

Agenda Report

DATE: June 28, 1999
TO: City Council
FROM: Rose Bowl Operating Company
**SUBJECT: SPEEDVISION NOVEMBER 20, 1999 WORLD SUPERCROSS
SERIES EVENT TO BE HELD AT THE ROSE BOWL**

RECOMMENDATION:

It is recommended by the Rose Bowl Operating Company that the City Council:

1. Adopt the Mitigated Negative Declaration, Mitigation Monitoring Program and the de minimis finding no impact on fish and wildlife prepared for the Superbowl of Motorcross and a similar annual event for four succeeding years and the impacts of suspending the Noise Ordinance for the November 20, 1999 event.
2. Make the required findings, pursuant to Arroyo Seco Ordinance Section 3.32.270, to authorize the presentation of a World Supercross Series event at the Rose Bowl to be held on November 20, 1999, as an additional displacement event.
3. Direct the City Attorney to prepare an ordinance to suspend Sections 9.36.220 (amplification sound regulations), 9.36.150 (motor driven vehicles) and 9.36.230 (general noise sources) of the Pasadena Municipal Code from 12:00 p.m. to 5:00 p.m. on November 19, 1999, for practice day and 2:00 p.m. to 10:00 p.m. on November 20, 1999, for the presentation of this event. Without exception, the event shall end no later than 10:00 PM.
4. Authorize the RBOC to enter a license agreement with Speedvision to hold the World Supercross Series event on November 20, 1999.
5. Direct the City Clerk to file a Notice of Determination regarding the November 20, 1999 event.

EVENT BACKGROUND AND DEAL POINTS:

In November 1998, Rose Bowl staff was approached by Speedvision Productions inquiring about the possibility of hosting a Supercross event. On January 5, 1999, Speedvision Productions contacted Rose Bowl staff and confirmed their interest in producing an American Motorcross Association World Supercross Series at the Rose Bowl Stadium on November 20, 1999.

The World Supercross series consists of a five-country tour of the world's top Supercross riders. Supercross is a predominately indoor (staged in an arena or covered stadium) motorcycle race that includes a temporary dirt course with significant jumps and bumps to make racing entertaining and competitive for fans. Its promoter, Speedvision Productions, is owned by Fox Sports and three other cable stations that currently promote and produce more than 100 motorcycle television events each year for FOX Sports Net and Speedvision.

The November 20, 1999 event is estimated to draw a crowd attendance of 30,000 to 40,000 patrons. All tickets are reserved with an average ticket price of \$30.00. This event will feature a series of qualifying races leading up to one big main event of fifteen laps and will be held from 6:00 p.m. – 10:00 p.m. A practice day, if scheduled, will be held on November 19, 1999 from 12:00 p.m. – 5:00 p.m. The following highlights the deal points between Speedvision Productions and the RBOC:

1. The RBOC will receive a minimum of \$75,000 or 10% of the Gross Gate Receipts, less admission tax, whichever is greater.
2. The RBOC will receive admission tax, per paid admission of 8.72%, not to exceed \$1.06.
3. The RBOC will retain 25.4% of Gross Concession revenue and Speedvision will retain 10% of Gross Concession revenue. Gross concession revenue is estimated to be \$68,750 or \$2.75 per cap with RBOC's share estimated to be \$17,463 and Speedvision's share estimate is \$6,875.
4. The RBOC will retain 100% of paid parking revenue, estimated to be \$52,500.
5. Speedvision will reimburse the RBOC for all event-related expenses (including field resod of \$70,000), excluding those for the paid parking program.
6. Speedvision has been given the opportunity to "buy out" Service America's Novelty rights at 25.4% of Gross for this event. The RBOC will retain 50% of Service America's "buy out" fee estimated at \$15,625
7. Speedvision will reimburse the RBOC for all expenses related to providing a new playing field following the event.
8. Speedvision will be given the opportunity to use the Rose Bowl trademark for this event. The amount and types of uses (e.g., T-shirts, caps, etc.) are currently being negotiated.
9. Speedvision must provide a non-refundable \$70,000 security deposit (cost of sod replacement), which will be treated as RBOC liquidated damages, if the event is cancelled.

ROSE BOWL OPERATING COMPANY

At a special meeting on January 20, 1999, the Rose Bowl Operating Company (RBOC) authorized staff to seek City Council approval of an agreement with Speedvision to present this event. During this meeting, concerns were carefully discussed by the RBOC regarding the impact of the event on the community and the field, and whether the field could be restored in time for the 2000 Rose Bowl Game. Of particular note was the potential for net profit earnings against the risk of community inconveniences and the field being returned to its pre-event condition before January 1, 2000.

