



## *Agenda Report*

May 2, 2019

To: Rose Bowl Operating Company (RBOC)

From: Darryl Dunn, General Manager

Subject: Authorize the General Manager to negotiate and enter into a two-year services agreement with VWSE Productions, LLC as the sole audio/video room controller for day-to-day and event day control services in an amount not to exceed \$175,000 per contract year.

### **RECOMMENDATION:**

It is recommended that the RBOC Board of Directors:

1. Find that the proposed action is exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines per Section 15061(b)(3) (General Rule);
2. Authorize the General Manager to negotiate and enter into a two-year services agreement, without competitive bidding pursuant to City Charter Section 1002 (F), as a contract for professional or unique services, in an amount not to exceed \$175,000 per contract year (\$350,000 total) for AV room day-to-day and event day operations and related services to the Rose Bowl Stadium; and
3. Grant the contract an exemption from the competitive selection process of Pasadena Municipal Code Section 4.08.049 (B), as a contract for which the RBOC's best interests are served.

### **BACKGROUND:**

Van Wagner Sports & Entertainment Productions, LLC ("VWSE"), (formerly known as Van Wagner Big Screen Network Productions), is the world's leader in video board production, having developed, produced and directed in-stadium shows for nearly every major event in sports since the technology was introduced. An award-winning, full-service entertainment production company, VWSE provides a wide range of production, entertainment, design and consulting services to some of the world's highest profile leagues, teams, and sports events. VWSE has been at the forefront of the industry for nearly three decades. Projects and clients include 29 consecutive Super Bowls, Five Olympic Games, and the World Series. Clients include such organizations as FIFA, the NHL, NCAA, and

NFL, events include the Sugar Bowl, Rose Bowl, and Ryder Cup and colleges include USC, Notre Dame, North Carolina, and USC, and teams including the Atlanta Falcons, Washington Redskins, Detroit Tigers, Los Angeles Dodgers, Miami Dolphins, and Philadelphia Flyers.

VWSE has been retained at the Rose Bowl as AV control room sole controller for day-to-day services as well as event day services. With the number of minor and major events taking place at the stadium, and the importance that the AV control room plays in those events (use of video board, music for different levels, etc.), having a single point of contact managing that space is key in creating a successful operation. It is important to note that VWSE has been the preferred vendor for Rose Bowl tenants UCLA and the Tournament of Roses for the past several years and is very familiar with the equipment and operational needs of the RBOC. For these reasons, staff is recommending VWSE as the sole vendor, as it provides familiarity for our main tenants and security that the facility will stay operational during day-to-day and event day operations.

Due to the number of events in fy 2020, including six UCLA home games, the Rose Bowl Game, two international soccer matches, one concert, and the music festival, the amount of the contract will exceed the authority of the General Manager for fy 2020. For the reasons stated above, the Board is being asked to grant the proposed contract an exemption from the competitive selection process of Pasadena Municipal Code Section 4.08.049 (B), contracts for which the City's/RBOC's best interests are served.

**ENVIRONMENTAL:**

The proposed contract has been determined to be exempt from the CEQA process pursuant to State CEQA Guidelines Section 15061(b)(3), the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question, such as the audio/video services provided this contract, may have a significant effect on the environment, the activity is not subject to CEQA.

**FISCAL IMPACT:**

Sufficient funds are provided for in the fiscal year 2020 operating budget in various budget accounts.

Respectfully submitted,



Darryl Dunn  
General Manager