

affiliate's Board more proud than to be able to enter into an affordable housing partnership with the City of Pasadena.

Major Accomplishments:

San Gabriel Valley Habitat for Humanity has completed 36 Habitat homes, has three currently under construction, and is nearing the close of a \$1.1 million capital campaign that will launch construction of 11 new affordable, homeownership units. When these homes are completed, the organization will have attained status as a significant provider of affordable homeownership units with 50 homes built and sold.

In addition, San Gabriel Valley Habitat for Humanity operates a Builders Surplus Store at 768 and 770 N. Fair Oaks. This store has grown tenfold over the past two years and now supports over half of the operating costs of the organization.

Organizational Goals:

Like every Habitat for Humanity affiliate throughout the world, San Gabriel Valley works to make provision of affordable housing a matter of conscience within its service area. The increasing and pressing need for affordable housing is translated into action through strategic planning of the organization's Board of Directors. Currently, priority goals are to:

- 1) Increase the number of homes built per year to an average of 8-10
- 2) Move directly from completion of one development to groundbreaking for the next with no down time between builds

Principals:

Board President: Ann R. Dougherty, Management Consultant
Board Vice President: Tom Doud, Partner at Crowell Weedon & Company
Board Treasurer: Howard Woo, Investment Broker for Smith Barney
Board Secretary: Jan Berentsen, Executive Director for California Pacific United Methodist Foundation, Inc.
Executive Director: Sonja L. Yates

Program Managers:

Each Habitat build is managed by a qualified Construction Manager and supported by the organization's Construction Committee which is headed by Board Member Deane Winant.

Organization Chart: (See attachment)

Recruiting Guidelines:

San Gabriel Valley Habitat for Humanity is predominantly a volunteer organization as seen through the small number of paid employees on the Organizational Chart. Turnover is low as those who work for and volunteer with San Gabriel Valley Habitat for Humanity are strongly committed to its mission and work.

Job descriptions are adopted for each position authorized by the Board of Directors. When openings occur, broad-based recruiting takes place with emphasis on equal opportunity outreach.

Apart from the paid Construction Manager, all other work is done by volunteers and professionals who donate their services pro bono.

Affirmative Action and Equal Opportunity Outreach:

In selecting homebuyer families for Habitat for Humanity homes, the affiliate works in partnership with the City where the homes are to be built. A mutually agreed-upon plan outlines affirmative action and equal opportunity outreach to disseminate information about the new opportunities available for homeownership. A series of informational meetings are held at strategic locations within the community to explain the following basics of eligibility:

- 1) Eligible families must currently be living in substandard conditions
- 2) Eligible families must have regular income of at least \$30,000 per year and no more than 80% of AMI for Los Angeles County.
- 3) Families must have acceptable credit history and be able to pay their monthly mortgage payments that bear 0% interest
- 4) Each family selected must be willing to commit at least 500 hours of Sweat Equity in building their home, the homes of their neighbors or in related educational sessions that prepare them for homeownership

Typically, City staff helps to identify the full range of ethnic groups within its community to ensure equal access to the opportunity to buy a Habitat home.

Resident Hiring:

For each build, volunteers are recruited from the sponsoring City. If there is a current need for a qualified Construction Manager, candidates who reside in the City will be given strong consideration.

Personnel Selection, Training, Evaluation and Discipline:

All personnel matters are governed by the organization's Personnel Handbook. Selection is based on qualifications for the opening, commitment to the mission of Habitat for Humanity, and verification of information provided through references.

Training is tailored to needs of the individual and organizational needs. Typical sources are Habitat for Humanity International, the Flintridge Foundation, and trainings sponsored by local organizations.

Evaluation takes place on a regular basis in accordance with the Personnel Handbook. Discipline is progressive with opportunities for employees to respond to identified performance needs. Criminal offenses result in immediate termination.

Connection to Community:

San Gabriel Valley Habitat for Humanity has strong Pasadena connections. Our offices and Builders Surplus Store are located in the NW sector at 770 N. Fair Oaks, 91103. The very first Habitat homes in Los Angeles County were built by our affiliate at 171 & 173 W. Maple Street in Pasadena. They remain in excellent condition as a testimony to the value added by Habitat for Humanity for the community.

In 1980, our local affiliate's founder, Ace Cain, stated, "If they (Pasadena) can put on a Tournament of Roses, they can put on a Tournament of Houses!" This landmark acknowledgement of the need for affordable housing in Pasadena has been a guiding and motivational premise for San Gabriel Valley Habitat for Humanity since it was chartered in 1990, 16 years ago.

Community Interest to be Served:

Pasadena needs affordable homeownership units that are built with quality; purchased by responsible, hard-working low-income people; and maintained in a manner that reflects Pasadena's high standards. As a developer and holder of its own 0% mortgages, San Gabriel Valley Habitat for Humanity is well-qualified to serve the Pasadena community as a provider of affordable homeownership housing.

Articles of Incorporation and By-laws:

(See attachments for these documents)

PROPOSED PROGRAM

Project Description:

San Gabriel Valley Habitat for Humanity proposes to develop a portion of the surplus Desiderio Army Reserve Center in partnership with the City of Pasadena.

Attached conceptual plans, developed by our volunteer architect Tom Williams of House & Robertson Architects, Inc., 6010 Wilshire Blvd. Los Angeles, CA 90036, and approved for submission by the San Gabriel Valley Habitat for Humanity Board of Directors, are attached. These plans are subject to discussion with the City which was not permitted, according to Stephanie DeWolfe, at this stage of the application process.

The proposed plans call for:

- Acquisition of the 5.1 acre surplus property parcel by the City of Pasadena
- Use of 1/3 to 2/3 of the parcel to create a park to be developed as a memorial to Reginald B. Desiderio, who was awarded the Medal of Honor for distinguished gallantry and intrepidity during the Korean Conflict, 1950)
- Possible creation of nine (9) market rate custom home lots, situated on 1/3 of the parcel, created and sold by the City to offset costs of developing the Desiderio Memorial Park
- Use of approximately 1/3 of the parcel (1.77 acres) to extend California Terrace as a cul-de-sac street north of Westminster Drive and create 22 Habitat for Humanity homes that will be sold to deserving and qualified residents of Pasadena
- City will provide the land needed for construction of the Habitat for Humanity homes, taking back silent second trust deeds with equity sharing provisions and recovery of the principal amount upon sale of the units when market rate terms take effect
- Habitat for Humanity will raise needed cash for this development through grants and donations

Need for Project:

Long-term discussion, testimony, and studies commissioned by the City Council affirm the critical need for affordable homeownership units in Pasadena.

