

memorandum

date February 19, 2019

to Whit Manley, Tiffany Wright

cc Lisa Trifiletti

from Brian D. Boxer, AICP

subject Weekday Events at Southern California Stadiums

ESA conducted research into weekday events (attendance of 15,000 and higher) at three major outdoor stadiums in southern California: Dodger Stadium, the LA Memorial Coliseum, and the Rose Bowl. The subject of the research was identification of events on weekdays (Monday-Friday) during the period of 2016-2018. Also considered are events on or near major holidays concurrently occurring on weekdays.

“Full-scale” events are events that utilize the full stadium bowl and have an attendance of 15,000 or higher. Baseball games at Dodger Stadium were not included in the weekday event count because they represent the planned programmed use of that stadium. Weekday events at the Dodgers Stadium, the LA Memorial Coliseum, and the Rose Bowl vary from sporting events, entertainment, special, and private events.

Summary of Weekday Events

In 2016, there were a total of 4 weekday events at Dodger Stadium, including Beyoncé and Guns and Roses concerts, and 1 Fourth of July event. These events required use of the stadium bowl, and thus they are treated here as full-scale events. While the Fourth of July event was held on a weekday, it was on a national holiday and followed a regularly programmed Dodger baseball game. In 2017 and 2018, multiple Cirque Du Soleil events were held. The Cirque Du Soleil events were not full-scale events.

The LA Memorial Coliseum held minimal events in 2018, other than pre-programmed NFL and USC football games, due to renovations but held weekday events in both 2016 and 2017. The Labor Day Music Festival occurred in 2016 and utilized the entire LA Memorial Coliseum, which made it the largest weekday event held that year; this event occurred on a weekend and national holiday Monday.

The Rose Bowl in Pasadena holds multiple small-scale weekday events of which included tours, flea markets, and special and private events; these events range in size from a few hundred up to approximately 15,000 and do not make use of the full stadium bowl. Full-scale events that occur annually at the Rose Bowl include the Rose Bowl Game typically on the first of the year and “Americafest,” which occurs annually on the 4th of July. In 2017, the Rose Bowl Game occurred on January 2nd, which was on a Monday; by tradition, the Rose Bowl is played on January 2 when New Years Day occurs on Sunday. Both the Rose Bowl Game and Americafest have occurred on

weekdays from 2016 to 2018. Average attendance at the Rose Bowl for 2016, 2017, and 2018 exceeded 92,000 attendees per year.^{1,2,3} AmericaFest is the largest Fourth of July fireworks show in Southern California and is the longest running fireworks show in the nation. In 2017, more than 75,000 people attended.⁴ Additionally, the Rose Bowl hosted a full-scale Taylor Swift concert in May of 2018. However, most of the major sporting and full-scale events are typically held on weekends.

Venue	Weekday Events in 2016		Weekday Events in 2017		Weekday Events in 2018	
	Number of Full-Scale Weekday Events ^a	Total Weekday Events	Number of Full-Scale Weekday Events ^a	Total Weekday Events	Number of Full-Scale Weekday Events ^a	Total Weekday Events
Dodgers Stadium ^b	3 (3) ^e	4 (3) ^e	0 (0) ^e	11 (11) ^e	0 (0) ^e	18 (18) ^e
LA Memorial Coliseum ^c	2 (1) ^e	5 (4) ^e	0 (0) ^e	1 (1) ^e	1 (1) ^e	8 (8) ^e
Rose Bowl ^d	5 (3) ^e	60 (58) ^e	4 (2) ^e	15 (13) ^e	3 (1) ^e	11 (9) ^e

¹ ESPN. McCaffrey leads Stanford's 45-16 Rose Bowl romp over Iowa. Available at: http://www.espn.com/college-football/game/_/gameId/400852737. Accessed February 19, 2019.

² ESPN. USC hits FG at gun, beats Penn State 52-49 in epic Rose Bowl. Available at: <http://www.espn.com/college-football/game?gameId=400876111>. Accessed February 19, 2019.

