AEG who is the RBOC's partner on all soccer matches at the Stadium. The attendance for the events is expected to be approximately 50,000-80,000 per match.

DISPLACEMENT EVENTS:

The soccer match would be the 20th displacement event in 2022 and is anticipated to be the 20th displacement event each year in 2023-2026. The first 19 displacement events in 2022 are: eight scheduled UCLA football games, the Rose Bowl Game, and 10 Music Festival dates. It should also be noted that the annual AmericaFest 4th of July celebration has not been approved by the RBOC but will most likely also take place annually.

In 2023-2026 the RBOC will hold one approved date for a Soccer match with SUM each year. At this time, we cannot state with certainty how many UCLA football game dates must be reserved in each of those additional years, so we are assuming 8 UCLA Games. Therefore, we are assuming that the soccer match will be the 20th event each year. Accordingly, at this time we are seeking Council approval to authorize the RBOC to host these international soccer matches as part of this multi-year agreement.

DISPLACEMENT EVENT FINDINGS:

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 must make certain findings.

The September soccer match is anticipated to be the 20th displacement event in 2022, and potentially the 20th each year in 2023-2026. The first 19 displacement events of 2022 are outlined above in this report.

Below are the findings and the rationale for making such findings for all potential match dates:

1. “The additional events represent a unique opportunity that will enhance the stature of the Rose Bowl.” The soccer matches would be similar in terms of matchup and operations as past matches at the Stadium. The events would garnish significant publicity for the Rose Bowl and Pasadena leading up to the event and continue to contribute to the Rose Bowl’s reputation as a world class venue. This is particularly applicable to these soccer matches as the stadium approaches the possibility of hosting the World Cup in 2026, and Olympic soccer in 2028.

2. "The revenue generating potential from the event justifies its consideration."
It is estimated that each event will directly generate in excess of \$300,000 for the RBOC for each match. In addition, the City of Pasadena would receive a positive economic impact as a result of the portion of sales tax and bed tax that will revert to the City and to businesses in the City arising from significant fan presence in Pasadena.
3. "It is anticipated that the event will not create undue conflicts with Arroyo Seco activities taking place at the same time." Staff will work closely with the Parks and Natural Resources Division of the City of Pasadena, as well as the Pasadena Police Department to best control the displacement of other activities in the Arroyo Seco. As in the past, while these type of events will displace recreational activities, staff is able to minimize displacement to as few hours on event day as possible, so that displacement does not take place the entire day.
4. "The event does not impose undue adverse impacts on the surrounding residential area." Planning and preparation will be implemented to minimize impact of the event to the surrounding neighborhoods. The Police Department and staff work carefully with the surrounding area to maintain success in hosting displacement events with minimal disruption and impact.

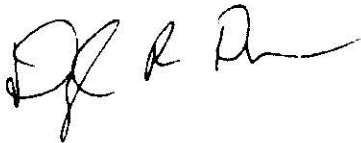
ENVIRONMENTAL:

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." Stadium soccer matches are specifically enumerated as one of the types of activities covered by this exemption. The Rose Bowl Stadium has hosted numerous soccer matches over its history. There is no indication that these soccer matches will be any different in terms of environmental effects than any other soccer match 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.

FISCAL IMPACT:

It is anticipated that the RBOC will generate in excess of \$300,000 from each event.

Respectfully submitted

A handwritten signature in black ink, appearing to read 'Darryl Dunn', written in a cursive style.

Darryl Dunn
General Manager of the Rose Bowl Stadium