

**ROSE BOWL STADIUM CONCEPTUAL STRATEGIC PLAN
RECOMMENDED PRIORITIZED PROJECT COST SUMMARY
(12/14/06)**

RECOMMENDED PRIORITIES

- A. Additional Stadium Exiting
 - New Horizon Level Concourse*
 - New Exit Aisles*
 - Vertical Circulation from concourse to horizon level*

- B. Concourse Reorganization
 - Concourse Expansion with Electrical Upgrades*
 - (demolition all existing concourse level structures, reconstruct stadium stone terraced walls & landscaping, provide all new concession and restroom structures along with new fence/entrance gates and upgraded south stadium approach)*

- C. West Sideline Addition (Press Box Reconstruction)
 - New suites, club level seating, and year round club*

- D. Replacement of Chair Back and Bench Seating

- E. New Video/Scoreboard/Ribbon Board

- F. New Hall of Fame

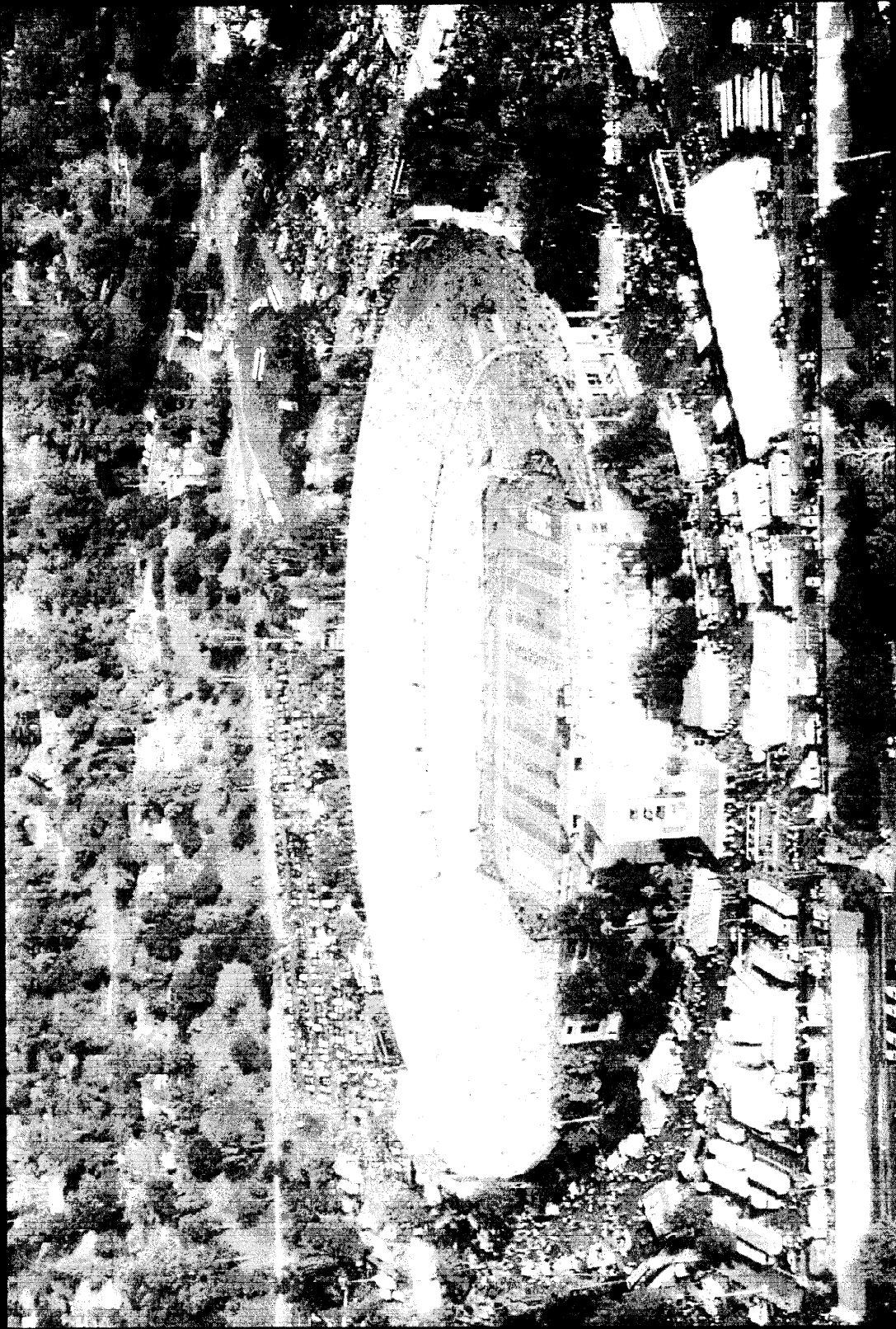
- G. Underground Service Level at North End

