

## Jomsky, Mark

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**From:** NKleinman@aol.com  
**Sent:** Wednesday, March 30, 2016 5:51 PM  
**To:** Jomsky, Mark  
**Cc:** aokelley@msn.com  
**Subject:** Arroyo Seco Music and Arts Festival

I will be away from Pasadena on April 4, and ask that my comments be included in the City Council Member packets regarding the Festival.

As a member of the Transportation Advisory Commission I have read the DEIR and attended a presentation by City Planning Staff. The following are my personal opinions and are not positions formally taken by TAC.

On the conceptual level I view the proposed Festival as an event that will enhance the recognition of Pasadena and result in economic benefits for our City. The issue of competition for events from the Coliseum and Dodger Stadium is real. A festival event is something that would be unique to the Rose Bowl, and possibly offset a possible loss of a major "displacement event" to one of those venues.

With respect to vehicle traffic I conclude that actual vehicle traffic may be less than indicated in the DEIR. I base this conclusion on the fact that attendance via the Gold Line and other Public Transit may be underestimated. Anecdotal evidence indicates significant increase in Gold Line ridership based on its extension. This evidence includes standing room only in cars during rush hours.

One aspect of the festival is multi-day attendance. This will attract attendees who stay in Pasadena hotels for the period of the festival. Shuttle bus routes from major hotels should reduce vehicle trips to the Rose Bowl.

At the presentation made at our TAC meeting I made a recommendation that a remote parking facility west of the Rose Bowl would reduce vehicle trips from the total indicated in the DEIR.

Neil Kleinman



# PASADENA

CENTER OPERATING COMPANY

16 MAR 29 03:16 PM  
CITY CLERK

March 24, 2016

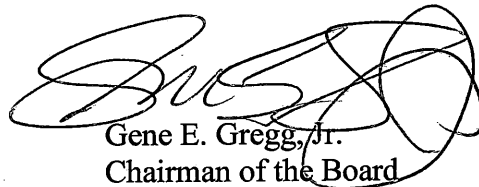
Darryl Dunn  
Chief Executive Officer  
Rose Bowl Operating Company  
1001 Rose Bowl Drive  
Pasadena, CA 91103

Dear Mr. Dunn:

On behalf of the Board of Directors of the Pasadena Center Operating Company ("PCOC"), I want to express our enthusiastic support for your plans to produce the Arroyo Seco Music & Arts Festival in and around the Rose Bowl in 2017 and beyond. Such a multi-day event should bring large crowds of music fans to Pasadena and provide great positive exposure to the City. In addition, it should provide a substantial stimulus for local businesses, including restaurants and hotels.

We wish you the very best and hope that you let us know of ways PCOC may help further support this great effort.

Best regards,



Gene E. Gregg, Jr.  
Chairman of the Board



15 MAR 29 09:45PM

CITY CLERK

March 24, 2016

Mr. Victor Gordo  
President  
Rose Bowl Operating Company  
1001 Rose Bowl Drive  
Pasadena, CA 91103

**Re: Proposed Arroyo Seco Music and Arts Festival**

Dear Victor,

On behalf of the Tournament of Roses Executive Committee and in connection with the Association's long standing commitment and involvement to our city, we want to provide our support for the proposed Arroyo Seco Music and Arts Festival. For the past 128 years, we have worked collaboratively with many partners throughout the city including the Rose Bowl Operating Company (RBOC) in bringing meaningful and beneficial events to the Pasadena community.

We believe the Music and Arts Festival will help with the RBOC's efforts to maintain the Rose Bowl Stadium as a viable community asset. You have presented a reasonable and well thought out plan that is designed to bring a third tenant to the Rose Bowl to assist the RBOC in raising the necessary funds to help operate and maintain the Stadium for future generations.

In addition, the proposed Music and Arts Festival will benefit the Pasadena community not only with economic impact and employment opportunities but will provide many community-based organizations and citizens the opportunity to be impacted positively by the newly expanded event in the Arroyo Seco.

We realize that the RBOC is very conscious of the need to minimize the effect that the festival will have on the surrounding neighbors and appreciate all efforts in this area.

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The Tournament values the relationship with the RBOC and we look forward to our continued working relationship for the benefit of our city and community.

Sincerely,

A handwritten signature in black ink, appearing to read "Brad Ratliff", with a small asterisk or mark at the end of the signature.