There is also an acknowledged need for open spaces and new parks within the City.

Expansion of Existing Facilities:

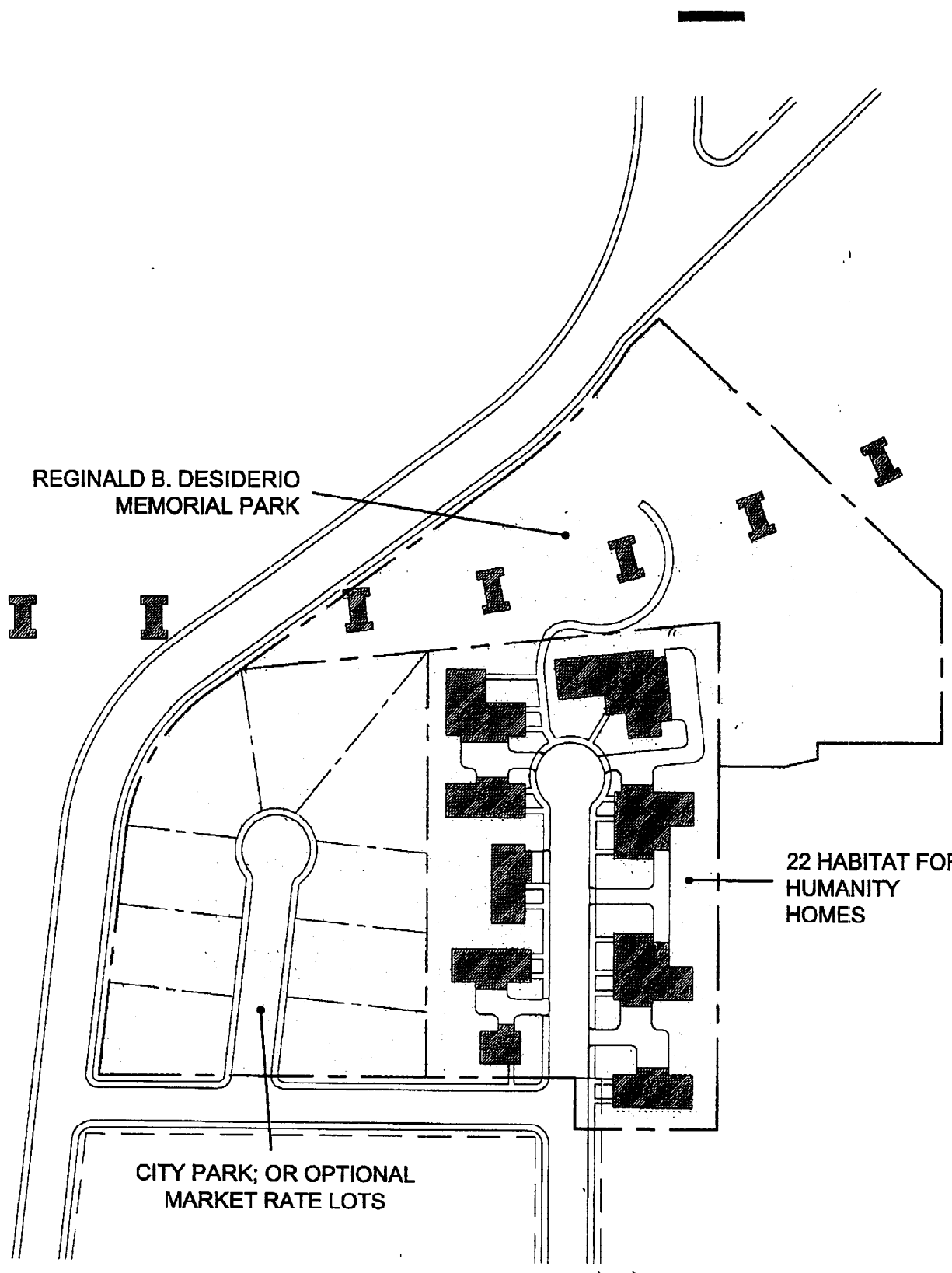
To accomplish this plan, existing buildings on the Desiderio Army Center land will have to be demolished.

REGINALD B. DESIDERIO
MEMORIAL PARK

22 HABITAT FOR
HUMANITY
HOMES

CITY PARK; OR OPTIONAL
MARKET RATE LOTS

PROPOSED DEVELOPMENT PLAN:
REGINALD B. DESIDERIO MEMORIAL PARK &
SAN GABRIEL VALLEY HABITAT FOR HUMANITY HOMES



DESIDIERO ARMY RESERVE SITE PROPOSAL
CITY OF PASADENA, PASADENA, CALIFORNIA



**NOTICE OF
INTEREST**

SEPTEMBER 8, 2006

ROSSI ENTERPRISES /
MOULE & POLYZOIDES
ARCHITECTS AND URBANISTS

**Organizational Profile -
Project Team Details**

Lead Developer:

Rossi Enterprises, a California Corporation
Rob Rossi, President
750 Pismo Street
San Luis Obispo, California 93401
805-543-4333
805-543-4220 (fax)

Rossi Enterprises is not a nonprofit or tax exempt organization.
Rob Rossi is authorized to execute agreements on behalf of Rossi
Enterprises.

Signed:




Rob Rossi

Local Partner and Contact:

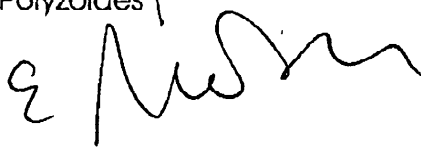
Moule & Polyzoides Architects & Urbanists
Stefanos Polyzoides, Elizabeth Moule, Principals
180 E. California Boulevard
Pasadena, California 91105
626-844-2400
626-844-2410 (fax)

Moule & Polyzoides is not a nonprofit or tax exempt organization.
Stefanos Polyzoides and Elizabeth Moule are authorized to execute
agreements on behalf of Moule & Polyzoides.