- H. Remove Lettered Field Level Seating

- I. New Field Lighting

TOTAL ESTIMATED CONCEPTUAL PROJECT COSTS **\$250 - \$350 million**

* *Project Cost include contingency, contractor OH&P, contractor general conditions, phasing premium, annual escalation, and soft costs (design fees, permits, inspections, EIR's etc.)*



■ The Rose Bowl Today

ROSE BOWL

Public Safety Improvements

Enhance Fan Experience

Maintain Historic Landmark Status

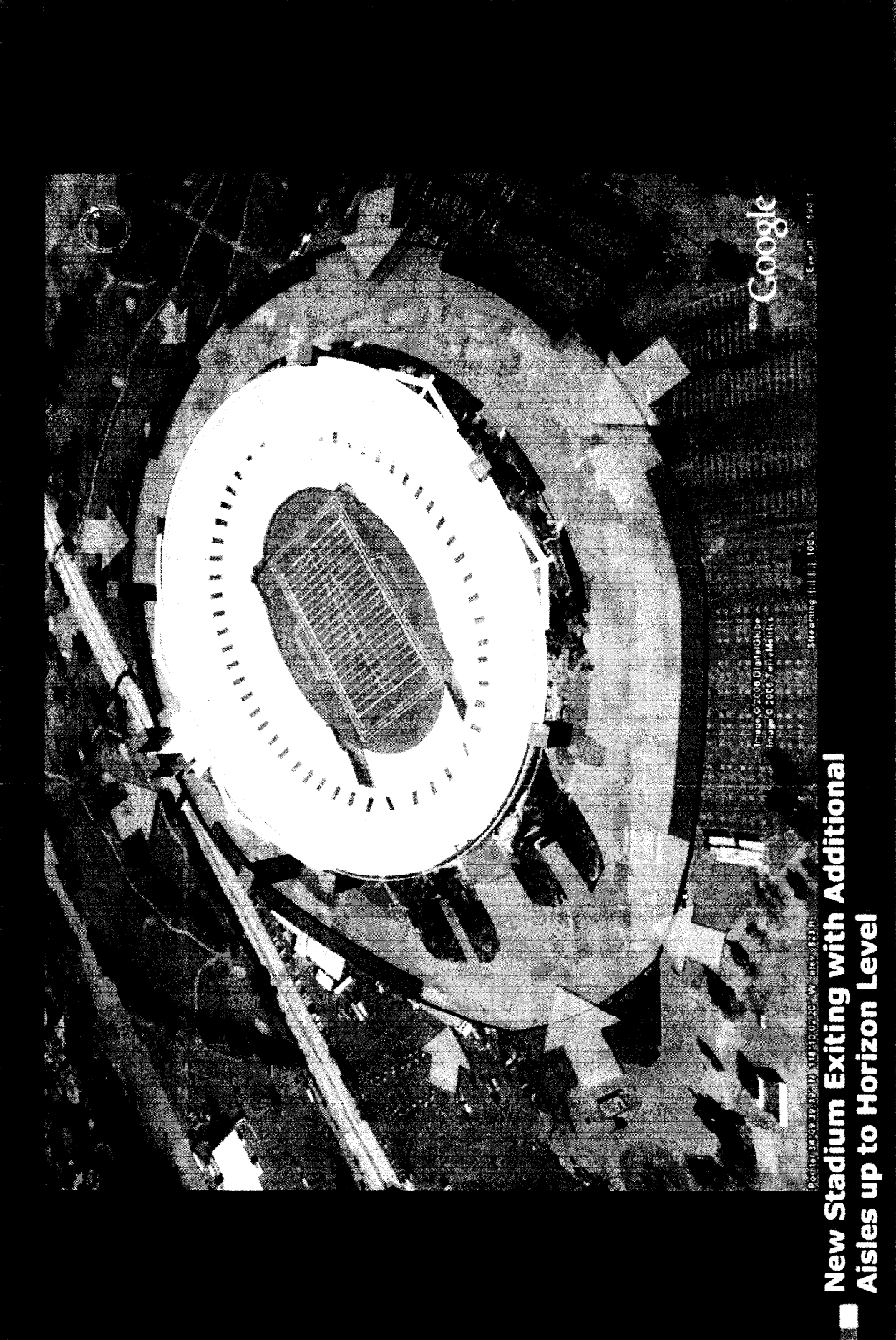
Enhance Facility Operations

Create revenue Stream for Long Term Reinvestment in Stadium

■ **Project Objectives**

ROSE BOWL





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Earth

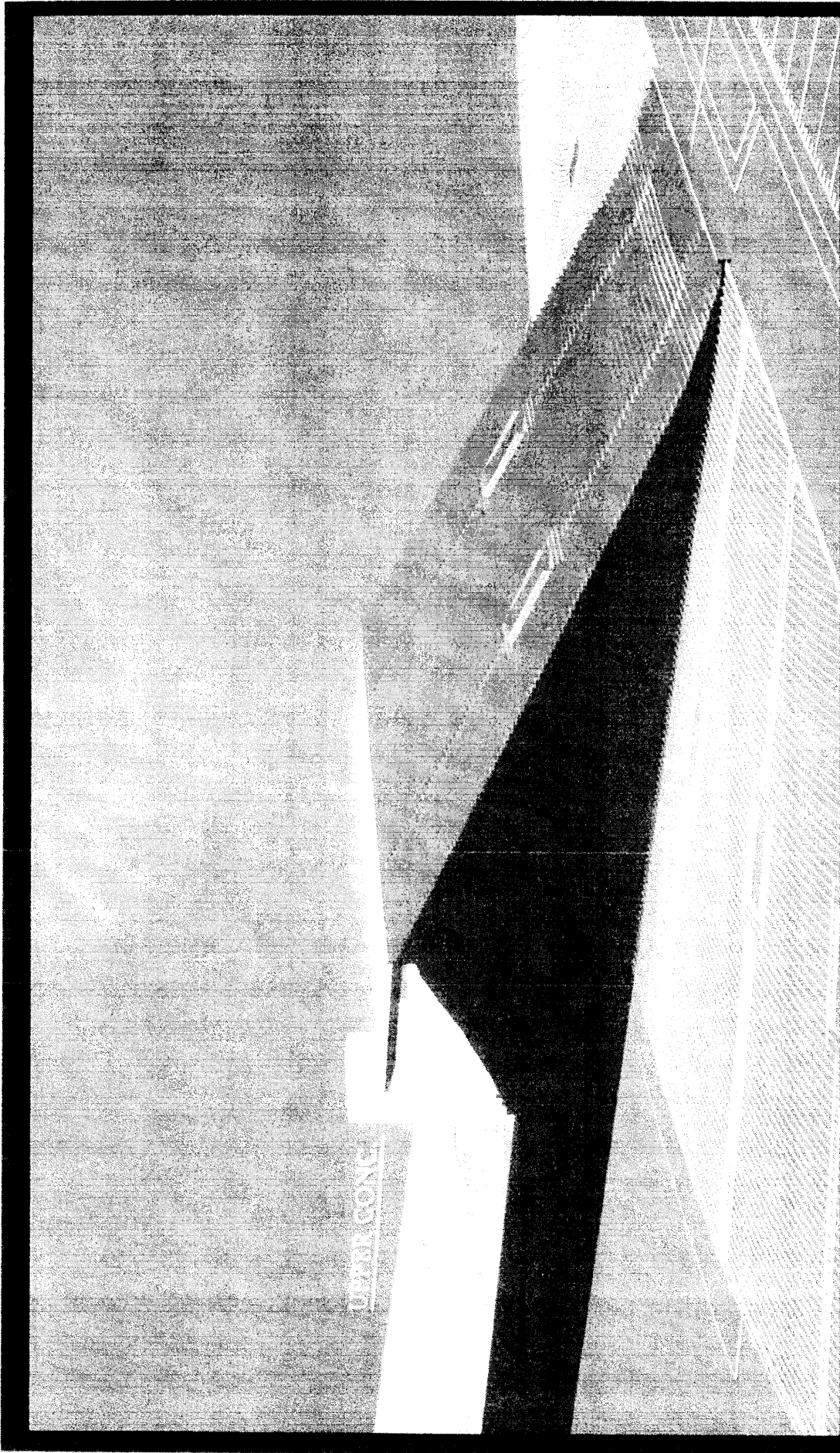
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Image © 2006 Earthstar

