



October 11, 2010

Dear Mayor and Members of City Council,

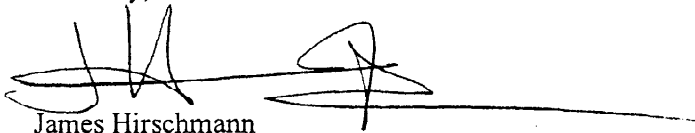
I am delighted to be chairing Legacy Connections and regret that I cannot be here to mark this milestone with you. Legacy Connections looks forward to conducting a vigorous campaign to raise funds for the renovation of the Rose Bowl. We look forward to partnering with the City of Pasadena, Tournament of Roses, and UCLA as we take on this generations challenge to renew this iconic stadium that has meant so much to so many.

As President and CEO of Western Asset, I have implemented a ***Wear Jeans Every Friday for the Renovation Fundraiser***. To participate, employees donate ¼ of 1% of their base salary for the length of the renovation and the employee can wear their favorite jeans to work every Friday for the three years it will take to renovate the Rose Bowl. Every person that participates in the fundraiser is given an Official Tournament of Roses decal that is placed on his or her computer screen. Currently we have 33% of our employees participating. Additionally, Western Asset will match dollar for dollar to what the employees donate.

I have enclosed the current list of Legacy board members, which now stands at nine members; all are enthusiastic and dedicated to our mission. The board is reflective of our goal of bringing together a Rose Bowl family to support the stadium through the decades to come. Currently we have two father and sons teams on our board. Eventually, we would like to build our board to about 15 members.

I am looking forward to doing my part to ensure that the proud legacy of this National Historic Landmark endures. The short-term goal is to renovate the Rose Bowl in time for the 100th Rose Bowl Game in 2014. The long term goal is to save America's Stadium for future generations.

Sincerely,



James Hirschmann



Committed Executive Committee Members

Mike Brown ~ Sharp Seating Company

Jim Hirschmann ~ Western Asset

Chuck Miller ~ Avery Dennison

Ron Okum ~ Ron Okum Insurance Agency

Ron Olson ~ Munger, Tolles & Olson LLP

Steve Olson ~ O'Melveny & Myers LLP

Chris Rising

Nelson Rising ~ MPG Office Trust

Bob Zasa ~ ASD Management

October 11, 2010
1444 East Mountain Street
Pasadena, California 91104

Honorable Mayor Bill Bogaard
100. North Garfield Avenue - Room S 228
Pasadena, California 91109-7215

RE: Recommendations for City Council Meeting - 10-11-10 – item 4 and 5

I recommend that the City Council not approve item 4 to issue up to \$200 million dollars in bonds and item 5 the Rose Bowl renovation project.

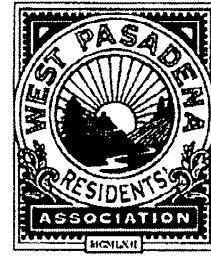
1. UCLA has a contract to play in the Rose Bowl until 2023.
Pasadena can not afford this Rose Bowl renovation project at this time.
 - a. Pasadena debt- 6-30-10 \$696 million dollars
 - b. Proposed Rose Bowl bonds- 10-11-10 \$200 million dollarsTotal: \$896 million dollars
2. Total funds 6-30-10- \$445 million dollars including \$297 million dollars (PIP) earning less than 2% interest that could be used to pay off any of the \$694 million in bond debt which has interest rates of 5% or above under the Debt Management Plan.
3. \$217 Million dollars is spend on the 2011 budget and includes \$35 million dollars for debt services(16%) and \$127 million dollars (58%) for personnel services.
4. The federal government is in debt for trillion of dollars while California is in debt for billions of dollars and Pasadena is in debt for over \$800 million dollars after issuing bonds. There are many articles about a municipal bond bubble, office building bubble and high unemployment for many years. Many firms are leaving California for other states and nations because of the high taxes and costly regulations. The new federal taxes starting in January 2011 is projected to cause many firms to close their business and encourage large corporations to move their assets and jobs to other nations.
5. A vote no on these bonds and the unneeded Rose Bowl project is a vote for fiscal responsibility that will benefit the 150,000 residents and employers and avoid a large scale layoff of City employees in the future.