After a lengthy and detailed exchange, it was determined that the RBOC will be able to: a) provide the Tournament of Roses a world-class field, as in prior years, on or before December 15, 1999, in accordance with all appropriate contract obligations; b) the field will be restored prior to the January 1, 2000 game; c) community inconveniences would be addressed through the implementation and monitoring of all appropriate project/event mitigation measures; earnings projections were examined carefully and conservatively; and d) language to reflect the process of replacing the field, at the cost of Speedvision, will be clearly delineated in the contract between Speedvision and the RBOC.

In addition, Rose Bowl General Manager David Jacobs has spoken to Dr. James Watson, former Toro chief agronomist and a twenty-year turf consultant for the National Football League. Dr. Watson supported that field resod is attainable in the timeframe given and would not impact the field for the 2000 Rose Bowl Game.

PUBLIC HEARING

On Friday, June 18, 1999, the Rose Bowl Operating Company called a 5:00 PM, Special Meeting and, in accordance with the June 8, 1999 Notice of Intent to Adopt a Mitigated Negative Declaration, the RBOC then conducted a World Supercross Series Public Hearing. Public comments on the environmental documentation received during this June 18, 1999 Special RBOC meeting were on possible impacts on air quality, noise, geologic problems and water. These public comments and responses thereto are provided in detail in the attached CEQA documentation.

The RBOC, after hearing and discussing the staff recommendation, also listened to comments made by citizens during the Public Hearing. **After considering the staff recommendation, citizen questions and staff/consultant responses, the RBOC voted 5 to 1 approving the staff recommendation, with an additional requirement, that the event shall end at 10 PM sharp.**

ENVIRONMENTAL REVIEW

While the RBOC is seeking City Council approval of the Initial Study and Mitigated Negative Declaration, it is important to note that the Environmental Review Process under the California Environmental Quality Act (CEQA), is designed to solicit comments and where appropriate changes during June 28, 1999 public review period. As required by CEQA, the Notice of Intent to adopt a mitigated Negative Declaration was filed with the County of Los Angeles on June 8, 1999. If substantial changes occur to the Initial

Study and Mitigated Negative Declaration, staff will report these revisions to the RBOC and the City Council. The Initial Study found there would be significant impacts needing mitigation measures to lower their effect in the areas of geological problems, water, noise, utilities and public service systems. It was therefore determined that a Mitigated Negative Declaration was required. The comments received during the June 18, 1999, public hearing related to the Initial Study and Mitigated Negative Declaration have been responded to and added to the CEQA documentation.

The "Event" features motorcycle racing within a Stadium setting. The proposed format for this "Event" indicates that eight races would be run on a temporary track, constructed primarily of dirt imported to the site from other areas within the Central Arroyo. Up to 80 riders would participate in a series of preliminary and final races. For CEQA purposes, projected attendance for this event was analyzed in the range of 60,000 to 70,000 persons. This is a worst case scenario for environmental impact analysis. The actual projected attendance of 30,000 to 40,000 persons would have less impacts. With the exception of the August 3, 1983 Superbowl of Motorcross event and the March 16, 1993 off road event, which were held here, all other events, were staged at the Los Angeles Coliseum.

The total project, because of the extensive setup and dismantling effort, is twelve days, but the initial annual "Event," will be staged on one day. The Rose Bowl would be used between November 15 to 19, 1999, from 7:00 a.m. to 10:00 p.m. for pre-event set up. During this period approximately 6,000 cubic yards of dirt would be hauled in three hundred two way trips (one in and one out of the Rose Bowl). It is assumed that this dirt would be hauled first from Lot J and West Drive in the Central Arroyo and then, if necessary, from the Devil's Gate Reservoir located north of Brookside Golf Course. A round trip is estimated at 12 miles to and from Devil's Gate Reservoir used again for worst case analysis. A total of 300 inbound and outbound truck trips would be generated over a period of 5 days. If the dirt is to be hauled from outside of the Arroyo Seco the chosen route is Route I-210 freeway to Mountain Avenue to Seco Street to Arroyo Boulevard; Arroyo Boulevard into the Rose Bowl. A total of 300 outbound truck trips would be generated over a period of 2 days. The press day would be held on November 19, 1999. The post-event period would be between November 21 to 25, 1999.

(Note: Currently stockpiled dirt, Parking Lot J and West Drive, will significantly reduce the number of truck trips necessary to and from the Central Arroyo Seco required to build the motorcross racecourse).

At the posting of the Notice of Intent, June 8, 1999, notwithstanding findings in the Initial Study, page 20, Item 10. Noise, indicated the event will comply with the noise ordinance. Staff believes it is a likely that the event will not comply with the noise ordinance. As a result, staff asked for a revised Project Description. Consistent with this, staff is recommending the suspension of 9.36.220 (amplification sound regulations), 9.36.150 (motor driven vehicles) and 9.36.230 (general noise sources) of the Pasadena Municipal Code from 12:00 p.m. to 5:00 p.m. on November 19, 1999, for practice day and 2:00 p.m. to 10:00 p.m. on November 20, 1999, for the presentation of this event.

