



Agenda Report

July 10, 2017

TO: Pasadena City Council
FROM: Rose Bowl Operating Company (RBOC)
SUBJECT: Legacy Connections Update

RECOMMENDATION:

This item is for information only.

BACKGROUND:

Legacy Connections is a 501c3 non-profit organization whose mission is to preserve, protect, and enhance the Rose Bowl Stadium's future within the Arroyo Seco by providing private funding in support of improvements within the venue and its surrounding areas. Founded in 2010, Legacy was modeled after a civic philanthropic organization in Omaha, Nebraska called *Heritage Services*.

Since its founding, Legacy has privately raised \$18.5M in gross pledges/gifts (through 2022), which includes more than \$16M towards capital improvement projects, \$1.2M towards the Area H Perimeter Project, and approximately \$750,000 towards the operation of Legacy.

As of December 2016, Legacy has transferred a total of \$8.5M to the RBOC in support of capital improvement projects.

Over the past two years, Legacy's approach has transitioned to a more traditional style development approach like that of universities. The new approach has yielded continued growth, with fundraising totals in 2015 (\$1.9M in new gross gifts/pledges) and 2016 (\$2.5M in new gross gifts/pledges).

CENTENNIAL CAPITAL CAMPAIGN:

Legacy is embarking on a historic three-to-five year campaign to raise \$30M-\$40M in support of capital projects to celebrate the Stadium's centennial birthday in 2022. With increasingly diverse competition coming to the Los Angeles marketplace due to new and renovated venues, the protection, preservation, and enhancement of the Rose Bowl Stadium, as well as the recognition of its history and heritage within the Arroyo Seco, is more important than ever before.

Co-Chairs of the campaign are Mickey Segal (Legacy President) and Ron Okum (Legacy Vice President/Treasurer), with strong support from the Legacy Board of Directors and Advisory Committee.

The campaign will provide new, private funding for several vital areas of need for the Rose Bowl Stadium. Significant capital improvements that are needed, include, but are not limited to:

- New Stadium Lights – approximately \$2M-\$3M
- New Stadium Seating – approximately \$8M-\$11M
- Wi-Fi – approximately \$6M
- Updated Stadium Safety Elements – approximately \$1.2M
- Updated Stadium Concession Stands and Bathrooms – approximately \$4.75M
- Updates and Key Improvements to Brookside Clubhouse - TBD

CAPITAL CAMPAIGN LEAD GIFT (Field Naming Opportunity – Attachment A)

Lead gifts, especially those totaling more than 20% of a campaign total, are instrumental in any capital project campaign as these critical lead gifts transform donor behavior, energize potential future major gifts, and provide a foundational belief in the organization's mission. The psychological impact of the gift can be "game-changing" for a fundraising effort.

Legacy staff solicited and is in the process of finalizing a lead gift of \$10M in support of the campaign from a private, respected philanthropist, with strong ties to the Rose Bowl, the City of Pasadena and Legacy, as a prior donor.

The gift would be the largest donation in Legacy's history. The donor's generosity would be recognized by naming the Rose Bowl Stadium field in his honor. The RBOC previously assigned field naming rights to Legacy, recognizing that if a field naming at the Rose Bowl Stadium was to occur, both the RBOC and City Council would have to approve.

Stadiums, both internationally and domestically, have determined that naming rights are a key revenue stream and have become standard within the facility industry. Although it doesn't occur nearly as often as naming a facility, the naming of a field in honor of a donor or corporation is now happening at venues—especially collegiate venues.

Some examples of field naming rights at other college football venues include: Alaska Airlines Field at Husky Stadium (University of Washington); Kabam Field at Memorial Stadium (California); Ryan Field (Northwestern); David Harrison Field at Scott Stadium (University of Virginia); Worsham Field at Lane Stadium (Virginia Tech); Capital One Field at Byrd Stadium (University of Maryland); and Skelly Field at H.A. Chapman Stadium (Tulsa).

