

# Agenda Report

October 11, 2010

**TO:** City Council

**FROM:** Rose Bowl Operating Company

**SUBJECT:** Approval of an Amendment to the Operating Agreement with the Rose Bowl Operating Company Regarding Philanthropic Efforts and Naming Rights of Specific Stadium Features.

It is recommended that the City Council approve an Amendment to the Operating Agreement which would accomplish the following:

1. Recognize and establish a philanthropic program to be undertaken by the RBOC, on its own, and with groups such as Legacy Connections (Rose Bowl Legacy campaign), to receive contributions from private sources for Rose Bowl Stadium related preservation projects;
2. Allow the RBOC to develop a sponsorship policy to provide naming opportunities for specific Rose Bowl Stadium features for appropriate levels of donor activity, and terms and conditions which protect and enhance the reputation of the Rose Bowl Stadium; and
3. Find that the above actions 1 and 2 are exempt from the California Environmental Quality Act (CEQA) per Section 15061 (b) (3).

**BACKGROUND:**

One of the primary challenges of the Rose Bowl in seeking a base of supporting donors is that, while it is essentially the premier college football stadium, it does not have alumni who would traditionally contribute to a capital campaign. As a result, the RBOC has been exploring ways to create a philanthropic support effort for the renovation of the stadium.

A feasibility study was completed by Andrea Van de Kamp in March, 2010; the findings recommended that a civic philanthropic organization could be formed to provide community leaders an opportunity to support the renovation efforts as well as other potential future civic projects of interest. The recommendation was to establish an independent organization to organize, manage, and coordinate the philanthropic effort. The model for this recommended

approach is Heritage Services, in Omaha, Nebraska, which has successfully raised over \$400 million for “legacy” projects in Omaha over the past 20 years. It also should be noted that, as in Omaha, there are plans to integrate the Pasadena community and develop ways for small contributions to be recognized as part of the overall campaign.

The amendment to the Operating Agreement would recognize the philanthropic efforts and allow the RBOC to assist in the efforts as well as to receive contributions made to Rose Bowl related projects. Attached hereto is a list of Rose Bowl features which the amendment to the Operating Agreement would allow the RBOC to offer for various levels of donor participation. The RBOC is seeking approval by the City Council of the specific features of the stadium to be named, a methodology for establishing the value of the features for donor opportunity, and the terms and conditions of naming rights that would enhance and protect the rights of the Stadium. The specific features to be named along with recommended valuations of such, including terms and conditions will be presented to the RBOC and either the City Council or Council Committee for approval and implementation in the near future. *(Refer to attached DRAFT list of anticipated Naming Opportunities)*

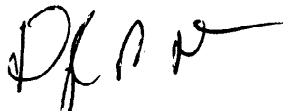
**ENVIRONMENTAL REVIEW:**

The project has been reviewed for compliance with the California Environmental Quality Act (CEQA) and is exempt per Section 15061 (b) (3). The project is covered by the general rule that CEQA only applies to projects that have the potential for causing a significant effect on the environment. The proposed project is an amendment to an operating agreement and will have no effect on the environment.

**FISCAL IMPACT:**

It is the goal of the Rose Bowl Legacy campaign to raise in excess of \$20 million for the renovation project.

Respectfully Submitted,



Darryl Dunn,  
General Manager



**DRAFT**  
**Proposed Naming Opportunities**  
**Rose Bowl Stadium Campaign**

<b>Court of Champions</b>	<b>Big Ten Coaches Booth</b>
<b>UCLA Locker Room</b>	<b>Big Ten AD Suite</b>
<b>Big Ten Locker Room</b>	<b>Pac 10 Radio Booth</b>
<b>Large South End Tunnel (2)</b>	<b>Big Ten Radio Booth</b>
<b>East &amp; West Tunnels (16)</b>	<b>Control Booth</b>
<b>Field Lounges (2)</b>	<b>Audio Visual Booth</b>
<b>North &amp; South End Tunnels (12)</b>	<b>Replay Booth</b>
<b>Large North End Tunnels (2)</b>	<b>Stats Booth</b>
<b>Legacy Endowment (22)</b>	<b>Media Area (near locker rooms)</b>
<b>Media Operations Level G</b>	<b>Training Area</b>
<b>Pac 10 Coaches Booth</b>	<b>Brick Campaign</b>
<b>Media Area (2) (in press box)</b>	<b>Bruins Park</b>
<b>Television Network Booth</b>	<b>Coaches Corner</b>
<b>Historic Bridge (2)</b>	<b>Field</b>
	<b>Museum/Retail Store</b>

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\*Exception of January 1 ~ Pac 10 Locker Room

\*\*\*Timing ~ may correlate with brick campaign. The endowment concept is an idea based on the need for developing a long-term source of funding for the Rose Bowl, possibly for an annual building fund. The 22 endowments symbolize the total number of offensive and defensive positions on the football field. The donor is endowing the future of the Rose Bowl by contributing to a fund that will grow over time and along the way provide income to offset annual building expenses for the Rose Bowl.