During this event, the following measures modeled on the 1983 Final Environmental Impact Report "The FEIR") on the Amendment of the Arroyo Seco Ordinance and Superbowl of Motorcross would be implemented:

Arroyo Seco Ordinance. The potential licensee or sponsor has received a copy of Pasadena Municipal Code Chapter 3.32, the Arroyo Seco Ordinance, and understands that the Rose Bowl Stadium is located adjacent to residential neighborhoods and that its event needs to be managed in a way which minimizes disruption of these neighborhoods. If the event continues beyond the 10:00 PM curfew all appropriate sanctions and fines will be exercised under the Pasadena Municipal Code.

Minimization of Displacement. The sponsor and RBOC, "the parties" shall cooperate to minimize displacement of recreational programs and accessibility to Arroyo Seco facilities that occurs as a result of the event. RBOC shall use best efforts to avoid situations and circumstances which would cause displacement and which would limit public accessibility to Arroyo Seco facilities. The Motorcross begins at 5 PM, and we find the following Parks & Natural Resources scheduled activities:

Date	Day	Begin Time	End Time	Location	Coordination
11/19/99 (sball)	Friday	5:00 PM	10:00 PM	Diamond #2	Setup Minimum Impact
11/19/99 (sball)	Friday	5:00 PM	10:00 PM	Diamond #3	Setup Minimum Impact
11/20/99 (ayso)	Saturday	7:00 AM	7:00 PM	Area H	10/31 daylight savings ends Min. Impact
11/20/99(ayso)	Saturday	7:00 AM	7:00 PM	Diamond #1	10/31 daylight savings ends Min. Impact
11/20/99 (dogs)	Saturday	7:00 AM	7:00 PM	Brookside-Dog	10/31 daylight savings ends Min. Impact
11/20/99 (dogs)	Saturday	7:00 AM	7:00 PM	Fannie Morris	10/31 daylight savings ends Min. Impact

Cooperation to Conform to Ordinance. The parties agree to work together jointly to conform to the requirements of Pasadena Municipal Code Chapter 3.32, and RBOC agrees to undertake all analysis and notification required by that Chapter. Licensee agrees to provide a reasonable number of event schedules that it may otherwise produce, at no cost to RBOC, for use in notifications.

The RBOC staff, in conjunction with Speedvision, will develop an appropriate neighborhood notification and distribution schedule to insure that Rose Bowl area residents are alerted (post cards, flyers, newsletters), in advance, to potential event impacts.

To reduce the potential air quality impact from blowing dust, the Licensee agrees to regularly use surface wetting during the construction, practice day and dismantling of the track. The Licensee may not begin the import of construction dirt sooner than November 15, 1999. Licensee agrees that the export of construction dirt shall be completed no later than November 25, 1999.

The import and export of any construction dirt from outside of the central Arroyo Seco shall follow this travel route:

Import: Route I-210 freeway to Mountain Avenue off-ramp; Mountain Avenue to Seco Street to Arroyo Boulevard; Arroyo Boulevard into the Rose Bowl. Dirt shall only be

used from natural areas in the Arroyo Seco after consultation with Parks and Natural Resources Division of the City of Public Works and Transportation Department. If permits are needed from the State Department of Fish and Game or other regulatory agencies to use dirt from natural areas of the Arroyo, these permits shall be obtained prior to any export or import of dirt in these natural areas[NK1].

Export: The imported construction dirt, from the Arroyo Seco Reservoir, shall be removed and but not transported back to the Arroyo Seco Reservoir. Any Arroyo Seco site for receiving dirt from dismantling the track must be approved by the Parks & Natural Resources Department, Los Angeles County Flood Control and the State Department of Fish and Game.

1. Licensee agrees to inspect at the beginning of each workday and on a daily basis the roadway system used by construction vehicles importing and exporting construction dirt ("construction vehicles"). Licensee agrees that any interim repairs shall be completed in a prompt and timely manner and shall be made to the satisfaction of the Director of Public Works and Transportation.
2. During the importing and exporting of construction dirt, if a roadway becomes a hazard to safe travel or is subject to closure, Licensee agrees to notify immediately the General Manager of the Rose Bowl. Licensee agrees that heavy
3. Licensee agrees that duty construction vehicle traffic shall occur only during the hours of 8:00 a.m. through 7:00 p.m.
4. The term "heavy duty" vehicle shall include, but is not limited to, a tractor with tandem bottom dump trailers.
5. Licensee agrees to post advisory notices where feasible along the travel route of the construction vehicles. Such notices shall specify the dates and proposed schedule of construction vehicle traffic. The notices shall specify the type of construction vehicles, which will be used, and advise caution on the part of automobiles, pedestrians, joggers and bicyclists. Licensee agrees to post the notices no later than seven (7) days prior to commencement of construction dirt import. Licensee agrees to use the traffic control measures specified by the RBOC. Licensee agrees to inform each operator of a construction vehicle as to the potential conflict with other vehicles and pedestrian traffic.
6. Licensee agrees that all vehicles racing at the Rose Bowl shall be muffled to the latest standards of the American Motorcycle Association. A request to waive the Noise Ordinance is necessary because it appears the 55 decibel Noise Limit will be exceeded.