Signed:



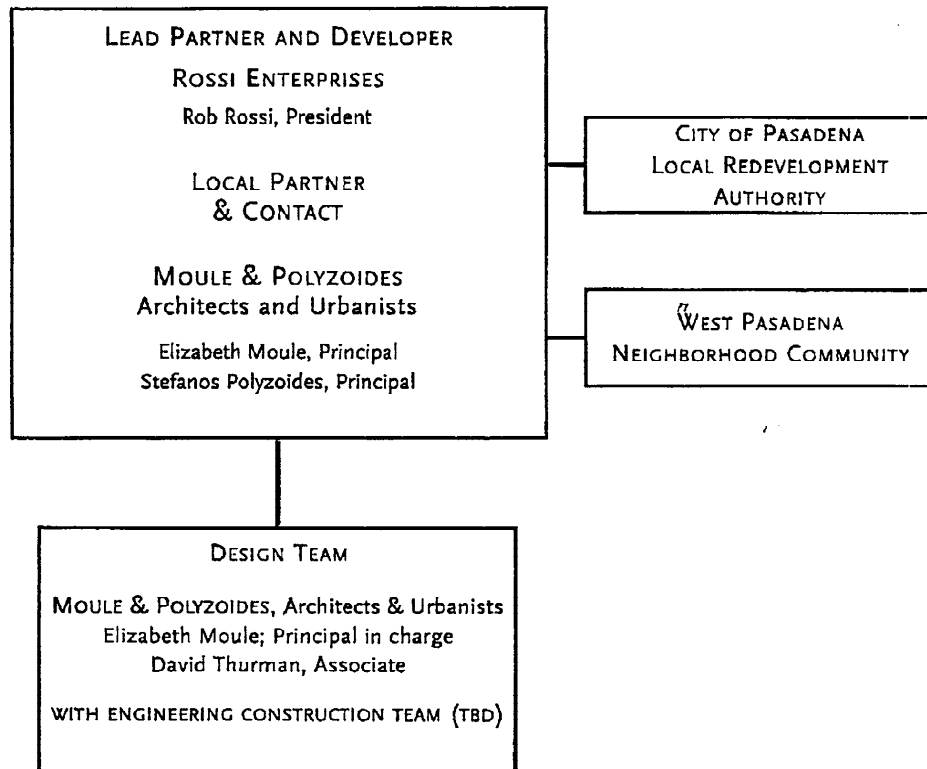
Stefanos Polyzoides



Elizabeth Moule

TEAM ORGANIZATION CHART

DESIDIERO ARMY RESERVE SITE



The Development Team's Relationship to Pasadena

Our team is intimately tied to Pasadena and this west Pasadena neighborhood. Elizabeth Moule and Stefanos Polyzoides, development partners and architects, have lived in Pasadena since the 1970's, have written about and preserved the city's unique historic heritage, send their children to schools in Pasadena and actively participate in its civic life. They have housed their architectural practice in Wallace Neff's original offices on California Blvd. for over ten years.

The firm's first project in the early 1980's was for Pasadena Heritage: the moving and preservation of Gartz Court. This modest, yet historic bungalow court was moved to in order to save it from demolition and to provide affordable housing in a north Pasadena neighborhood. The firm has preserved and restored many landmark historic single-family homes in the area including ones by Reginald Johnson, Wallace Neff and Greene and Greene. They have renovated several buildings in Old Pasadena and has many multi-family housing and mixed-use projects underway in Pasadena including Del Mar Station, Granada Court on Union St and Fair Oaks Courts for Heritage Housing in conjunction with the City of Pasadena. In South Pasadena, the firm completed the transit-oriented development project known as Mission Meridian winning awards from the ULI, Builder Magazine, a CNU Charter award and

The firm completed the current master plan for Polytechnic School and recently completed the design and construction of its first project, a new competitive swimming pool. Also in the planning arena, the firm produced the Civic Center plan in the early 1990's. This plan presaged and created planning guidelines for what we now know as Paseo Colorado.

The firm, as a partner in a development LLC, created Meridian Court, a very successful 10-unit middle market, high quality courtyard housing building at the corner of Marengo and California Blvd.

Perhaps most importantly, as partners in Vista del la Puente LLC, they are currently completing the development of the adjacent Vista del Arroyo Bungalows property immediately to the north of the Desiderio site. With many units pre-sold and a long waiting list for future sales, the project promises to be a victory for the preservation of one of Pasadena's most cherished historic sites and a welcome addition to the Upper Grand Avenue and lower Arroyo Seco neighborhoods.

Moule & Polyzoides has worked for many years with the West Pasadena Resident's Association and Pasadena Heritage on a shared vision for the Arroyo Seco neighborhood. The team of Rossi Enterprises and Moule & Polyzoides plans to continue this dialogue through the process of realizing this site will coordinate an extensive community involvement program through the entitlement and development process.

Narrative Description and Program Desiderio Army Reserve Center site

Our team's vision for the project is provided in the following narrative. In addition, we have provided design sketches in our additional materials to explore the capacity, character and potential of the site.

Vision: An Extension of the Arroyo Seco Neighborhood, Not a "Project"

It is our belief that the best use of the Desiderio Army Reserve Center site is a continuation of the existing beautiful single-family house neighborhood to the south. Our plan takes the entirety of the 5.1-acre parcel and cuts two small streets that create platted blocks of a similar housing fabric and a small neighborhood pocket park adjacent to the bridge.

The principle objective of the project is to create a sense of place- not as a separate, individual place, but rather one that is similar, yet not identical, to one of the loveliest of Pasadena neighborhoods to the south of the property.

This approach rejects the notion that all projects on large properties should be designed, owned and managed as "projects". Instead, the end result should feel like the same kind of city fabric as the rest of Pasadena- with intimate neighborhood streets lined by verdant canopied trees shading the wide, pedestrian-friendly sidewalks designed for strolling through areas of handsome homes and gardens.

The plan emphasizes the continuity of the surrounding neighborhood while at the same time minimizing traffic impacts to those quiet neighborhoods.

Design: Open Space, Preservation of the Colorado Street Bridge and Intimate Neighborhoods
The focal point of our plan is the preservation of the extraordinary Colorado Street Bridge and an enhancement of the Arroyo Seco landscape.

Along Arroyo Blvd. our plan calls for the continuation the same large single-family houses on large individual lots that are seen further south on this street. As the street continues, we have located a small, approximately one half-acre, neighborhood park. Within the park, we are siting a small civic structure modeled after the Casita del Arroyo to be used by a small local arts group- like the California Watercolor Society. This structure will be sited well away from the bridge pylons allowing for the majestic views of the bridge sweeping through the site that gives this area so much distinctive character.

