

Agenda Report

February 11, 2002

TO: CITY COUNCIL

THROUGH: ECONOMIC DEVELOPMENT & TECHNOLOGY COMMITTEE

FROM: ROSE BOWL OPERATING COMPANY

SUBJECT: ANNUAL REPORT FY 2002

RECOMMENDATION:

The FY 2002 Annual Report and collateral materials for the Rose Bowl Operating Company are hereby submitted for your review and approval.

BACKGROUND:

The primary purpose of the Rose Bowl Operating Company (RBOC) is to return economic and civic value to the City of Pasadena by managing a world-class stadium (The Rose Bowl), and a professional quality golf course (Brookside Golf Course) in a residential open-space environment. The RBOC also serves as a liaison to the residents of Pasadena concerning the operations of the stadium and its relation to the surrounding environment. The RBOC is charged with the responsibility to interface, inform and seek feedback from the neighborhoods that are in close proximity to the Rose Bowl Stadium.

The following is a synopsis of the Rose Bowl's activities and accomplishments of the past year.

The needs of the Rose Bowl Stadium structure and the National Championship Game in 2002 became the primary focus of the Rose Bowl staff. The eighty-plus year old facility has held up well, but was in need of significant upgrades. The General Manager and staff, under the direction of the RBOC, along with the cooperation/participation of the Tournament of Roses Association and various city departments, prepared and implemented a capital improvement program that significantly improved not only the look of the stadium, but the functionality of the facility as well.

For example, the auto gate at the front of the stadium was converted to an electronic, 24-foot wide vehicular gate with a new aluminum security building. Not only does the entrance to the stadium look better, with matching forest green and tan colors, but the security of the area, with better visibility and monitoring angles, at this gate is much improved. Other capital improvements for the year included: The Brookside Clubhouse renovation, a comprehensive stadium signage program, stadium seating retrofit, and stadium concourse lighting. These projects were completed in time for the National Championship Game scheduled for January 3, 2002.

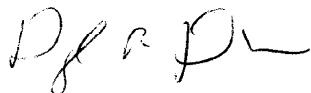
The capital improvements projects did not interfere with the staging of successful events at the Rose Bowl. The annual Rose Bowl game opened the year, followed by an international soccer match between the United States and Brazil. Soccer season continued with the Los Angeles Galaxy advancing to the championship game of Major League Soccer, the MLS Cup. *NSYNC returned to the Rose Bowl to perform for another sellout crowd. It should be noted that the *NSYNC concert at the Rose Bowl have been sold out for the last two years.

The UCLA football team had another successful year, and at one point during the season they were ranked as high as number three in the national polls. Although the season did not conclude as many UCLA fans would have hoped, the Bruins attracted large crowds for the Ohio State, Oregon, Washington and California games at the Rose Bowl.

The Rose Bowl Operating Company is proud of its tenants and the events of this past year. The Rose Bowl Operating Company is most proud of the constructive working relationships we have developed with the community, the City departments and the sports entertainment community. The Rose Bowl Operating Company, as landlord of this national treasure, will continue to improve its relationships with all entities associated with Rose Bowl events, so that this great City asset will always be "America's Stadium".

Combined financial statements and supplementary information are included as part of the complete annual report.

Respectfully submitted,



for Porfirio Frausto-President
Rose Bowl Operating Company

Prepared by:



DARRYL DUNN-General Manager
The Rose Bowl