



Agenda Report

March 11, 2019

TO: Honorable Mayor and Pasadena City Council

FROM: Rose Bowl Operating Company (RBOC)

SUBJECT: Commemorative Statue in Area H at the Rose Bowl for the 1999 Team USA Women's World Cup Champions

RECOMMENDATION:

The RBOC recommends that the City Council approve the following:

1. Find that the actions proposed herein are exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines section 15301 (existing facilities-minor), and that there are no features that distinguish this project from others in the exempt class and, therefore, there are no unusual circumstances, and
2. Approve the installation of a commemorative statue of the 1999 Team USA Women's World Cup Champions, to be completed by the historic match's 20th anniversary on July 10, 2019; to be located in the northwest corner of Area H, contingent on informational review by the Arts & Culture Commission and the Recreation and Parks Commission, and,
3. Approve a journal voucher with a net increase of \$150,000, amending the Rose Bowl Major Improvement Project in FY19 Capital Improvement Program to fund the project as outlined below.

BACKGROUND:

To continue its commemoration of the near-century of heritage and diversity at the Rose Bowl Stadium, and in preparation for celebrating its Centennial birthday in 2022, Rose Bowl Legacy Connections, the 501c3 non-profit organization that supports the protection, preservation and enhancement of the Rose Bowl Stadium, has secured philanthropic gifts and pledges to support the creation and installation of its next celebratory statue, representing the 1999 Team USA Women's World Cup Champions, as a historical marker that 'transcends and celebrates an important moment in Rose Bowl history.'

As the Jackie Robinson statue has done (dedicated in November 2017), the heritage program at the Rose Bowl Stadium will continue to educate and celebrate the legacy of key moments in the Stadium's near-century of history and impact to Pasadena and the nation.

The process for review of this statue takes into account the City's Public Monument Policy's purpose and policy goals, although its approval process is unique in order to achieve the critical goal of being installed on or before the 20th anniversary of the match. The 20th anniversary of the historic match is on July 10, 2019. Those purpose and policy goals are discussed in detail herein.

1999 Team USA Women's World Cup Champions Statue

The Rose Bowl Stadium has become synonymous with iconic leadership and inspirational moments, entertainers, coaches and athletes. Without a doubt, the 1999 Team USA Women's World Cup Championship was one of the all-time historic moments remembered not just at the Stadium, but around the country as one of the watershed moments for female athletics in this country.

The 20th anniversary of the historic, inspirational match is quickly approaching on July 10, 2019.

Staff has been working with United States Soccer and members of the 1999 Championship team on this project. To date, U.S. Soccer, its current and former executives, and members of the 1999 team (including Brandi Chastain), have supported and approved of all renderings and the elements associated with the project.

Key supporters of the project include United States Soccer, AYSO Region 13, and private philanthropists in the Pasadena area.

Subject Matter of the 1999 Team USA Statue

"The Rose Bowl is part of the fabric of the history of our country. Arguably, one of the most important events ever in the history of women's sports in this country happened right there in that stadium."

– Hannah Storm, ESPN Broadcaster, Video Interview with Legacy Connections in April 2017

Team USA's inspirational moment at America's Stadium during the 1999 Women's World Cup Championship Game was an iconic moment of change for female athletics in the United States and all over the world, inspiring a generation of youth and female athletes like never before. It is an iconic team moment that was featured on national publications, gracing the covers of *Time Magazine*, *Newsweek*, *Sports Illustrated*, and so many other national and international print locations.

It was arguably the most pivotal moment for female athletics in the history of the United States, along with Title IX, and undoubtedly inspired a global generation of young female athletes to strive for equality and greatness. The victory, watched live by a world women's sporting event record attendance of 90,185 fans including former President Bill Clinton, and by more than 18 million viewers worldwide on television, inspired a new generation of women athletes not only in soccer, but in a host of other sports as well.

Location, Design, Orientation, and Size of the 1999 Team USA Statue

For a preliminary statue rendering of the 1999 Team USA statue, as well as the draft site plan for the recommended area, please see Attachment A.

The RBOC recommends that the statue of the 1999 Team USA Women's World Cup Champions be located on the northwestern border of Area H, close to the Rose Bowl Stadium.

This location will allow visitors to associate the moment with the Rose Bowl, due to the vista of the iconic stadium marquee sign, as well as be visible and present as an educational and inspirational marker for youth soccer and youth athletes during the high frequency of community sports in Area H, including AYSO soccer. It will also be placed in proximity to the new, popular Central Arroyo Seco Community Recreation Loop, which was completed in Area H in August 2018 and was funded by Legacy for public enjoyment.

