



Agenda Report

July 14, 2016

To: Rose Bowl Operating Company (RBOC)
From: Darryl Dunn, General Manager
Subject: Authorization to issue a Service Contract to Event 360 Solutions for field LED Boards.

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); and
2. Authorize the General Manager to issue a Service Contract in an amount not to exceed \$149,500 to Event 360 Solutions for an annual rental, installation, and operation of the field LED boards for a one year agreement plus two additional one year options to renew for a total of three years.

BACKGROUND:

The RBOC has a contractual obligation with IMG, the RBOC's sponsorship rights holder, to provide field LED boards for all of the home UCLA football games. Over the past few years the effectiveness of some of these LED boards has been questioned (the boards have been partially obstructed by people on the sidelines), hence short term agreements have been occurring with a vendor to supply these boards. The partial obstruction challenge still exists, hence continuing short term agreements is recommended as the best course of action for the RBOC.

Therefore, staff solicited proposals for the rental, installation, management, and service for an annual fee, plus two one year renewal options for a total of three years. Materials and services to be provided as a turn-key rental and operation are as follows:

- Up to three year lease proposal;
- Provide field boards in end zone and sidelines to match our prior configuration (approximately 400 LF x 3'H);

- Provide UCLA blue pads;
- Provide forklift and operator for set up and removal;
- Remove shipping containers from site;
- Provide complete installation and testing of system prior to each event;
- Provide complete management and oversight of boards, content, etc. during events; and
- Adapt artwork/content for boards as requested by IMG.

Two proposals were received providing very competitive responses and assuring that insurance requirements and product is available meeting the RBOC/UCLA needs. Event 360 Solutions provided an all-inclusive proposal for the annual lease amount of \$149,500 with no increase for the three consecutive years, for a total three year lease cost of \$448,500. While TGI System, Inc. provided a proposal for the annual lease amount of \$165,500 with a 4% annual increase for the additional two consecutive years, for a total three year lease cost of \$516,624.80.

Both companies proposed fees are within the RBOC current and approved Operating budget. Therefore, staff is recommending that RBOC enter into a three year term lease agreement with Event 360 Solutions with an option out clause after both the first and second years. Although this company provides product for multiple soccer events and venues throughout the country, this will be the first year providing prolonged boards at the Rose Bowl.

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 this contract, may have a significant effect on the environment, the activity is not subject to CEQA.

FISCAL IMPACT:

Sufficient funds are available in the fiscal year 2017 operating budget for this contract in the amount of \$149,500.

Respectfully submitted,


for
Darryl Dunn
General Manager