

# Agenda Report

**TO:** City Council **DATE:** April 26, 1999  
**FROM:** Rose Bowl Operating Company  
**SUBJECT: LILITH FAIR 1999 CONCERT – JULY 17, 1999**

**RECOMMENDATION:**

It is recommended that the City Council:

1. Authorize the Rose Bowl General Manager to enter into a license agreement with Universal Concerts for a "Lilith Fair" concert on July 17, 1999, according to the business points set forth in this agenda report.
2. Direct the City Attorney to prepare an ordinance suspending Pasadena Municipal Code Sections 9.36.220 (amplified sound) and 9.36.230 (general noise sources) to allow the event to proceed.
3. Review the facts and material presented, including the 1998 Initial Study and Mitigated Negative Declaration for *Rose Bowl: Four Additional Displacement Events per Year, 1998 and 1999* presented herewith, and then find that the Lilith Fair meets the requirements of the Arroyo Seco Ordinance, Pasadena Municipal Code Section 3.32.370, to proceed as an additional permitted event.
4. Acknowledge that the environmental impacts of the "Lilith Fair" concert were analyzed as an additional displacement event in the Initial Study and Mitigated Negative Declaration for *Rose Bowl: Four Additional Displacement Events per year, 1998 and 1999* approved and adopted by the City Council on May 11, 1998. The impacts of suspending Pasadena Municipal Code Sections 9.36.220 and 9.36.230 are categorically exempt from the California Environmental Quality Act (CEQA) under CEQA Guidelines Section 15323 Normal Operations of Facilities for Public Gatherings.

**ROSE BOWL OPERATING COMPANY**

At a special meeting on April 15, 1999, the Rose Bowl Operating Company (RBOC) granted approval, pending final City Council approval, for Universal Concerts to present a "Lilith Fair" concert at the Rose Bowl on July 17, 1999.

**BACKGROUND:**

On August 15, 1998, Universal Concerts inquired on dates in 1999 to present the 1999 Lilith Fair concert tour at the Rose Bowl. At that time, the date of July 17, 1999 was put on hold pending RBOC approval of the date.

Since February 24, 1999, Universal Concerts has been meeting with Rose Bowl staff to negotiate deal points for the upcoming event. On April 6, 1999, Universal Concerts agreed to the proposed deal points that included a flat rental deal. The event is estimated to be between 30,000-40,000 spectators. All tickets will be reserved through TicketMaster with an average ticket price of \$30.00.

The show features an all-female lineup including Sarah McLachlan. The Rose Bowl lineup will be confirmed later this month and is scheduled for promotion on May 23, 1999. Last year's line up included The Indigo Girls, Natalie Merchant, Erykah Badu and Shawn Colvin.

Similar to last year's event, one (1) main stage and two (2) smaller platforms will be erected on the surrounding concourse and at the middle of the field. Gates will open approximately 1:45 p.m. and the first act will take place at 2:00 p.m. on one of the smaller platforms, followed by another act on the second platform at approximately 3:30 p.m. The main acts are scheduled to begin at 6:00 p.m. and continue until 10:30 p.m.

The following highlight the deal points between Universal Concerts and the RBOC:

1. The RBOC will receive a flat rental rate of \$190,000 that includes stadium expenses. The flat rental rate does not include hospitality, press box suites, field seating and signage, stagehands and production.
2. The RBOC will retain 100% of its share of concession revenue, estimated to be \$99,120.
3. The RBOC will retain 100% of paid parking revenue, estimated to be \$96,000.
4. Universal Concerts will be given the opportunity to “buy out” Service America’s novelty rights for this event. The RBOC will retain 50% of Service America’s “buy out” fee (this amount has not yet been determined).
5. Event time will be 2:00 p.m. – 10:30 p.m. on July 17, 1999.

**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 unspecified Los Angeles Galaxy major league soccer events to be considered displacement events above the 12 allowed by the Arroyo Seco Ordinance, resulting in a total of 15 permitted displacement events in a calendar year.

On May 11, 1998, City Council approved RBOC’s request for an additional 4 displacement events for each calendar year 1998 and 1999, resulting in a total of 19 permitted displacement events each year. However, RBOC is required to go before the City Council to make the required findings:

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 entertain a community that has not necessarily attended other events at the Rose Bowl.

2. "The revenue generating potential from the additional event justifies its consideration." It is estimated that this event will generate \$205,120.
3. "It is anticipated that this event will not create undue conflicts with Arroyo Seco activities taking place at the same time." The attendance for this event will not require the full use of our turf parking areas. Staff will work closely with the Pasadena Police Department to best control the displacement of other activities in the Arroyo Seco.
4. "The event does not impose undue adverse impacts on the surrounding residential area." Planning and preparation will attempt to minimize impact of this event to the surrounding neighborhoods. The Police Department will take the lead in preparing a traffic plan that will include measures to prevent traffic from congesting neighborhood streets. Neighborhood notification will be mailed at least 30 days prior to the event.

This event will be the 16<sup>th</sup> displacement event scheduled for the 1999 calendar year. Existing allocated displacement events include: The Rose Bowl Game, July 4<sup>th</sup> event, 6 Galaxy games, 1 Women's World Cup game and 6 UCLA games.

**ENVIRONMENTAL IMPACT:**

On May 11, 1998 the City Council approved the Initial Study titled *Rose Bowl: Four Additional Displacement Events per Year, 1998 and 1999* and adopted the Mitigated Negative Declaration resulting from this Initial Study. Since these documents covered the impacts of up to 19 additional events, similar to concerts, for 1998 and 1999 and "Lilith Fair" is the 16<sup>th</sup> such event proposed for calendar year 1999, it is covered by these documents.

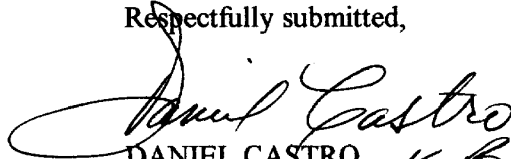
**FISCAL IMPACT:**

**(Estimate based on 35,000 attendance)**

Rent	\$190,000
Concession	99,120 (Est. per cap of \$8 @ 35.4%)
Parking	<u>96,000</u>
Gross Revenue	\$385,120
RBOC Expenses	(180,000)
<b>Total Estimated</b>	<b>\$205,120</b>
<b>Net Revenue to RBOC*</b>	

\*Note: Service America Novelty "buy-out" fee has not been included.

Respectfully submitted,

  
DANIEL CASTRO *K.B.*  
RBOC PRESIDENT