



Agenda Report

March 29, 1999

TO: City Council

FROM: The Rose Bowl Operating Company

RE: AGREEMENT WITH DANBURY MINT TO PRODUCE STADIUM REPLICAS

RECOMMENDATION:

It is recommended that City Council approve the agreement between the Rose Bowl Operating Company (RBOC) and The Danbury Mint to produce ceramic replicas of the Rose Bowl Stadium and the 8% royalty rate that the RBOC will receive from the sale of the ceramic replicas.

BACKGROUND:

In December 1998, The Danbury Mint Company contacted the Rose Bowl staff in order to obtain authorization to use the Rose Bowl Stadium trademark. It was determined at that time that it would be necessary to have a fee schedule of the trademark established prior to subject approval. Hence, a fee schedule for the Rose Bowl Trademark/Service Marks was submitted and approved by the RBOC on January 7, 1999, and subsequently was submitted to City Council for approval.

On February 1, 1999, the City Council requested that the fee schedule be revised and did not pass the item. It should be noted that although a fee schedule was developed, currently only the Danbury Mint replica is a proposed item utilizing the Rose Bowl trademark. Rose Bowl staff is in the midst of contacting qualified licensing consultants who would represent the Rose Bowl in the overall licensing and plans related to trademark services. Once a licensing consultant is selected, Rose Bowl staff would like to revise subject fee schedule and resubmit it along with a business plan to the RBOC, the Business Enterprise Committee (BEC) and upon approval, to the City Council.

Therefore, Rose Bowl staff is requesting the BEC approve a one-time fee schedule for The Danbury Mint Co. Until such time as a licensing consultant is selected, Rose Bowl staff will request a fee schedule to be approved on a case by case basis.

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FISCAL IMPACT:

It is estimated that the RBOC will generate \$13,600 from The Danbury Mint Co. replica of the Rose Bowl Stadium.

Respectfully submitted,



DANIEL CASTRO, President
Rose Bowl Operating Company

Approved by:



DAVID J. JACOBS
General Manager

CWT:ct