Sincerely yours,


Floyd Folven

cc: Council Members: Jacque Robinson, Margaret McAustin, Chris Holden, Steve Haderlein.
Vice Mayor Victor M Gordo, Esq., Steve Madison, and Terry Tornek

10/11/2010
Items 4 & 5



October 11, 2010

VIA EMAIL

mjomsky@cityofpasadena.net

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

RE: Rose Bowl Renovation Project

Dear Mayor and Council Members:

The West Pasadena Residents' Association supports the Rose Bowl Renovation Project, and respectfully requests that you vote to initiate this project. The WPRA has followed this project since its inception several years ago -- the "Plan B" that we pledged to support -- and we believe that the many challenges along the way have been faced and met.

It is our understanding that the critical agreements with the Rose Bowl's key partners have progressed positively and contemplate the continuance of the Tournament of Roses and UCLA partnerships through 2043. We also understand that the suggestions of City Council members were taken to heart, that peer review of the plans and the financial projections were diligently executed, and that the resulting financial plan was conservatively constructed, and thus reasonable and achievable. Further, we are reassured that under the leadership of engaged Pasadena community members a non-profit organization, Legacy Connections, has been formed to solicit philanthropic donations to renovate this historic structure.

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

Serving our neighborhood since 1962

<http://www.wpra.net/>

LA:17785046.1

**10/11/2010
Item 5**

WPRA is pleased that the Rose Bowl staff has approached this historic landmark respectfully to honor the Myron Hunt design and reflect the great moments in sports history that have taken place in the stadium. We hope that you share our understandings, and that you will vote to initiate this project and protect our city's iconic Rose Bowl.

Sincerely

A handwritten signature in black ink, appearing to read "Michael R. Udell". The signature is fluid and cursive, with the first name being the most prominent.

Michael R. Udell
President

cc: WPRA Board (via email: newboard@wpra.net)

Jomsky, Mark

From: nkleinman [nkleinman@aol.com]
Sent: Monday, October 11, 2010 10:55 AM
To: Jomsky, Mark
Subject: Position on Rose Bowl Renovation

I wish to indicate my personal support for the Rose Bowl Renovation Project. I've reviewed the documentation and am convinced that the project is beneficial for the City and that debt coverage estimates are reasonable and even conservative. The project is necessary to maintain the Rose Bowl and our City's iconic image for excellence in sports.

Please make the councilmembers aware of my position.

Neil Kleinman
President
Madison Heights Neighborhood Association

(VIA ELECTRONIC CORRESPONDENCE)

October 11, 2010

The Honorable Bill Bogaard, and
Council Members
City of Pasadena
100 North Garfield Street
Pasadena, CA 91109

Dear Mayor Bogaard and Council Members,

I would like to congratulate all who have worked to devise the excellent plan for the renovation of the Rose Bowl, and add my voice of support to those of multiple others in favor of approving this project.

As an interested Pasadena resident, I commend efforts for fiscal responsibility, and plans for the preservation of the Bowl's historic integrity. In these fiscally challenging times, it is reassuring to see the practical application of public art fees toward conserving and restoring the significant architectural fabric of the Stadium.

Thank you in advance for your vote of support.

Sincerely,

Mic Hansen

Pasadena
e-mail: mic.hansen.ca@gmail.com

10/11/2010
Item 5

From the desk of
Carolyn Naber

October 11, 2010

Mayor Bill Bogaard
Vice Mayor Victor Gordo
Members of the City Council
City of Pasadena
100 N. Garfield Avenue
Pasadena, CA 91109

Subject: Agenda Item 5. Rose Bowl Stadium Renovation Project and Financial Plan

Dear Mayor Bogaard, Vice Mayor Gordo and Members of the City Council:

**I urge you to adopt the City Staff Recommendation regarding
the Rose Bowl Stadium Renovation Project and Financial Plan**

This plan honors this historic landmark while ensuring that it remains economically viable and competitive with other venues.

I hope that you will vote in favor of this renovation project and financial plan. This is an opportunity to save this historic landmark that should not be lost.

One item of interest is the "City Fee" contribution to the project which apparently is contemplated to be \$2.8 million. This appears to be various fees the City normally collects from construction projects which the City then intends to then refund to the project. The council might consider just waiving these fees in order to avoid a "gross up" of the project costs, especially if costs like insurance are based on the total cost of the project.

