



Agenda Report

September 9, 2024

TO: Honorable Mayor and City Council
FROM: Rose Bowl Operating Company (RBOC)
SUBJECT: DISPLACEMENT EVENT FINDINGS FOR 3 SOCCER MATCHES IN 2025

RECOMMENDATION:

The Board of Directors of the Rose Bowl Operating Company recommend that the City Council:

1. Find that the events 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 Section 3.32.270 for the 19th, 20th, 21st displacement events for 2025.

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 three (3) soccer matches with Federation Internationale de Football Association in June 2025. The attendance for each event is expected to be approximately 50,000-60,000 people.

DISPLACEMENT EVENTS:

The soccer matches would be the 19th, 20th, and 21st displacement events in 2025. The first 18 displacement events are as follows: six (6) scheduled UCLA football games, the Rose Bowl Game, ten (10) Music Festival dates, and one (1) soccer match with Soccer United Marketing. For clarity, the three (3) proposed soccer matches were identified as

displacement events 23-25 in an agenda report to the Rose Bowl Operating Company because there are several other prospective displacement events that were concurrently presented to the RBOC for approval that will be presented to the City Council at a later time.

The City Council made the required displacement event findings for the ten (10) Music Festival dates on January 10, 2022. In addition, the Council made the required findings for the one (1) soccer match with Soccer United Marketing on December 2, 2021.

DISPLACEMENT EVENTS FINDINGS:

The Arroyo Seco Public Lands Ordinance (Pasadena Municipal Code Chapter 3.32) 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 3.32.270 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 soccer matches are anticipated to be the 19th, 20th, and 21st displacement events in 2025. The first 18 displacement events of 2025 are outlined above in this report.

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

1. “The additional event represents a unique opportunity that will enhance the stature of the Rose Bowl.” The three (3) soccer matches would be similar in terms of matchup and operations as past matches at the Stadium. The event(s) would garnish significant publicity for the Rose Bowl and Pasadena leading up to the event(s) and would continue to contribute to the Rose Bowl’s reputation as a world class venue.
2. “The revenue generating potential from the additional event justifies its consideration.” It is estimated that each 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.
3. “The event does not create undue conflicts with other 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 event does not impose undue adverse impacts on surrounding residential areas.” Planning and preparation will be implemented to minimize impact of the event(s) 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 REVIEW:

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 this soccer match 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 each of these events.

Respectfully submitted,



Jens Weiden
Chief Executive Officer
Rose Bowl Operating Company