



Agenda Report

September 19, 2022

TO: Honorable Mayor and City Council

FROM: Rose Bowl Operating Company (RBOC)

SUBJECT: License Agreement with AEG for a Soccer Match to be held in February 2023.

RECOMMENDATION:

It is recommended that City Council:

1. Find that the license agreement proposed herein is categorically exempt under California Environmental Quality Act (CEQA) Guidelines Section 15323 (Normal Operations of Facilities for Public Gatherings), there are no features that distinguish this project from others in this exempt class, and therefore there are no unusual circumstances present; and
2. Make the findings set forth herein and required by PMC Section 3.32.270.A to authorize the RBOC to host displacement event number 19 for 2023.

BACKGROUND:

The Rose Bowl has had a tremendous history of hosting 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 a soccer match with AEG in February 2023. AEG, who owns the LA Galaxy who used to play at the Rose Bowl, is the RBOC's soccer partner on all matches at the stadium. The attendance for the event is expected to be approximately 50,000-80,000.

Displacement Events:

The soccer match would be the 19th displacement event in 2023. The first 18 displacement events in 2023 are: six scheduled UCLA football games, the Rose Bowl Game, 10 Music Festival dates, and one soccer match with Soccer United Marketing. 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.

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 February soccer match is anticipated to be the 19th displacement event in 2023. The first 18 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 event represents a unique opportunity that will enhance the stature of the Rose Bowl.” The soccer match would be similar in terms of matchup and operations as past matches at the Stadium. The event 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.
2. “The revenue generating potential from the event justifies its consideration.” It is estimated that this event will directly generate in excess of \$300,000 for the RBOC. 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. Please see the attached economic impact report related to the Real Madrid and Juventus soccer match at the Stadium in July 2022.
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 this type of event 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. Staff will work with the promoter to encourage fans to arrive early so as to avoid undue traffic volumes and parking congestion in the hour immediately preceding start of the match, and to ensure safe and timely entry of all patrons into the stadium.

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, therefore there are no features that distinguish this event from others in the exempt class. 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. Accordingly, there are no unusual circumstances present that would cause this event to fall outside of this exemption.

FISCAL IMPACT:

It is anticipated that the RBOC will generate in excess of \$300,000 from this event. In addition to direct net revenues generated by the RBOC there will also be positive economic impacts within the Pasadena area as illustrated by the attached economic impact report relating to the Real Madrid vs. Juventus soccer match at the Stadium in July 2022.

Respectfully submitted



Jens Weiden
Chief Executive Officer / General Manager
Rose Bowl Stadium