



Agenda Report

July 14, 2016

TO: Rose Bowl Operating Company

FROM: Darryl Dunn, General Manager

SUBJECT: Amend RBOC Major CIP Improvements Project - FY17 Budget to include Parkway Entrance Improvements

RECOMMENDATION:

It is recommended that the RBOC approve and recommend the City Council approve the following:

1. Find that the action proposed herein is exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15301 (existing facilities-minor alteration); and
2. Amend the RBOC Major CIP Improvements Project - FY2017 budget and appropriate \$120,000 for the Parkway Entrance improvements funded in full by third party, Legacy Connections Contribution for its construction.

BACKGROUND:

Legacy Naming Rights Opportunities

The Rose Bowl Legacy Campaign is well under way, and the RBOC is committed to taking the actions necessary to ensure that Legacy Connections has the rights and support it needs to continue to be successful. On October 11, 2010, the RBOC and City Council approved an amendment to the Operating Agreement between the RBOC and the City of Pasadena to allow the RBOC, through Legacy Connections, to secure contributions for specific Rose Bowl Stadium naming rights. The funds raised through Legacy's naming rights efforts are primarily intended to provide funding for elements of the Rose Bowl Stadium Renovation Project ("Project") and stadium improvements. On November 4, 2010, the RBOC approved the specific naming opportunities to be established for donor opportunities, the corresponding ranges indicated for the particular stadium features to be sold, as well as the proposed Naming Recognition Guidelines, to ensure that all naming recognition decisions were accomplished according to an established set of standards.

On May 20, 2013 the RBOC and City Council approved the updated, comprehensive list of the naming rights and inventory opportunities, in which the Parkway Entrance was identified.

1. Parkway Entrance - Entrance to the Rose Bowl at corner of Arroyo Blvd & Seco Street which is contemplated to be named as "Rose Bowl Drive" gifted by WESCOM a Pasadena-based company for a five year period. (It should be noted that the total amount anticipated through 2042, which is when Legacy has rights for naming the Parkway is \$2,000,000 - \$3,000,000). Over the 5-year commitment, in this instance, WESCOM has philanthropically committed \$650,000 total to Legacy for the naming parkway entrance.

Parkway Entrance Improvements

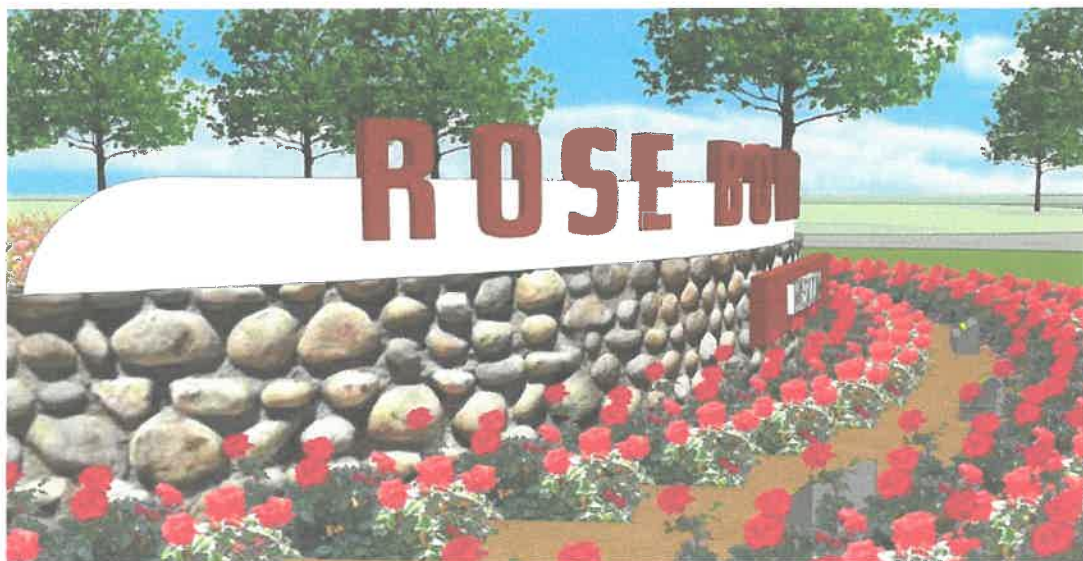
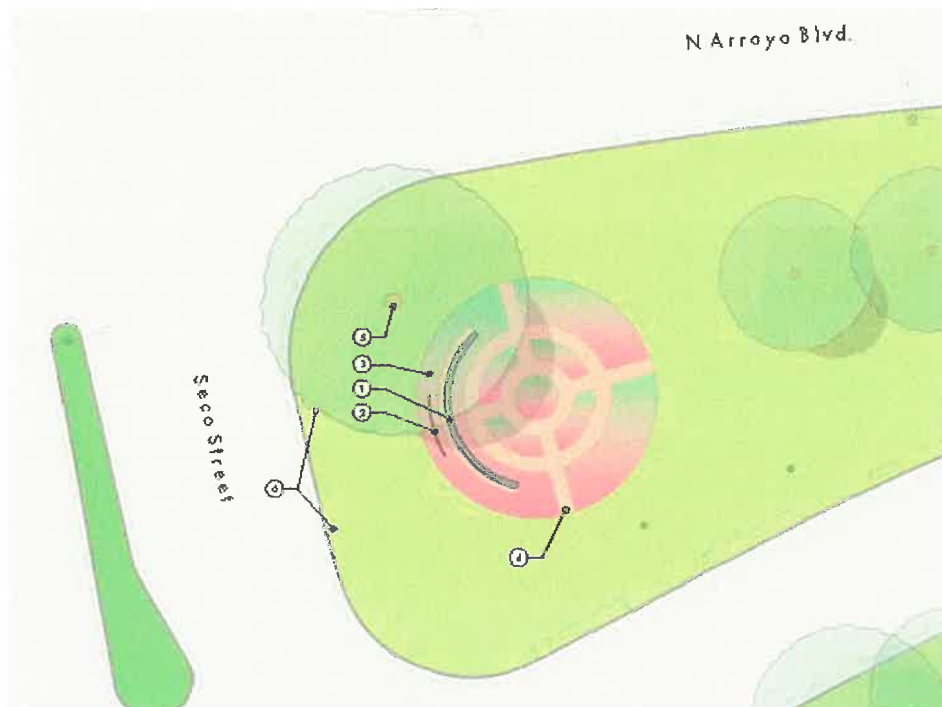
One of the key aspects of Legacy Connections' efforts is to provide private funding for stadium improvements that visitors to the Rose Bowl will be able to experience and enjoy. As the Rose Bowl Legacy continues with its commitment to assist the stadium with financial support for projects that enhance the Rose Bowl, one of these projects is the Parkway Entrance project. This work is planned to be constructed and completed in early FY17.