Thank you.

Sincerely,



Carolyn Naber
Post Office Box 50107
Pasadena, CA 91115
626.795.7675
crnaber@earthlink.net

10/11/2010
Item 5



October 11, 2010

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

Re: Rose Bowl Renovation Plan

Dear Mayor Bogaard and Pasadena City Council,

The Pasadena Chamber of Commerce supports the proposed renovation plan for the Rose Bowl.

The plan presented to you preserves the historic character of the Rose Bowl. It also creates a much better fan experience while generating sufficient revenue to pay for the improvements.

Pasadena's historic Rose Bowl is in serious need of renovation, safety upgrades and modern amenities. Within the financial constraints, this plan provides for widened tunnels, more expedient exiting from the stadium, upgraded scoreboard and video board, renovated luxury suites, loge boxes and club seating and concessions that are easier to access and more plentiful.

The Pasadena Chamber of Commerce urges the City Council to support the proposal as presented by the Rose Bowl Operating Company and move the project forward so that financing can be secured and construction begun.

The Chamber asks that the Council not delay, but make your decision quickly so that the financing opportunity offered by Build America Bonds is not jeopardized.

Thank you;

A handwritten signature in black ink, appearing to read "Paul Little".

Paul Little
President and Chief Executive Officer

10/11/2010
Item 5

Jomsky, Mark

From: Bagneris, Michele
Sent: Monday, October 11, 2010 6:47 PM
To: Jomsky, Mark
Subject: FW: Rose Bowl Renovation - RBOC Invocation of the "Conservation Clause"

Michele Beal Bagneris
Pasadena City Attorney/City Prosecutor
(626) 744-4141

This e-mail may contain material that is confidential and/or privileged under

From: Rodriguez, Nicholas
Sent: Sun 10/10/2010 10:05 PM
To: Bagneris, Michele; Williams, Carolyn
Subject: Fw: Rose Bowl Renovation - RBOC Invocation of the "Conservation Clause"

Fyi

----- Original Message -----

From: Darryl Dunn <ddunn@rosebowlstadium.com>
To: Rodriguez, Nicholas
Sent: Sun Oct 10 21:35:06 2010
Subject: Fw: Rose Bowl Renovation - RBOC Invocation of the "Conservation Clause"

Talk to you on Monday

From: Weston DeWalt <weston.dewalt@gmail.com>
To: Gordo, Victor <vgordo@cityofpasadena.net>
Cc: bbogaard@cityofpasadena.net <bbogaard@cityofpasadena.net>; jrobinson@cityofpasadena.net <jrobinson@cityofpasadena.net>; district1@cityofpasadena.net <district1@cityofpasadena.net>; mmcaustin@cityofpasadena.net <mmcaustin@cityofpasadena.net>; mfuller@cityofpasadena.net <mfuller@cityofpasadena.net>; cholden@cityofpasadena.net <cholden@cityofpasadena.net>; jmcintyre@cityofpasadena.net <jmcintyre@cityofpasadena.net>; shaderlein@cityofpasadena.net <shaderlein@cityofpasadena.net>; rstone@cityofpasadena.net <rstone@cityofpasadena.net>; smadison@cityofpasadena.net <smadison@cityofpasadena.net>; tsuzuki@cityofpasadena.net <tsuzuki@cityofpasadena.net>; ttornek@cityofpasadena.net <ttornek@cityofpasadena.net>; pthyret@cityofpasadena.net <pthyret@cityofpasadena.net>; mbeck@cityofpasadena.net <mbeck@cityofpasadena.net>; Darryl Dunn; vdelacuba@cityofpasadena.net <vdelacuba@cityofpasadena.net>
Sent: Sun Oct 10 23:26:35 2010
Subject: Rose Bowl Renovation - RBOC Invocation of the "Conservation Clause"

10 October 2010

To: Mr. Victor Gordo, President, Board of Directors, Rose Bowl Operating Committee

