



# Agenda Report

September 8, 2016

TO: Rose Bowl Operating Company (RBOC)  
FROM: Darryl Dunn, General Manager  
SUBJECT: Los Angeles 2024 Exploratory Committee (LA24)

## **RECOMMENDATION:**

It is recommended that the RBOC recommend that the City Council of the City of Pasadena:

1. Find that the actions proposed herein are exempt from environmental review pursuant to State CEQA Guidelines Section 15272 (Olympic games);
2. Approve the hosting of up to 8 Olympic-related events (expected to be soccer games), which exceeds the number of displacement events allowed at the stadium without Council approval, and make the findings required pursuant to Pasadena Municipal Code Section 3.32.070 to authorize these additional Displacement Event at the Rose Bowl Stadium during calendar year 2024).

It is further recommended that the RBOC:

3. Subject to approval of the items above by the City Council, authorize the General Manager to submit a written commitment to LA24 that the Rose Bowl would host up to eight (8) soccer matches in the event that Los Angeles is selected as the host city for the 2024 Olympic Games, on the conditions that neither Pasadena nor the RBOC will have any financial exposure or increased liability as a result of the Games, and a stipulation that LA24 (or related successor organization) must make an investment in a capital improvement in the Rose Bowl Stadium.

## **BACKGROUND:**

Los Angeles is a finalist to host the 2024 Olympic Games. If successful, it would be the third time Los Angeles would host the games. In 1932 the Rose Bowl was host to cycling and in 1984 the Rose Bowl hosted men's soccer. In 2024 it is contemplated that the Rose Bowl would host both men's and women's soccer.

The primary agreements related to the bid process are between LA24 (or the Los Angeles Organizing Committee for the Olympic Games, "OCOG") and the International

Olympic Committee (“IOC”). As an element of the bid package, LA24 needs to have minimum guarantees in place with each venue/city, and in that vein LA24 has been working with RBOC staff to develop such guarantees. The material minimum guarantees being asked of the RBOC at this point are:

1. Define an EXCLUSIVE USE PERIOD from 05 July 2024 to 08 August 2024, as well as other period(s) to be mutually agreed to later.
2. Define a NON-EXCLUSIVE USE PERIOD from 15 June 2024 to 12 July 2024, as well as other period(s) to be mutually agreed to later.
3. No license fee would be charged, but the OCOG will install capital improvements to be mutually agreed to later (anticipated to be related to broadcasting requirements, such as LED lighting).
4. All event-related operational costs incurred in connection with the production of the Games would be paid by the OCOG.

Further specific details will be worked out within a Venue Use Agreement that will be negotiated if Los Angeles (and the Rose Bowl) is chosen. Such negotiations will include wrapping in any provisions of the Host City Agreement terms that are applicable to use of the stadium (and neither the City nor the RBOC are bound to the terms of the Host City Agreement at this time). These minimum guarantees go away if Los Angeles is not chosen as the Host City, or if OCOG and the RBOC cannot come to agreement on a Venue Use Agreement. However, staff believes it is appropriate at this time for the Board and subsequently the City Council to approve the following guidelines for negotiation of the Venue Use Agreement:

1. No financial exposure to the RBOC or City as all staffing and indirect costs to be the responsibility of LA24 (and specifically compliance with Government Code Section 53069.8’s requirements that the RBOC/City shall not pay for “supplemental public safety services” necessary to host the Games);
2. No increased liability to be borne by the RBOC or City of Pasadena as a result of these events; and
3. A minimum of \$2 million capital investment in the Rose Bowl Stadium (e.g. led lighting or some other investment related to an improvement which benefits the useful life of the stadium, as well as the Olympics).

It should be noted that the concept of Exclusive and Non-Exclusive Use Periods is very similar to the Tournament of Roses exclusive use period concept. In addition, the flea market and July 4<sup>th</sup> events would continue and not be displaced.

### **Displacement Event Findings**

The Arroyo 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 the 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 15 in any calendar year except with the approval of the City Council and upon making certain findings. Specifically, in order to stage additional Displacement Events, the City Council must, for each event, find that:

1. The additional event represents a unique opportunity that will enhance the stature of the Rose Bowl.
2. The revenue generating potential from the additional event justifies its consideration.
3. It is anticipated that this event will not create undue conflicts with Arroyo Seco activities taking place at the same time.
4. The event does not impose undue adverse impacts on the surrounding residential area.

Following are the rationales as to how the proposed additional Displacement Events related to the Olympics satisfy the requirements of the Municipal Code.

1: This event will continue one of Pasadena's great traditions of hosting Olympic Games at the Rose Bowl, giving the Stadium and Pasadena worldwide and enduring exposure as a premier sporting venue.

2: This event is anticipated to generate significant revenue via capital improvements to be funded by LA24. In addition, the publicity and coverage for the Olympics will also help to bolster Pasadena's reputation as a travel destination, and it is expected that Pasadena (and the LA region) will benefit tremendously from increased tourism during this time.

3: By 2024, with the completion of renovations at the USC Coliseum and the construction of the new NFL stadium in Inglewood, the RBOC does not anticipate hosting as many displacement events as in the recent past, therefore the inconvenience of one month's worth of Olympic Games is expected to be well tolerated.

4: Planning and preparation for these Games will take place over years, and will address the impact of this event to the surrounding neighborhoods.


### **ENVIRONMENTAL:**

Pursuant to State CEQA Guidelines Section 15272, CEQA does not apply to activities or approvals necessary to the bidding for, hosting or staging of, and funding or carrying out of, Olympic Games under the authority of the International Olympic Committee, except for the construction of facilities necessary for such Olympic Games. The action proposed herein is related solely to the bidding for the Games, and no physical construction is approved herein.

**FISCAL IMPACT:**

There shall be no financial exposure for the RBOC and City of Pasadena, and the primary direct revenue source will be in the form of capital improvements to be funded by LA24. This excludes the revenue that is expected to be generated from local hotels and businesses.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Darryl Dunn', with a long horizontal flourish extending to the right.

Darryl Dunn  
General Manager