

Agenda Report

September 16, 2024

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

RECOMMENDATION:

The Board of Directors of the Rose Bowl Operating Company recommends that 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 are required by Pasadena Municipal Code Section 3.32.270.A for the 22nd, 23rd, 24th, and 25th displacement events for 2025.

BACKGROUND:

The RBOC has the opportunity to host two (2) major concerts in May/June 2025 and two (2) major concerts in August/September 2025 with Live Nation as the promoter. The attendance for each event is expected to be approximately 60,000.

DISPLACEMENT EVENTS:

The concerts would be the 22nd, 23rd, 24th and 25th displacement events in 2025. The first 21 displacement events in 2025 are as follows: six (6) scheduled UCLA football games, the Rose Bowl Game, ten (10) Music Festival dates, three (3) soccer matches with Federation Internationale de Football Association, and one (1) soccer match with Soccer United Marketing.

DISPLACEMENT EVENT 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 four (4) concerts are anticipated to be the 22nd, 23rd, 24th and 25th displacement events in 2025. The first 21 displacement events of 2025 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 concerts would be similar in terms of operations as past concerts at the Stadium. 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 additional event justifies its consideration.” It is estimated that these events will directly generate in excess of \$500,000 per event 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, Recreation, and Community Services Department 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 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.

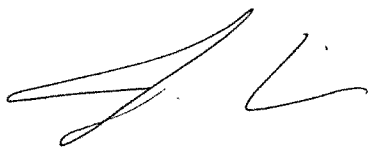
ENVIRONMENTAL:

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 these concerts will be any different in terms of environmental effects than any other concert hosted in the Bowl in the past, and 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 \$500,000 from each event.

Respectfully Submitted,



Jens Weiden
Chief Executive Officer
Rose Bowl Stadium

Attachment: Economic Impact Report from Music of the Spheres World Tour - COLDPLAY