Steering Hill 100'

Point: 34° 33' 39" N, 118° 10' 02" W, elev: 373 ft

■ **New Stadium Exiting with Additional
Aisles up to Horizon Level**

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UPPER CONC.

New Horizon Level Concourse with Associated Vertical Circulation

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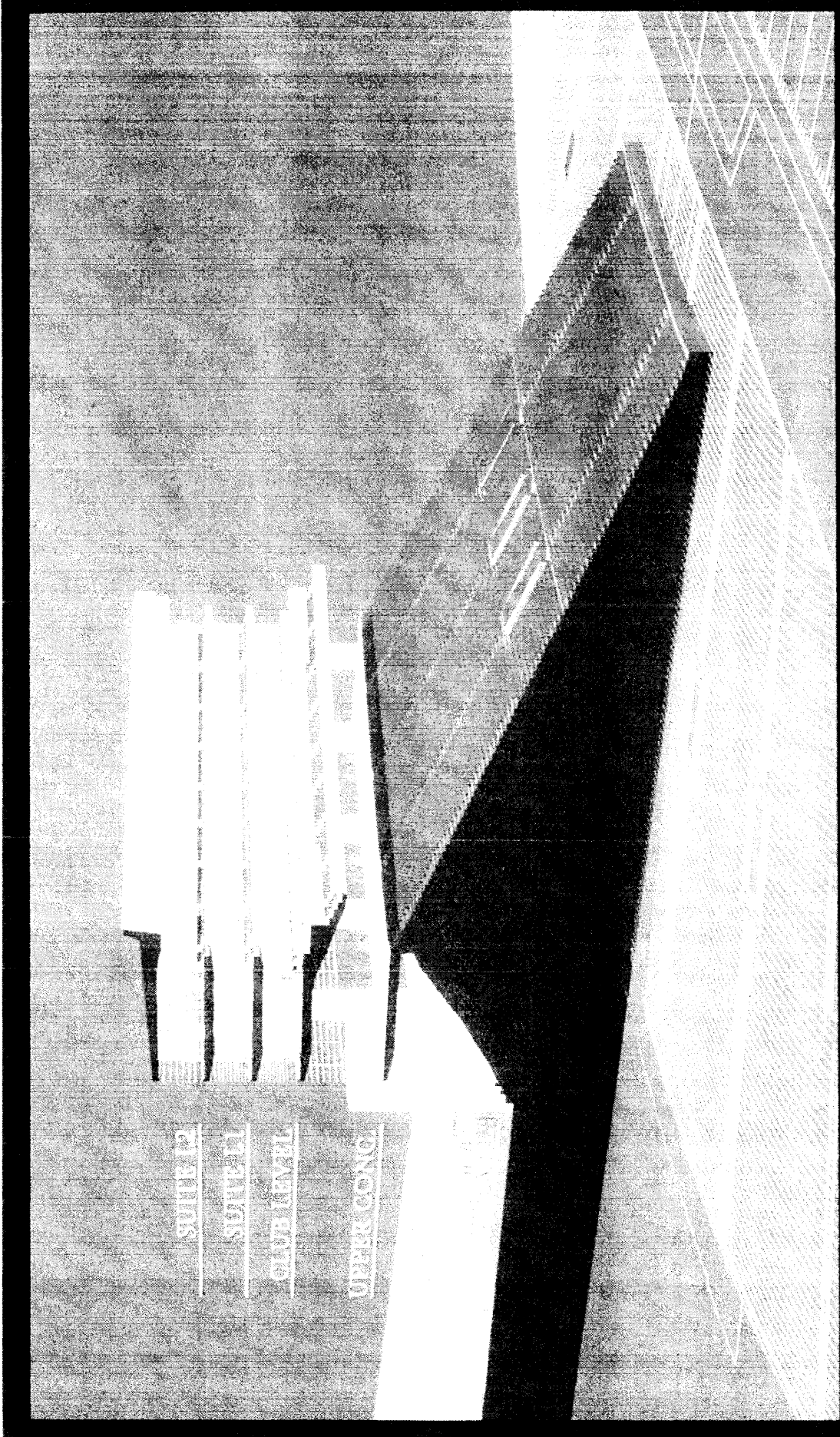
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Concourse Reorganization including new toilets and concessions

