

Agenda Report

TO: CITY COUNCIL **DATE:** November 13, 2000

FROM: CITY MANAGER

SUBJECT: CONTRACT BETWEEN THE CITY AND THE PASADENA
TOURNAMENT OF ROSES ASSOCIATION FOR CONCESSION
SERVICES RELATED TO NEW YEARS' DAY EVENTS

RECOMMENDATION

It is recommended that the City Council authorize the City Manager to enter into a contract with the Pasadena Tournament of Roses Association for the provision of food, beverage and novelty concessions at the 2001 New Year's Fan Fest event as well as the site of post-Rose Parade float viewing. The proposed contract is exempt from Competitive Bidding pursuant to City Charter section 1002[F] contracts for professional or unique services.

It is further recommended that the proposed contract be granted an exemption from the competitive selection process of the Affirmative Action in Contracting Ordinance, pursuant to P.M.C. 4.09.060[C], contracts for which the City's best interests are served.

BACKGROUND

Pursuant to the Master License Agreement between the City and the Tournament of Roses Association, the City retains the rights to food, beverage and novelty concessions at the New Year's Fan Fest event as well as the area designated for post-Rose Parade float viewing.

Until January 1998, when the scope of their concession contract with the City was reduced to include areas only within the Rose Bowl Stadium, Volume Service America had been providing concession service at Fan Fest and post-Parade. Nevertheless, the City did contract with Volume Service America for post-Parade concessions for New Year's 1999 while a separate agreement with the Tournament of Roses Association, which in turn sub-contracted to the Chamber of Commerce, for Fan Fest was placed into effect.

Prior to issuing a request for proposals to select a concessionaire for the year 2000 Fan Fest and post-Parade events, staff received an unsolicited proposal by the Tournament of Roses Association. The proposed arrangement involved the Tournament sub-contracting to the Chamber of Commerce, in the same fashion as Fan Fest was structured in the prior year.

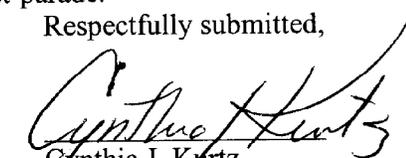
Under the proposal that was subsequently approved by the City Council, the Tournament agreed to pay the City 20% of gross revenues with a guaranteed minimum of \$10,000 for Fan Fest and 40% of gross revenue with a guaranteed minimum of \$12,000 for post-Parade.

The Tournament of Roses and Pasadena Chamber of Commerce have requested to extend this agreement for New Year's 2001. Staff has considered the proposal and recommends approval of such.

FISCAL IMPACT

Under the proposed agreement, the Tournament of Roses Association will pay the same percentage rates as last year, 20% of gross for Fan Fest and 40% of gross for post-Parade, but there will be no minimum guarantee. Last year the City received the minimum of \$10,000 for Fan Fest and \$16,636 for post-parade.

Respectfully submitted,



Cynthia J. Kurtz
City Manager

Approved by:



Jay M. Goldstone
Director of Finance



Robert C. Baderian
Director of Parks & Natural Resources

Prepared by:



Steven B. Mermell
Purchasing Administrator