A short one-way looping street, called Bridge Crescent, is cut east-west along the curve of the bridge to provide a small amount of diagonal parking for the park. It creates an easy in and out connection from Arroyo Boulevard for both the park itself and the bulk of the new homes along this crescent. A short diagonal two-way north-south street, called Desiderio Place, lined with single-family ends on Westminster Drive connecting the park to the California Terrace neighborhood.

Circulation

The design of the two short streets is arranged to bring the new neighborhood residents directly in and out from the north off Arroyo Boulevard. All but two of the new homes can be accessed most easily by entering onto Bridge Crescent leaving traffic off of Westminster. Similarly, Desiderio Place is not an extension of California Terrace. The six houses on this street are most easily accessed primarily from Bridge Crescent and secondarily from Westminster. Only one home is located at the end of California Terrace/Westminster. It is similarly best accessed off Desiderio or Westminster. (These two streets are shown in right-of-way diagrams.)

While the small park is sized primarily for local residents, it is nonetheless located at the northernmost portion of the site to discourage any visitors from using Arroyo Blvd. from the south for park access.

Parking

Thirty diagonal parking spaces are located along Bridge Crescent for convenience for both the park and arts building uses. With the arts building sized at 1000 sf, a conservative parking ratio of three cars per

one thousand sf. was used to account for the maximum number of vehicles at any time requiring parking. Inasmuch as the park is a small pocket park, we expect it to be most often accessed by foot.

Each single-family house lot has sufficient size to locate 2-car garages as shown on the Illustrative plan. On-street parking would be used in the same way it is used throughout the neighborhood to the south.

The Park

The intent of the park is to locate a landscaped area under the bridge, to provide for a destination for people walking in the neighborhood along the Arroyo, to provide a small place for neighborhood children to play and to extend the natural landscape along Arroyo Boulevard as a termination (or entrance) to the entire neighborhood to the south.

A small arts structure akin to a casita is located at the head of the park to create a modest yet compelling local landmark. And in the interest of continuing the historic connection of the Arroyo Seco to the arts- a tradition that dates back to the turn of the last century with the Arts and Craft movement - a small artists' retreat seemed like to appropriately punctuate the head of the new park. The mostly one-story structure is planned to be modest in size and limited in usage to reduce any traffic impact on the adjacent neighborhoods.

The Landscape

The project's street trees will continue along Arroyo Boulevard on our site in a parkway between the roadway and the sidewalk within the street dedication. Both Desiderio Place and Bridge Crescent will be lined with street trees that compliment the native arroyo plant palette.

The pocket park will likewise be landscaped in a way that continues the Arroyo Seco similar to the gardens of the Casita del Arroyo. The park will be laid out for quiet contemplative uses with a small children's play area.

The New Homes

Along Arroyo Boulevard there are two lots that would accommodate the largest of the single-family houses each approximately 4,800 sf. on large properties. We propose to locate the houses within existing setbacks of Arroyo Boulevard.

Along Desiderio Place, houses range from approximately 1,800 to 4,800 sf. on mid-size lot sizes. The homes will be sited with setbacks that are similar to California Terrace.

Along Bridge Crescent, the 1,800- 2,800 sf. homes are more intimately arranged with more modest traditional townhouse setbacks on smaller lots.

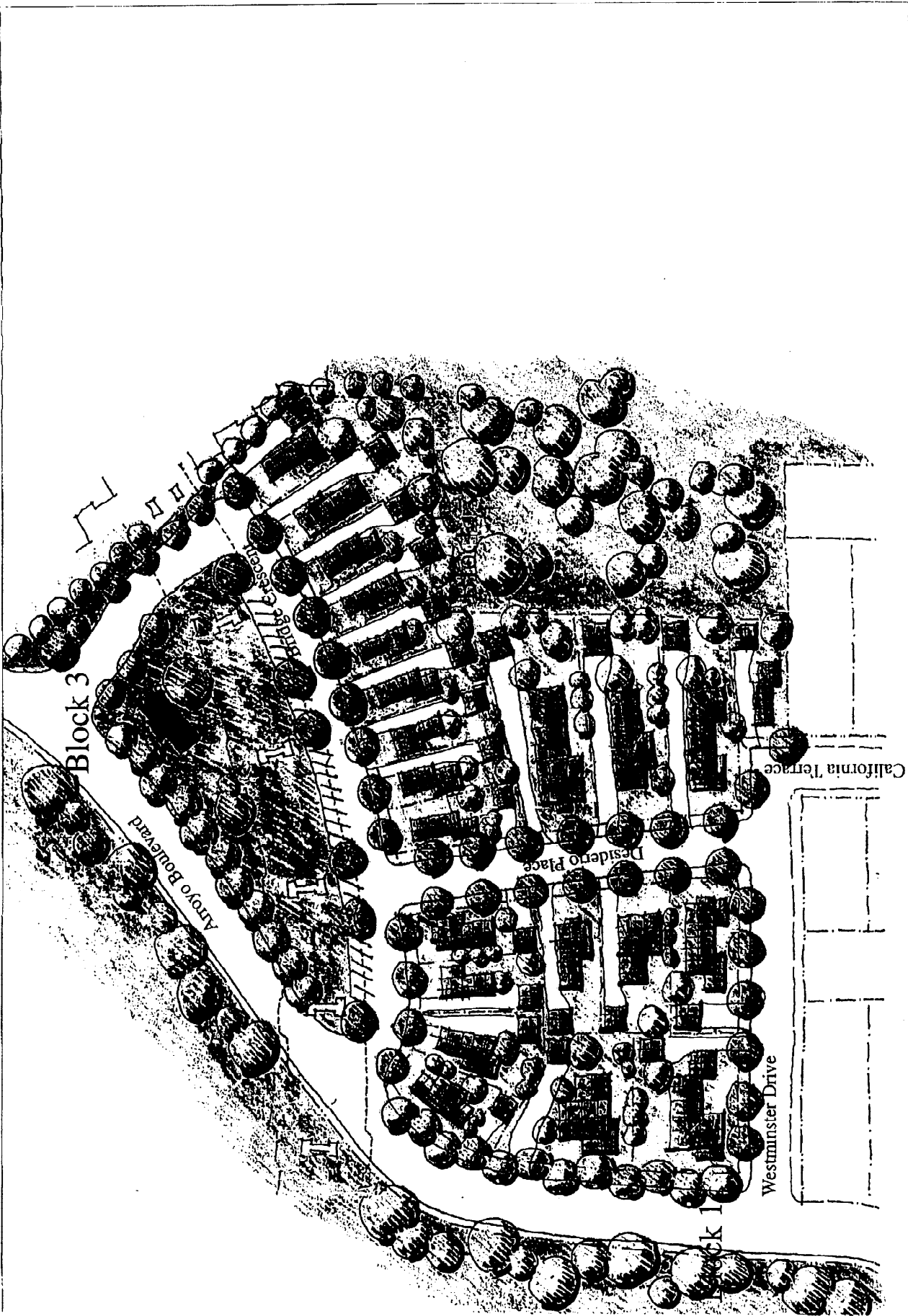
The character of all of the one and two story single-family structures will be similar to the distinctive yet eclectic character of the Arroyo: bungalows, arts and crafts structures, many in the Monterey style and a few Spanish/Mediterranean homes and an occasional modern home. Likewise the landscape palette will hew to the native palette of the Arroyo and to the traditions of adjacent heavily shaded neighborhoods.

