

# Agenda Report

NOVEMBER 22, 1999

**TO: CITY COUNCIL**

**FROM: CYNTHIA J. KURTZ, CITY MANAGER**

**SUBJECT: ROSE BOWL SUITE USE POLICY**

## RECOMMENDATION

It is recommended that the City Council adopt the following Use Policy for the City's designated suite for the January 1, 2000 Rose Bowl game.

## BACKGROUND

As specified in an agreement with the Rose Bowl Operating Company (RBOC), the City Council has agreed to the purchase a suite at the Rose Bowl. As requested by the Finance Committee, the following policy has been developed with the intent of guiding the use of the suite.

The following Use Policy is intended to guide the distribution of tickets for the 18 seats located in the suite:

Tickets will be distributed by the City Manager in order to advance the City's economic development objectives. Targeted businesses or institutions should be significant revenue, employment or image enhancers for Pasadena. Tickets shall be utilized to build relationships with targeted businesses or institutions if they (1) are considering a significant expansion or relocation; or (2) represent a significant new business opportunity for the City. Tickets or general passes may also be used by economic development staff and Council members to provide the opportunity to build relationships with the business representatives during the event.

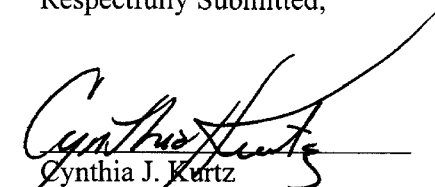
Tickets will be distributed in pairs and will be transmitted with a cover letter signed by the Mayor. The letter will indicate the tickets are courtesy of the Mayor and City

Council. A report indicating the dispersal and use of the tickets will be provided to the City Council after the event.

**FISCAL IMPACT**

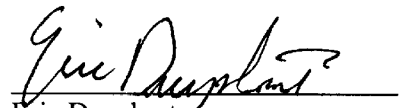
Approval of the Use Policy will not result in a fiscal impact. The financial considerations related to the City's Rose Bowl suite are discussed in a separate report.

Respectfully Submitted,




Cynthia J. Kurtz  
City Manager

Prepared by:



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Approved by:



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