



# Agenda Report

May 23, 2022

**TO:** Honorable Mayor and City Council  
**FROM:** Rose Bowl Operating Company (RBOC)  
**SUBJECT:** Approval to Host "AmericaFest" on July 4, 2022

**RECOMMENDATION:**

It is recommended that 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 findings required by Pasadena Municipal Code Section 3.32.270 to authorize this 23<sup>rd</sup> displacement event of 2022.
3. Authorize funding of the event up to \$125,000.

**BACKGROUND:**

The 4<sup>th</sup> of July Celebration at the Rose Bowl Stadium has been a Pasadena tradition for the past 95 years. The goal each year has been to continue this community tradition for Pasadena and the Southern California region.

RBOC staff is once again intending to partner with Pyro Spectaculars, which has been providing fireworks at the Rose Bowl Stadium for more than 40 years. As previously mentioned, the reputation of "AmericaFest" and the fireworks celebration at the Rose Bowl Stadium is due primarily to the pyrotechnics. The fee for Pyro Spectaculars is similar to the 2019 expense, in addition to adjustments for cpi due to rising expenses), which is anticipated to be approximately 120,000.

It is important to also recognize the financial impact associated with staging this event. This is the only major event of the year where the RBOC is the promoter. The costs for this event are anticipated to be approximately \$850,000. The primary cost categories for this event are estimated to be as follows:

- |                            |           |
|----------------------------|-----------|
| • Production               | \$200,000 |
| • Public Safety Management | \$200,000 |
| • Parking                  | \$100,000 |

It is anticipated that there will be significant parking revenues that can mitigate some of the above referenced expenses. It is anticipated that the net parking revenue may range from \$150,000 - \$250,000.

The current schedule of displacement events for 2022 are as follows:

Rose Bowl Game	1
UCLA Season	8
Music & Arts Festival	10
September Soccer Match	1
Concerts (June)	2

This event would be the 23rd displacement event for the year. As a reminder, the Arroyo Seco Ordinance permits up to 15 displacement events before the City Council would need to make findings in order to permit more than 15 displacement events.

#### 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.

The AmericaFest July 4th event would be the 23rd displacement event in 2022. The first 15 displacement events are outlined above in this report.

Below are the findings and the rationale for making such findings for the potential event date:

1. “The additional event represents a unique opportunity that will enhance the stature of the Rose Bowl.” The July 4th event would be similar in terms of previous such events at the Stadium and would be the 95th year of hosting the July 4th event at the Rose Bowl. The events would garnish significant publicity for the Rose Bowl and Pasadena leading up to the event.
2. “The revenue generating potential from each additional event justifies its consideration.” July 4<sup>th</sup> is a traditional event for Pasadena to host and it

provides enormous publicity for the city and Rose Bowl given its prominence as one of the longest standing July 4<sup>th</sup> celebrations in the country.

3. “It is anticipated that these events 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.
4. “The events do 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 have been successful recently in hosting displacement events with minimal disruption.

**FISCAL IMPACT:**

In 2021 due to the pandemic and RBOC’s financial condition, the City of Pasadena covered the shortfall from the event which was \$210,000. In previous years the City had contributed \$80,000.

Given the nature of the event which is designed for community benefit, it is recommended that the RBOC and City essentially split the net financial losses from the event, which is anticipated to be approximately \$125,000 for each party.

Respectfully submitted



Darryl Dunn  
General Manager of the Rose Bowl Stadium