

Agenda Report

September 16, 1998

TO: Pasadena City Council

FROM: Pasadena Center Operating Company Board of Directors

SUBJECT: Support the Mission of the Pasadena Civic Auditorium Foundation and Grant Use of the Name

RECOMMENDATION:

The Board of Directors of the Pasadena Center Operating Company recommends that the Pasadena City Council join with their resolution and support the creation and mission of the Pasadena Civic Auditorium Foundation and grant permission for the use of the name. The mission is: "To create an active and energetic center for the arts, culture, and education at the Civic for the benefit of the citizens of our community. This goal will be attained by presenting and providing the community access to the finest performing arts, cultural, and educational events, and by enhancing and preserving the historic Pasadena Civic Auditorium."

BACKGROUND:

Since its dedication in 1932, the Pasadena Civic has functioned as a rental facility and hosted a wide range of cultural and civic events. In its early days, the Civic was very much thought of as the center of the cultural life in the community. It continues today as a successful rental facility hosting hundreds of annual events such as the concerts and educational activities of the Pasadena Symphony Association, the graduation ceremonies for the area schools, business meetings, speaker series, television programs, and cultural events for the many diverse communities of the San Gabriel Valley.

In an effort to balance the programming possibilities for larger performing arts events, such as dance and musicals, and the educational and entertainment programming for children and youth, the staff at the Civic has recommended that the PCOC assist with the establishment of an independent nonprofit public benefit corporation. The Foundation will raise funds from the general public, seek grants and sponsorships from other foundations and business organizations, and earn operating money from ticket sales from events that it presents or co-presents with outside partners. In accordance with Section 8 of the Operating Agreement No. 12,380 between the City of Pasadena and the Pasadena Center

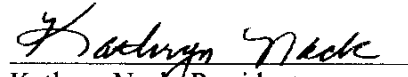
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Operating Company, the executive committee officers and the CEO will serve along with other community members as officers of the new nonprofit corporation which will contract for the use of the Civic Auditorium for its projects in accordance with established policies.

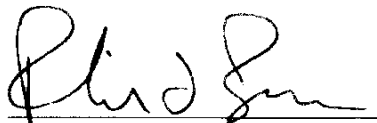
FISCAL IMPACT:

The activities of the Pasadena Civic Auditorium Foundation will result in increased rental activity at the Auditorium pursuant to the projects sponsored by the new nonprofit.

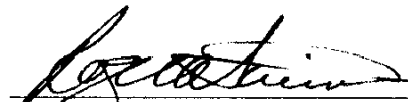
Respectfully Submitted,


Kathryn Nack, President
Pasadena Center Operating Company

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Roger A. Smith
CEO
The Pasadena Center Operating Company