



Agenda Report

November 22, 1999

TO: City Council

FROM: Rose Bowl Operating Company (RBOC)

SUBJECT: Rose Bowl Operating Company Business Plan (2000-2004)

Recommendation:

This is an informational item only.

Background:

In 1995, the Rose Bowl Operating Company prepared a five-year business plan. As the facility prepares to enter the 21st century, it is necessary to readdress a business plan in order to provide the Rose Bowl Operating Company, the City Council and the community with a clear forecast of the facility for the next five years.

Fiscal Impact:

The business plan as a whole addresses fiscal impact and will be reviewed further during this special meeting.

Respectfully submitted by,

Daniel Castro
President

Darryl Dunn
General Manager