Brad Ratliff

President and Chairman of the Board

Copy: Alex P. Aghajanian, Executive Committee Vice President  
William B. Flinn, Executive Director



March 30, 2016

Mayor Terry Tornek and Pasadena City Council  
100 North Garfield Avenue  
Pasadena, CA 91109  
VIA EMAIL

RE: ARROYO SECO MUSIC AND ARTS FESTIVAL

Dear Mayor Tornek and City Council Members,

The Pasadena Chamber of Commerce supports activities and events at the Rose Bowl that enhance the financial stability of the Bowl, provide interesting and varied opportunities for entertainment and support our local economy. The Arroyo Seco Music and Arts Festival will greatly enhance the financial position of the stadium and provide a steady and regular income stream to support stadium maintenance and help pay off debt incurred as a result of the recent renovations.

The Arroyo Seco Music and Arts Festival will be a great and positive event for the local economy and the Rose Bowl. The setting in and around the stadium is the perfect venue for an event of this type. The festival being considered could have a tremendous and positive impact on Pasadena's shops, restaurants and hotels.

We also appreciate that the Rose Bowl staff is intending that local vendors be used for food and drink, again supporting our local businesses and local economy. The music festival could also be a great opportunity for employment for Pasadena's youth.

The event will showcase and promote Pasadena to a wide audience beyond even our Southern California region. Further, the Arroyo Seco Music and Arts Festival will bring people to Pasadena who may not have experienced our city or the Rose Bowl previously. Those people may spend money in local stores and restaurants and may choose to return to experience Pasadena.

The Rose Bowl has tremendous experience hosting events of all types. The staff there, along with Pasadena public safety personnel, are very careful to ensure a positive experience for patrons of all Rose Bowl events, and take care to ensure every mitigation possible is implemented to minimize traffic, noise, trash and other impacts the event could have on the Rose Bowl and its neighbors, as well as the City of Pasadena.

The Pasadena Chamber of Commerce appreciates the thorough environmental review of potential impacts from the proposed music festival at the Rose Bowl and believes the event can be managed appropriately by the Rose Bowl. The Pasadena Chamber encourages the City Council to approve the Arroyo Seco Music and Arts Festival and allow the Rose Bowl to manage and oversee the event so we can be assured it is a value to Pasadena and an economically impactful event for the stadium and the city.

Thank you for considering the Chamber's input this matter.

Paul Little  
President and Chief Executive Officer

CC: D. Dunn, S. Mermell



March 31, 2016

President Victor Gordo  
Rose Bowl Operating Company  
Rose Bowl Stadium  
1001 Rose Bowl Drive  
Pasadena, CA 91103

**Re: Arroyo Seco Music and Arts Festival Proposal**

Dear President Gordo:

On behalf of UCLA and in our role as tenant of the Rose Bowl I wish to communicate our support for the RBOC proposed annual Arroyo Seco Music and Arts Festival promoted by Anschutz Entertainment Group that we understand the Pasadena City Council will be considering at its April 4, 2016 meeting.

UCLA has been privileged to be playing its football games at the historic Rose Bowl in the beautiful Arroyo Seco. Our long term partnership with the RBOC and the City of Pasadena has been and will remain of mutual benefit to Pasadena and to UCLA, our athletic program and our fans.

However, we also recognize that the long term viability of the Rose Bowl Stadium depends significantly on securing an additional and dependable source of revenue for the regular maintenance and improvement of the Stadium as it approaches its second century of existence. In particular, we are aware of the backlog of minor to major capital improvement projects that are outside the scope of the stadium renovation project that is nearing completion and that cannot proceed for lack of funding. We are also aware that relying on an occasional soccer match or concert to produce needed revenue for the Stadium will become increasingly problematic as other stadium venues in the area come on line or are renovated and will be able to better compete for such events. Securing another major long-term tenant of the Rose Bowl will help secure the future of the Stadium.

We understand that the concept for the Music and Arts Festival event is to present multiple performances on several stages over three days during spring/summer in the ideal Arroyo Seco outdoor setting. This should enhance Pasadena's reputation for hosting fine music art and result in substantial economic benefits to the Rose Bowl and Pasadena generally over a long-term basis. Of course, the impacts on the neighborhoods around the Stadium will need to be carefully managed. However, over-all this proposal seems to be a "win-win" for all of us.

UCLA is very pleased to support the Arroyo Seco Music and Arts Festival proposal and we ask that you communicate our support to Mayor Terry Tornek and members of the Pasadena City Council.

Sincerely,

Dan Guerrero  
Director of Athletics

cc: RBOC General Manager Darryl Dunn