There are twenty-two for-sale homes total over the 5.1-acre site.

The Arts Casita

This small mostly one-story structure is conceived of as a public community structure dedicated to the arts operated by a yet to be determined local arts group or arts group consortium. No specific group has been identified nor is there any specific program or management plan contemplated for structure.

Passive "eyes on the street" security is contemplated for the park and arts building. The many number of houses with their major windows and doors overlooking the park along with the occupants of cars on the lining street provide passive surveillance at all hours of the day. Similarly, we believe that regular park usage by a weekday arts program will keep the park more secure.



ILLUSTRATIVE PLAN

ROSSI ENTERPRISES / MOULE & POLYZOIDES
8 SEPTEMBER 2006



**City of Pasadena
Local Redevelopment Authority for the Desiderio Army Reserve
Center**

Notice of Interest Submission

September 8, 2006



Pasadena Tournament of Roses

391 S. Orange Grove Boulevard

Pasadena, California 91105

Section I: ORGANIZATIONAL PROFILE

- 1.1 Legal name of government entity or non-profit institution requesting use of buildings or property at the Desiderio Army Reserve Center:

Pasadena Tournament of Roses

- 1.2 Address and telephone number of applicant:

Pasadena Tournament of Roses
391 S. Orange Grove Boulevard
Pasadena, California 91105
626-449-4100

- 1.3 Contact person:

Primary: Mitch Dorger, Chief Executive Officer
Secondary: Traci Ridling, Director, Procurement and Facilities

- 1.4 Person(s) authorized to complete purchase, and/or execute any lease or agreements. Attach a copy of the legal authority permitting these persons to complete such transactions.

Paul L. Holman, President
CL Keddy III, Executive Vice President
Ronald H. Conzonire, Treasurer
Gary J. DiSano, Secretary
Libby Evans Wright, Past President

See Bylaws - Section 10.6.2 for execution of documents (**Attachment #1**)

- 1.5 Statement regarding whether applicant is state, political sub-division of state or private non-profit, tax exempt organization under Section 501(c)(3) of the 1986 Internal Revenue Code. If applicant is a private not-for-profit entity, attach a copy of the IRS recognition of its Section 501(c)(3) exemption status.

Pasadena Tournament of Roses Association is a non-profit, tax exempt organization under 501(c)(3) of the IRS code. (**Attachment #2**)

- 1.6 A copy of the document showing statutory or legal authority under which the applicant is authorized by law to acquire and hold title to property or to lease property.

(**Attachment #3**)

- 1.7 For applicants other than public agencies:
- 1.7 a) A description of the organization, year founded and brief history, major accomplishments and organizational goals.

The Tournament of Roses Association is a volunteer-based, non-profit organization, founded in 1895 in order to organize and run the annual Tournament of Roses festival in Pasadena, California. In its more than 100 year history, the Tournament of Roses has overseen the development of one of America's most unique cultural traditions and strengthened the cultural identity and economic standing of Southern California and the Pasadena community.

Each New Year's Day, the world focuses its attention on Pasadena, California, U.S.A., home of the Rose Parade® and Rose Bowl Game®. It's a celebration more than a century old--a festival of flowers, music and sports unequaled anywhere in the world. The Tournament is more than just a parade and football game. It's America's New Year Celebration, a greeting to the world on the first day of the year, and a salute to the community spirit and love of pageantry that have thrived in Pasadena for more than a century.

The first Tournament of Roses was staged in 1890 by members of Pasadena's Valley Hunt Club, former residents of the East and Midwest eager to showcase their new home's mild winter weather. "In New York, people are buried in snow," announced Professor Charles F. Holder at a Club meeting. "Here our flowers are blooming and our oranges are about to bear. Let's hold a festival to tell the world about our paradise."

During the next few years, the festival expanded to include marching bands and motorized floats. The games on the town lot (which was re-named Tournament Park in 1900) included ostrich races, bronco busting demonstrations and a race between a camel and an elephant (the elephant won). Reviewing stands were built along the Parade route, and Eastern newspapers began to take notice of the event. In 1895, the Tournament of Roses Association was formed to take charge of the festival, which had grown too large for the Valley Hunt Club to handle.

In 1902, the Tournament of Roses decided to enhance the day's festivities by adding a football game-- the first post season college football game ever held. Stanford University accepted the invitation to take on the powerhouse University of Michigan, but the West Coast team was flattened 49-0 and gave up in the third quarter. The lopsided score prompted the Tournament to give up football in favor of Roman-style chariot races. In 1916, football returned to stay and the crowds soon outgrew the stands in Tournament Park. William L. Leishman, the Tournament's 1920 President, envisioned a stadium similar to the Yale Bowl, the first great modern football stadium, to be built in Pasadena's Arroyo Seco area. The new stadium hosted its first New Year's football game in 1923 and soon earned the nickname "The Rose Bowl."

The Tournament of Roses has come a long way since its early days. The Rose Parade's elaborate floats now feature high-tech computerized animation and exotic natural materials from around the world. Although a few floats are still built exclusively by volunteers from their sponsoring communities, most are built by professional float building companies and

take nearly a year to construct. The year-long effort pays off on New Year's morning, when millions of viewers around the world enjoy the Rose Parade.

