AGENDA REPORT

RBOC_020526_03
Thursday, February 5, 2026

To: Rose Bowl Operating Company

From: Jens Weiden, Chief Executive Officer

Subject: License Agreements with Live Nation for six concerts to be held in April or May 2027 (Fiscal Year 2027).

RECOMMENDATION:

It is recommended that the RBOC Board of Directors:

1. Find that the actions proposed in the agenda report are categorically exempt under California Environmental Quality Act (CEQA) Guidelines Section 15323 (Normal Operations of Facilities for Public Gatherings), there are no features that distinguish these projects from others in this exempt class, and therefore there are no unusual circumstances present; and

2. Authorize the Chief Executive Officer to negotiate and enter into a license agreement with Live Nation to host six concerts in April or May 2027 (Fiscal Year 2027); and

3. Acknowledge that the Chief Executive Officer will issue permits to Live Nation for the purposes of sound check on the day prior to event and on event day; and

4. Make the findings set forth herein and required by PMC Section 3.32.270.A to host displacement event numbers 22, 23, 24, and 25 for Fiscal Year 2027 (July 1, 2026 – June 30, 2027).

5. Recommend that the City Council make the findings set forth herein and required by PMC Section 3.32.270.A to host displacement event numbers 26 and 27 for Fiscal Year 2027 (July 1, 2026 – June 30, 2027).

BACKGROUND:

The RBOC has the opportunity to host six (6) major concerts in April or May 2027 with Live Nation as the promoter.

The framework for the key deal points with Live Nation are consistent with other concerts in recent history with Live Nation and are as follows:

- Flat License Fee

- Admission Tax of $2.24 per ticket

Both the license fee and admission tax are RBOC revenue streams. Developing revenue shares of ancillary income has proven to be very effective with the promoters in certain categories:

- Net concession income
- Net parking income (and traffic)
- Novelty income
- Ticketmaster rebate
- Pavilion seating
- A pre-event in Area H or Brookside Clubhouse that is designed to get fans to the stadium sooner in the day in order to help mitigate traffic closer to show time.

In addition, the below are expenses for which the promoter would assume cost responsibility:

- Facility damages, including Field Damages
- VIP special requests related expenses
- Stagehands expenses
- Permit expenses
- Pre-coverage, move-in, move out and production expenses

Each event will have a stage that is expected to be located in the south end of the stadium, similar to past concerts at the stadium. This configuration will provide a capacity of approximately 60,000 spectators. Each event is anticipated to begin with gates opening at approximately 4:00 p.m. and end no later than 11:00 p.m. (specific times have not been defined yet, but will be within this timeframe). As traditionally occurs for a major concert at the Rose Bowl, amplified noise will exceed non-event day sound levels originating from the stadium. A sound permit exempting each event from the general standards of the noise ordinance and allowing noise levels up to the limits specified in the Noise Element of the City's General Plan will be issued pursuant to Section 9.36.170 of the Pasadena Municipal Code. This will permit amplified noise to occur the following levels: not exceeding the average (Leq) of 85 decibels (dBa) over 15 minutes at the outer limits of the property line, and not exceeding an average (Leq) of 75 dBa over 15 minutes at selected points in residential areas around the Arroyo, consistent with past practice. It is not a violation of these permits, however, for instantaneous or short term noise to intermittently spike above those average levels, as the Noise Element of the City's General Plan indicates is the historical norm for this permitted activity. The RBOC shall have its sound consultant work with the promoter in the weeks leading up to the show, and during the show, as it relates to speaker placement, sound levels, and direction of sound. The Rose Bowl shall also place noise monitors at various locations throughout the area during the sound amplification.

At this time, the promoter requests that the artist not be named, which is customary, as the tour's nationwide marketing strategies and the timing of the announcement of the show is very important to the promoter and artist.

A pre-event will likely be planned in order to attract fans to come to the stadium early, and other traffic mitigation measures will be put into place. Communication between stadium, police and neighborhood associations will occur regularly leading up to each concert.

Displacement Events:

It should be known that on December 18th, 2025 the RBOC Board of Directors approved staff to contract with Live Nation for three concert dates to be held in August 2026 (FY 2027). Since that time, staff has learned that it will only be necessary to contract with Live Nation for one of the three dates granted and therefore that action results in approval of the 21st event date for FY 2027.

As such, the shows being contemplated in this action would represent the 22nd, 23rd, 24th, 25th, 26th and 27th displacement events in fiscal year 2027. The first 21 displacement events in fiscal year 2027 are as follows: three (3) Live Nation concerts, seven (7) scheduled UCLA football games, one (1) Rose Bowl Game, and ten (10) Goldenvoice Music Festival dates.

Displacement Event Findings:

The Arroyo Seco Public Lands Ordinance (Pasadena Municipal Code Chapter 3.32) 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 3.32.270 of the ordinance limits the number of displacement events to no more than 15 in any calendar year except with the permission of the Rose Bowl Operating Company Board of Directors, or 25 times in any fiscal year without the permission of the City Council. In order to exceed 15 displacement events, the Rose Bowl Operating Company must make certain findings.

Below are the findings and the rationale for making such findings for displacement events 22-25. The Board will recommend that the City Council make the same findings for displacement events 26-27, pursuant to the Arroyo Seco Public Lands Ordinance:

1. "The additional events represent a unique opportunity that will enhance the stature of the Rose Bowl." The concerts would be similar in terms of operations as past concerts at the Stadium. The events would garnish significant publicity for the Rose Bowl and Pasadena leading up to the events and continue to contribute to the Rose Bowl's reputation as a world class venue.

2. "The revenue generating potential from the events justifies its consideration." It is estimated that each event will directly generate in excess of $500,000 for the RBOC. In addition, the City of Pasadena would receive a positive economic impact as a result of the portion of sales tax and bed tax that will revert to the City and to businesses in the City arising from significant fan presence in Pasadena.

3. "Each event does not create undue conflicts with other Arroyo Seco activities taking place at the same time." Staff will work closely with the Parks, Recreation, and Community Services Department of the City of Pasadena, as well as the Pasadena Police Department to best control the displacement of other activities in the Arroyo Seco. As in the past, while these types of events will displace recreational activities, staff is able to minimize displacement to as few hours on event day as possible, so that displacement does not take place the entire day.

4. "Each event does not impose undue adverse impacts on surrounding residential areas." Planning and preparation will be implemented to minimize impact of the events to the

surrounding neighborhoods. The Police Department and staff work carefully with the surrounding area to maintain success in hosting displacement events with minimal disruption and impact.

ENVIRONMENTAL:
State CEQA Guidelines Section 15323 exempts from CEQA review of "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 concerts and other large events over its history, including within the past three years, and there is a reasonable expectation that this activity would not represent a change in operations. There is no indication that these concerts will be any different in terms of noise or any other impact than any other concert hosted in the Bowl in the past, and any noise generated from this concert is expected to be within the parameters allowed by the Noise Element of the General Plan.

FISCAL IMPACT:
It is anticipated that the RBOC will generate in excess of $500,000 from each event.

Respectfully Submitted,



Jens Weiden
Chief Executive Officer