DATE: DECEMBER 14, 1998

TO: PASADENA COMMUNITY DEVELOPMENT COMMISSION

FROM: CYNTHIA J. KURTZ, CHIEF EXECUTIVE OFFICER

SUBJECT: LICENSE AGREEMENT WITH MIKE BROWN

GRANDSTANDS, INC. FOR USE OF COMMISSION-OWNED PROPERTY LOCATED AT 367-381 E. COLORADO BOULEVARD

FOR ROSE PARADE VIEWING GRANDSTANDS

RECOMMENDATION

It is recommended that the Pasadena Community Development Commission ("Commission") take the following actions:

- Approve a License Agreement ("Agreement") with Mike Brown Grandstands, Inc. ("Licensee") for construction and operation of Rose Parade grandstand seating on Commission-owned property located at 367-381 E. Colorado Boulevard;
- 2. Authorize the Chief Executive Officer to execute, and the Secretary to attest, the Agreement on behalf of the Commission; and
- 3. Upon execution of the Agreement, approve a journal voucher recognizing \$23,000.00 in license fees.
- 4. Direct staff to distribute the 40 parade seat tickets provided pursuant to the Agreement to the Council for distribution to the community.

BACKGROUND

Following the demolition of buildings located at the subject address in November, 1994, the Commission approved a License Agreement with Mike Brown Grandstands, Inc. for the use of the Commission-owned property (refer to Site Map, Exhibit "A") for Rose Parade grandstand seating for the 1995-1998 Rose Parades. The opportunity for the construction of approximately 1,700 parade grandstand seats is again available on the subject site.

The parcels comprising the grandstand construction site are owned by the Commission, constituting a portion of the site for future development on the Broadway Block. Commission staff are continuing active exploration and discussions with Maguire Partners for reprogramming the scope of development for the block which might involve other land uses as part of the City Center Implementation Task Force process. In the

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meantime, the property is vacant and available for such short term uses as grandstand seating for the upcoming Rose Parade.

If the proposed use and Agreement is approved by the Commission, for a license term of December 15, 1998 through January 15, 1999, the Licensee will pay to the Commission a lump sum of \$23,000 for the use of the site, payable concurrently with the execution of the License Agreement. The Licensee is required to prepare the site for the construction of the grandstands, which includes placement of a crushed rock base and installation of perimeter fencing. All grandstand construction shall be to the complete satisfaction of the Department of Planning & Permitting of the City of Pasadena. Further, the Licensee will be required to provide satisfactory insurance indemnifying the City and Commission against any liability.

Consistent with the provisions of the Agreement from last year, staff has arranged for a minimum of 40 seat tickets for distribution to the community.

FISCAL IMPACT

The proposed action will generate \$23,000 in revenue to the Commission for FY 1999 to be included in the Downtown Project Area-General.

Respectfully Submitted,

CYNTHIA J. KURTZ

Chief Executive Officer

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