10/12/2010

Fr: Weston DeWalt, Pasadena Resident

Cc: Pasadena City Council Members: Mayor Bill Boggard, Ms. Jacque Robinson (District One), Ms. Margaret McAustin (District Two), Mr. Chris Holden (District Three), Mr. Steve Haderlein (District Four), Mr. Steve Madison (District Six), Mr. Terry Tornek (District Seven) and Mr. Michael Beck, City Manager, and Mr. Daryl Dunn, General Manager, Rose Bowl Operating Committee

Re: Rose Bowl Operating Committee and its invocation of the "conservation clause" of the "Guidelines for City Construction (CIP) Guidelines

I appreciated the opportunity to offer my comments at the Rose Bowl Operating Committee (RBOC) Special Meeting on the evening of October 7. Given the lateness of the hour at which public comments were taken, I attempted to be brief when expressing my concerns about the manner in which the RBOC handled its announcement of its intent to invoke the "conservation clause" of the "Guidelines for City Construction (CIP) Projects." So, if I may, I would like to expand upon my expressed views and – at the end of this memo – pose some questions that those members of the arts community who will be attending City Council on October 11 would appreciate having answered by an RBOC spokesperson.

The relative secrecy surrounding the development of the RBOC's plans for funding the Rose Bowl renovation, as recently noted by some members of City Council, caused considerable wondering in the arts community, as well as in the community at large, about how the Rose Bowl renovations would be financed. Even with the long, ongoing mystery about it all, I cannot think of a member of the arts community who expressed any concern that the RBOC – in its proposal for funding – would suggest that the community, yet again, be deprived of a public art project by City Council. No "telegraphing" of that intention was ever detected. Indeed, no declaration of any such intention, to my knowledge, was ever made until just prior to the hastily called Special Meeting of the Arts & Culture Commission on October 6th – necessitated by the RBOC's eleventh-hour announcement of its intention.

As you might imagine, the RBOC's request for such a hurried meeting – less than 24 hours prior to the called Special Meeting of the RBOC Board on October 7 – has caused considerable speculation as to what might have been the RBOC's motive in delaying announcement of their proposed funds diversion until the very last possible moment. So that speculation might be put aside, question (1) is posed below.

The City established procedure requiring City agencies to seek the Arts & Culture Commission's endorsement of its intent to invoke the "conservation clause" is considered by the arts community to be an opportunity for members of the public to offer their opinions and concerns and to give the petitioning party (in this case the RBOC) an opportunity to consider the potential impact of its intended action and, ideally, to give them time afterwards to reflect upon a decision that may have been made without a consideration of all the relevant facts and concerns of the community.

As it happened, the Arts & Culture Commission was put into a position where – if the RBOC's need for a hearing were to be met prior to its called Special Meeting of October 7 – it had to hastily gather a quorum and do what very little it was able to do to put the word out to community members. The injection of "urgency" by the RBOC, which did not provide sufficient time for the public to adequately consider the RBOC's intent, was not well received by members of the arts community, many of them feeling as Councilman Tornek did when he recently expressed concerns about the RBOC's hurry to get things done: "People need to have some opportunity to understand these numbers and digest them. We are asking them to do it in a very compressed time."

10/12/2010

The result of the RBOC's finally having made it clear that it intended to ask City Council to approve its invocation of the "conservation clause," as must be widely known by now, was that the Commission's members voted 7-0 (with one abstention) to disapprove of such an action. Disappointingly, this fact was not publicly communicated to RBOC Board Members or the audience during the RBOC's called Special Meeting on October 7. This seeming oversight has caused speculation about what RBOC Board members knew of the Arts & Culture Commission's unanimous decision prior to the RBOC's Special Meeting of October 7; therefore, question (2) below.

To adequately understand why the Commission may have voted in the way in which it did, I think one has only to consider the recent history of the City's inclination to approve diversions of funds that would have been allocated to public art projects and the feeling among many in the arts community that it has already given more than its fair share to support projects other than the public art specifically encouraged by the original framers of the "Guidelines for City Construction (CIP) Projects."

For example: As you are no doubt aware, more than one million dollars that would have gone into the creation of public art was, instead, used in support of City Hall renovations, and your own agency, the RBOC, has previously diverted more than two hundred thousand dollars for similar purposes

In addition, as you will undoubtedly recall, there was the recent PCOC situation, which resulted in the wasteful loss of more than \$100,000 of CIP Public Art Funds, when City Council, at the PCOC's request, voted to halt the installation of two commissioned sculptures on the main plaza of the Convention Center.

