

**Rose Bowl Riders Presentation
Hahamongna Watershed Park Annex Planning Meeting
April 6, 2006**

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This presentation was prepared in response to a request from the City of Pasadena to provide information about Rose Bowl Riders. It was presented at the planning meeting held 4/6/2006 at the Jackie Robinson Center. The City's request was in the form of a series of questions and we have retained that framework.

What is your organization's mission?

Rose Bowl Riders is an all-volunteer not-for-profit organization whose mission is to promote responsible horsemanship and a love for horses. We offer clinics, trail rides, horse shows, play days, barbeques and breakfasts, community-based activities, and other events to our members and the public.

How long has your organization been in existence and how did your organization come about? How long have you been in existence at this location?



Incorporated in 1946, Rose Bowl Riders has called Hahamongna Watershed Park its home for over 50 years. Rose Bowl Riders was started by people who loved horses and the Pasadena area, and RBR came into existence with the help of the City of Pasadena. RBR's founders liked to ride from the Upper Arroyo to the Rose Bowl, tie their horses at the tie rails (which still exist) at the Brookside Restaurant, and have breakfast—thus the name “Rose Bowl Riders.” These early members used the same trails that the community continues to enjoy, and the club still sponsors breakfast rides to Brookside.

Please describe the public benefits your organization provides and for how long those benefits have been provided.

It is important to note that Rose Bowl Riders is an all-volunteer organization and has no paid staff except a very part-time administrative person who works out of her home a few hours a month, and a gardener.

All of our community programs, events, horse shows, barbeques, family festivals, etc., are planned and implemented by the members of Rose Bowl Riders. We do it out of our love for horses and the outdoors and our strong desire to share this with others. Our volunteers work hard maintaining the facilities that are used for all the programs listed below.

Benefits for Young People



Kids are a real focus for RBR. We partner with a number of organizations to get kids involved with horses, and to share our beautiful facility – and our horses – with them. Our goal is to provide opportunities for kids to get involved in an activity that is

- wholesome,
- teaches responsibility and self-confidence, and
- fosters a love and respect for animals and the outdoors.

We provide:

- programs for Girl Scouts
- a meeting place for Boy Scouts
- afternoon barbeques for families from the Pasadena Ronald McDonald House that include activities for the kids and of course, horses
- horse-related art programs for at-risk kids, conducted by several members who are artists and art educators. One of these programs hosted a group from the Pico-Aliso housing project in East LA for a day of art lessons and a trail ride on the trusty Tom Sawyer horses
- affordable lessons, horse shows and riding clinics
- an “unorganized sports” opportunity for kids who don’t want to do organized sports – and there are plenty of those kids out there

We are working on developing more youth programs, including programs in partnership with Outward Bound Adventures, the Pasadena Police Activities League, and NATHA.

Rose Bowl Riders also supports two very important youth groups on a regular basis by housing their programs:

- The wonderful Move A Child Higher (MACH 1) therapeutic riding program. Many RBR members also help MACH 1 with their fundraisers and special events, and some of our young members have become volunteers too, and work with the MACH 1 horses and the kids. What a unique and wonderful opportunity for a young person to share their love for horses and help kids who are challenged!



- Tom Sawyer Camp which gets thousands of kids every year excited about being outside and getting dirty! Tom Sawyer Camp also has a program called BLAST, or Building Lasting Success Together, which is a counseling program for children with ADD and other developmental challenges, which is also housed at RBR

Benefits for the Community at Large

- We provide a wonderful recreational option for not just kids, but also for families and adults. Horses are something that everyone can do together, and we have many families in Rose Bowl Riders that do just that.
- We provide meeting spaces for a variety of groups from the community, at no charge whenever possible. However, anyone can rent the facility, including the clubhouse, for a minimal charge.
- We participate in many community events with our horses, including the Rose Parade and other local parades, and community festivals, like the Pintosca Park Family Festival last year, where one of our members took his horse Cody for the kids to meet and sit on. Many of the children had never even seen a large animal up close before! Our horses go out to schools, to the Blessing of the Animals, and even to the Huntington Library for a family day all about horses.
- RBR members also help maintain the trails and open space in the entire Pasadena area, and we go out to areas ranging from the Lower Arroyo in South Pasadena, all the way up to the National Forest. Some of our members are very active in graffiti abatement up and down the entire Arroyo.
- We are re-landscaping our property with California native plants in partnership with Cal Poly Pomona's graduate program in landscape architecture (in fact our volunteer Grounds Director is a landscape architect herself, and she is coordinating the project), We hope to be a model in xeriscape and utilizing water-saving landscape methods for everyone but especially for equestrian facilities
- Some of our members serve on the police volunteer mounted unit, and patrol the trails as an extra set of eyes for the Pasadena Police Department.
- We represent the interests of Pasadena and surrounding community in preserving our open space and providing trail continuity – and advocating for multi-use trails.

- We are preserving a semi-rural lifestyle that is disappearing very rapidly as development swallows up what little open space is left in southern California. People need open space and nature, and horses are a great way to enjoy the outdoors.



