



Agenda Report

July 17, 2000

TO: City Council

FROM: Rose Bowl Operating Company (RBOC)

SUBJECT: License Agreement with Buena Vista Pictures Distribution (BVPD)

RECOMMENDATION:

It is recommended that the City Council :

1. Authorize a license agreement with Buena Vista Pictures Distribution for the presentation of a film screening at the Rose Bowl on September 23, 2000.
2. Direct the City Attorney to prepare an ordinance to suspend Sections 9.36.220 (amplification sound regulations), and 9.36.230 (general noise sources) of the Pasadena Municipal Code from 7:00 p.m. – 10:30 p.m. on September 22, 2000 for a production rehearsal and from 7:00 p.m. – 10:30 p.m. on September 23, 2000 for the presentation of the screening.

BACKGROUND:

The Rose Bowl has an opportunity to host a unique event, a film screening for BVPD (Disney). The event will be targeting 50,000 – 60,000 high school students from throughout Southern California to attend the event. The event is unique in that it is free to youth participants, designed to encourage positive values and school spirit and that predominantly bus transportation will be utilized to transport guests of the event. There is an understanding between RBOC staff and BVPD that there will be a maximum of 1,500 buses and 2,000 cars/limousines at the event. In terms of impact on the surrounding areas from traffic this will convert a major event to a low traffic impact event comparable to a Galaxy soccer match that would attract 14,000 people. It is anticipated that there will be no grass needed for parking vehicles for this event.

The event is a private function for BVPD and there will be no tickets sold and admission will be by invitation only. There have been similar functions by BVPD in New Orleans at the Superdome for a screening of "The Hunchback of Notre Dame," in Pittsburgh at Three Rivers Stadium for a screening of "Angels in the Outfield," and in New York at Central Park for a screening of "Pocohontas."

The screening is scheduled to begin at 8:00 p.m. and a short firework's display are to begin at 10:00 p.m. It is anticipated that the event will be concluded no later than 10:10 p.m., however in the event of unforeseen production delays, we are requesting a suspension of the noise ordinance until 10:30 p.m. for both the rehearsal as well as the date of the presentation of the event.

The deal points for the BVDP Screening Event are as follows:
(No less than the following economic return for the RBOC)

1. The RBOC will receive a flat license fee of \$170,000
2. The RBOC will retain 100% of its concession revenue (food & beverage), estimated to be \$53,100 - \$63,720.
3. There will be no merchandise sold at the event.
4. There will be no parking fees for this event
5. The RBOC will incur costs related to this event, estimated to be \$93,000 to \$100,000
6. The net income to the RBOC is expected to be approximately \$105,000.

DISPLACEMENT EVENTS:

The Arroyo Seco Public Lands Ordinance 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 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 12 in any calendar year except with the permission of the City Council.

On September 18, 1995, the City Council authorized three (3) specified Los Angeles Galaxy Major League Soccer events to be considered displacement events above the twelve (12) allowed by the Arroyo Seco Ordinance, resulting in a total of fifteen (15) permitted displacement events in a calendar year during the duration of the LA. Galaxy contract from March 15, 1996 - March 14, 2001. On March 26, 2000 the City Council adopted a Mitigated Negative Declaration for three (3) additional Rose Bowl displacement events in the calendar year 2000.

The event meets all of the requirements for approval of an additional event in the following manner:

1. "The additional event represents a unique opportunity that will enhance the stature of the Rose Bowl." This is a unique opportunity for the Rose Bowl and City of Pasadena to host a screening for the first time in the stadium's 78 year history. It is anticipated that there would be significant national publicity related to this activity. The opportunity for the Rose Bowl to host an event that is targeting the youth of the community is very rare. This event will reinforce the Rose Bowl's and Pasadena's image as a positive place for families and youth to attend a special event.
2. "The revenue generating potential from the additional event justifies its consideration." It is estimated that this event will generate a minimum of \$100,000. The revenue from this event will be considerable and be a significant contribution to the RBOC's goal of meeting its \$9.4 million budget for FY 2001.
3. "It is anticipated that this event will not create undue conflicts with Arroyo Seco activities taking place at the same time." Due to the large number of buses anticipated for this event, it is not anticipated that parking will be necessary on the

grass, consequently it is not expected that this will interfere with recreational activity scheduled in the Arroyo.

4. "The event does not impose undue adverse impacts on the surrounding residential area." The Police Department will take the lead in preparing a plan that will include measures to prevent traffic congestion in the surrounding neighborhood. As was previously mentioned, due to the large number of buses, the number of vehicles will be comparable to an event that would have 14,000 attendees. Neighborhood notification will be mailed at least thirty (30) days prior to the event.

This event will be the 18th displacement event scheduled for the 2000 calendar year. Existing allocated displacement events include: Rose Bowl Game, U.S. vs. Iran (soccer), July 4th event, 6 Galaxy games, 'N Sync, 7 UCLA games. The 'N Sync concert was the first of the three additional displacement events: the Music Mania Concert, originally scheduled for August 9th was cancelled due to a scheduling conflict.

ENVIRONMENTAL IMPACT:

The environmental impact of three additional Rose Bowl displacement events in calendar year 2000 was analyzed in the Mitigated Negative Declaration "Rose Bowl: Three Additional Displacement Events for 2000" adopted by the City Council on March 6, 2000. The BVPD will now become the second displacement event covered by this Mitigated Negative Declaration. The Mitigated Negative Declaration also states that "Since the three additional events would be similar in character to prior events for which no widespread complaints were received, no significant impact is anticipated with proposed mitigation." The proposed mitigation adopted by the City Council is Mitigation Measure 7. This measure states that "For each concert the RBOC shall review speaker distribution in order to optimize sound distribution to attendees and minimize noise to the surrounding community" (although the screening is not a concert, there are anticipated to be brief moments within the film where sound may exceed the noise ordinance limit).

FISCAL IMPACT:

This activity would be the first of two "unscheduled events" being proposed in the FY 2001 budget that would enable the RBOC to meet its goal of generating \$9.4 million in total revenue for FY 2001.

Respectfully submitted by,



Daniel Castro
President



Darryl Dunn
General Manager