



City of Carson Report to Mayor and City Council

April 17, 2012
New Business Discussion

**SUBJECT: STATUS REPORT ON THE DEVELOPMENT OF A HOME DEPOT CENTER
INFORMATION SECTION ON THE CITY OF CARSON WEBSITE**

Submitted by Raymond R. Cruz
Public Services General Manager

Approved by David C. Biggs
City Manager

I. SUMMARY

The Home Depot Center (HDC) has successfully operated its facility since 2003 and has provided the region with elite-level soccer, tennis, cycling and other sporting events. The site is also a concert venue up to six times a year. After DJ Tiesto performed last fall at the HDC, there was concern from the community regarding the lack of information regarding the venue and how to register complaints about HDC events. Although the City provides information about the HDC in various forms to the public, it frequently has been the result of a reaction to an incident that had occurred. In an effort to be much more proactive and responsive to the concerns of the community, and with the concert season commencing in May, staff will utilize a portion of the city's website to provide information about the HDC, including a link to the facility's website. Tonight, staff will provide an update on the development of this project.

II. RECOMMENDATION

PROVIDE input and FILE.

III. ALTERNATIVES

TAKE another action the City Council deems appropriate.

IV. BACKGROUND

The HDC has been a venue that has brought the City of Carson international recognition for world-class sporting and entertainment events. Since it opened in 2003, the HDC has been a good corporate citizen, has provided over \$5 million dollars to community-based organizations, and has hired 30% of its workforce from Carson. Despite all the goodwill the HDC has brought to the City, the community has, at times, raised concerns about the facility's events. These concerns have centered around issues such as noise, traffic and public usage of the facility. The City's response was often reactionary (i.e. after an incident had occurred) as opposed to proactive.

After the October 8, 2011 concert where DJ Tiesto performed, there were complaints about the noise that could be heard loudly in certain areas of the community. This event provided staff with the opportunity to develop a means by

which information, including how to register a complaint, can be more easily and readily dispensed to the community. After much discussion among staff, it was decided that utilizing a portion of the City’s website to centralize information about the HDC would be the best way to distribute information to residents.

The type of information that staff intends to provide on the website includes information under the headings of “The Home Depot Center Fact Sheet” and the “10 Most Asked Questions About The Home Depot Center”. These two documents, along with interactive maps and links, will provide details about the facility itself, noise, traffic control, neighborhood protection, the concert approval process, security, the number of allowed events, how to register a complaint or a concern, community use of facilities, and a link to the HDC website. Tonight, the City Council will be given an update of what has transpired, and a preview of the HDC section of the City’s website, before it is unveiled in May with the start of the 2012 concert season.

V. **FISCAL IMPACT**

None.

VI. **EXHIBITS**

1. The Home Depot Center Fact Sheet (pg. 3).
2. 10 Most Asked Questions About The Home Depot Center (pgs. 4-6).

Document1

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TO:Rev03-08-12

Reviewed by:

| | |
|-------------------------|----------------------|
| City Clerk | City Treasurer |
| Administrative Services | Development Services |
| Economic Development | Public Services |

Action taken by City Council

Date_____ Action_____

The Home Depot Center Fact Sheet

Location: On the campus of California State University, Dominguez Hills
18400 Avalon Boulevard, Carson, CA 90746

Date Opened: June 1, 2003

Owner: AEG

Operator: AEG Facilities

Acreage of Facility: 125 acres

Construction Cost: Privately financed for \$150 million

List of Facilities:

- Soccer Stadium – 27,000 capacity
- Tennis and Boxing Stadium – 8,000 capacity
- Track and Field Facility – 2,000 permanent seats (up to 20,000 capacity)
- The Home Depot Center Velodrome – 2,450 capacity
 - 2 indoor basketball courts
 - 5 indoor volleyball courts
- 1 indoor state-of-the-art fitness center
- 18 tennis courts (14 hard courts, 4 clay courts)
- 10 soccer training fields (including 2 artificial surface fields)
- The American Express Stadium Club

Charitable Contributions Since Opened: AEG-related foundations have contributed over \$5 million to community-based organizations.

Community Involvement: The Home Depot Center Charitable Foundation hosts an average of nine community youth events each year including, but not limited to, the Easter Egg Hunt, Treats N Suites Halloween Bash, Foundations' Feast, and the Reading Garden Challenge. For more information on specific events, please visit www.homedepotcenter.com and click on the "Foundation" tab.

Ticket Discount Offers and Donations: Throughout the year, The Home Depot Center offers Carson residents a discount on selected ticketed events. The offer can be redeemed by showing your Carson ID at The Home Depot Center Box Office. In addition, The Home Depot Center donates more than 8,000 tickets per year to community youth organizations.

Job Opportunities: More than 30% of The Home Depot Center employees are City of Carson residents.

EXHIBIT NO. - 1



Ten Most Asked Questions About The Home Depot Center

1. What types of activities and events occur at The Home Depot Center?

The Home Depot Center is Southern California's home to world-class competition in soccer, tennis, cycling and other sports, and boasts training facilities for amateur, Olympic, collegiate and professional athletes. It is the home of two Major League Soccer teams – the Los Angeles Galaxy and Chivas USA. It is also an official U.S. Olympic Training Site, the United States Tennis Association's West Coast High Performance Training Center, and the national training center for the U.S. Soccer Federation. It is also the Southern California home of Athletes' Performance, an international training center for elite and professional athletes. National and international competitions are held in the soccer stadium, Velodrome and in the tennis stadium. The Home Depot Center also hosts concerts, high school football games, boxing matches and has hosted various special events such as ESPN's X Games.

