

# Agenda Report

TO: City Council  
THROUGH: Economic Development & Technology Committee (August 20, 2003) September 8, 2003  
FROM: City Manager  
SUBJECT: Tournament of Roses Contract Amendment

## **RECOMMENDATION**

It is recommended that the City Council authorize the City Manager to 1) amend the Master License Agreement with the Pasadena Tournament of Roses Association related to days for post parade activities 2) give priority for the use of new revenues generated by this amendment to projects that serve the impacted area.

## **BACKGROUND**

The City of Pasadena and the Pasadena Tournament of Roses Association (TOR) entered into a Master License Agreement effective July 1, 1994. The current Master License Agreement, which expires June 30, 2019, was approved November 18, 2002. At that time, the City Council directed staff to review the sections of the Agreement related to the post parade for future years, specifically, when the post parade is held for three days.

Staff conducted meetings with TOR representatives to discuss operations regarding schedules, parking, tickets and overall management when a third day is desired for post parade float viewing. This is the case when the parade falls on Fridays. It has been calculated that there will be five "third day" post parade float-viewing days during the life of the Master License Agreement. They will occur in the years 2004, 2009, 2010, 2015 and 2016.

City staff negotiated a fee for the third day of operations to address the inconvenience experienced by residents that live adjacent to the viewing area. The third day of operations increases the time frame that residents experience parking, traffic, noise and litter impacts. Therefore, in order to mitigate these concerns, the TOR has agreed to a fee for the third day of parade viewing. Staff recommends proceeds from this fee would be directed to projects within a one-mile radius of the post parade site.

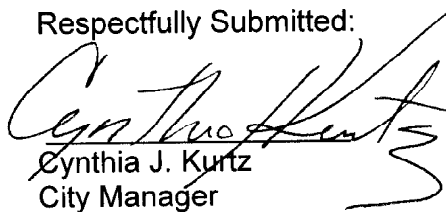
In exchange for approval of the post parade third day operating rights, as provided by the City of Pasadena during the duration of the Master License Agreement, the Tournament of Roses Association will provide the following:

1. The Tournament of Roses Association will pay the City of Pasadena 10% of the post parade ticket price for walk up ticket sales achieved on the third day of the post parade operation. The cost for a ticket is \$7.00. If weather conditions are accommodating, attendance for the third day is estimated to be between 30-35,000.
2. There is no guaranteed amount to be paid to the City of Pasadena for the third day of post parade operation. (The amount paid will be directly related to the sale of tickets on the third day as addressed in item number 1).
3. All existing courtesies provided to the residents of the post parade area will remain as currently established (i.e. free tickets, information packets and passes, community receptions, security, fencing, etc.)
4. All programs to abate traffic impact to the surrounding neighborhoods in the post parade area will be continued as currently established (i.e. park and ride, traffic programs, mass transportation systems, etc.)

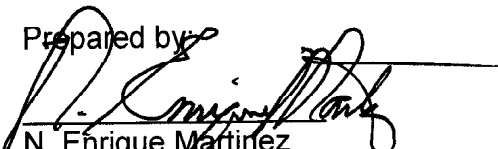
### **FISCAL IMPACT**

It is anticipated that the revenue generated by the post parade when a third day is necessary will be between \$21,000-24,500.

Respectfully Submitted:

  
Cynthia J. Kurtz  
City Manager

Prepared by:

  
N. Enrique Martínez  
Assistant City Manager