

# Agenda Report

February 8, 1999

**ATTN: FINANCE COMMITTEE**  
**TO: CITY COUNCIL**

**FROM: CITY MANAGER**

**SUBJECT: REVENUE RATE INCREASES - GRANDSTAND PERMIT APPLICATION,  
ROSE BOWL ADMISSION TAX, NEW YEAR'S DAY RELATED BUSINESS**

**RECOMMENDATION:**

It is recommended that the City Council approve the following rate increases to be effective February 1, 1999:

<b>Municipal Code Section</b>	<b>Present Rate</b>	<b>Proposed Rate</b>
3.12.040		
Per Seat	.45	.46
Minimum	26.30	26.64
4.48.040		
Tax	0.07	0.07
Additional percentage per \$1.00	8.72%	8.83%
Maximum	1.05	1.06
5.16.070-B		
B. Grandstand seat surcharge	3.62	3.67

**BACKGROUND:**

Section 1.08.060 of the Pasadena Municipal Code provides that all taxes, fees and charges referred to in the Code will be adjusted on July 1 of each year to reflect changes in the Consumer Price Index (CPI). Each year the City Council approves adjustments to all taxes, fees and charges except Rose Bowl Admission Tax, New Year's Grandstand Seat Surcharge and Grandstand Permit Applications, on or before May 15. On October 29, 1991, the City Council adopted Ordinance 6757 amending the Code for Rose Bowl Admission Tax, New Year's Grandstand Seat Surcharge and Grandstand Permit Applications. Ordinance 6457 provides that Rose Bowl Admission Tax,

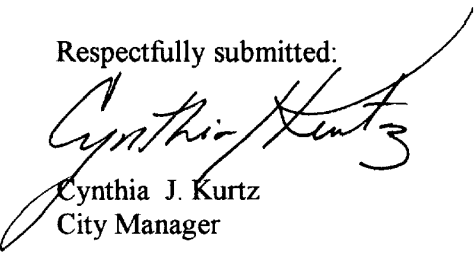
New Year's Grandstand Seat Surcharge and Grandstand Permit Applications may be adjusted on February 1 each year to reflect changes in the Consumer Price Index (CPI) during the 12 months which ended the preceding October 1. This change was made to accommodate New Year's Day ticket vendors. The Code requires the Director of Finance to compute the changes and submit them for your review. The City Council may reject but may not modify, any or all adjustments before ordering the report filed.

The Consumer Price Index for all Urban Consumers in the Los Angeles-Long Beach Metropolitan areas increased by 1.3% between October 1, 1997 and October 1, 1998. The above adjustments are accordingly submitted showing the current rates affected by these provisions, and the adjusted rates which would take effect February 1, 1999.

**FISCAL IMPACT:**


Based on New Year's 1999 related revenues, this adjustment will increase New Year's Day revenues to the City by approximately \$5,300.

Respectfully submitted:




Cynthia J. Kurtz  
City Manager

Prepared by:



Paula Hanson  
Acting Management Analyst V

Approved:



Jay M. Goldstone  
Director of Finance