³ ESPN. Georgia beats Oklahoma 54-49 in Rose Bowl. Available at: http://www.espn.com/college-football/game/_/gameId/400953412. Accessed February 19, 2019.

⁴ ABC7 Eyewitness News. 75,000 celebrate Independence Day at AmericaFest in Pasadena. Available at: <https://abc7.com/society/americafest-in-pasadena-wows-thousands/2184897/>. Accessed February 19, 2019.

Notes:

- a) Full-scale events are events that utilize the full stadium bowl and have an attendance of 15,000 or higher. Many weekday events at these venues are not full-scale events. Smaller-scale events can include private parties, meetings in meeting facilities, photoshoots, or other use of facilities.
- b) The event count for Dodger Stadium excludes planned programmed sporting events (i.e. Dodger games). Types of events include concerts and Cirque Du Soleil.
- c) ESA corresponded with Rachel Lamb from the LA Memorial Coliseum (Director of Sales) and Ms. Lamb affirmed that no comprehensive calendar of events is published for external use and she is not able to distribute one. Ms. Lamb did say that renovations have been occurring since January 2018 so events have been limited, except for soccer and football games. It is also the case that many of their events are private events and are not ticketed and thus are not on their public calendar of events. The LA Memorial Coliseum is typically used 7 days a week whether it be for photoshoots, filming, private events, sporting events, concerts, or other events.
- d) Types of events at the Rose Bowl include sporting events, stadium tours, awards ceremonies, job fairs, commercial shooting, private events, flea markets, concerts, and food/music festivals.
- e) The numbers in parentheses are the number of weekday events, excluding events that fall on or near holidays. For the LA Memorial Coliseum in 2016, this excludes the Labor Day Music Festival. For the Rose Bowl in 2016, 2017, and 2018, this excludes the Rose Bowl Game and AmericaFest. For Dodger Stadium, this includes the Fourth of July event in 2016 which was held after a regularly programmed Dodger game.

Sources:

Dodger Stadium 2016-2018 Event Schedule. Available at: https://dola.com/venues/dodger-stadium/month_events. Accessed on February 12, 2019

Eventful, 2018. Rose Bowl Stadium Events and Concerts in Pasadena. Available at: <http://www.rosebowlstadium.com/events/>. Accessed on February 12, 2019.

Rose Bowl Events Calendar, 2017, Available at: <https://web.archive.org/web/20170420195810/http://www.rosebowlstadium.com/events/index/30>

Rose Bowl Event Calendar April 2016-April 2017. Available at: <https://www.rosebowlstadium.com/assets/doc/RBOC-Event-Calendar-67e48ba3a3.pdf>. Accessed on February 12, 2019.

Rose Bowl, 2017. Event Calendar. Rose Bowl Concert History, Past Events – Songkick. Available at: <http://www.songkick.com/venues/5902-rose-bowl/calendar>. Accessed on February 12, 2019.

LA Memorial Coliseum, 2016-2018. Los Angeles Memorial Coliseum Los Angeles Gigography, Concert History, Past Events – Songkick. Available at: <https://www.songkick.com/venues/15-los-angeles-memorial-coliseum/gigography>. Accessed on February 12, 2019.

Rose Bowl 2016-2018 Event Schedule. Available at: https://dola.com/venues/rose-bowl/month_events. Accessed February 19, 2019.

2017, 2017, and 2018 Non-Holiday Weekday Events

Note: Full-scale events are shown in **bold**.

2016

Dodger Stadium

- **Thursday, August 18th, 2016 – Guns and Roses: Not in This Lifetime Concert. Total combined attendance for the 18th and 19th concerts: approximately 84,634.¹**
- **Friday, August 19th, 2016 – Guns and Roses: Not in This Lifetime Concert. Total combined attendance for the 18th and 19th concerts: approximately 84,634.²**
- **Wednesday, September 14th, 2016 – Beyoncé, 2016– The Formation World Tour. Total attendance: Greater than 50,000.³**

LA Memorial Coliseum

- Tuesday, March 1, 2016 – Jan & Yolanda
- Wednesday 02 March 2016 – Jan & Yolanda
- Thursday, June 30, 2016 – Burgers and Beer Festival
- **Thursday, October 27, 2016 – USC VS CAL Football Game. Total attendance: 61,725.⁴**