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STAIRS

STAIRS

CLUB LEVEL

UPPER CONC.

■ West Sideline Addition

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■ Seat Replacement

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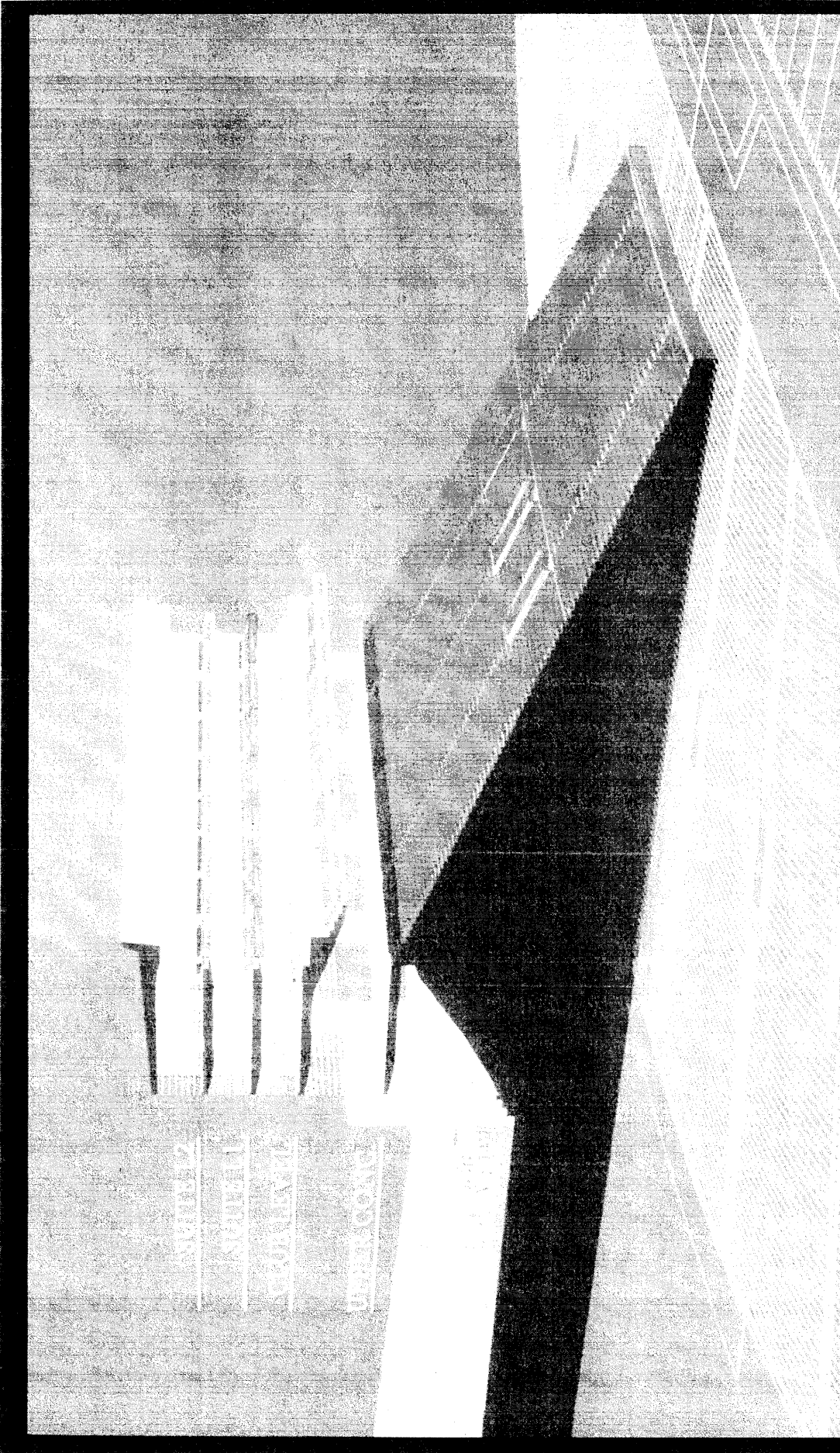
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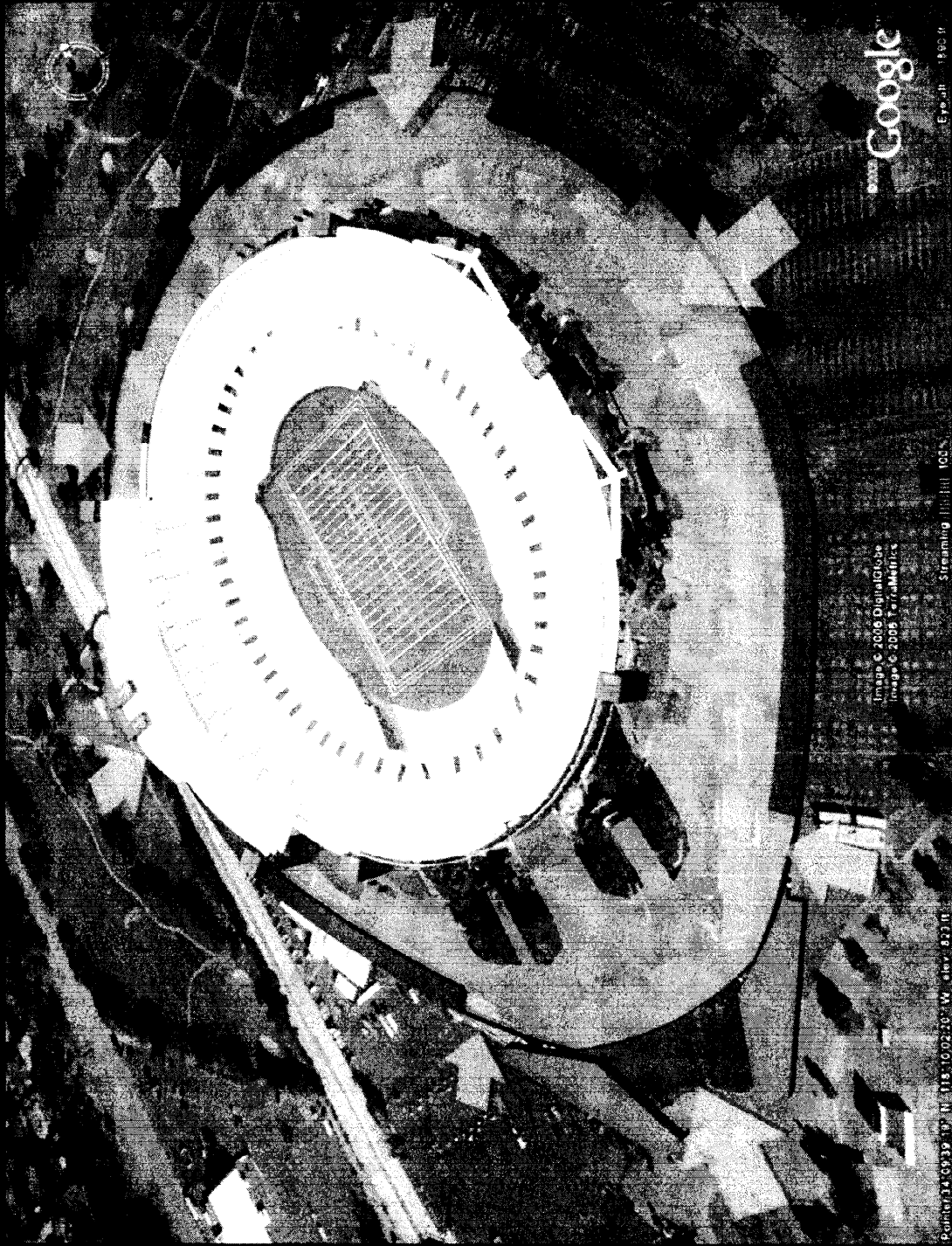
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■ Video/Scoreboard/Ribbon Board Upgrades