Further frustrating the Arts & Culture Commission members was undoubtedly the revelation made by Commissioner Lyla White, who also sits on the City's Design Commission, who offered that, during the RBOC's presentation to the Design Commission, no mention was made of the RBOC's intention to invoke the "conservation clause" and divert money from the creation of public art to help pay the costs for planned restoration and preservation projects on the Rose Bowl grounds. In fact, no one with whom I am familiar, had ever heard a public declaration of a planned diversion until the evening of October 6, a situation, which, if accurately perceived, suggests that the RBOC'S last-minute revelation did not provide sufficient opportunity – as required by the Brown Act – for the public to offer input and respond to the RBOC's intended action.

To this it needs to be added that in RBOC Board agendas and Board minutes dated prior to the RBOC's appearance at the Special Meeting of the Arts & Culture Commission of October 6, 2010 I have not been able to find any indication that RBOC Board approval was ever sought for an invocation of the "conservation clause." To help clarify this matter it would be appreciated if a spokesperson for the RBOC would address question (3) during the RBOC's presentation at the October 11, 2010 City Council meeting.

It would also be helpful if that same spokesperson could respond to question (4) and explain why the "main event" as you described it this past Thursday evening – a called vote to approve the final Renovation Plan to be taken to City Council on October 11 – did not appear as an Agenda item on the Agenda presented in the "NOTICE OF THE SPECIAL MEETING ROSE BOWL OPERATION COMPANY" dated October 7, 2010.

See: <http://rosebowlstadium.com/agendas/Agenda-100710-Special.pdf>

The lack of any mention on the Agenda that a Board vote to approve the final package to be taken to City Council has given

10/12/2010

rise to some speculation that the RBOC – by not clearly identifying its intention to call a vote – may have violated the Brown Act, which, if true, would make the RBOC vulnerable to legal challenges by Pasadena citizens or partners to the agreement who, at some later date, might find it in their interest to question the legitimacy of the final package upon which City Council is to vote on October 11.

Note: Having reviewed the posted Agenda referenced above on the morning of October 7, it seemed clear to me that no vote would be called to finalize the financing plan or – for that matter – the entirety of the Renovation Plan to be taken to City Council on October 11. It was only in the late afternoon of October 7 – the day of the RBOC's scheduled Special Meeting – when Mr. Dunn of the RBOC sent me an Email that I realized what was to happen. In that Email he said: "The 1% for the arts is an element of the financing plan and tonight is the first time the financing plan is being considered for action by the RBOC." This "notice" to me was a notice that the public at large never received and one to which they did not have an opportunity to respond.

I can assure you that had the arts community been informed in a timely manner that the RBOC's Renovation Plan was to specify that it wanted City Council to approve its desire to divert funds from the creation of public art and (2) that a vote would be taken on the RBOC's Renovation Plan to be submitted to City Council on October 11, the Mediterranean Room at Brookside would have been filled to capacity by members of the arts community. Such was not the case, however, because the public – for whatever reason – was not properly informed.

As you will note, I have sent a copy of this Email to your fellow Councilmembers with the hope that they will consider the RBOC's request to divert public art funds within the context of a bigger picture – and not just within the "hurry, hurry" atmosphere that the RBOC has promoted – and with the hope that they might take a deep breath and consider some possible alternatives to the decision the RBOC would have them take.

In closing, I would like to say that the members of the arts community with whom I have spoken see the Rose Bowl as an important community asset and are generally highly supportive of plans for its renovation. Their difficulty is not with the renovations, which very few would disagree are needed, but the City's continuing willingness to take from the arts – in good times as well as in those that are more challenging – in order to reduce the challenges required to raise necessary monies for construction projects – an option, which it need be said, is not offered to commercial developers. The result – in the view of many – is the practice of a double standard, which, undoubtedly is going to result in commercial developers one day asking why all monies they are required to pay under CIP guidelines must go to support the arts, while the City can opt to devalue the original intent of the 1% to the arts legislation and take that money for their own purposes.

Given all of this, members of the arts community are asking: Might it be time for at least a compromise? See question (5).