Rose Bowl

- Tuesday, April 5, 2016 - Kidspace Free Family Night Public Event – Attendance: 1,126
- Thursday, April 7, 2016 –Pastors of Pasadena Private Event TBD 30 Press Box – Attendance: 30
- Tuesday, April 12, 2016 –ABM Job Fair Public Event 10am-2:00pm TBD Media C
- Wednesday, April 13, 2016 – Pasadena Air Operations Fly-in, Private Event
- Friday, April 15-17, 2016– Kidspace Arroyo Grand Opening, Public Event
- Friday, April 15-18, 2016 – ROSE Meet Comp, Public Event
- Tuesday, April 19, 2016 – First Tee 10th Anniversary Event, Private Event
- Thursday, April 21, 2016 –Lake Ave Community Fundraiser Private Event
- Thursday, April 21, 2016 –The Akademia Music Awards, Private Event – Attendance: 1,000
- Thursday, April 28, 2016 –Pastors of Pasadena Private Event
- Friday, April 29, 2016 – Fleming House Private Event
- Friday, April 29, 2016 –Public Tours
- Tuesday, May 3, 2016 – Kidspace-Free Family Night, Public Event – Attendance: 1,114

¹ The PRP. Earnings & Attendance From Guns N' Roses... Available at: <https://www.theprp.com/2016/09/07/news/earnings-attendance-guns-n-roses-metallica-deftones-etc-shows/>. Accessed February 15, 2019.

² The PRP. Earnings & Attendance From Guns N' Roses... Available at: <https://www.theprp.com/2016/09/07/news/earnings-attendance-guns-n-roses-metallica-deftones-etc-shows/>. Accessed February 15, 2019.

³ Forbes. Beyonce Shows This Is Her Time At Dodger Stadium. Available at: <https://www.forbes.com/sites/stevebaltin/2016/09/15/beyonce-shows-this-is-her-time-at-dodger-stadium/#1ae6b6f1a1c4>. Accessed February 15, 2019.

⁴ ESPN. Darnold, Jones lead USC over Cal 45-24. Available at: <http://www.espn.com/college-football/game?gameId=400869145>. Accessed February 15, 2019.

- Thursday May 5, 2016 –National Day of Prayer Private Event
- Thursday, May 5, 2016– Pastors of Pasadena Private Event
- Friday, May 6-7, 2016 –Bill Davis Research Private Event
- Thursday, May 19, 2016 – Legacy Foundation Donor Event (T) Private Event 8 am - 5 pm
- Friday, May 20, 2016 –GCDS Western University (T) Private Event
- Monday, May 23-24, 2016– Driving Dynamics Private Event
- Thursday May 26, 2016 – Pastors of Pasadena Private Event
- Friday, May 27, 2016 – Public Tours
- **Tuesday, June 7, 2016 – Copa America-Colombia vs Paraguay, Public Event Areas. Total attendance: 42,766.⁵**
- **Thursday, June 9, 2016 – Copa America- Mexico vs Jamaica, Public Event. Total attendance: 82,263.⁶**
- Thursday June 30, 2016 – Pastors of Pasadena, Private Event
- Friday, June 24, 2016 – Public Tours
- Thursday, July 7, 2016 – Pastors of Pasadena, Private Event
- Tuesday, July 19, 2016 – Bolton Event Private Event
- **Wednesday, July 27, 2016 – ICC Chelsea vs. Liverpool, Public Event. Total attendance: Greater than 53,000.⁷**
- Thursday, July 28, 2016 – Pastors of Pasadena, Private Event
- Friday, July 29, 2016 – Center for Transportation (2nd hold) Private Event – Attendance: 450
- Friday, July 29, 2016 – Public Tours
- Wednesday, August 3, 2016 – LAEDC Summer Mixer, Private Event TBD 100
- Thursday, August 4, 2016 – Pastors of Pasadena Private Event
- Tuesday, August 16, 2016 – Legacy Foundation Donor Event (T) Private Event 8 am - 2:30 pm
- Thursday, August 25, 2016 – Pastors of Pasadena Private Event
- Friday, August 28, 2016 – Public Tours
- Thursday, September 1, 2016 – Pastors of Pasadena Private Event
- Tuesday, September 20, 2016 – Tournament of Roses BBQ – Attendance: 400
- Thursday, September 29, 2016 – Pastors of Pasadena, Private Event
- Friday, September 30, 2016 – Public Tours
- Thursday, October 6, 2016 – Pastors of Pasadena, Private Event
- Wednesday, October 26, 2016 – IAVM Conference, Private Event
- Thursday, October 27, 2016 –Pastors of Pasadena Private Event
- Friday, October 28, 2016 –Public Tours
- Wednesday, November 2-3, 2016 –Turkey Tussle Team Walkthrough, Private Event
- Thursday, November 3, 2016 –Pastors of Pasadena, Private Event
- Friday, November 4, 2016 – Turkey Tussle

