



## Rose Bowl Operating Company

May 19, 2010

TO: Rose Bowl Operating Company (RBOC)

FROM: Darryl Dunn, General Manager

SUBJECT: Authorization to enter into a License Agreement with Soccer United Marketing ("SUM") to host an International Soccer Match on Saturday, June 25, 2011.

### **RECOMMENDATION:**

It is recommended that the RBOC:

1. Find that the license agreement proposed herein is categorically exempt under California Environmental Quality Act (CEQA) Guidelines Section 15323 (Normal Operations of Facilities for Public Gatherings), and;
2. That the RBOC authorize the General Manager to enter into a license agreement with SUM to hold an international soccer match on June 25, 2011.

### **BACKGROUND:**

The Rose Bowl has a great tradition of hosting international soccer, as it is the only venue in the world to host the finals of the Olympics, Women's World Cup and Men's World Cup. The facility has an opportunity to host an International soccer match on Saturday, June 25, 2011. The event will take place on a Saturday evening, and the estimated attendance is between 80,000 - 90,000.

This would be the second (2<sup>nd</sup>) event for SUM as part of a contractual agreement with the RBOC (approved by RBOC on Thursday, December 10, 2009 related to the Mexico vs. New Zealand soccer match) in a series of matches established to incentivize SUM to hold future games at the Rose Bowl through March 2013, provided that the attendance for such events is at a minimum of 45,000 people. The prospective deal points for this event, the second in the series, are as follows:

- RBOC to receive \$150,000 flat license fee, including admission tax, and typical facility expenses;
- RBOC shall receive \$3 per person beyond the 30,000 estimated paid tickets;
- RBOC to pay SUM 10% of net parking revenue after 60,000 tickets are sold;
- RBOC to pay SUM 10% of net food and beverage revenue after 60,000 tickets are sold;
- RBOC to receive admission tax of \$1.50 per ticket sold (excluding 3,000 complimentary tickets);
- SUM will retain 100% of temporary advertising revenue; and
- SUM to retain 100% of revenue from its share of suites.

**ENVIRONMENTAL:**

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 international soccer matches over its history. There is no indication that this soccer match will be any different in terms of impacts than any other soccer match hosted in the Bowl in the past.

**FISCAL IMPACT:**

Depending upon the total attendance, it is expected that the RBOC will net approximately \$200,000 – \$250,000 thousand from this international soccer match.

Respectfully submitted,

Darryl Dunn  
General Manager