

# Agenda Report

August 3, 1998

TO: City Council  
FROM: Rose Bowl Operating Company (RBOC)  
SUBJECT: The Gas Company Advertising License Agreement

## RECOMMENDATION:

It is recommended that the City Council approve The Gas Company having the exclusive advertising rights at the Rose Bowl within the Energy Service Category, except for Pasadena Water and Power.

## BACKGROUND:

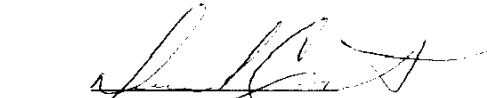
On February 2, 1998, City Council approved an advertising license agreement between the RBOC and The Gas Company for the natural gas service category. The initial request by the RBOC was for The Gas Company to have exclusive advertising within the Energy Services category. At that time the City Council expressed concern that this agreement would prohibit Pasadena Water and Power from advertising within the Rose Bowl. Per the minutes of February 2, 1998, the City Council unanimously approved the following language, " allow exclusive advertising by The Gas Company for natural gas service only..."

RBOC staff has met with representatives of The Gas Company and the exclusive status within the Energy Services category is important to The Gas Company, however they empathize with the City's position of protecting its own interests. Hence, providing an exception to Pasadena Water and Power has been tentatively agreed to, pending City Council approval, while protecting The Gas Company's position as an exclusive advertiser within the Energy Services category would be maintained.

## FISCAL IMPACT:

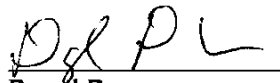
The advertising license agreement is for \$60,000 for one year, with The Gas Company having a two year option for an additional \$60,000 per year. Hence the total fiscal impact is potentially \$180,000.

Respectfully submitted,



Daniel Castro  
President

Prepared By



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