⁵ ESPN. Colombia and James Rodriguez hold on to beat Paraguay. Available at: <http://www.espn.com/soccer/report?gameid=444719>. Accessed February 15, 2019.

⁶ ESPN. Mexico beat Jamaica, advance to quarters. Available at: <http://www.espn.com/soccer/match?gameid=444714>. Accessed February 15, 2019.

⁷ The Telegraph. Chelsea 1 Liverpool 0... Available at: <https://www.telegraph.co.uk/football/2016/07/27/chelsea-vs-liverpool-international-champions-cup-live/>. Accessed February 15, 2019.

- Tuesday, November 8-10, 2016 – International Soccer Symposium
- Thursday, November 17, 2016 –Salvation Army Breakfast, Public Event
- Thursday, November 24, 2016 –Tofurky Run/Walk^ Public Event
- Friday, November 25, 2016 –Public Tours
- Wednesday, November 30-4, 2016 –Forces of Nature, Public Event
- Thursday, December 1, 2016 – Pastors of Pasadena Private Event
- Friday, December 2, 2016 – Bill Ukropina Holiday Luncheon, Private Event– Attendance: 15
- Wednesday, December 7, 2016 – TOR Float Reception Dinner, Private Event
- Thursday, December 8, 2016 –SGV Council Govt Meeting, Private Event
- Friday, December 9, 2016 – Bill Ukropina Holiday Luncheon, Private Event – Attendance: 300
- Thursday, December 26, 2016 Pastors of Pasadena– Attendance: 50

2017

Dodger Stadium

- Tuesday, December 12, 2017 – Cirque Du Soleil: Luzia
- Wednesday, December 13, 2017 – Cirque Du Soleil: Luzia
- Thursday, December 14, 2017 – Cirque Du Soleil: Luzia
- Friday, December 15, 2017 – Cirque Du Soleil: Luzia
- Tuesday, December 19, 2017 – Cirque Du Soleil: Luzia
- Wednesday, December 20, 2017 – Cirque Du Soleil: Luzia
- Friday, December 21, 2017 – Cirque Du Soleil: Luzia
- Tuesday, December 26, 2017 – Cirque Du Soleil: Luzia
- Wednesday, December 27, 2017 – Cirque Du Soleil: Luzia
- Thursday, December 28, 2017 – Cirque Du Soleil: Luzia
- Friday, December 29, 2017 – Cirque Du Soleil: Luzia

LA Memorial Coliseum

- Wednesday, May 3, 2017 – Asher Perez

Rose Bowl

- Thursday, January 26, 2017 – Pastors of Pasadena, Private Event
- Friday, January 27, 2017 – Public Tours
- Thursday, February 23, 2017 –Pastors of Pasadena Private
- Monday, February 27, 2017 – Zeta Tau Alpha Fraternity, Private Event – Attendance: 500
- Friday, February 24, 2017 – Public Tours
- Thursday, March 30, 2017 – Pastors of Pasadena Private Event
- Friday, March 31, 2017 – Public Tours
- Thursday, April 27, 2017 – Pastors of Pasadena Private Event
- Thursday, April 28, 2017 – Public Tours
- Thursday, May 26, 2018 – Public Tours

