

SUPPLEMENTAL INFORMATION  
DISTRIBUTED BY ROSE BOWL STAFF

ROSE BOWL OPERATING CO.  
AMERICAFEST EXPENSES ANALYSIS - Estimates 2018

DRAFT

	Estimated Expenses 2018
<u>Event Expenses:</u>	
EVENT PRODUCTION	270,000
PARKING & TRAFFIC	130,000
PUBLIC SAFETY	104,000
SECURITY	93,000
JANITORIAL	50,000
ADVERTISING	25,000
RENTALS	17,000
PROFESSIONAL CONSULTING	6,500
TEMP SUPPORT	4,000
PERMITS AND FEES	1,300
RBOC Staffing	1,200
FIELD AND SOD RELATED	300
Subtotal Event Expenses:	702,300
<u>Neighborhood related Expenses*</u>	
PRINTING AND NOTIFICATIONS	8,200
PARKING & TRAFFIC	34,000
PUBLIC SAFETY	30,000
SECURITY	12,000
Subtotal Traffic/Neighborhood related:	84,200
<u>Total Event Expenses:</u>	<u>786,500</u>

**Jomsky, Mark**

---

**From:** Wilson, Andy  
**Sent:** Monday, April 30, 2018 12:25 PM  
**To:** KDouglas  
**Cc:** Thyret, Pam; Jomsky, Mark  
**Subject:** Re: RBOC item tonight

Kim I will have Mark put in the public record and distribute to the council this evening

Sent from my Verizon, Samsung Galaxy smartphone

----- Original message -----

**From:** KDouglas <kdouglas50@yahoo.com>  
**Date:** 4/30/18 11:46 AM (GMT-08:00)  
**To:** "Wilson, Andy" <awilson@cityofpasadena.net>  
**Cc:** "Thyret, Pam" <pthyret@cityofpasadena.net>  
**Subject:** RBOC item tonight

Hi Andy,

I read the staff report and I am surprised that AEG does not appear to be required to bring at least one match to the RB. If the point of the license is to generate revenue that the city/RB needs then why doesn't the license require a minimum? Would you consider asking this question tonight?

Often, I think cities give too much away with tax breaks etc. without making sure there's a required/guaranteed benefit to the city.

Thanks,  
Kim