



Agenda Report

TO: CITY COUNCIL **DATE:** August 13, 2001

FROM: CITY MANAGER

SUBJECT: CONTRACT BETWEEN THE CITY AND THE PASADENA
CHAMBER OF COMMERCE ASSOCIATION FOR CONCESSION
SERVICES RELATED TO NEW YEARS' DAY EVENTS

RECOMMENDATION

It is recommended that the City Council:

- (1) Authorize the City Manager to enter into a contract with the Pasadena Chamber of Commerce Association for the provision of food and beverage concessions at the 2002 New Year's Fan Fest event as well as the site of post-Rose Parade float viewing. The proposed contract is exempt from Competitive Bidding pursuant to City Charter section 1002[F] contracts for professional or unique services.
- (2) Grant the proposed contract an exemption from the competitive selection process of the Affirmative Action in Contracting Ordinance, pursuant to P.M.C. 4.09.060[C], contracts for which the City's best interests are served.
- (3) Authorize the City Manager to extend the proposed agreement for an additional three years provided all terms and conditions are deemed acceptable by City Manager in her sole discretion.

BACKGROUND

Pursuant to the Master License Agreement between the City and the Tournament of Roses Association, the City retains the rights to food, beverage and novelty concessions at the New Year's Fan Fest event as well as the area designated for post-Rose Parade float viewing.

For the last two years the City has contracted with the Tournament of Roses to provide food, beverage and novelty concessions for Fan Fest activities. The Tournament has subsequently sub-contracted with the Pasadena Chamber of Commerce to provide these services. Under the terms of last year's agreement the City received 20% of gross revenues for Fan Fest and 40% of gross for post-Parade.

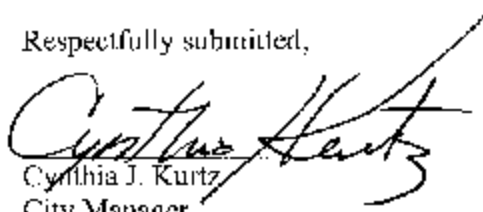
For New Years 2002, staff recommends a continuation of this arrangement with the exception that the City contract directly with the Chamber of Commerce. Staff has discussed this arrangement with the Tournament of Roses and Chamber of Commerce

and all parties are in agreement. However, the City in coordination with the Chamber of Commerce and the Tournament of Roses will work together to provide a high level of service to the community participants in the purchasing of food and beverage concessions at both Fan Fest and Post Parade venues.

FISCAL IMPACT


Under the proposed agreement, the Pasadena Chamber of Commerce will pay the 40% of gross receipts or \$10,000 whichever is higher for Fan Fest and 40% of gross receipts, without a minimum guarantee for post-Parade.

Respectfully submitted,



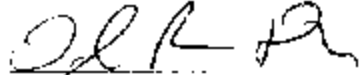
Cynthia J. Kurtz
City Manager

Prepared and Approved by:



Robert C. Badarian
Special Assistant to the City Manager

Concurrence:



Darryl Dunn
General Manager, RBOC