- **Friday October 6, 2017 – Coldplay Concert. Total attendance: 60,000.**⁸
- Monday, November 20, 2017 – R.G. Canning Flea Market
- **Friday, November 24, 2017 – UCLA VS CAL. Total attendance: 50,287.**⁹

2018

Dodger Stadium

- Wednesday, January 3, 2018– Cirque Du Soleil: Luzia
- Thursday, January 4, 2018– Cirque Du Soleil: Luzia
- Friday, January 5, 2018– Cirque Du Soleil: Luzia
- Tuesday, January 9, 2018– Cirque Du Soleil: Luzia
- Wednesday, January 10, 2018– Cirque Du Soleil: Luzia
- Thursday, January 11, 2018– Cirque Du Soleil: Luzia
- Friday, January 12, 2018– Cirque Du Soleil: Luzia
- Tuesday, January 16, 2018– Cirque Du Soleil: Luzia
- Wednesday, January 17, 2018– Cirque Du Soleil: Luzia
- Thursday, January 18, 2018– Cirque Du Soleil: Luzia
- Friday, January 19, 2018– Cirque Du Soleil: Luzia
- Tuesday, January 30, 2018– Cirque Du Soleil: Luzia
- Wednesday, January 31, 2018– Cirque Du Soleil: Luzia
- Thursday, February 1, 2018– Cirque Du Soleil: Luzia
- Friday, February 2, 2018– Cirque Du Soleil: Luzia
- Wednesday, February 7, 2018– Cirque Du Soleil: Luzia
- Thursday, February 8, 2018– Cirque Du Soleil: Luzia
- Friday, February 9, 2018– Cirque Du Soleil: Luzia

LA Memorial Coliseum

- Tuesday, January 16, 2018 – Javier Rodriguez Macpherson
- Monday, April 23, 2018 – Rey Inefable Concert
- Tuesday, May 1st, 2018 – Alba Moons
- Thursday, May 31, 2018 – Thomas Egger
- Monday July 23, 2018 – Casey Hung
- Monday, August 20, 2018 – GFTTWINS
- Wednesday, October 17, 2018 – DJ Uneeqmuzik
- **Monday, November 19, 2018 – Rams VS Chiefs Football Game. Total attendance: 77,002.**¹⁰

⁸ Rolling Stone. See Coldplay, James Corden...Available online at: <https://www.rollingstone.com/music/music-news/see-coldplay-james-corden-sing-tom-pettys-free-fallin-at-rose-bowl-122826/>. Accessed February 15, 2019.

⁹ ESPN. UCLA Edges Cal 30-27, gets bowl eligible under interm coach. Available at: <http://www.espn.com/college-football/game?gameId=400935326>. Accessed February 15, 2019.

¹⁰ ESPN. Rams outlast Chiefs 54-51 in high-octane offensive showcase. Available at: <http://www.espn.com/nfl/game?gameId=401030972>. Accessed February 15, 2019.

Rose Bowl

- Tuesday, January 2 – Rose Bowl Stadium Holiday Tour
- Wednesday, January 3 – Rose Bowl Stadium Holiday Tour
- Friday, January 5 – Rose Buds: Official Kids' Club of the Rose Bowl Kick Off Event
- Friday, March 30 – Rose Bowl Stadium Tour
- Friday, April 27 – Rose Bowl Stadium Tour
- **Friday, May 18 – Taylor Swift Concert. Total attendance: 60,000.¹¹**
- Thursday, April 26 - Rose Bowl Stadium Tour
- Friday, May 25 - Rose Bowl Stadium Tour
- Thursday, September 12 – Taste of Pasadena

¹¹ Pasadena Star-News. Taylor Swift shakes off her reputation with 60,000-plus fans at the Rose Bowl. Available at: <https://www.pasadenastarnews.com/2018/05/19/taylor-swift-shakes-off-her-reputation-with-60000-plus-fans-at-the-rose-bowl/>. Accessed February 15, 2019.