

Agenda Report

May 13, 2002

TO: City Council via the Finance Committee
FROM: ROSE BOWL OPERATING COMPANY
SUBJECT: RBOC FEE SCHEDULES-EVENTS, ADVERTISING,
LUXURY SUITES, TRADEMARK LICENSING

RECOMMENDATION:

It is recommended that the City Council adopt a motion approving the RBOC fee schedules for Events, Advertising, Luxury Suites and Trademark Licensing.

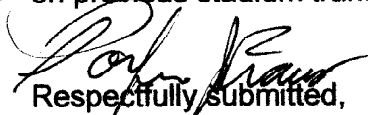
BACKGROUND:

On June 24, 1996, the Pasadena City Council adopted Ordinance #6677 which amends Chapter 4.08 of the Pasadena Municipal code (Competitive Bidding and Purchasing) by amending section 4.08.026 entitled "Contracts of the Rose Bowl Operating Company." This section was amended to allow the Rose Bowl Operating Company to enter into advertising and other contracts without requesting City Council approval.

Although the RBOC now has the authority to enter into advertising and other contracts without requesting City Council approval, the RBOC is still required to obtain City Council approval of the fee schedules for these contracts.

FISCAL IMPACT:

These fee schedules establish parameters and rates used by the RBOC staff in negotiating contracts and completing transactions. The fees and rates are based on previous stadium transactions and current market information.


Respectfully submitted,
PORFIRIO FRAUSTO
President

Prepared by,

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