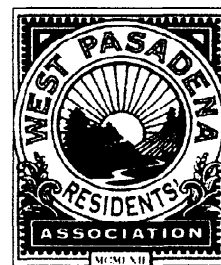


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CITY CLERK
CITY OF PASADENA



March 8, 2010

Hand Delivery

Mayor Bill Bogaard
Pasadena City Council Members
Pasadena City Hall
100 N. Garfield Ave. Room S228
Pasadena, CA 91109

Re. Rose Bowl Stadium Strategic Plan Concept Funding

Dear Mayor and Councilmembers,

The Rose Bowl is an important part of Pasadena's past and its future; therefore, the West Pasadena Residents' Association (WPRA) supports the Rose Bowl Operating Company (RBOC) in its efforts to improve the facility.

In April 2009 we supported the RBOC's request for funding to pursue development of a new concept with potential to meet the expectations of nearby neighbors and tenants. The project, now being developed from this concept, promises to maintain the stadium's historic landmark status while providing improvements to the facility that would be visually, physically and financially beneficial.

To this point, the RBOC has met all the deadlines set in the process of turning concept into actual project. We wholeheartedly support their request for funding to continue this development work to completion. We look forward to reviewing the project and trust that all pertinent questions and issues will have been addressed and resolved to the satisfaction of tenants and stakeholders.

The WPRA appreciates and commends the RBOC on the careful and transparent process in developing this worthy project. The hoped for result will be an improvement project that has support of the entire community and that can be completed in time for the 100th Rose Bowl game in 2014.

Sincerely,

A handwritten signature in cursive script, appearing to read "Fred Zepeda".

Fred Zepeda
Director

WEST PASADENA RESIDENTS' ASSOCIATION
POST OFFICE BOX 50252 • PASADENA, CA 91115

03/15/2010
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651 South Saint John Avenue
Pasadena, California 91105 2913
Telephone 626 441 6333
Facsimile 626 441 2917
www.pasadenaheritage.org

P A S A D E N A H E R I T A G E

March 12, 2010

Mayor Bill Bogaard and Members of the City Council
City of Pasadena
100 North Garfield Avenue
Pasadena, California 91109

Dear Mayor Bogaard and Council Members:



On behalf of Pasadena Heritage, I am writing to express our support for the latest concept plan for the Rose Bowl and for the RBOC's request for funding approval.

Given Pasadena Heritage's critical concerns about previous plans for the Rose Bowl, it is with great pleasure that we express enthusiastic support for this approach which preserves and celebrates the National Historic Landmark stadium while making essential improvements that will improve operations and compliment the original structure. This is the plan that we (and many others across the community) have literally begged to have seriously considered for years! We believe that it is the right approach for securing the Rose Bowl's future as a successful venue that can continue to bring Pasadena international visibility as well as significant revenues and other benefits to the community. We very much appreciate having been kept informed during the evolution of the plan and having had many opportunities to ask questions and provide input.

Pasadena Heritage is well aware that making a major investment in the Rose Bowl will be a very serious undertaking for the City, especially in these difficult economic times. But, it is also true that in the current economy, construction and materials costs are lower; the necessary professionals, trades, and workers are more available; and the jobs created would be enthusiastically welcomed. We believe that the proposed phasing has been carefully considered. It allows for the Rose Bowl to continue to operate, generating revenue and fulfilling commitments to key partners, the Tournament of Roses and UCLA. We are aware that value engineering is taking place at every stage of design development, and that the team is very mindful of resource limitations.

We believe, as do the RBOC and Rose Bowl staff, that the present moment holds a real, but narrow, window of opportunity, and that we should act now to secure the Rose Bowl's future. With the lower costs noted above, a plan supported by the surrounding neighborhoods and preservationists, the commitment of UCLA and of a BCS game four years hence, the possibility of temporarily hosting an NFL team, the U2 Concert's recent demonstration that the stadium can successfully host occasional large-draw concerts, and the wisdom of improving operations and the fan experience to "re-launch" the Rose Bowl before there is another competing stadium in the region, the timing is right, and it is right now!

P A S A D E N A H E R I T A G E

Mayor Bill Bogaard and Members of the city Council
March 12, 2010
Page 2.

We understand that this decision needs your most careful consideration, and we appreciate the opportunity to address you on this very important issue. We hope you are encouraged by the positive response of the Council's Finance Committee and by the new initiatives underway for private fundraising. Please know that Pasadena Heritage stands ready to assist in any way to see our landmark stadium improved, restored, and celebrated -- not just as a phenomenal historic place, but as a viable, self-supporting and unique asset of which we can all continue to be proud.