The RBOC and Staff also investigated several potential locations within the RBOC Area, both inside and outside of the venue's fence line, before determining that the current recommended location in Area H was the best spot to initiate public appreciation of the subject. The Area H location also is exposed to thousands of youth athletes each year, including those playing soccer, which will continue to share in the inspirational and motivational impact of the moment from the 1999 match.

It will feature the inspirational, celebratory moment of Brandi Chastain, moments after her game-winning penalty kick that won the championship for Team USA, with a bronze relief of the team running behind her to celebrate the victory.

The 1999 Team USA statue, overall, will be similar in stature to the height of the Jackie Robinson statue, which is slightly larger than life-size (approximately 7' 2" tall) at the height of the bronze wall. The main figure of Brandi Chastain, in front of the bronze wall, will be elevated slightly to provide a closer eye-to-eye connection.

Informational reader rails will be included in the project and located adjacent to the marker in order to highlight the accomplishments of the statue subject matter, educate visitors, and appropriately recognize the donors to the project. The reader rails will support the comprehensive public education about the subject matter. Donor acknowledgement will be done tastefully and modestly and will not detract from the overall presentation of the statue and/or the surroundings.

It will be compatible with the surroundings and the existing Area H uses and will not have an effect on the surrounding environmental area, nor will it impact the use of public spaces. Additionally, it does not create liability or public funding issues and is compatible with zoning codes.

The proposed orientation of the statue will be facing southeast on Area H, towards the many youth athletic fields. In the background, the famous Rose Bowl marquee sign will allow an appropriate vista and photographic opportunity.

Aesthetic merit is a primary determinant in the acceptance of the statue and the RBOC understands that the statue must show a high level of quality from the artist.

Compatibility, Impact, and Safety

The 1999 Team USA statue will be appropriate and compatible with existing uses in the aforementioned northwestern location of Area H and will integrate with the surrounding environment and re-designed landscaping elements of the recently-completed Central Arroyo Seco Community Recreation Loop. It will not adversely impact the use of the public spaces, nor does it create liability or public funding issues. It is compatible with the zoning code.

The aesthetic merit of the statue will show a high level of quality, synonymous with prior Rose Bowl Stadium projects. It will be aesthetically pleasing and does not create any maintenance issues.

The statue will not adversely impact the use of the area including, but not limited to, recreation impacts (the proposed location is not in an area that recreation occurs) as well as visual impact of the historic Rose Bowl Stadium and traditional patron usage of Area H.

The statue will be safe to passersby, curious spectators (especially children), and the environment including motor and recreational traffic. Sharp projecting elements, loose parts, and other potential hazards, which create liability and safety issues, will not be included.

Educational Opportunity for Youth and Community - Women's Empowerment Symposium

In coordination with the 1999 Team USA statue installation, Legacy Connections will also launch a Women's Empowerment Symposium. Set to take place prior to the statue dedication in Spring/Summer 2019, the sessions of the Symposium will continue to expand the educational programming and reach of Legacy Connections and the Rose Bowl Stadium while creating significant, lasting impact for young women within the iconic spaces of America's Stadium to inspire female youth and women to do better and dream higher.

Housed in the National Historic Landmark that has authored almost 100 years of admiration and inspiration-filled moments, the one day Women's Empowerment Symposium will help develop strong female leaders within Los Angeles, California regional high school senior population, with a specific focus on approximately 100 students.

In partnership with Fox Sports and the Los Angeles Galaxy Foundation, Legacy Staff is working with key female executive leaders, athletes, and sports influencers on a regional and national level to appropriately program and execute the symposium to best benefit the attendees.

Within the region, an opportunity exists to build college and career focused female leaders by targeted empowerment programming with successful businesswomen and athletes as we discuss today's societal and cultural topics, health, confidence, leadership, ethics and other topics. Attendees will hear how female leaders have built their businesses and mastered the personal and professional balance while providing ethics, services and resources to their community. The sessions will provide inspirational elevation and education to the attendees all within the inspirational setting of the Rose Bowl Stadium.

The event will presumably conclude with the marquee panel of the event, with a discussion from some of the key players and influencers from the 1999 Women's World Cup Champions (Team USA) as well as some current Women's National Team players and executives as they discuss the moment from 1999 and the growing landscape of women's soccer and leadership in the United States.

The symposium will be a pre-cursor to the unveiling of the 1999 Team USA commemorative statue at the Rose Bowl Stadium in Area H, to take place on July 10, 2019 (20th anniversary of the match).