Nicknamed "The Granddaddy of Them All"® the Rose Bowl Game® has been a sellout attraction every year since 1947. That year's contest was the first game played under the Tournament's exclusive agreement with the Big Ten and Pac-10 conferences. This is the longest standing tradition of any collegiate conference and a bowl association. Now, as part of the Bowl Championship Series, the Rose Bowl has hosted the National Championship Game between the top two teams in the nation in 2002 and 2006, and will host the National Championship again in 2010.

An event as large as the Tournament of Roses takes about 80,000 hours of combined manpower each year. That manpower is supplied by 935 volunteer members of the Tournament of Roses® Association, each of whom plays an important role in the staging of the Rose Parade and Rose Bowl Game. Each volunteer is assigned to one of 31 committees, with responsibilities ranging from selecting Parade participants to directing visitors on New Year's Day, to serving hamburgers to band members at the end of the Parade route, to giving presentations about the Tournament to community groups.

- 1.7 b) A listing of all principals in the organization and any proposed on-site program managers who would participate in management activities of any proposed program. Provide appropriate credentials, as well as a description of previous related experience.

Tournament of Roses Officers:

Paul Holman, President
CL Keedy, Executive Vice President
Corky Conzonire, Treasurer
Gary DiSano, Secretary
Libby Evans Wright, Past President

Tournament of Roses Executives: (Bios and résumés included in Attachment #4)

Mitch Dorger, Chief Executive Officer (CEO)
Bill Flinn, Chief Operating Officer (COO)
Jeff Allen, Chief Financial Officer (CFO)

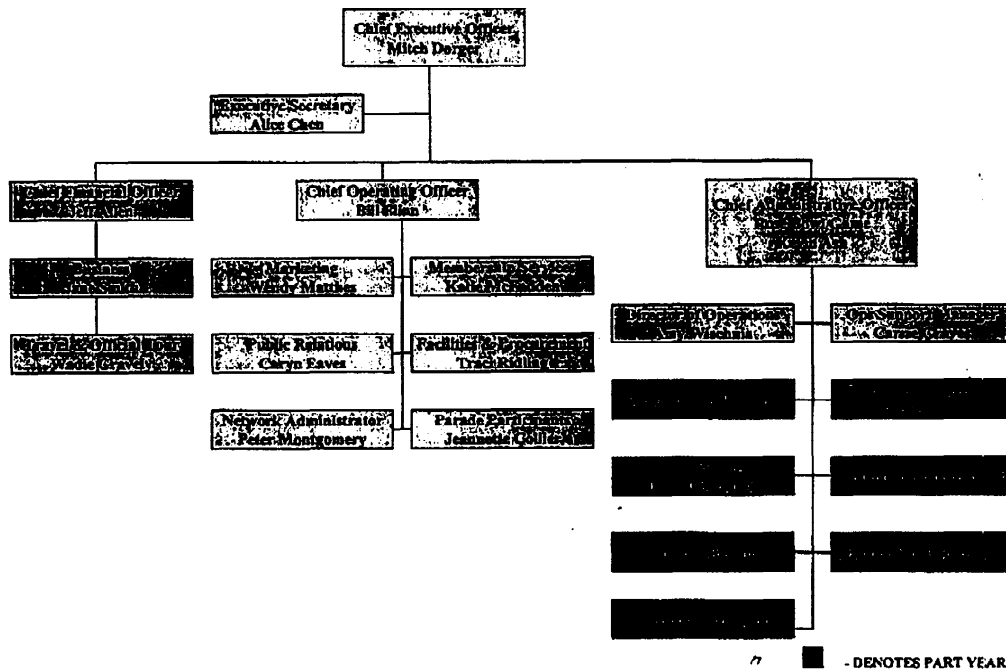
On-site Program Manager:

Traci Ridling, Director of Procurement and Facilities

Potential Leases:

Chris Lofthouse, Phoenix Decorating Company
Tim Estes, Fiesta Parade

- 1.7 c) Organizational chart for the organization



Standing Subcommittees:

Audit; Budget & Finance; Business Development; Game Policy; Governance and Personnel; Government & Community Affairs; Membership; Parade Policy; Real Estate

Operating Committees:

Communications & Credentials; Community Relations; Coronation/Tailgate; Decorating Places; Equestrian; Float Construction; Float Entries; Food Services; Football; Formation Area; Heritage; Judging; Kickoff Events; Liaison & Planning; Membership Development; Music; Parade Operations; Post Parade; Press Photo/Trophy; Queen & Court; Services; Properties; Special Events; Sports media; Student Ambassadors; Television & Radio; Tournament Auxiliary; Tournament Entries; Tournament Grandstands; Transportation; University Entertainment

- 1.7 d) Guidelines of personnel procedures for recruiting, affirmative action and equal opportunity outreach, resident hiring, personnel selection, training, evaluation and discipline.

For personnel policies, including equal opportunity policies please see **(Attachment #5)**

- 1.7 e) Provide organization's connection to the community and the community interest that will be served.

The Tournament of Roses has been an integral part of the Pasadena community for many years. In 1890 a group of citizens, who had originally migrated to Pasadena from the East and Midwest got together and wanted to show off the weather and quality of life in Pasadena during the winter. The original Parade was designed to showcase the beautiful

flowers and weather that existed in the community to those in other areas of the country being ravaged by the cold of winter. The promotion was a success and over the years Pasadena has become arguably the best known city in America with a population less than 200,000. Literally tens of millions of people in the U.S. and around the world know Pasadena as the home of the annual Rose Parade and Rose Bowl Game, both of which rank among the best viewed television programs of the year.

In addition, nearly a million people attend the various events sponsored by the Tournament of Roses each year. About half of these folks are from areas outside the Southern California region. When these visitors come, they spend an average of 3-4 days in the area and enjoy the many attractions in and around Pasadena. In doing so, they spend approximately \$200 million each year, making the Tournament of Roses one of most important economic influences in the area, during what is normally a very dead season for travel and tourists in most other communities.

Though its fame is worldwide, the Tournament of Roses remains true to its hometown origins. In 1983, the Association created the Tournament of Roses Foundation, a non-profit corporation, to receive contributions from members, friends and supporters. The Foundation makes annual grants to worthwhile programs which contribute to the civic, cultural and educational advancement of the Pasadena area.