Sincerely yours,

(signed)

Susan N. Mossman
Executive Director

March 10, 2010

Mayor Bill Bogaard
Pasadena City Council
100 North Garfield Avenue
Pasadena, CA 91109



Dear Mayor Bogaard and Pasadena City Council,

The Pasadena Chamber of Commerce enthusiastically supports the appropriation of \$4 million to continue work on the Rose Bowl Strategic Plan.

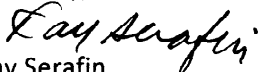
Allowing the Rose Bowl Operating Company to expend their funds to support the renovation of our iconic Rose Bowl moves the City of Pasadena closer to the goal of having a stadium that is well suited to modern college football fans and is as safe as possible for those fans.

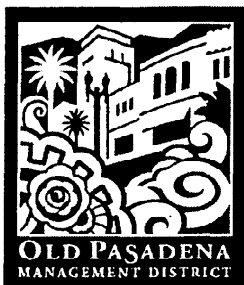
As you are aware, the Rose Bowl stadium is one of Pasadena's most successful economic generators, pumping hundreds of millions of dollars into the regional economy each year. A renovated stadium featuring luxury accommodations for fans and a safer, more orderly and faster ingress and egress system will ensure the continued viability and profitability of the stadium.

Spending this \$4 million will allow the Rose Bowl Operating Company, and the City Council, to fully and appropriately evaluate the entire proposal and make an informed decision about the entire renovation program.

Given the possibility of accessing Build America Bonds for the project, it is imperative that the Council approve this expenditure at this time so that the decisions that will have to be made in the near future can be made in as timely a manner as possible so as to maximize the funding available to support the Rose Bowl renovation. The Pasadena Chamber of Commerce urges the City Council to approve the expenditure of \$4 million by the Rose Bowl Operating Company.

Sincerely,


Ray Serafin
Chair of the Board



Feb 26, 2010

Mayor Bill Bogaard and Members of the City Council
City of Pasadena
100 North Garfield Avenue
Pasadena, California 91109

Dear Mayor Bogaard and Council Members:

On February 25, 2010, the Board of Directors of Old Pasadena Management District voted unanimously to support the City's release of designated reserve funds to continue the Rose Bowl Strategic Plan.

The project represents important initiatives for Pasadena on several levels. Certainly it speaks to the passion in this community of preserving our historic fabric and landmarks, as the Rose Bowl is an internationally recognized symbol of Pasadena. Highly important to Pasadena and its citizens, is the fact that an updated facility with modern-day appeal will generate more activity and thus more revenue. More revenue leads not only to a self-sufficient stadium, but also more revenue is generated in the surrounding commercial districts by the events held at the stadium. Retail and restaurant sales, hotel occupancy, and cultural tourism dollars are generated by a more active and sound operation at the Rose Bowl, and ultimately these revenues help to provide the rich service levels enjoyed by the residents of Pasadena.

Old Pasadena Management recognizes the importance of this project to our historic roots, to the awareness of Pasadena as a destination, and to the economic engine of our downtown economy.

Sincerely,

Steve Mulheim
President and CEO

03/15/2010
ITEM 6



PASADENA TOURNAMENT of ROSES



PASADENA TOURNAMENT OF ROSES
1221 Ave. Family Pasadena, CA 91109

March 15, 2010

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Mayor Bill Bogaard
Members of the City Council
100 N. Garfield Avenue, Room S228
Pasadena, CA 91109

Dear Mayor Bogaard and Members of the City Council:

The Pasadena Tournament of Roses Association is cognizant of the value that the Rose Bowl stadium brings to the City of Pasadena and its surrounding communities. We are excited about the prospect of improving our nearly 90-year old stadium to standards befitting the stature of the historical place the stadium holds in collegiate football. As we move forward, we are confident that the City of Pasadena, UCLA and the Tournament of Roses will work diligently together to seek to reach agreement on a financial plan to bring some of the unique improvements to fruition. We are fully in support of moving this project forward to further explore this unique opportunity to significantly enhance the continued success of the Rose Bowl game in America's Stadium.

We look forward to working closely with you on this all important community project. Please feel free to call with any questions or concerns.

Sincerely,

Jeffrey L. Throop
President and Chairman of the Board

P. Scott McKibben
Executive Director

Cc: Darryl Dunn, RBOC General Manager
Mayor Bill Bogaard
Rich Chinen
Scott Jenkins
Libby Wright
Dave Davis
Kevin Ash
Amy Wischnia
Jeff Allen

03/15/2010
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