

Agenda Report

August 8, 2016

TO: Honorable Mayor and City Council

THROUGH: Finance Committee

FROM: Rose Bowl Operating Company (RBOC)

SUBJECT: Amend RBOC Major CIP Improvements Project - FY17 Budget to include 1922 Locker Room Improvements and Parkway Entrance Improvements

RECOMMENDATION:

It is recommended that the City Council the following:

1. Find that the actions proposed herein are exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Sections 15061(b)(3) (general rule) and 15301 (existing facilities-minor); and
2. Amend the RBOC Major CIP Improvements Project - FY2017 budget and appropriate \$120,000 for Parkway Entrance improvements and \$250,000 for 1922 Locker Room improvements, funded in full by third party, Legacy Connections contribution for its construction. The total appropriation is \$370,000.

BACKGROUND:

Legacy Naming Rights Opportunities

The Rose Bowl Legacy Campaign is well under way, and the RBOC is committed to taking the actions necessary to ensure that Legacy Connections has the rights and support it needs to continue to be successful. On October 11, 2010, the RBOC and City Council approved an amendment to the Operating Agreement between the RBOC and the City of Pasadena to allow the RBOC, through Legacy Connections, to secure contributions for specific Rose Bowl Stadium naming rights. The funds raised through Legacy's naming rights efforts are primarily intended to provide funding for elements of the Rose Bowl Stadium Renovation Project ("Project") and stadium improvements. On November 4, 2010, the RBOC approved the specific naming opportunities to be established for donor opportunities, the corresponding ranges indicated for the particular stadium features to be sold, as well as the proposed Naming Recognition Guidelines, to ensure that all naming recognition decisions were accomplished according to an established set of standards.

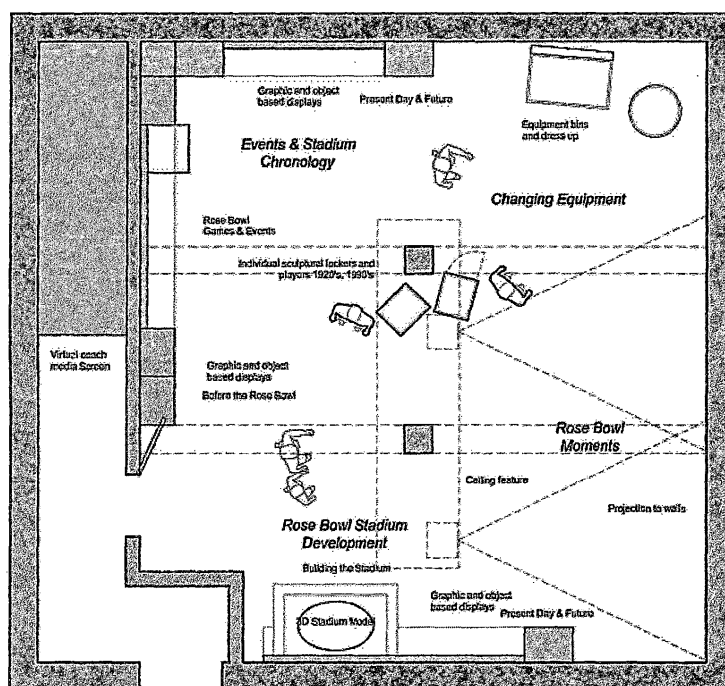
One of the key aspects of Legacy Connections' efforts is to provide private funding for stadium improvements that visitors to the Rose Bowl will be able to experience and enjoy. As the Rose Bowl Legacy continues with its commitment to assist the stadium with financial support for capital projects that enhance the Rose Bowl, two of these projects are the improvements to the 1922 locker room and the Parkway Entrance. The work on these two projects is planned to be designed, constructed and completed in FY17. All construction costs will be funded in full by third-party Legacy Connections.

1922 Locker Room Improvements

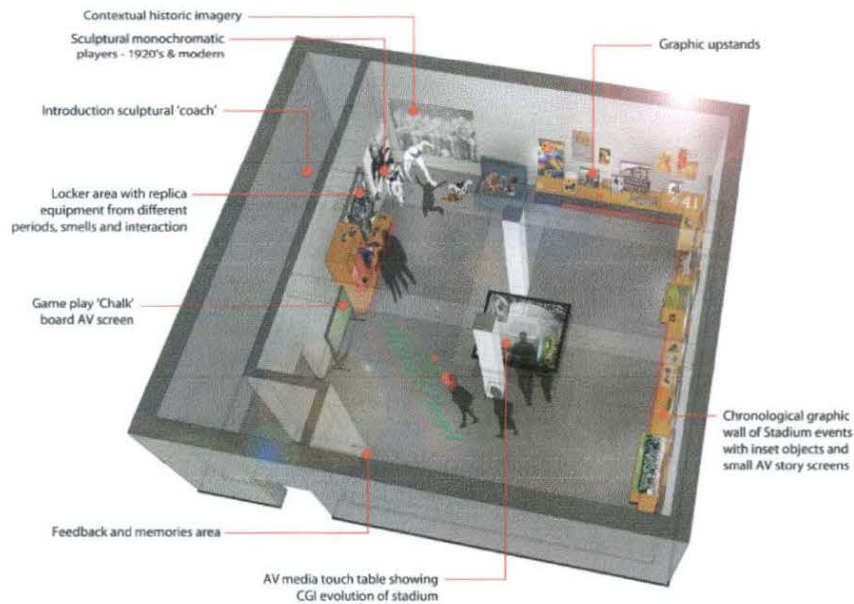
The 1922 Locker Room project is located inside of the fence line on the northeast area of the concourse, accessed from inside Tunnel 7A. This project will allow the 1922 space to be highlighted as an important history of the Stadium's heritage. Additionally, the renovation of the 1922 locker room will be upgraded to create a multi-faceted, functional space which will allow for a 1) improved official Stadium Tour, 2) another private event space, 3) a potential pre-game hospitality space to support and grow the Stadium's efforts and 4) a showcase for potential future Legacy fundraising efforts.