In addition, the following mitigation measures from prior Negative Declarations on Rose Bowl projects are being incorporated:

1. Traffic control measures contained in the 1998 Rose Bowl Traffic Operation and Parking Management Study shall be implemented by the Pasadena Police Department.
2. The RBOC shall monitor traffic flows and coordinate traffic operations for this additional event by helicopter.
3. The RBOC shall implement a free shuttle bus service to a remote parking lot at the Parsons Corporation, or any other convenient location, during this event at the Rose Bowl. It is within the discretion of the Rose Bowl General Manager to determine this need.
4. The RBOC shall implement a "No-Parking" policy in the residential and other areas surrounding the Rose Bowl.

5. The RBOC shall develop alternate parking plans in the event of inclement weather in order to facilitate a clear understanding of alternate parking options, including the distribution of an illustrative flyer with each event ticket.
6. Comply with Rule 403 regulation to reduce the potential impact from blowing dust, the applicant shall use surface wetting of dirt when necessary.
7. Upon determination of the dirt source, the applicant shall consult with appropriate City of Pasadena staff to define the most feasible truck travel routes.
8. All routes shall be specified in writing as an addendum to the event Contract.

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 3.32.270 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, City Council is requested to make the required findings pursuant to Pasadena Municipal Code Section 3.32.270:

1. The additional event represents a unique opportunity that will enhance the stature of the Rose Bowl. The last motorcross event held in the Rose Bowl was in 1993. Except for an occasional music concert, this type of event-earnings event is a rare opportunity, as motorcross events have been typically staged in the Los Angeles Memorial Coliseum.
2. The revenue generating potential from the additional event justifies its consideration. This proposed event represents an opportunity to generate up to \$170,000 in profits and the cost of new Rose Bowl Stadium sod up to \$70,000. Consequently, the profit generating potential of this additional event justifies its consideration.
3. 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.
4. The event does 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 (Area H is among the areas which will not be used for parking). The Police Department will take the lead in preparing a traffic plan that will include measures to prevent or minimize traffic congestion. Staff will work closely with the Pasadena Police Department to best control the displacement of other activities in the Arroyo Seco.

This event will be the 16th displacement event scheduled for the 1999 calendar year. Existing allocated displacement events include: The Rose Bowl Game, July 4th event, 5 Galaxy games, 1 Women's World Cup Final game and 6 UCLA games.

ENVIRONMENTAL IMPACT:

Because the 1998 Initial Study, allowing four additional displacement events for the calendar year 1999, did not analyze temporary physical changes to the Rose Bowl floor, it was determined that this year's proposed off-road event needed its own Initial Study. The proposed event will be virtually identical to previous off-road events held at the Rose Bowl in August 1983 and March 1993. The possible impact of the first off-road event was analyzed in the 1983 Environmental Impact Report (EIR) for the Amendment of the Arroyo Seco Ordinance and Superbowl of Motorcross. Since that time the mufflers used on the motorcycles will have become more effective, lessening the noise impact from the earlier events. The current Initial Study and Mitigated Negative Declaration, for the proposed November 20, 1999 off-road event and four possible annual such events, supplements the 1983 EIR. As required by CEQA a Notice of Determination will be filed by the City Clerk with the County of Los Angeles.

The Initial Study, comments and responses and mitigated Declaration with monitoring program are attached.

FISCAL IMPACT:

(Estimate based on 25,000 attendance, please see the attachment for additional projections)

Rent	\$48,500	
Admission Tax (\$1.06/Attendee)	\$26,500	
DIRECT EVENT INCOME	\$75,000	
(\$75,000 or 10% of Gross Gate which ever is greater)		
Concessions (25.4% of Gross)	\$17,463	
Novelty Buy-Out (\$.625/Attendee)	\$15,625	
Trademark/Licensing	\$2,000	
Parking Revenue (\$10/car less \$10,000 estimated expenses)	\$52,500	
Ancillary Income		\$87,588
TOTAL EVENT INCOME		\$162,588


Notes:

- 1) Promoter to reimburse RBOC for all event-related expenses including field resod of \$70,000.
- 2) Promoter to receive 10% of Gross Concession Revenue

Respectfully submitted,

Prepared by:


 Daniel Castro, RBOC
 PRESIDENT


 David J. Jacobs,
 GENERAL MANAGER