

Agenda Report

August 17, 2015

TO: City Council
FROM: Rose Bowl Operating Company
SUBJECT: Amendment to the Fiscal Year 2016 Rose Bowl Budget

RECOMMENDATION:

It is recommended that the City Council amend the Rose Bowl Operating Company's (RBOC) Fiscal Year 2016 budget to add 1.0 Full Time Equivalent.

BACKGROUND:

The RBOC's Fiscal Year 2016 budget totals of \$37,459,405 (Operating and Capital, Stadium and Golf) and includes a total of 31 Full Time Equivalents (FTE). The RBOC is recommending the addition of 1.0 FTE to allow for the creation of a Director of External Relations position.

Two areas of the RBOC that have expanded significantly over the past few years are communications and community outreach. Communications has been fulfilled primarily by consultants and there has not been a person on staff managing community outreach on a consistent basis. Having a full-time in-house staff person to manage communications and community outreach would be in the best interests of the organization. The cost is estimated to be approximately \$85,000 for the balance of FY16 although this will be partially offset by the reduction of expenses for a communications consultant within the current operating budget (approximately \$30,000), which would make the net for FY16 approximately \$55,000. Nevertheless, the RBOC is not requesting a new appropriation for this amount; rather, the cost will be covered through a reallocation of existing appropriations within the current budget, specifically from the future preventative maintenance line item.

Additionally, other costs associated with the environmental analysis for the Rose Bowl Music and Arts Festival will be covered through this reallocation within existing appropriations, as described below:

1. Contract Amendment with Fehr and Peers – Additional traffic analyses outside of the scope of work for the Music & Arts Festival EIR has been determined to be a necessity. This is because additional data collection and analysis may

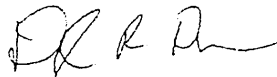
need to occur for vehicles leaving the Rose Bowl area and the five off-site lots at the conclusion of the event due to a change in festival layout and site plan. The increased amount of the contract is projected to be \$57,375 and the overall contract will now be \$328,946.

2. Additional funding to the City of Pasadena in the amount of \$71,885 for additional work by ESA (lead environmental impact report consultant) in order to fund additional work between the City of Pasadena and ESA. The additional amount is outside the scope of work of the original agreement. The additional amount is needed to address refinements to festival layout and site plan (\$26,075) as well as adding a 10% contingency (\$45,810) to the contract. The contingency is now recommended to be included as it likely is going to be needed due to an anticipated high amount of comments to the EIR. The RBOC is responsible to fund the environmental impact report for the proposed music & arts festival. ESA is the consultant as selected by the City of Pasadena. AEG is expected to reimburse the RBOC up to \$400,000 for the costs of the EIR per the letter of intent between AEG and the RBOC; however, the costs for the additional funding is not expected to be reimbursed as the current costs, including the proposed amendments to both ESA and Fehr and Peers contracts is now \$883,770.

FISCAL IMPACT:

There is no overall net impact on the RBOC budget as a result of this action. In FY16 a total of \$239,734 will be reallocated from the preventative maintenance line item to personnel and contract services line items.

Respectfully submitted,



Darfyl Dunn
General Manager