

## Section 1: 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 unequalled 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)

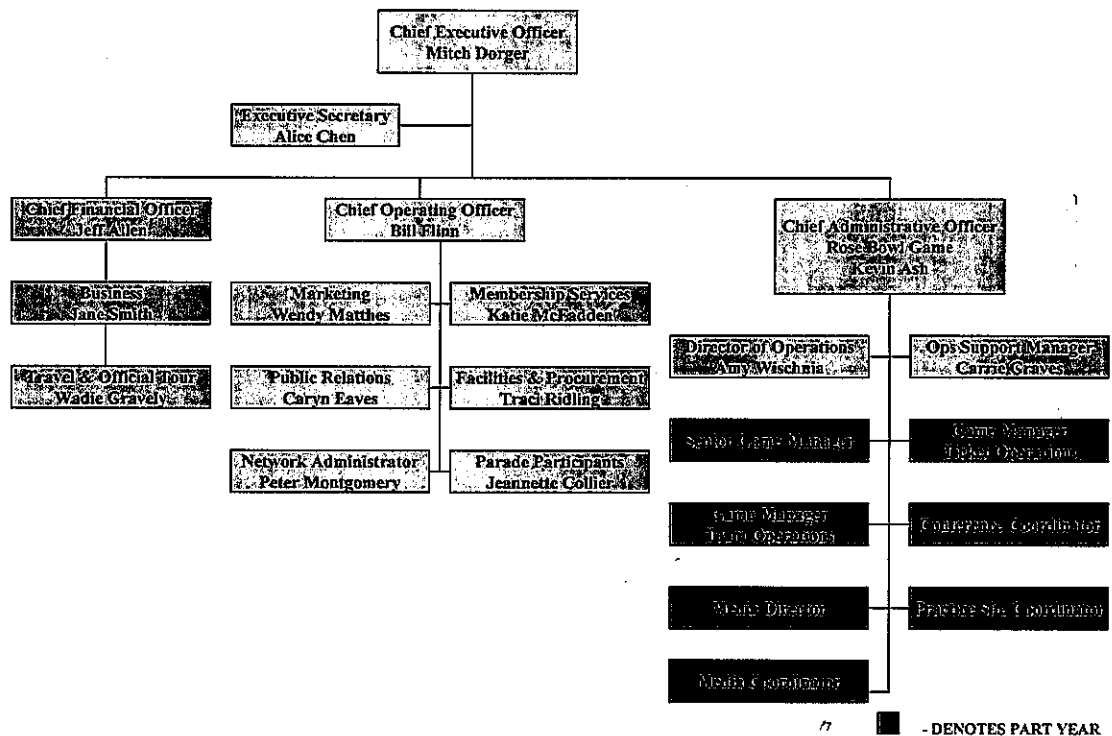
On-site Program Manager:

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)**