It is widely recognized that the Tournament provides enormous good will and economic benefits to the City of Pasadena. It is also widely recognized that the Tournament is a living part of the history and culture of Southern California. It cannot do this without the full and active support of the community as a whole and specifically the City of Pasadena, which provides many resources necessary to carry out its community-building mission. This support includes numerous community volunteers and financial resources, as well as facilities support.

The community's long-standing support for the Tournament has traditionally included ensuring that the Tournament has the facilities necessary to properly support its needs. This is particularly true for the needs of the annual Rose Parade, with its huge floral floats that make the Tournament of Roses and Pasadena a hallmark of American culture.

The Tournament's mission is to maintain and strengthen this unique, historic, and distinctly American, cultural tradition. In doing so, the Tournament also strives to strengthen the cultural heritage of Pasadena and Southern California.

- 1.8 A copy of current constitution/charter/by-laws or Articles of Incorporation as appropriate.

(Attachment #6)

Section 2: PROPOSED PROGRAM

2.1 a) A detailed narrative description of the proposed use of the property or building.

The Tournament proposes to develop the site as a multi-use site, focused on supporting both Tournament operations and community recreation. The proposed development plan will not only strengthen the Tournament's operational capacity, but will also provide additional access for the public to interact with the floats and the Tournament's historic heritage. The Tournament also proposes to provide community recreation space during the approximately nine months of the year that the entire site is not directly in use for Parade-related activities.

The five primary land uses will be:

- Float Services (construction and/or decorating and/or staging)
- Tournament of Roses multi-use building
- Tournament of Roses storage facility
- Community recreation and park
- Parking

1. Float Construction and/or Decoration

One of the principal uses will be a 40-45,000 GSF facility to be used for the design, construction and/or decoration of large floral floats, which are the centerpiece of each year's Rose Parade. Approximately 50 such floats are included in each year's Parade. Well over 40 of these floats are designed and constructed by professional float building companies.

It is envisioned that this facility will be used in one of two ways a) to construct, store, and then decorate up to 30 of these floats, or b) to decorate and stage up to 30 floats.

2. Tournament of Roses Multi-Use Building

The Tournament proposes to construct a new Tournament multi-use building of approximately 24,000 GSF in a 2 story structure on the site. The new Tournament building will allow the Tournament to expand its community involvement, providing a location for a permanent exhibition with a small retail store, a meeting and catering facility that will be available for public use, and expanded office space for Tournament staff and volunteers.

The new Tournament building will be designed to compliment the existing character of the surrounding neighborhood buildings (including those currently under construction). Special attention will be given the historic character of the surrounding neighborhood.

Exhibition Space and Retail Store

The new Tournament building exhibition area (approximately 10,000 SF) will house and display the historical collections of the Tournament of Roses. The Tournament currently has 118 years of accumulated treasures from the past. Many of these are one-of-a kind assets that help define the cultural heritage of the organization and the community. There is no room in the current facility to house these collections, and as a result, many are inadequately stored. These collections are not currently available to the community and

visitors to the community. The creation of a Tournament of Roses museum would enhance the preservation and display of these artifacts and contribute to the cultural environment of the community.

As part of the exhibition space, the Tournament will provide a small retail area (approximately 500 SF) that will allow visitors, patrons, and supporters an opportunity to share in the Tournament's heritage and support the ongoing tradition of the Rose Bowl and Rose Parade.

Administrative and Operations Area

Approximately 5,000 SF offices

Approximately 5,000 SF meeting rooms

The new Tournament building will provide operational and administrative space that cannot be included in the current headquarters building at the Wrigley Mansion. This will include approximately 5,000 SF of office space, and 5,000 SF of meeting space. Administrative and office space is needed to house the staff functions of the Tournament, which are currently crowded into a facility behind the Mansion. Flexible meeting spaces, including a large meeting room (200-400 person capacity) are needed for periodic organizational committee meetings as well as ongoing volunteer committee meetings. The meeting and/or office spaces will be used by the Tournament as needed and made available for use by other community organizations.

Media and Audio-visual Center

Approximately 1,000 SF photo studio

Approximately 1,000 SF media & production center

An important part of the new Tournament building will be the media center and audio-visual studio. The Tournament of Roses is a very visual event and each year the Association produces a number of creative audio-visual products to support the organization. A new audio-visual center that includes a photo studio (approximately 1,000 SF) and a media production center (approximately 1,000 SF) will allow the organization to produce and distribute these materials in a way that will allow thousands of people to enjoy the heritage of the Tournament of Roses. At the present time there is no adequate facility to support this function in the Wrigley Mansion.

The Tournament of Roses is also a significant national and international news event, drawing up to 500 credentialed members of the press for the Parade and Bowl Game events. The media center would allow the Tournament to assist the press in a coordinated, efficient and state of the art facility during the busy Parade and Bowl Game week, and to support ongoing media needs throughout the year.

Support Services

Approximately 1,500 SF catering kitchen

Approximately 500 SF public restrooms (outdoor access)

3. Storage Facility

An auxiliary use of the facility of the property will be to create storage to support the many annual activities of the Tournament of Roses. This includes, Float building and

decorating, the Queen and Court Coronation, Parade logistics and the Rose Bowl Game. Due to lack of adequate storage facilities, the Tournament presently has equipment and supplies spread out in private storage facilities around the area. This storage is not only expensive, but also inconvenient for both management and operational purposes. The proposed storage building will provide approximately 7,500 SF of general storage space to be used by the Tournament and float building contractor(s).

4. Recreational Space

The Tournament is committed to developing the site as a community resource. To that end, we envision the site being designed to provide open recreational space for community use for nine months of the year. The Tournament has set aside two distinct spaces for community recreation, a hard surface court area adjacent to the float facility and a grass park and/or grass court area that would be developed as a special Pasadena heritage space under the piers of the Colorado Bridge and directly adjacent to the new Tournament building and exhibition area. Imagine children's birthday parties and family picnics, community tai-chi and yoga classes, or outdoor drawing and painting activities taking place in a specially designed Tournament of Roses historic heritage park.

During the three months prior to the Rose Parade and Rose Bowl Game, the entirety of the site will be required for Tournament uses. Specifically, the recreational space will be used as a site for decorating floats – an activity which takes roughly twice the square footage of construction and storage.

