

Responses to Community Questions

1. Is the City selling the Rose Bowl to the NFL?

No. The NFL would be an additional Rose Bowl tenant. In addition, the City would enter into a separate agreement with the NFL to manage the stadium.

2. Who would control the Rose Bowl?

The City would control the Rose Bowl and the Rose Bowl Operating Company would manage the leases with each tenant, UCLA, Tournament of Roses and the NFL. As previously mentioned, the RBOC would hire the NFL to manage the Rose Bowl on a day-to-day basis according to a list of pre-determined operating and maintenance standards.

3. Would the City own the improvements made to the Rose Bowl by the NFL?

Yes. The City always remains the owner of the Stadium. If the NFL or Team chooses to move to another facility, the ownership of the facility and the improvements remains that of the RBOC/City.

4. What happens in 25 years when the first term of the lease is over?

At the end of the 25 year contract, the NFL may choose to extend their lease for six, five year extension for up to an additional 30 years provided they are meeting all contract terms including having met the established maintenance standards. If they choose to leave, the Stadium management would again be the responsibility of the RBOC.

5. What happens if the Rose Bowl NFL Team decides to leave town?

The NFL would commit that an NFL team would be at the Rose Bowl for 25 years. If a team left, it would be the responsibility of the NFL to bring another team.

6. Would any new space built to accommodate an NFL Team go outside the areas currently used by the Rose Bowl?

No. While a Club facility larger than the Press Box would be constructed, it is totally within the current fenced area. No additional parkland would be used.

7. Would Area H be impacted by events held in the Stadium?

Area H will only be impacted by the 13 additional major events. Parking for medium and small events will be provided on paved parking areas.

8. What happens to the Flea Market?

The famous Rose Bowl Flea Market would continue at the Rose Bowl the second Sunday of each month. There is a chance that there could be a conflict in January if the local team is in the playoffs. If this occurred, the Flea Market operator would be compensated for not having the event of that month.

9. How many vehicles would be allowed to park in the Arroyo for events?

The number of spaces available to the NFL for major events would be 18,000. This compares to up to 24,000 spaces today. Some of the parking would be on the Golf Course, as it is today.

10. Will Kidspace and the Rose Bowl Aquatic Center (RBAC) be impacted?

Parking for Kidspace, RBAC and Brookside Park will be available on Area I (adjacent to Brookside Park) during events so their uses may continue to be available.

11. Will recreation uses be impacted if the NFL comes to the Rose Bowl?

Yes. For up to an additional 13 days per year, Area H will be needed to support the Rose Bowl for major events. Adding new fields or adding artificial turf to existing Pasadena fields so that they can be utilized more frequently are possible ways to provide a substitution for this lost location.

12. Will the team that plays in the Rose Bowl need to agree to the terms negotiated by the NFL?

Yes. Everything that is agreed to between the City and the NFL will be binding on any party (which must be an NFL owner) to whom the NFL assigns the agreement.

13. If the NFL did not adhere to the terms of the lease, would the RBOC remedies include termination?

Yes.

14. Do stadiums really help local economies?

Recent studies have shown when new land is provided for a stadium that could have been used for other developments or the public pays for building a stadium, the economic benefits from sales tax, jobs, and other public benefits are not necessarily sufficient to justify the public investment. In the case of the Rose Bowl, there is an existing stadium in an area that would never be considered for residential or commercial development and there are no public funds being committed for the improvements. This is a situation that is unique for NFL stadiums.

15. What are the financial benefits to the City of Pasadena?

The net cashflow to the City, including the Rose Bowl and Golf Course is projected to be nearly \$20 million during the first five years and approximately \$133 million over the initial 25 year lease term. The City will be able to fully cover the debt service on the existing Rose Bowl debt and begin freeing up Golf Course revenues to be used for other City priorities.

16. Is the Rose Bowl losing money today?

Yes. With only 2 tenants and the Flea Market, the Rose Bowl does not make sufficient revenues to pay for operating expenses, maintenance and bond debt for the Press Box and Stadium Renovations. Revenues from the Golf Course are used to help the Rose Bowl pay the difference. Today there are no revenues for additional improvements.

17. Is the City proposing to waive any fees or taxes for the NFL?

No. The NFL will pay all of the fees and taxes associated with construction and doing business in the City.

18. Will there be any community economic impacts for Pasadena?

It is expected that there will be positive economic impacts at local hotels, stores and restaurants. Away team fans would come and stay in the City and the region. They would shop and eat in local restaurants. For local fans the spill over effect of Rose Bowl events is at least in part related to parking outside of the Arroyo and the use of shuttle services. The use of shuttles to bring fans to the Stadium will be required for NFL team events.

19. If the Rose Bowl is not in a State of Art condition in less than 25 years, will the City of Pasadena be required to make stadium improvements?

No. Under the Management Agreement Terms, the NFL Team is responsible for all operating, maintenance and improvement costs as long as they are tenants to the stadium.

20. Will there be retail uses open at the Rose Bowl on non-game days?

Only the team store and the Hall of Fame Museum will be open on non-event days. There may be small events in the Club area (under 200 people) similar to the uses in the Press Box today. Any other retail uses will be open on event days only.

21. Will the NFL create new jobs?

The Anderson School at UCLA conducted a study of the impacts of a NFL Team at the Rose Bowl and concluded that 97 jobs would be created in Pasadena, 142 jobs in the San Gabriel Valley and 869 jobs in Los Angeles County. This does not include any jobs created during construction.

22. What is Plan B?

Plan B is a term being used should the NFL decide not to choose the Rose Bowl as a venue. The Rose Bowl is an old stadium in need of many improvements. The RBOC, UCLA, Tournament of Roses will need to work together to identify what improvements need to be made and how to pay for these improvements. Without additional revenues from the Stadium events, outside resources will be needed including the possibility of City funding.