

Negotiating Guidelines

Adopted by Pasadena City Council, May 19, 2003

1. The NFL would enter into a 30-plus year lease of the Rose Bowl, which the NFL would rehabilitate according to an approved design in order to maintain the building's designation as a National Historic Landmark. The rehabilitation would be paid for by the NFL and the Rose Bowl would be home stadium for an NFL team;
2. The City would continue to own the Rose Bowl and the RBOC would continue its oversight role related to activities at the Rose Bowl Area;

Recommended Terms For  
Lease With The National Football League For Use Of  
The Rose Bowl Stadium  
June 2005

1. The NFL will enter into a 25-year lease of the Rose Bowl with up to six extension terms of five years each. The NFL will rehabilitate the Rose Bowl according to a City Council approved design, which is intended to maintain the building's designation as a National Historic Landmark. The rehabilitation will be paid for by the NFL and the Rose Bowl will be home Stadium for an NFL team;
2. The City will continue to own the Rose Bowl and the RBOC will continue its oversight role related to the tenants using the Rose Bowl. These tenants include the Tournament of Roses, UCLA, and the NFL within the stadium and the Flea Market and others outside the stadium. The RBOC will be responsible for making sure each tenant adheres to the lease terms within their specific lease and will resolve any differences between tenants.  
  
The RBOC will enter into a Management Agreement with the NFL for the day-to-day operations, management, maintenance and repair of the Rose Bowl based upon agreed upon standards. In return for managing day-to-day operations, the NFL will receive revenues currently received by the RBOC from other tenants unless renegotiated under #8.  
  
The RBOC will control all areas outside the secured Stadium perimeter and will retain the right to all revenues generated by those events on days when one of the 3 stadium tenants are not holding events within the Rose Bowl;

<p>3. The NFL would provide the City/RBOC adequate revenues to pay outstanding Rose Bowl bonds without using golf course revenue;</p>	<p>4. The NFL would pay rent for use of the Rose Bowl Stadium;</p>
<p>5. The NFL would pay for all operations, maintenance, capital, repairs and improvements for the Rose Bowl during the lease term, subject to agreed upon standards;</p>	<p>6. There would be no more than 25 events annually at the Rose Bowl with attendance of greater than 20,000 people. It is contemplated that seven of these events would be for the benefit of UCLA, one for the Tournament of Roses, and 13 for the NFL. The RBOC/City would establish limits and share revenue for the four other major events per year and for events with less than 20,000 attendees. Gathering of less than 2,000 people will not require RBOC area;</p>

<p>3. The NFL will pay for all fees, changes and taxes associated with construction at the Rose Bowl and operation of a business in Pasadena. The NFL will be responsible for all construction, maintenance and on-going capital maintenance costs associated with the Rose Bowl for the term of the agreement. The RBOC will no longer be obligated to expend an estimated \$12 million towards Stadium improvements required under the City/UCLA 20 year agreement.</p> <p><i>(Note: It is anticipated that the revenues generated from the above term will be more than sufficient to pay the outstanding Rose Bowl bonds without golf course revenues).</i></p>	<p>4. The NFL will pay rent for use of the Rose Bowl Stadium.</p>
<p>5. The NFL will pay for all operations, maintenance, capital, repairs and improvements for the Rose Bowl during the lease term, subject to agreed upon standards that are still to be developed;</p>	<p>6. There will be no more than 25 events annually at the Stadium with attendance of greater than 20,000 people. Up to eight of these events would be for the use of UCLA instead of seven, as the collegiate season will expand in the next few years, up to two for the Tournament of Roses because the BCS will be a separate event beginning 2010, and the remaining events will be for use by the NFL. There would be no more than 20 events annually at the Stadium with attendance of between 2,000 people and 20,000 people;</p>

7.	The City reserves the right to impose a user fee, the proceeds to be utilized at the City's discretion to finance improvements related to the Rose Bowl area;
8.	The NFL would be required to protect the Tournament of Roses and UCLA from adverse financial impacts caused by alterations to the stadium;
9.	The NFL would consider locating a practice facility in Pasadena;
10.	The NFL would commit to bringing Super Bowl games to the Rose Bowl throughout the term of the lease. The City would seek to have four Super Bowls during each 15 years of the lease;
11.	The NFL would provide public benefits to Pasadena, including participation in local non-profits and youth programs, and local employment during construction and for stadium operations;
12.	The NFL would be offered the opportunity to name the Rose Bowl field (i.e. XYZ/Field at the Rose Bowl);
13.	The City would pursue an exclusive negotiation agreement between the NFL and RBOC/City for a specific period of time;

7.	The City will have the right to collect an admission tax and impose a surcharge on parking in the Arroyo on event days. The proceeds from the tax surcharge will be utilized to finance improvements related to the areas surrounding the Stadium within the Central Arroyo;
8.	The NFL will protect the Tournament of Roses and UCLA from adverse financial impacts caused by alterations to the Stadium. Separate arrangements have been discussed with the Tournament of Roses and UCLA based on their unique needs;
9.	The NFL agrees to review potential practice facilities in Pasadena and requested the City's assistance in locating sites;
10.	The NFL will agree to bring Super Bowl games to the Rose Bowl during the term of the lease;
11.	The NFL will provide public benefits to Pasadena, including participation in local non-profits and youth programs and compliance with the City's local employment ordinance during construction and for Stadium operations;
12.	The NFL may name the Rose Bowl field, gates and plazas (i.e. XYZ Field at the Rose Bowl). They may not name the Stadium without prior City approval;
13.	No longer applicable;

<p>14. An EIR would be prepared in compliance with CEQA and mitigation measures, and a mitigation monitoring plan would be imposed to fully mitigate the impacts and ensure enhanced quality of life of Pasadena residents and the Arroyo for public recreation and a natural environment;</p>	
<p>14. The EIR has been completed and certified, and a mitigation plan can be mitigated for City Council consideration. While not all impacts (e.g. construction and displacement of events from Area H for up to 13 days per years) staff recommends that the benefits (described in the statement of overriding consideration) would overall enhance the quality of life for Pasadena;</p>	<p>15. The NFL would have priority use of 18,000 parking spaces for their major events and lesser amounts for smaller events. This compares to today's inventory of 21,000 spaces with two car stacking and 24,000 with five car stacking.</p>

<p>15. Seek to materially reduce the number of cars parking in the Arroyo for major events.</p>	
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