



Agenda Report

August 6, 2015

TO: Rose Bowl Operating Company (RBOC)

FROM: Darryl Dunn, General Manager

SUBJECT: Mission Statement

RECOMMENDATION:

It is recommended that the RBOC approve a change in its mission statement from:

“The mission of the RBOC is to improve the quality of life in Pasadena by providing top quality entertainment and by generating revenues through the operation of a world-class stadium and a professional quality golf course complex.” to:

“America’s Stadium-Dedicated to providing a tradition of world-class experiences.”

BACKGROUND:

The RBOC staff recently underwent a Human Resources assessment and analysis in order to determine areas of potential improvement within the organization. There were a series of meetings with employees and a recommendation was to come up with a strong mission statement that properly defined the objectives of the company. The current mission statement was adopted in 2003, has been as follows:

“The mission of the RBOC is to improve the quality of life in Pasadena by providing top quality entertainment and by generating revenues through the operation of a world-class stadium and a professional quality golf course complex.”

After discussion, staff believes that a more concise mission statement that properly reflects the values and mission of the Stadium in its current state. The objective of the revised mission statement as revised should be capable of being

printed on a tee shirt or otherwise be posted throughout the stadium and in the Administrative Offices.

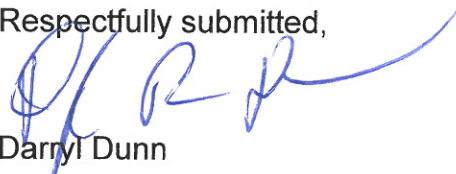
The new mission statement of the RBOC as proposed by Staff, and which is recommended for adoption by the RBOC, is as follows:

“America’s Stadium-Dedicated to providing a tradition of world-class experiences.”

FISCAL IMPACT:

There is no substantive fiscal impact associated with the revised mission statement

Respectfully submitted,



Darryl Dunn
General Manager