



Agenda Report

May 2, 2019

TO: Rose Bowl Operating Company
FROM: Darryl Dunn, General Manager
SUBJECT: Approval to host "AmericaFest" on July 4, 2019

RECOMMENDATION:

It is recommended that the RBOC:

1. Find that the event proposed herein is categorically exempt under California Environmental Quality Act (CEQA) Guidelines Section 15323 (Normal Operations of Facilities for Public Gatherings);
2. Authorize the General Manager to finalize negotiations and enter into a license agreement with PyroSpectaculars for the production of the pyrotechnics for this event; and
3. Approve the hosting of the "AmericaFest" on July 4, 2019.

BACKGROUND:

The 4th of July celebration at the Rose Bowl has been a Pasadena tradition for the past 92 years. The goal each year has been to break even financially from this event, as it has been a priority to continue this community tradition for Pasadena and the Southern California region. Unfortunately, due to escalating costs related primarily to security and neighborhood management, this has not been the case for the past few years. The RBOC has taken the position that the event is worth financially running at a loss.

A key component to promoting the event is through media partnerships. The primary partnership will be with KCBS/KCAL, as well as radio publicity, in addition to the Los Angeles Newspaper Group (Pasadena Star News). It is anticipated that a promotion with several radio stations, as well as with potential additional media partners, will also be occurring.

Staff also intend to partner with PyroSpectaculars, which has been providing fireworks at the Rose Bowl for approximately 40 years. As previously mentioned, the reputation of "Americafest" and the fireworks celebration at the Rose Bowl is due primarily to the pyrotechnics. The fee for PyroSpectaculars will be \$90,000 plus an incentive based on tickets scanned in recent years. The incentive has provided PyroSpectaculars with an incentive to promote the 4th of July event at the Rose Bowl. Such promotion typically includes a press conference each year at Brookside Golf Course, as well as numerous media and publicity opportunities provided by PyroSpectaculars. Americafest is considered the top July 4th show in Southern California and receives significant publicity as such.

It is important to also recognize the financial impact associated with staging this event. This is the only event of the year where the RBOC is the promoter. This means that the RBOC takes all financial risk associated with the event. The costs for this event are anticipated to be approximately \$850,000. The primary cost categories for this event are estimated to be as follows:

Production and Advertising	\$275,000
Public Safety/neighborhood management	\$275,000
Parking	\$150,000
Stadium Costs (non-public safety)	\$150,000

ENVIRONMENTAL:

The attendance to this event inside the Stadium over the past several years has ranged from just under 19,000 to over 25,000, qualifying this as a major event. State CEQA Guidelines Section 15323 exempts from CEQA review the "normal operations of 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." Stadiums are specifically enumerated as one of the types of activities covered by this exemption. The Rose Bowl Stadium has hosted numerous events with spectators of over 20,000 throughout its history and this event specifically for 92 years. There is no indication that this event will be any different in terms of impacts than any other similar event staged in the Bowl in the past.

FISCAL IMPACT:

The goal of Americafest is to break even financially; however, based on anticipated expenses and revenue, we are budgeting a loss of approximately \$145,000. It should also be noted that the City of Pasadena will contribute \$80,000 towards event expenses, primarily related to neighborhood management, as 4th of July traditionally attracts thousands of people who do not come inside the stadium.

Respectfully submitted,



Darryl Dunn
General Manager