The primary focus of the public campaign to date has been to develop a brick plaza in front of the main entrance to the stadium. As discussions and plans have been worked on since Legacy Connections was formed, an opportunity has presented itself that has provided staff of the RBOC, City and Legacy Connections with great promise that the public campaign may exceed any previous expectations. The Tournament of Roses agreed to participate in the underwriting of the brick campaign.

Legacy is in the final stages of the development of the Parkway Entrance, which will include a donor name, Wescom, as part of this key part of the entrance to the stadium.

The Parkway Entrance project is located at the Southern end of the landscaped median at the corner of Seco and Arroyo. This project will provide a new entrance sign "Rose Bowl Drive" set on an Arroyo stone base. The landscaping will be upgraded to provide a more formal setting and sense of entry to the Rose Bowl property.

Legacy Connections is going to be funding the fulfillment costs of approximately \$120,000 for the Parkway Entrance improvements, and has received those funds. The estimated construction costs include a 10% contingency. It is anticipated this work will be completed by the first UCLA game on September 10, 2016.



ENVIRONMENTAL:

State CEQA Guidelines Section 15301 exempts from environmental review minor alterations of existing public structures that involve negligible or no expansion of the use. The alterations contemplated herein at the Parkway Entrance would not alter the use of the Stadium in any manner. The alterations are aesthetic only, and would involve minor construction and landscaping of existing areas. Further, none of the alterations would modify any historically significant character-defining feature of the Stadium. Accordingly, the projects described herein do not require additional environmental review.

FISCAL IMPACT:

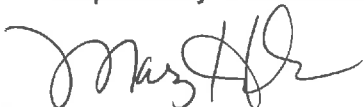
At the end of 2015, Legacy successfully transferred \$2 million to the RBOC for capital improvements as part of the renovation project. Legacy's fundraising goal for 2016 is \$1.5 million in new monies.

To date, Legacy has raised over \$15 million in written pledges and has transferred \$6.9 million to the RBOC.

Legacy shall also be responsible for raising funds for any fulfillment costs associated with providing the naming opportunities and identified improvements, although it is possible an advance on fulfillment costs may be necessary due to timing issues.

Although, the inclusion of the Parkway Entrance improvements will increase to the RBOC Major CIP Improvements Project - FY2017 budget in the amount of \$100,000 for a total budget in the amount of \$752,000 it will not have a fiscal impact on the stadium. All fulfillment costs for this project will be funded by third party, Legacy Connections Contribution for its construction.

Respectfully Submitted,


for Darryl Dunn,
General Manager