

Agenda Report

April 3, 2023

TO: Honorable Mayor and City Council

FROM: Rose Bowl Operating Company (RBOC)

SUBJECT: License Agreement with Live Nation for up to two (2) Concerts to be held in August 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 numbers 23 and 24 for 2023.

BACKGROUND:

The RBOC has the opportunity to host up to two (2) major concerts to be held in August with Live Nation as the promoter. The framework for the key deal points with Live Nation are consistent with other concerts in recent history with Live Nation. The attendance for each event is expected to be approximately 60,000. This report is contingent upon the RBOC Board of Directors approving the events at their April 6, 2023 meeting.

Displacement Events:

The concerts would be the 23rd and 24th displacement event(s) in 2023. The first 22 displacement events in 2023 are: six scheduled UCLA football games, the Rose Bowl Game, 10 Music Festival dates, three soccer matches with Soccer United Marketing and AEG, and two concerts.

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 seek 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 two (2) concerts are anticipated to be the 23rd and 24th displacement events in 2023. The first 22 displacement events of 2023 are outlined above in this report.

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

1. “The additional events represent a unique opportunity that will enhance the stature of the Rose Bowl.” The concerts would be similar in terms of operations as past concerts at the Stadium. It is important to recognize that procuring large concerts at the Stadium given competition in the area is still difficult. The events would garnish significant publicity for the Rose Bowl and Pasadena leading up to the events and continue to contribute to the Rose Bowl’s reputation as a world class venue.
2. “The revenue generating potential from the events justifies its consideration.” It is estimated that each of these events 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.
3. “It is anticipated that the 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. As in the past, while these types 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 events do not impose undue adverse impacts on the surrounding residential area.” Planning and preparation will be implemented to minimize impact of the events 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.

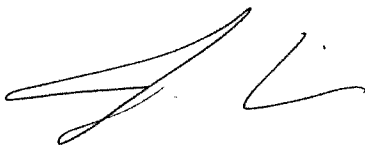
ENVIRONMENTAL:

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.” Stadiums are specifically enumerated as one of the types of activities covered by this exemption. The Rose Bowl Stadium has hosted numerous concerts and other large events over its history, including within the past three years, and there is a reasonable expectation that this activity would not represent a change in operations. There is no indication that this concert will be any different in terms of noise or any other impact than any other concert hosted in the Bowl in the past, and any noise generated from this concert is expected to be within the parameters allowed by the Noise Element of the General Plan.

FISCAL IMPACT:

It is anticipated that the RBOC will generate in excess of \$300,000 from each show night (so over \$600,000 if both nights occur). This will enable the RBOC to help meet its operating budget for FY24 and generate additional revenue to help fund the RBOC operating budget and unfunded capital projects.

Respectfully Submitted,



Jens Weiden
Chief Executive Officer / General Manager
Rose Bowl Stadium

Attachment A: Event Impact Reports