

Agenda Report

October 20, 1997

TO: CITY COUNCIL

FROM: THE ROSE BOWL OPERATING COMPANY

SUBJECT: RESOLUTION TO APPROVE ROSE BOWL OPERATING COMPANY ADVERTISING CONTRACTS, EVENT USE LICENSES AND LUXURY SUITE LICENSES AND THE RELATED FEE SCHEDULES.

RECOMMENDATION:

It is recommended that the City Council adopt a resolution which adopts the standard terms and conditions and fee schedules under which the RBOC may contract when entering into advertising contracts and license agreements for Rose Bowl event use and Press Box luxury suites.

BACKGROUND:

On June 24, 1996, the Pasadena City Council adopted Ordinance #6677 which amends Chapter 4.08 of the Pasadena Municipal code (Competitive Bidding and Purchasing) by amending section 4.08.026 entitled "Contracts of the Rose Bowl Operating Company." This section was amended to allow the Rose Bowl Operating Company to enter into advertising and other contracts without requesting City Council approval.

The Operating Agreement between the City of Pasadena and the Rose Bowl Operating Company states that "the City desires a streamlined process for the management of the Rose Bowl Area and not another level of bureaucracy." The adoption of this resolution will eliminate the need for the RBOC to bring contracts valued at over \$75,000 before City Council for approval, therefore saving staff time, and allowing the Rose Bowl to secure deals that may be lost due to the time spent waiting for Council approval of contracts. The ability of the Rose Bowl to return "economic value" to the City of Pasadena will be enhanced if the existing legislative barriers are neutralized. However, the City Council will not

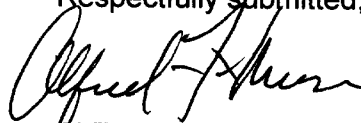
abdicate their responsibilities nor will they reduce their control over the Rose Bowl Operating Company functions. In fact the City Council will maintain its control in the following manners:

1. The Council will approve on an annual basis the Rose Bowl Operating Company's budget, which articulates all the standard conditions in a normal City budget.
2. City Council will maintain control over contract form, as it relates to contracts for advertising, event use and luxury suite rentals.
3. City Council will maintain control by on an annual basis establishing fees for use of the facility.

FISCAL IMPACT:

None.

Respectfully submitted,



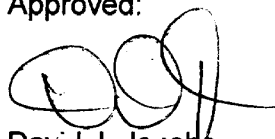
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