



Agenda Report

THROUGH: BUSINESS ENTERPRISE COMMITTEE

DATE: OCTOBER 6, 1999

TO: CITY COUNCIL

FROM: ROSE BOWL OPERATING COMPANY

SUBJECT: TORO COMPANY EQUIPMENT AND IRRIGATION PROPOSAL

RECOMMENDATION:

It is recommended that the City Council approve the acceptance of a \$84,000 Toro Company Proposal to donate turf equipment and supplies, in exchange for promotional use of the Rose Bowl Logo and use of the stadium field for Toro promotional events. This agreement is for a two-year period with two, two-year options at the sole discretion of the RBOC.

BACKGROUND:

On September 9, 1999, the RBOC approved a turf maintenance agreement with Toro Company, subject to City Council approval.

Toro Company Proposal	RBOC Consideration	Comments
Fertilization Control Panel	115 Volt electrical power panel	
Flow Meter and Injector Pump	Installation on stadium field	
Liquid Fertilizer and Soil Agronomist		
	Fertigation Donation	Estimated Value \$6,000
	Irrigation Product Donations	Estimated Value \$3,000 per yr
(1) Turf Sweeper		
(2) Greens Mowers		
(16) Back Pack Blowers		
(8) String Trimmers		
(4) Pruning Saws		
(2) Utility Carts		
(1) 250 Gallon Sprayer	Donated Equipment	Estimated Value \$75,000
	Total Toro Donation	Estimated Value \$84,000

Toro Company recognizes the Rose Bowl as a world-class facility with global visibility which is valuable in promoting the use of Toro Products. Toro is proposing to use this benefit by developing promotional programs to reinforce a business relationship with the Rose Bowl.

In exchange for these donations Toro is seeking a six year relationship:

- Limited promotional use of the Rose Bowl Trademark and use of the tag line "Official Turf Care Provider to the Rose Bowl," subject to the approval of the General Manager;
- Access to the field and press-level areas three times each year ; and,
- Twelve (12) tickets for the Rose Bowl Game

FISCAL IMPACT:

The total cash out lay per year for the RBOC is approximately \$1,500.

Respectfully submitted,

for


Dr. Daniel Castro, President
Rose Bowl Operating Company

Prepared by:



Darryl Dunn,
General Manager