



Agenda Report

March 7, 2019

To: Rose Bowl Operating Company (RBOC)
From: Darryl Dunn, General Manager
Subject: Approval of bonus for Chief Development Officer

RECOMMENDATION:

It is recommended that the Board authorize the General Manager to provide a payment of \$45,250 as a bonus for 2018 to the Chief Development Officer of the Rose Bowl Operating Company.

BACKGROUND:

In 2010, Legacy Connections (Legacy) was created as a 501(c)3 non-profit organization. The primary purpose of Legacy is to raise funds to be utilized for capital improvements for the Rose Bowl Stadium.

The RBOC has a practice of providing bonuses particularly for positions that generate revenue for the organization. One of the areas of the RBOC that has had significant success has been related to Legacy's fundraising efforts. Consequently, a bonus program has been developed for key Legacy related staff.

Criteria established for the Chief Development Officer, Dedan Brozino, to attain a bonus is the following:

1. At least \$1M must be transferred to the RBOC in a given year; and
2. At least \$2M in new, signed pledges must be recorded in a given year; and
3. Fulfillment expenses related to the gift cannot exceed 20% of the raised funds to fulfill gifts and the wishes of the donor.

In 2018, Legacy transferred \$1.9M to the RBOC, signed pledges were in the amount of \$5.26M, and the fulfillment expenses related to the gift were 15%.

It is important to recognize that bonuses for senior staff is to be reported as part of an agenda report to the Board of Directors.

FISCAL IMPACT:

Rose Bowl Legacy Foundation has exceeded \$34 million in signed pledges and to date has transferred more than \$15 million to the RBOC since its inception in 2010.

Rose Bowl's Legacy Board of Directors has committed up to \$200,000 annually in order to support bonuses for key Legacy related staff, which includes the amount referenced above for the Chief Development Officer.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'D Dunn', with a long horizontal flourish extending to the right.

Darryl Dunn
General Manager