The tragedy of the situation created by the RBOC when it – at the very last possible moment – announced its intent to invoke the "conservation clause" is twofold. First, I think the RBOC missed an incredible opportunity to bring members of the arts community aboard and create a cadre of committed and dedicated allies who value the aesthetic and historic value of the Rose Bowl as well as its economic contributions. I strongly believe that, if the RBOC had taken the time to sit down with the leadership of the arts community, explained its challenges and asked them to help share the burden, their effort would have met with success. Would the RBOC have encountered individuals within the ranks of the arts community who would have taken the position that they were unwilling to see any monies diverted from the creation of public art? Undoubtedly. But having worked in and around the arts community for the past ten years I have found the vast majority of its members hold the attitude that is starting to gain public traction – that cooperation and compromise are the means by which we are going to extricate ourselves from the economic situation within which we all find ourselves today, that the continued pursuit of short-sighted political and personal objectives will only perpetuate the problems we have inherited.

Secondly, and perhaps even more tragic, is the position in which the RBOC has put City Council, among whose members are to be found some highly dedicated supporters of the arts community, councilmembers who readily acknowledge the significant cultural and economic contributions made by the arts, contributions that have made Pasadena a "go to" place on the cultural map of Southern California. But now those very members are going to be faced with the prospect of having to vote for a Rose Bowl Renovation Plan that will call for approval of a recommendation – rejected 7-0 by the Arts & Culture Commission whose members were appointed to advise them – that will send a message to the arts community that, yet again, it must endure the loss of monies that would help it sustain its mission.

Again, my thanks for the opportunity to address the RBOC Board this past Thursday evening. As a citizen of Pasadena and a dedicated fan of college football, I look forward to the results of the RBOC's efforts to perpetuate the Rose Bowl as an extraordinary venue and to preserve it as an iconic symbol of which the City's residents can continue to proud.

QUESTIONS

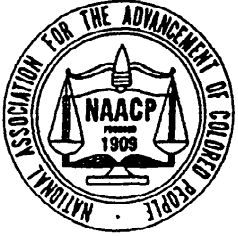
- (1) For what reason(s) did the RBOC wait until just a few days before it was to take its Renovation Plan to City Council to reveal to the Arts & Culture Commission that – no matter what – it intended to invoke the "conservation clause" of the "Guidelines for City Construction (CIP) Projects?"
- (2) Because RBOC Board members were not told at its Special Meeting of October 7 that the Arts & Culture Commission had voted to decline the RBOC's request that it be allowed to invoke the "conservation clause" of the "Guidelines for City Construction (CIP) Projects," should it be assumed that the Board members present that evening were not aware of the Commission's decision until public comments were taken? If not, by what means were Board members notified of the Arts & Culture Commission's decision prior to the start of the RBOC's Special Meeting of October 7?
- (3) Did RBOC Board members take a public vote in favor of the RBOC invoking the "conservation clause" of the "Guidelines for City Construction (CIP) Projects" prior to RBOC representatives appearing at the October 6 Special Meeting of the Arts & Culture Commission. If so, when? If not, why was it thought not necessary?
- (4) Why was the intent of the RBOC Board to vote on the RBOC's Renovation Plan to be taken to City Council on October 11 not clearly stated as an Agenda item in the Agenda presented in the "NOTICE OF THE SPECIAL MEETING ROSE BOWL OPERATION COMPANY" dated October 7, 2010? As the lack of any notice of that intent in the Agenda offered in the referenced "NOTICE," meant that the public was not informed that such an action was to be taken, is it the position of the RBOC that it did not violate the Brown Act? If so, why not?
- (5) If City Council were to deny your request for an invocation of the "conservation clause," which would entitle you to all the monies you have requested and, instead, propose a compromise - permissible under its purview - that would require that some portion of those funds be placed instead in the Cultural Trust Fund for some future use to be decided upon by the Arts & Culture Commission - would the RBOC, in the spirit of compromise, endorse such a proposal?

