To: Rose Bowl Operating Company (RBOC)

From: Darryl Dunn, General Manager

Subject: Authorization to issue Purchase Order Contracts to Van Wagner/Big Screen Network as the sole audio/video room controller for day-to-day and event day control services in an amount not to exceed $100,000.

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. Find that the proposed purchase order contracts are exempt from the competitive bidding and selection process of the Competitive Bidding and Purchasing Ordinance, pursuant to section Pasadena Municipal Code Section 4.08.049 (B), contracts for which the City’s/RBOC’s best interests are served; and

3. Authorize the General Manager to issue purchase order contracts in an amount not to exceed $100,000 total for AV room day-to-day and event day operations and related services to the Rose Bowl Stadium.

BACKGROUND:
Van Wagner Big Screen Network Productions, LLC ("VWBSN") 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, VWBSN provides a wide range of production, entertainment, design and consulting services to some of the world’s highest profile leagues, teams, and sports events. VWBSN 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.

WWBSN has been retained at the Rose Bowl as of July 1, 2014 as A/V control room sole controller for day-to-day services as well as event day services. Formerly this service was provided by Midnight Rain. With the amount of minor and major events taking place at the stadium, and the importance that the A/V 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 WWBSN 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. Staff selected WWBSN 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 additional events this year, including seven concerts and an international soccer match, the amount of the contracts will exceed the authority of the General Manager for fy 2015. For the reasons stated above, the Board is being asked to find that the proposed contract for these services is exempt from the competitive bidding and selection process of the Competitive Bidding and Purchasing Ordinance, pursuant to section 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 2015 operating budget in various budget accounts.

Respectfully submitted,

[Signature]
Darryl Dunn
General Manager