5. Parking

The variety and seasonality of the uses proposed on the site, creates a complex situation for on-site parking. The Tournament is committed to providing more than ample on-site parking for the site's anticipated everyday activities (approximately 275 spaces) Because of the mixed uses on the site, the Tournament would propose to work with the City of Pasadena in order to develop a specific parking requirement for the development of the site. For the infrequent days when there could be excess parking demand (during float building crunches), the Tournament will run shuttle busses from Rose Bowl Lot I.

An illustrative site plan and conceptual illustrations are included in Section 7: Additional Data.

- 2.2 A detailed assessment of the need for the proposed program. In the case of homeless assistance programs, include an explanation of what homeless needs in the communities in the vicinity of the Desiderio Army Reserve Center you will be fulfilling.

The Rose Parade attracts between 800,000 and 1,000,000 on-site viewers each year, with roughly half of them traveling from outside the Southern California area. The total economic impact to the Southern California region is \$370 million. Approximately half of this total is experienced in the Pasadena area. Without the Rose Parade, there would be a considerable loss of prestige to the City of Pasadena as well as a huge negative impact on the economic base of the community.

To carry out its mission, the Tournament of Roses needs appropriate facilities to support its operations and activities as well as facilities to house the construction and decoration

of Rose Parade floats – the giant floral works of art that are the centerpiece and the unique cultural niche of the Tournament of Roses.

Currently the, Tournament of Roses operates out of five permanent and three temporary facilities.

1) The Wrigley Mansion. The Wrigley Mansion is the headquarters of the organization and serves as the central facility for operational and administrative activities. The property is owned by the City of Pasadena and leased by the Tournament of Roses under the provisions of the Master License Agreement (MLA) between the City and the TOR. The property consists of a large early 1900's vintage residence with approximately 10,000 sq ft of offices attached to the back of the Mansion. The property serves as a wonderful headquarters for the Tournament of Roses, and the beauty of the property adds to the luster and brand of the Tournament. However, it has significant shortcomings as well. Over the last 20 years the staff size has more than doubled as new functions were taken on by the organization. The office facilities are already too small for the organization and options for facility expansion are being examined. Unfortunately, the property is not conducive to office expansion without a detrimental effect on the overall beauty of the main property and the surrounding grounds. Major facility shortfalls include inadequate office space for staff, limited work area for volunteer officials, lack of a large assembly area for groups over 150, and inadequate storage.

2) The Rose Palace. The Rose Palace is a float construction and float decorating facility located on South Raymond in Pasadena. The facility was constructed by the Tournament of Roses and donated to the City of Pasadena. The Tournament leases the facility from the City and subleases it to the largest of the Rose Parade float building companies, Phoenix Decorating. This facility is old and has a number of limitations. There is inadequate storage in the building and the lot is of insufficient size to allow outdoor storage. The tenant is forced to rent storage space throughout the City. There is insufficient parking on site to support decorating operations, which take place in the last month of the year. Most importantly, the facility is located in a section of the City that has been designated as a future biotech corridor. As such it is anticipated that at some point we will be required to vacate the property to make way for a use more aligned with the zoning designation.

3) Rosemont Pavilion. Rosemont Pavilion is a structure located in the Arroyo Seco area near the Rose Bowl Stadium. It, like the Rose Palace, was constructed by the Tournament of Roses on City land. The Tournament rents it from the City on a six-month basis and subleases it to Phoenix Decorating for float decorating. No float construction takes place at the Rosemont facility due to facility and zoning limitations. This facility has a number of limitations including condition, parking, float viewing arrangements and storage. More importantly, a recently completed master plan of the Central Arroyo area calls for the elimination of the Rosemont pavilion as an enhancement to the Central Arroyo area and encourages the City to support and assist the Tournament to relocate out of the facility prior to the expiration of the MLA in 2017.

4) Duarte Site. The Tournament of Roses owns a float construction site in the neighboring town of Duarte, approximately 15 minutes from Pasadena. This facility is leased to the second largest float builder, Fiesta Parade Floats. This facility is marginal for float building operations. It is insufficient in size and construction to effectively support both a construction and decorating program the size of Fiesta's. As a result, when it comes time to decorate, the Tournament erects a 30,000 square foot tent about a mile from the construction site to permit decorating and float viewing. This split operation is marginally effective. More importantly, the tent site is located on land that is owned by the City of Hope Medical Center. City of Hope has indicated it has plans to begin construction on this site within the next 3-5 years. If this site is lost, the utility of the Duarte construction site is severely compromised. A new decorating site will absolutely be needed.

5) Azusa Site. The Tournament of Roses owns a float construction facility in the City of Azusa, some 20-25 minutes from Pasadena. This facility is shared by two smaller float construction companies. The facility is old and in poor shape and currently overloaded with building activity. The facility will not support decorating by both builders. As a result one of the builders moves his decorating activities to a 30,000 sq ft tent located in Lot I of the Rose Bowl Stadium parking. The remaining builder can decorate at the facility but it cannot support spectator viewing of the decorating. This facility is also old and in severe need of upgrade or replacement.

In summary, the Tournament of Roses is marginally able to accomplish its mission in its existing facilities. However, as a general rule these facilities are undersized to carry out the full extent of needs of the Association. Moreover there are political and economic threats to existing facilities that threaten the viability of the Association and its activities. It is not an understatement to say that without proper facilities for float construction and decoration, there will be no Rose Parade and no accompanying benefits to Pasadena and Southern California.

- 2.3 Provide the following:
2.3 a) The need to expand existing facilities.

As outlined in paragraph 2 above, the need for new facilities is driven by two factors: (1) inadequate space in existing facilities and (2) the need to relocate existing float construction/decorating facilities for political and economic reasons.

1) The current Tournament of Roses operational/administrative headquarters lacks adequate space to meet current staff requirements and has limited area for expansion in the future without adversely impacting the beauty and heritage of the property itself. It also lacks storage space to meet Tournament needs, which results in the rental of temporary space around the City. Further, it lacks the capacity for large group assembly for groups of more than 150 people. This is a major problem for membership meetings and activities. It also has inadequate work space for the volunteer committees and volunteer leadership.

2) As explained in Section 2.2 above, the current float facilities in Pasadena are old and insufficient to meet current needs of the Tournament and its tenants. Both of these facilities are also at risk in the foreseeable future of being required to meet other