

Agenda Report

February 11, 2002

To: City Council
From: Rose Bowl Operating Company (ROBO) Board
Subject: Approval of Business Plan

RECOMMENDATION:

It is the recommendation of the RBOC that the City Council approve the 2002 – 2004 business plan.

BACKGROUND

The RBOC has the responsibility for both Brookside Golf Course and the Rose Bowl Stadium. The business plan is separated into three main sections: Brookside Golf Course, Rose Bowl Stadium and the future of the Rose Bowl.

The objectives of the plan is to:

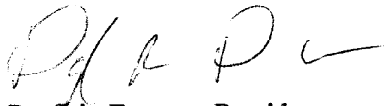
- Inform Pasadena resident and the City Council of the current status of the RBOC and the outlook for the future.
- Provide information and recommendations that will serve as a guide for policy and operational decisions for the Rose Bowl and Brookside Golf Course over the next several years.

The plan is attached for your review.

FISCAL IMPACT:

This report by its very nature relates to fiscal impact and reviews this subject thoroughly.

Respectfully Submitted,


for Porfirio Frausto, President
Rose Bowl Operating Company

Prepared by,


Darryl Dunn
General Manager