

Agenda Report

March 1, 1999

TO: City Council

FROM: Rose Bowl Operating Company

SUBJECT: A RESOLUTION AMENDING THE SCHEDULE OF PREEXISTING CONTRACTS TO ASSIGN TO THE ROSE BOWL OPERATING COMPANY THOSE PARTS OF THE MASTER LICENSE AGREEMENT WITH THE TOURNAMENT OF ROSES ASSOCIATION PERTAINING TO STADIUM-RELATED NEW YEAR'S GAME MANAGEMENT

RECOMMENDATION:

It is recommended that the City Council adopt a resolution amending the schedule of preexisting contracts to assign to the Rose Bowl Operating Company those parts of the Master License Agreement with the Tournament Of Roses Association pertaining to Stadium-Related New Year's Game Management

BACKGROUND:

On October 20, 1997, at the recommendation of the RBOC, the City Council adopted a resolution reassigning all right and duties with City of Pasadena contracts that were relevant to Rose Bowl operations to the RBOC. Please see EXHIBIT A for a list of all of the contracts and agreements that were reassigned on October 20, 1997. The following is a list of those Articles, Exhibits and Schedules in the City of Pasadena and Tournament of Roses Master License Agreement that will require modification:

1. ARTICLE 2, LICENSE TO USE ROSE BOWL FACILITIES
2. ARTICLE 9, TRADEMARKS; TRADE NAMES; SERVICE MARKS
3. ARTICLE 10.3, CITY EXPENSE FEE
4. ARTICLE 11.1, CREATION OF CAPITAL IMPROVEMENT FUND
5. ARTICLE 15.1, MAINTENANCE AND REPAIR
6. EXHIBIT B-1, ROSE BOWL PERMANENT PARKING LOTS (MAP)
7. EXHIBIT B-2, PARKING AREAS CONTROLLED BY ASSOCIATION (MAP)
8. EXHIBIT C, ROSE BOWL STADIUM
9. EXHIBIT E, TRADEMARK AGREEMENT

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10. EXHIBIT F, LIST OF SERVICEMARKS, TRADEMARKS AND TRADENAMES AND ASSOCIATION
11. SCHEDULE I, ROSE BOWL EVENTS AND ACTIVITIES
12. SCHEDULE II, ROSE BOWL EXCLUSIVE USE PERIODS

The purpose of assigning the contracts to the RBOC was to provide for more comprehensive and focused contract administration. The RBOC and its staff work with the contractors on a daily basis and thereby avoid duplication of effort and action.

Currently RBOC staff and the Tournament of Roses when managing the New Year's Game Day event use the following policies for guidance:

1. Agreement No. 15,703, the Rose Bowl Management and Operating Agreement;
2. Agreement No. 16,249 the Pasadena Tournament of Roses Association Master License Agreement; and,
3. Ordinance No. 6,403 the Arroyo Seco Public Lands Ordinance.

These overriding covenants are the basis for any number of transactions, exchanges, licenses and subcontracts executed in the normal course of business. Of critical importance, is the management and control of exclusive and negotiated rights that directly influence the value and earnings for all parties.

Of the twenty-eight (28) pre-existing contracts the City successfully transferred to the RBOC on October 20, 1997, only the Tournament of Roses, Rose Bowl Game Contract (Expiration 6-20-2019) remains. This resolution, therefore, completes all appropriate reassignments for the furtherance of RBOC comprehensive contract administration.

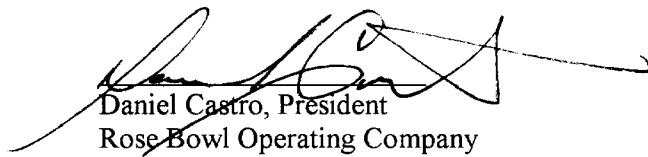
Naming Rights and Capital Improvements

As provided, "Naming Rights" will remain unchanged, the RBOC acts as the City's agent and would negotiate any future contracts in this area, however, approval will rest with the City Council. Additionally, the Rose Bowl General Manager, as approved by the RBOC, will continue to submit proposed Capital Improvement Projects for City Council review and final approval within the Capital Improvement Budget.

This recommendation was adopted by the RBOC February 4, 1999.

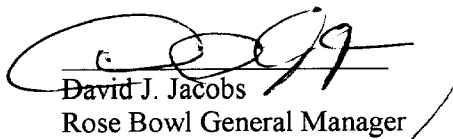
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Respectfully submitted,

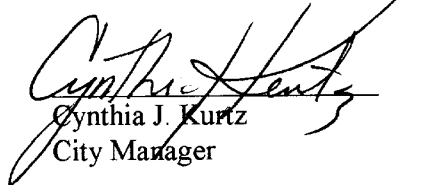


Daniel Castro, President
Rose Bowl Operating Company

Approved by:



David J. Jacobs
Rose Bowl General Manager



Cynthia J. Kurtz
City Manager