

# Agenda Report

May 18, 2026

**TO:** Honorable Mayor and City Council

**THROUGH:** Finance Committee

**FROM:** Office of the City Manager - Economic Development Division

**SUBJECT: RECOGNIZE AND APPROPRIATE GRANT FUNDS FOR A 2026 TRANSIT-FIRST FAN ZONE SOCCER WATCH PARTY IN THE AMOUNT OF \$50,000 FROM THE COUNTY OF LOS ANGELES AND AMEND THE OFFICE OF THE CITY MANAGER'S FISCAL YEAR 2026 OPERATING BUDGET**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that the actions proposed herein are categorically exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Sections 15303, 15304, and 15323;
2. Authorize the Economic Development Division, City Manager's Office, to administer grant funding from the County of Los Angeles for a World Cup 2026 Transit-First Fan Zone to be held on June 12, 2026, in Pasadena;
3. Amend the Office of the City Manager's Fiscal Year (FY) 2026 Operating Budget by recognizing revenue and appropriating \$50,000 in the General Fund;
4. Find that neither Competitive Bidding nor Competitive Selection are required pursuant to City Charter Section 1002(H) contracts with other governmental entities or their contractors for labor, materials, supplies or services, and Pasadena Municipal Code Section 4.08.049(8), contracts for which the City's best interests are served; and
5. Authorize the City Manager to enter into a Social Program Agreement (SPA) between City of Pasadena and the County of Los Angeles.

## **BACKGROUND:**

In June 2022, the City of Los Angeles was named as one of 16 North American host cities for the 2026 FIFA World Cup spread out across three host countries—USA, Canada, and Mexico. The City of Los Angeles was selected to host eight 2026 World Cup matches, including the opening match in the USA to be played on June 12, 2026. To increase viewing access to these World Cup matches, official and unofficial Fan Zones are taking place throughout Los Angeles County. On January 13, 2026, the LA County Board of Supervisors adopted a motion to facilitate Los Angeles County hosting Official World Cup 2026 Fan Zones at Whittier Narrows Recreation Area and Earvin “Magic” Johnson Park (collectively, the “Official Fan Zones.”) Since that time, opportunities to co-host additional Fan Zones not formally associated with the 2026 World Cup (“Unofficial Fan Zones”) with additional LA County cities or at other County sites have emerged. Fan Zones can provide residents a cost-effective alternative, while connecting the beauty of an international cultural sporting event to local culture. Los Angeles County Metropolitan Transportation Authority (“Metro”) in collaboration with the County of Los Angeles Fifth Supervisorial District is financially supporting Transit-First Fan Zones focused on connecting event goers with easily accessible, high-frequency transit.

The proposed location of the fan zone is the plaza and surrounding area of the Pasadena Civic Auditorium on Green St from Marengo Avenue to Los Robles Avenue. As such, city staff is proposing a partnership between the Pasadena Center Operating Company (PCOC) and the City of Pasadena to host a Transit-First Fan Zone – soccer watch party on June 12, 2026. Additionally, as part of the transit first initiative, Metro will be activating the Memorial Park, and Del Mar metro stations to encourage those joining the watch party by riding LA Metro light rail. Volunteers will be deployed at the stations to assist passengers with directions to the Transit-First Fan Zone in Pasadena. Furthermore, cohosting will expedite coordination with local jurisdictions and community-based organizations to ensure Fan Zones reflect the culture and character of communities.

In addition, the World Cup presents a timely and valuable “dress rehearsal” for the 2028 Olympic and Paralympic Games (2028 Games). Lessons learned from the World Cup Fan Zones will inform and strengthen the planning and implementation of proposed fan-based celebrations for the 2028 Games.

## **COUNCIL POLICY CONSIDERATION:**

This proposed action supports the City Council’s goals to maintain fiscal responsibility and stability and to support and promote the quality of life and local economy.

## **ENVIRONMENTAL ANALYSIS:**

The actions proposed herein are categorically exempt from the California Environmental Quality Act (CEQA), pursuant to State CEQA Guidelines Section 15303, 15304, and 15323 and there are no features that distinguish this project from others in the exempt class; therefore, there are no unusual circumstances. Section 15303 exempts, in part, construction and location of limited numbers of new, small facilities or structures, this includes accessory (appurtenant) structures. Section 15304 exempts, in part, minor public or private alterations in the condition of land, this includes temporary use of land having negligible or no permanent effects on the environment, including carnivals, sales of Christmas trees, etc. Section 15323 exempts operations of existing 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. Facilities included within this exemption include, but are not limited to, convention centers and auditoriums. The actions proposed herein, authorizing the City Manager, or designee, to enter into an agreement to receive grant funding and amend the FY2026 operating budget to establish a temporary event, with temporary accessory structures, on the plaza and surrounding area of the Pasadena Civic Auditorium on Green St from Marengo Avenue to Los Robles Avenue, where past events have historically occurred, is exempt from further environmental review.

The Fan Zones will not involve the removal of healthy, mature, and scenic trees. Additionally, the Fan Zones are not in a sensitive environment, and there are no cumulative impacts, unusual circumstances, or other limiting factors that would make the exemption inapplicable based on the record.

**FISCAL IMPACT:**

Approval of the recommended action will amend the Office of the City Manager's FY 2026 Operating Budget by recognizing revenue and appropriating \$50,000 in the General Fund (101).

Respectfully submitted,

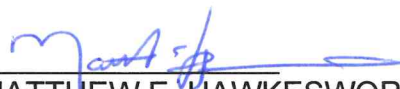
  
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