2. What are the curfews for the operation of The Home Depot Center, and how many events can occur at the facility?

All noise must cease between the hours of 10 p.m. through 7 a.m. on weekdays, and 11 p.m. through 8 a.m. on weekends. Sunday hours may be extended to start at 9 a.m. and end at 8 p.m. when a City of Carson recognized holiday occurs the following day (Monday). The soccer stadium can host 50 events annually, which have a minimum paid attendance level of 5,000 or greater.

3. How are the surrounding neighborhoods protected from parking and traffic issues?

Traffic and safety is controlled by Los Angeles County Sheriff's Department Carson Substation personnel. The Home Depot Center pays for barricades and staffing at various levels depending on expected attendance at the events. There are three levels of attendance and by **clicking the identified link** you will see where barricades and personnel will be located. Each resident will be provided five parking passes in order for family and guests to enter the barricaded areas during the events. One day guest passes are available to all Carson residents through the Carson Sheriff's Department. Passes for new residents are available at The Home Depot Center front desk, between the hours of 9 a.m. and 5 p.m., Monday through Friday, by bringing a photo ID and recent utility bill showing your Carson address.

4. How are concert performers selected by The Home Depot Center and how is the community protected by performers that would be considered undesirable in the community?

The Home Depot Center's ownership group, AEG, has an international event planning team and seeks out artists to perform at The Home Depot Center and other venues that



AEG owns or operates. Once an artist is being considered, The Home Depot Center Concert Committee will review and either approve or deny the artist. The Committee consists of two staff members from The Home Depot Center, two staff members from California State University, Dominguez Hills, and one individual each from Colony Cove, Carson Harbor Village and the University Heights Homeowner's Association. These meetings are closed to the public and they meet no less than 45 days before any proposed event.

5. **What are the limitations on firework shows and aircraft flyovers?**

The Home Depot Center is permitted to have up to six fireworks shows and aircraft flyovers per calendar year. The Home Depot Center is required to notify all residents within a one mile radius of the facility, of any fireworks show or aircraft flyovers, by placing door hangers at their homes. This notice must be delivered to residents and to the City of Carson's Public Information Office, at least two weeks prior to the event.

6. **What type of noise monitoring of concerts are performed by The Home Depot Center?**

At each concert, The Home Depot Center retains a sound consultant to monitor decibel levels to make sure they are staying within the limits of the Environmental Impact Report (EIR). All event contracts with artists require that the speaker system used during the concert cannot exceed 130 decibels at three feet or 100 decibels at 100 feet from the stage speaker cluster. For certain concerts, the City retains its own sound consultant to ensure the event is in compliance with the EIR and City noise ordinance. **(Clicking the following link will identify where sound equipment is located for both the HDC sound consultant and the City.)**

7. **How to file a complaint regarding the noise or other issues concerning The Home Depot Center?**

The Home Depot Center has a Security Command Center that is staffed 24/7 and can be reached at **(310) 630-2044** to report any concerns. For example, if a complaint is made regarding excessive noise during a concert, a staff member will make direct contact with the sound consultant to place sound equipment in the area where the excessive sound is reported. They will determine if it exceeds the required limits and, if it does, they will make the appropriate adjustments to be in compliance. For events when the City's sound consultant will be utilized, the consultant will be monitoring for compliance with the sound ordinance and the EIR. The data will be reviewed and analyzed after the event and, if there was a violation, appropriate administrative and legal action can be taken.

An individual can also call the **City's Home Depot Center Hotline at (310) 952-1793** where a recorded message will instruct callers to leave a message with their complaint. This option is available year round to the public to report any concern or issue about the HDC. If it is a sound issue complaint, the information can assist staff and the sound consultant with their sound analysis of a concert and provide them a location to monitor



the sound for future events. If it is another type of complaint, City staff will have a record in order to follow up on the complaint with The Home Depot Center's staff to determine how to rectify miscellaneous operational concerns.

8. What public notification is provided when there are firework displays and certain large or selected events?

The Home Depot Center lists its entire event calendar on its website www.homedepotcenter.com in order for the public to know what events and associated shows will occur each month. To supplement this notification, The Home Depot Center may place door hangers in residential neighborhoods within a one mile radius when there will be fireworks displays or other selected events. (Click on the enclosed link to illustrate which neighborhoods will receive door hangers.)

9. Can residents or community-based organizations utilize The Home Depot Center for various functions and events?

If residents or community-based organizations desire to use The Home Depot Center they need to submit a written request at least 30 days in advance with the date, time and description of the proposed event. If there is availability, The Home Depot Center and the individual or organization will enter into an agreement consisting of certain terms and conditions. All City of Carson residents receive a 20% discount on facility rentals including the American Express Stadium Club Restaurant and Bar, soccer fields, and basketball, volleyball and tennis courts.

10. How much money does The Home Depot Center provide back to the City due to the ticket tax, and where is that money placed in the City's budget?

Since March 21, 2009, the City of Carson has received a 2% tax on ticket sales at The Home Depot Center. The first \$250,000 received was earmarked for a teen or youth center in Carson. Since the tax was established, the City has received \$959,000 which has helped finance several City programs and services. The 2% ticket tax agreement between the City and The Home Depot Center expires on June 30, 2016.