Weston DeWalt
DOCUMENTARY SCIENCES

10/12/2010

Research | Investigation | Analysis
Pasadena, California USA
Office: 1-626-799-2580
Mobile: 1-626-399-7566

"Research is to see what everybody else has seen, and to think what nobody else has thought." - Albert Szent-Gyorgyi



PASADENA NAACP

595 Lincoln Avenue, Suite 103 • Pasadena, California 91103 • (626) 793-1293 • Fax (626) 793-1555

October 11, 2010

Attention: Mayor Bill Bogaard
City Council Members

Our organization is proud to offer support for the renovation of the Rose Bowl project. We request that the City Council approve this project because we believe it will develop a revenue source and enhance the facilities operations.

Having been in discussion over the past few months with Mr. Darryl Dunn, General Manager, Rose Bowl Operating Committee, we are pleased with his transparency and open communication that has been shared through out Pasadena.

We realize that this renovation will take place over a three-year period and we look forward to the mandate that local employment opportunities and construction jobs will be made available through out this process.

With the new facility usage, I am confident that it will bring the revenue necessary for years to come and the Rose Bowl will remain one of America's premiere football stadiums.

Again, we hope you will agree and vote in the affirmative to approve this project to night.

Joe Brown, President
NAACP Pasadena Branch

Don Orsi
1352 Glen Oaks Boulevard
Pasadena, CA 91105

October 10, 2010

City of Pasadena Mayor Bill Bogaard
City of Pasadena Council Members

Subject: The Rose Bowl Renovation Project

Dear Mayor Bogaard and Council Members,

I am writing this letter in support of the Rose Bowl Renovation Project.

I have carefully followed the process of defining the Project, as well as having attended several meetings where the Bond structure for financing construction was thoroughly discussed. While I am not an expert on bonds, I believe that a thoughtful and conservative financing package, supported by long term leases negotiated with the Tournament of Roses and UCLA, has been put together by Rose Bowl Consultants and City Staff. The financing structure has also included a favorable Due Diligence review by outside experts. It appears that the financing package limits the exposure of Pasadena's General Fund and would have little or no impact on the City's Triple A credit rating.

The Rose Bowl is one of the most recognizable structures in the western United States and is well known both nationally and internationally. The renovations of the City Hall and the Convention Center have been completed and the time seems to be right for the Rose Bowl renovation. Pasadena City Manager, Michael Beck, has said that this Project could not have been accomplished two years ago and it may not be feasible two years from now. But, with historically low interest rates, the types of bonds that are only available for a short period of time and lower than normal construction materials cost, the Project is viable now.

I encourage the Council to approve the Rose Bowl Renovation Project, if, after their review of the construction financing, it is agreed that it is responsible for Pasadena to move forward with the Project.

The Rose Bowl should not suffer the fate of other iconic stadiums in the United States. The last picture I saw of the Orange Bowl in Miami was that of a pile of dismantled steel and concrete rubble. The Rose Bowl must be preserved, to be enjoyed by many future generations to come.

Respectfully,

Donald L. Orsi

Submitted on
10/14/2010

East Arroyo Residents Association
1040 Armada Drive
Pasadena, CA 91103

October 11, 2010

City of Pasadena
ATTN: City Council
100 N. Garfield Av.
Pasadena, CA 91101

Subject: Rose Bowl Renovation

Dear Councilpersons;

The EARA would like to express its appreciation to the RBOC and its consultants for allowing the EARA to participate in the review of the financial analysis for the proposed Stadium renovation. Complete copies of all the supporting documentation were provided to the EARA; and from our analysis, several questions were developed for the consultants. From the date of the original analysis (May 2, 2010) the consultants were also revising their numbers, principally in reducing the annual revenue projections from \$12.2 M to \$9.5 M. We feel that their revised revenue projections (October 4, 2010) were far more realistic, and in revising their numbers they alleviated many of our concerns. Their presentation on October 4, 2010 adequately answered our questions about the overall financing of the renovations.

Over the past four years, General Manager Darryl Dunn and the RBOC staff have met with the neighborhood organizations at least once a month; and this has greatly improved our understanding of the proposed Rose Bowl renovations. They have maintained an extensive outreach program, and have promptly responded to our requests for information. As they proceed with the renovations, we recommend that they establish annual benchmarks for the product (suites, seats, concessions, advertisements) sales so that we can be assured that revenue projections will be adequate for bond coverage. In a difficult economy, we want to be assured that the City's General Revenues will not be called upon to supplement product sales.

Sincerely yours,

Gordon Treweek
President