ROSE BOWL



Google

Earth 1.0.0.11

Image © 2006 DigitalGlobe
Image © 2005 TerraMetrics

Streaming Hill Hill 100%

Point: 34.05339° N, 118.10023° W, elev: 823 ft

■ Hall of Fame

ROSE BOWL





www.google

Earth - 196 ft

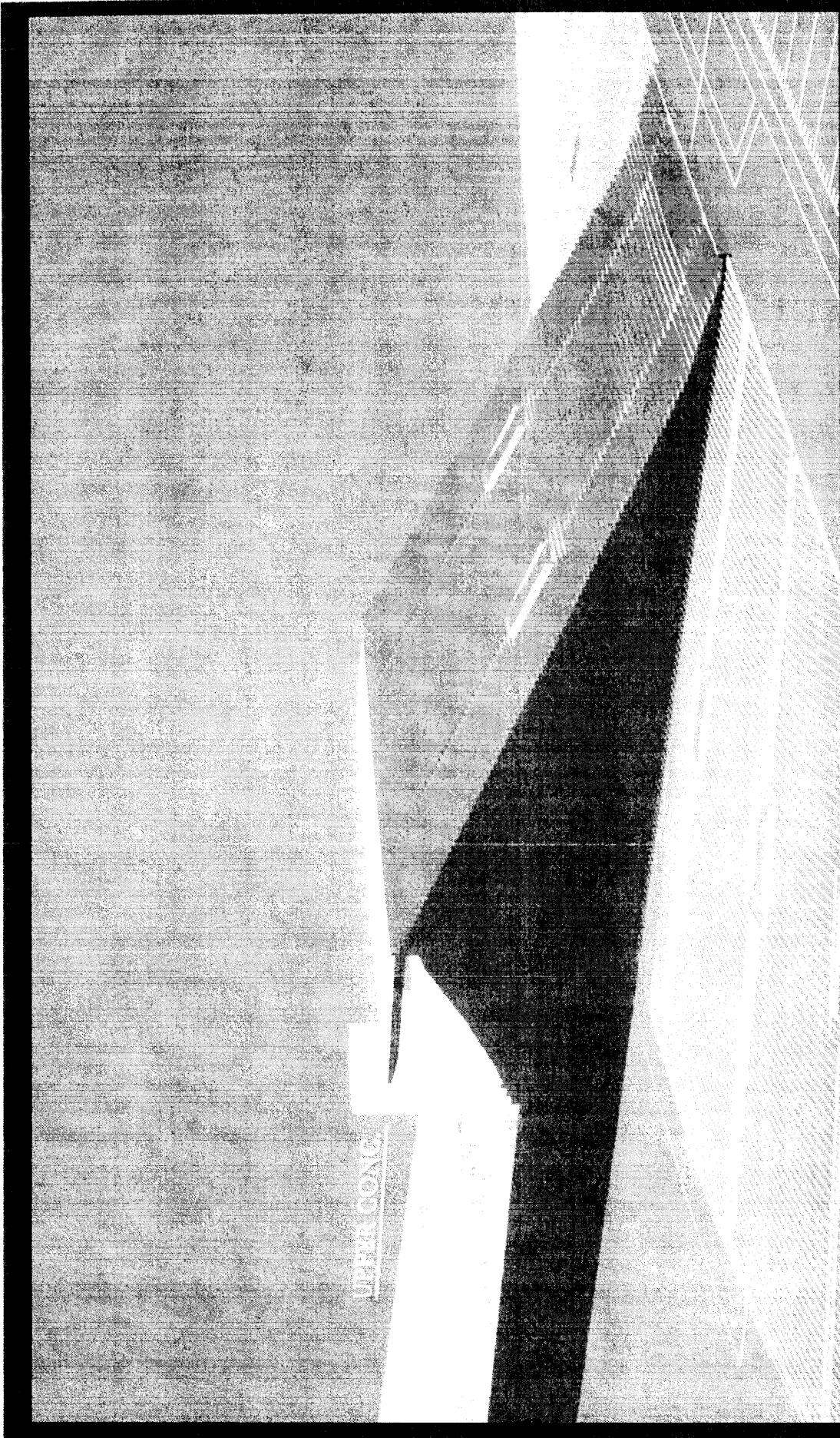
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Image © 2009 TerraMetrics