The Artist of the 1999 Team USA Statue

The artist of the 1999 Team USA statue will be Mr. Brian Hanlon, of Hanlon Sculpture Studios, located in New Jersey. In addition to performing the successful sculpting and installation of the Jackie Robinson statue at the Stadium in 2017, Hanlon Sculpture Studio has also performed over 300 successful installations of bronze and granite sculptures and has worked with college and professional sports organizations, municipalities, churches, public safety departments, and individuals. They are also the official sculptor of the Naismith Memorial Basketball Hall of Fame.

For Mr. Hanlon's biography, please see Attachment B.

Professional Opinion of Sculptor Brian Hanlon

"After further consultation, reflection and multiple visits to the Stadium grounds, I feel strongly that the conceived placement for the 1999 Team USA statue in Area H is most

appropriate. As one of the most iconic and inspirational moments in the athletic history of the United States, this moment will be even further exposed to youth and families, thus extending the already positive impact it has had on American sports. It is the most artistically deserving location, as the Rose Bowl vista will appropriately supplement the statue's educational location and provide appropriate photographic opportunities for visitors. Other locations were explored and based on my knowledge of the Rose Bowl campus, it is my professional opinion that the 1999 Team USA statue be located on the northwestern side of Area H."

Legacy Connections Heritage Plan

The Rose Bowl Stadium has been the host of countless inspirational performances since its opening in October of 1922. As a focus of its \$40M centennial capital campaign, the Legacy Connections has adopted a heritage protection plan that will appropriately recognize specific moments and iconic athletes that have authored the Stadium's history as a National Historic Landmark.

Following the installation of the 1999 Team USA Women's World Cup statue, Legacy anticipates plans for two more statues, as fundraising will dictate, that will be located just outside of the stadium's main gates in the Rose Plaza – a co-op space with the Pasadena Tournament of Roses that contains the brick campaign launched in 2014.

The two statues that will be located in the Rose Plaza, outside of the front gate of the Rose Bowl Stadium, will be of iconic broadcaster Keith Jackson (fundraising is complete; dedication is anticipated in late 2019) and the 1902 Rose Bowl Game between the University of Michigan and Stanford University (fundraising has just begun; the first college football bowl game in history, and the first-ever Rose Bowl Game).

It is important to recognize that the Jackie Robinson Statue has impacted the RBOC's perspective on the location of the statues. Each day people come to the Jackie Robinson statue as it has become a landmark for the Rose Bowl. Having the statue in a location that people can access it is important. Initially there was more thought to having statues placed inside the stadium, however, as referenced, having the statues in an area where people do not have to go into the stadium is appropriate.

Legacy Connections also has plans for smaller monuments (not statues) to be placed inside of the stadium's gates around the concourse to promote educational aspects of the Stadium's history during visits by future patrons and visitors.

ENVIRONMENTAL

The actions proposed herein are exempt from the California Environmental Quality Act ("CEQA"). The installation of the statue and landscaping improvements are exempt pursuant to State CEQA Guidelines Section 15301, which exempts from environmental review minor alterations of existing public structures that involve negligible or no

expansion of the use, as well as maintenance of existing landscaping. The alterations contemplated on the northwest location in Area H, near the exercise equipment of the newly-completed Central Arroyo Seco Community Recreation Loop near the stadium's main gate – Gate A – involve renovation and improvement of existing landscaped area and the placement of one statute. These improvements will not expand the use of the area.

FISCAL IMPACT:

The FY19 Capital Improvement Program Budget will be increased from \$7,290,000 to a total of \$7,440,000. Pending approval of this item, it is forecasted that at end of FY19 the unrestricted retained earning fund will have a balance of \$14MM.

Legacy Connections has acquired philanthropic gifts and pledges from private contributors to fund the 1999 Team USA Women's World Cup Champions statue. After the fulfillment expenses of sculpting and installing the statue, there will be a significant net of approximately \$130,000-\$150,000 to benefit Legacy's mission to preserve, protect and enhance the future of the Rose Bowl Stadium as a National Historic Landmark.

Legacy is currently in year two of its centennial campaign and has a goal of raising \$40M in new, gross philanthropic gifts by the time the Stadium turns 100 years old in 2022. Since the start of the \$40 M campaign in November 2017, Legacy has received signed pledges/commitments in excess of \$15.7M, totaling 39% of the campaign goal.

To date, Legacy has generated more than \$33M in gross gifts/pledges from 2010 through 2029 and has successfully transferred \$15.2M to the RBOC for protection, preservation, and enhancement of the venue (as of Jan. 2019).

Respectfully Submitted,



Darryl Dunn,
General Manager, RBOC