



Agenda Report

February 9, 2026

TO: Honorable Mayor and City Council

FROM: Rose Bowl Operating Company (RBOC)

SUBJECT: **LICENSE AGREEMENT WITH LIVE NATION FOR UP TO SIX (6) CONCERTS TO BE HELD IN APRIL OR MAY 2027 (FISCAL YEAR 2027)**

RECOMMENDATION:

It is recommended that the City Council:

1. Acknowledge that the RBOC Board of Directors found 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 these projects 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 host displacement event numbers 26 and 27 for Fiscal Year 2027 (July 1, 2026 - June 30, 2027).

BACKGROUND:

The RBOC has the opportunity to host up to six (6) major concerts in April or May 2027 with Live Nation as the promoter.

The RBOC Board approved these items at the RBOC Board meeting on February 5, 2026. The RBOC Board found these items to be exempt from CEQA, authorized the Chief Executive Officer to negotiate and enter into the license agreement, and made the displacement event findings for four (4) of the six (6) concerts. The RBOC Board also recommended that Council approve the findings for displacement event 26 and 27.

DISPLACEMENT EVENTS:

The concerts would be 22nd through 27th displacement events in Fiscal Year 2027 (July 1, 2026 – June 30, 2027). The first 21 displacement events in Fiscal Year 2027

are as follows: three (3) Live Nation concerts, seven (7) scheduled UCLA football games, one (1) Rose Bowl Game, and ten (10) Goldenvoice Music Festival dates.

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 Rose Bowl Operating Company Board of Directors, or 25 times in any fiscal year without the permission of the City Council. In order to exceed 25 displacement events, the City Council must make certain findings.

On February 5, 2026, the RBOC Board made the displacement event findings for displacement events 22-25. Below are the findings and the rationale for making such findings for displacement events 26 and 27.

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. 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 event will directly generate in excess of \$500,000 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. "Each 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. "Each 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 ANALYSIS:

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 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 \$500,000 from each event. This will enable the RBOC to help meet its operating budget for FY27 and generate additional revenue to help fund the RBOC operating budget and unfunded capital projects.

Respectfully submitted,



JENS WEIDEN
Chief Executive Officer
Rose Bowl Operating Company