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Point: 0339.92 N 118.1010103 W Elev: 433 ft

■ **Underground Service Level w/Tunnel to Field**

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LEPRK CONIC

■ New Horizon Level with Associated Vertical Circulation
and Toilets and Concessions

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■ The Rose Bowl for the Future

ROSE BOWL

Revenue Opportunities

Revenue Opportunities and Process being pursued:

December 18, 2006

As our master planning efforts continue, the focus not only will be on the physical changes to the facility, but also on the revenue capabilities of a renovated stadium. The work being undertaken, by Barrett Sports Group, which we expect to receive in mid to late January of next year, will provide an estimate of incremental revenue from all sources of revenue. Because it is likely that the amount of revenue that can be generated as a result of a renovation will not be enough to pay for the bond debt service, maximizing revenue streams and creating non-traditional revenue streams are extremely important

Below is an outline of the work done to date, and our next steps:

1. Premium Seating – Barrett Sports Group conducted a market study, focusing on the quantity and pricing of club seats, loge boxes and suites. The Barrett report will provide an estimate on incremental revenue as well from sponsorships, as well as concessions. In terms of Premium Seating, currently the plan is for 40 suites, 2,500 club seats and 40-50 loge boxes.
2. Naming Rights – In 2001, we commissioned a report by the Bonham Group, which provided an estimate of revenue for the following: Stadium Field Naming Rights Partner and Four primary Marketing Partners, which would include gate naming rights. Cumulatively the revenue from these naming rights opportunities per the Bonham Group study was \$1.2 - \$1.9 million per year. We have commissioned Premier Partnerships, who has been the RBOC's sales agency since 2003, to perform a similar study and expand the naming rights opportunities, including Club areas and other opportunities, but excluding naming rights for the Stadium. This study is currently being executed. At some point in We will also need to address philanthropic naming opportunities vs. corporate naming opportunities, which would generate more revenue, and the impact related to the perception of commercialism (quantity of naming opportunities).
3. Non event day revenue – The San Francisco Giants generate approximately \$5 million annually on minor/private events at AT&T Park. We are involved in discussions with them to develop a "feasibility study," and provide recommendations on how best to proceed, as well as to determine an estimate on potential revenue. The City of Pasadena's Development Department is assisting us with a market study to determine potential incremental banquet revenue for Brookside Golf Course and/or a new Press Box.

4. Private/Public Partnerships – To maximize revenue, gain access to upfront capital and reduce risk, we may be able to partner with private companies who would be seeking access to RBOC revenue streams, such as: premium seating, naming rights, sponsorships, food/beverage rights, and an extension with our current golf course operator.
5. In-house sales effort – The RBOC could continue its operation as it exists today, sell premium seating ourselves, and/or expand our relationship with Premier, who currently sells advertising on our behalf. We will need to do an analysis on the financial impacts of both in-house versus selling rights to our various profit centers.
6. Philanthropic – Developing a philanthropic mechanism to support the Rose Bowl could become the catalyst for a positive future for our stadium. We are hosting a dinner in the Spring of '06 which we intend to be the beginning of the philanthropic drive that will generate incremental funds to support the Rose Bowl's ongoing capital needs. We also will examine the potential of philanthropy in conjunction with the Rose Bowl Game.