



OFFICE OF THE CITY MANAGER

November 15, 1999

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

Use of Rose Bowl Suite for Economic Development

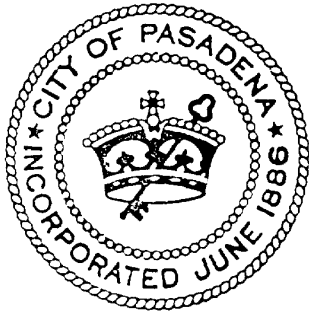
On November 8, the Finance Committee approved the City Manager's recommendation regarding payment for Rose Bowl Suite #326, with the condition that a Use Policy be developed to set guidelines for economic development purposes.

The Use Policy will be forwarded to City Council for consideration on Monday, **November 22**.

Respectfully submitted,

CYNTHIA J. KURTZ
City Manager

CJK:es



Agenda Report

November 15, 1999

TO: City Council
THROUGH: Finance Committee
FROM: City Manager
SUBJECT: Payment for Rose Bowl Suite

RECOMMENDATION

It is recommended that the City Council appropriate \$12,000 from the General Fund Unallocated Fund Balance to account 8114-101-952100, Non-Departmental Citywide Expenses, for the payment of a City designated Suite at Rose Bowl.

BACKGROUND

In March 1995, the City and the Rose Bowl Operating Company (RBOC) entered into an Operating Agreement whereby the City delegated to the RBOC management authority over the Rose Bowl Area. Terms and conditions of the Operating Agreement call for a number of commitments between each party. The specific requirement addressed in the Agenda Report is the payment to the RBOC for the use of a Press Box Suite by the City. The availability of the suite to the City would provide another economic development tool.

DISCUSSION

Section 6.2 of the Operating Agreement states, "The City is hereby granted a license for the use of seating in the press box area of the Rose Bowl for suite number 326 on the identical terms and conditions and at the same cost provided to other licensees." Historically, this provision of the Operating Agreement was not enforced and the City was provided a suite at no cost. In order to continue the complete and accurate implementation of the terms and conditions of the Operating Agreement, staff is recommending that the City Council appropriate the necessary funds for the balance of this fiscal year. In the future, should the City continue to receive exclusive access to a suite, an adequate amount of funds will be included in the recommended budget for this payment. Based upon discussions with the General Manager of the Rose Bowl Operating Company, the amount needed for the balance of this fiscal year is \$12,000.

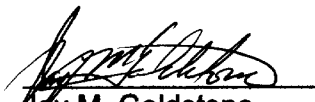
FISCAL IMPACT

This action will cost the General Fund \$12,000. In future fiscal years, appropriate funding will be included in the recommended operating budget.

Respectfully Submitted,


Cynthia J. Kurtz
City Manager

Approved by:


Jay M. Goldstone
Director of Finance