Benefits for the Horse Community

We also serve the horse community, which is quite large in the Pasadena area (especially for what is essentially an urban region), in a number of important ways:

- We provide facilities for local, regional and non-regional equestrian groups. For example, for many years we have provided free stabling for Rose Parade equestrian groups who are here from out of town.
- We provide low-cost stabling for the community, because we are a non-profit and volunteer-run –many of us could simply not afford to have a horse if it weren't for RBR's reasonably-priced facilities.
- We support affordable lesson programs by hosting trainers and making facilities available for lessons for people with or without their own horses
- We serve as an emergency facility in case of evacuations because of fire, flood and other natural disasters – we have the space to house a large number of horses and other livestock.
- We provide volunteers for regional emergency response for horses. Just a few years ago our member Betsy Bour rescued three horses that had gotten loose and were running up Angeles Crest Highway in the middle of the night.
- We set an example for the horse community in horse care and horsemanship. You will not find a neglected horse at Rose Bowl Riders. We maintain extremely high standards of care at RBR – large stalls, excellent feed, and stringent requirements for care and exercise. We are an example to the community and the world of a well-run, friendly, community-oriented non-profit equestrian organization
- Our first-rate physical facilities allow us to house MACH1, which is certified as a North American Riding for the Handicapped Association (NARHA) Premier Center. We also have the space for MACH 1 to grow and serve more children.



- There is no other non-profit equestrian organization that has facilities that are open for use to other equestrian groups. Anyone can book the facility at a minimal fee.
- We are the only remaining horse-keeping facility in the City of Pasadena, a city with a long history of horses. In fact, horse stables are being closed left and right, all over the LA area
- We provide access to one of the finest equestrian trail networks in the entire Los Angeles area

- We also pride ourselves at being very wildlife-friendly--that's important to all of us, being lovers of the outdoors: Rose Bowl Riders is quiet, open, and low-impact, and we have bobcats, coyotes, various birds of prey (we have a Cooper's Hawk nest in one of our trees, and a Great Horned Owl that frequents the property at night, for example), and numerous other species of birds that utilize the site. We're anxious to get the Girl Scouts to erect some blue bird houses for our population of Western Blue Birds.

How many people does your organization serve? What is your service area?

Rose Bowl Riders currently has 210 memberships. Because there are different types of memberships (individual, couple and family) this represents approximately 371 members. Our members live in Pasadena, La Canada, Altadena, South Pasadena, and other nearby communities.



However, many more people than just our members are served by the activities that go on at Rose Bowl Riders. Girl Scout Troops, children and their families from the Ronald McDonald House, campers who go to Tom Sawyer Camps, and the children who benefit from the therapeutic riding program at Move a Child Higher (MACH 1) and the BLAST after-school program are just a few examples of members of the community who are served by Rose Bowl Riders.

Are there fees for participation in your organization? Describe.

Individual Membership - \$60/ year
 Couple Membership - \$75/ year
 Family Membership - \$90/ year

Horse boarding fees are approximately \$289 per month. This includes hay, feeding, and stall cleaning.

How does your organization generate revenue to keep your operation going?

Our main sources of revenue, in approximate order of importance, are

- Horse boarding
- Tom Sawyer Camp sub-lease
- Member dues
- Rental of facilities
- Events (clinics, horse shows & play days)
- Donations

What qualifies people for membership in your organization or to receive the services you provide?

Anyone who has an interest in horses and responsible horsemanship may join.

What fee do you pay to the City/RBR as part of your lease?

Rose Bowl Riders pays the City \$14,500 per year in rent.



Do you have other facilities you use and if so, what are they? What is your arrangement there (i.e. land owner, lessee, etc.)?

Rose Bowl Riders has no other facilities. However, we are located at the hub of five major trails. Members – and the public – use these trails to access Hahamongna Watershed Park, the Angeles National Forest, Cherry Canyon and the central and lower Arroyo Seco.

Can you help give us your assessment of what other similar facilities or organizations exist in our area and how you would say they compare to what your organization provides?

There are no other facilities like ours in this area. RBR is completely run by volunteers and operates on a non-profit basis.

Is your membership growing? Describe trend.

In the past 3 years, Rose Bowl Riders has experienced a 31% increase in its membership.

Where do you see your organization heading in the next 5 to 10 years?

Right now we're in the process of developing a strategic plan for our next 5 – 10 years. A recent survey of our members indicates clearly that our members want the club to continue in the same direction we're going now:

- Community outreach – this is a priority for us, serving the Pasadena community in a variety of ways through partnerships and collaborative efforts.
- We are working on expanding our boarding facilities to bring in more horses, expand our lesson programs and programs for kids, and give more folks the opportunity to get involved on-site.
- We want to make some capital improvements such as refurbishing the clubhouse to make it more usable for a variety of activities.

- We will continue to serve riders of all levels, while focusing on beginner and intermediate riders.



Most of all, we want to continue to be integral members of the Pasadena community, providing multigenerational, unstructured recreation opportunities for a broad audience, as a friendly, responsible, affordable, community-based, environmentally-friendly – and fun! – equestrian facility.