Legacy Connections is going to be funding the fulfillment costs of approximately \$250,000 for the 1922 Locker Room improvements, and has currently collected these funds. The estimated construction costs include a 10% contingency. It is anticipated this work will be completed in the first quarter of 2017.

PRELIMINARY Draft Concept Plan for 1922 Locker Room



PRELIMINARY Draft Concept Plan for 1922 Locker Room



Parkway Entrance Improvements

Legacy is in the final stages of the development of the Parkway Entrance, which will include a donor name as part of this key part of the entrance to the stadium.

The Parkway Entrance project is located at the Southern end of the landscaped median at the corner of Seco and Arroyo. This project will provide a new entrance sign "Rose Bowl Drive" set on an Arroyo stone base. The landscaping will be upgraded to provide a more formal setting and sense of entry to the Rose Bowl property.

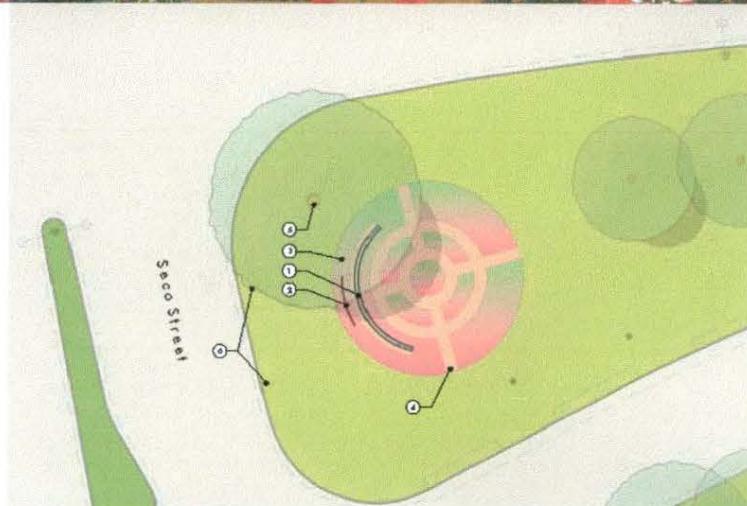
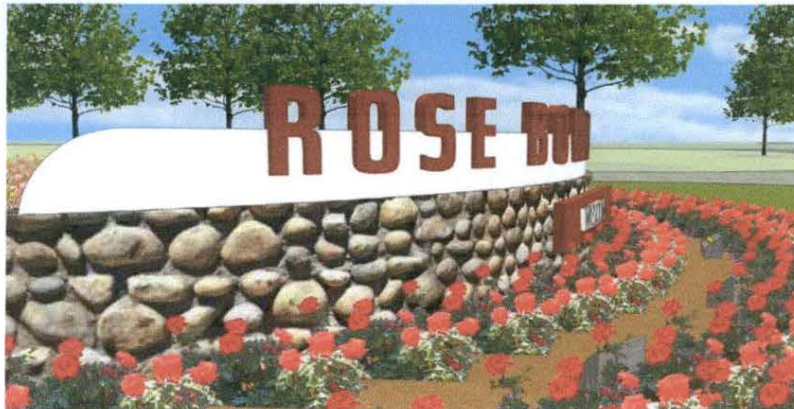
Legacy Connections is going to be funding the fulfillment costs of approximately \$120,000 for the Parkway Entrance improvements, and has received those funds. The

estimated construction costs include a 10% contingency. It is anticipated this work will be completed by the first UCLA game on September 10, 2016.

On May 20, 2013, the RBOC and City Council approved the updated, comprehensive list of the naming rights and inventory opportunities, in which the Parkway Entrance improvements were identified. The primary focus of the Parkway Entrance project was to create a more formal setting and a sense of entry to the Rose Bowl property.

1. Parkway Entrance – Entrance to the Rose Bowl at the corner of Arroyo Blvd. and Seco Street, which is contemplated to be named as “Rose Bowl Drive” gifted by WESCOM, a Pasadena-based company for a five-year period.

Concept Plan for Parkway Entrance



ENVIRONMENTAL:

The actions proposed herein are exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061(b)(3), the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment. This exemption is applicable to the amendments to the Operating Agreement. Those amendments do not commit the City or the RBOC to any particular construction project, or any other action that would create any possibility for a significant effect on the environment.

In addition, the State CEQA Guidelines Section 15301 exempts from environmental review minor alterations of existing public structures that involve negligible or no expansion of the use. The alterations contemplated herein at the Parkway Entrance would not alter the use of the Stadium in any manner. The alterations are aesthetic only, would involve minor construction and landscaping of existing areas. Further, none of the alterations would modify any historically significant character-defining feature of the Stadium. Accordingly, the projects described herein do not require additional environmental review.

FISCAL IMPACT:

Although, the inclusion of the improvements to the 1922 Locker Room and the Parkway Entrance will increase to the RBOC Major CIP Improvements Project - FY2017 budget in the amount of \$370,000, it will not have a fiscal impact on the stadium. All fulfillment costs for this project will be funded in full by third party, Legacy Connections, for its construction.

Legacy shall also be responsible for raising funds for any fulfillment costs associated with providing the naming opportunities and identified improvements, although it is possible an advance on fulfillment costs may be necessary due to timing issues.

Respectfully Submitted,



Darryl Dunn,
General Manager, Rose Bowl Operating Company