Given the iconic brand of the Rose Bowl, naming the Stadium (e.g. XYZ company Rose Bowl) has not been seriously pursued. Staff believes that naming the Stadium after a corporation would likely be very controversial and not ideal and could have negative

effects not only on the Rose Bowl Stadium, but indirectly on stakeholders of the Stadium, namely the City of Pasadena, Tournament of Roses and UCLA.

In exploring the possibility of field naming, it was important for staff to determine the field naming opportunity's appropriateness to our heritage and prestige on Stadium stakeholders, such as the City of Pasadena, Tournament of Roses, and UCLA. Accordingly, Legacy and RBOC staff are actively working and communicating with the Tournament of Roses, UCLA, and other key partners about 1) the appropriateness of the donor recognition within the venue, and 2) the use of the donation funds to satisfy key projects needed to improve the venue. The RBOC/City has rights to name the field, subject to reasonable consent to field-adjacent signage locations by the Tournament.

Recommended Exposure for Field Naming

To maintain the venue's prestige, and to support the near-century of history with the Stadium, Legacy is recommending that adjacent areas on the field-level be provided for donor recognition.

As a result of the \$10M pledge and contribution, the donor will be honored through a naming display adjacent to the Rose Bowl Stadium's field, to be displayed on several locations in the venue including:

- Naming on the East and West historic field hedges (both sides of each hedge)
- Naming in all (4) corner end zone pads by the main entry tunnels to the field level
- Naming on (12) new, heritage images on the concourse
- Naming on (8) major stadium gate exits

JACKIE ROBINSON STATUE – ATTACHMENT B

As a part of the capital campaign, there will be several opportunities to appropriately recognize private contributors to Legacy's mission, as well as to add educational value and heritage recognition for community enjoyment.

To commemorate the near-century of heritage and diversity at the Rose Bowl Stadium, and in preparation for celebrating its Centennial birthday in 2022, Legacy has secured a philanthropic gift to support the creation and installation of one (1) celebratory statue as a historical marker that transcends and celebrates an important moment in Rose Bowl history. The philanthropic gift amount of a statue outside of the Stadium fence line was established at a \$400,000 private contribution level.

The first commemorative statue at the Rose Bowl Stadium will be of civic, athletic, and Pasadena icon, Jackie Robinson. It is due to be completed in the Fall of 2017. The statue will be located within a redesigned rose garden on the north tip of the parkway extension, in front of the stadium's main gate – Gate A. An important element of this

project will be to renovate and improve the existing rose garden, in which the statue will be located, for better access and public enjoyment. The statue will be life-size, and will include a subterranean base. The space will include two reader rails to promote the education and appropriate recognition of Jackie Robinson's legacy to the Rose Bowl, Pasadena, PCC, UCLA, and American culture. (See Attachment A for map of location and rendering).

After review by Legacy's Statue Committee, Brian Hanlon of Hanlon Sculpture Studios was recommended as the artist for the first statue. Legacy's Board of Directors approved the committee's decision. The location of the statue and initial rendering have been reviewed and approved by the Robinson family, including Jackie's widow Rachel, as well as by the Jackie Robinson Foundation.

As a supplement to the statue of Jackie Robinson at the Rose Bowl Stadium, Legacy will work with the City of Pasadena to update the plaque at the childhood home of the Robinson family on Pepper Street in Pasadena, providing a cleaner version to appropriately recognize the important property. Jackie lived on Pepper Street with his family from 1922-1946. Legacy will also work with the City of Pasadena to add a plaque at the home of Mack Robinson in Pasadena, to recognize his contributions to sport and the city of Pasadena.

COMMUNITY ENGAGEMENT – ATTACHMENT C

Legacy has also been engaging the community in different initiatives to ensure creative and educational exposure of the venue, including programs such as:

- *HONDA Field Trip to the Field* – due to a generous gift from HONDA, Legacy has partnered with Pasadena Unified School District to bring every seventh grader to the Stadium for a professionally-guided tour, a healthy lunch, and a physical education activity at the venue. In 2016, the first year of the program, more than 1,200 students participated in the program, many of whom were visiting the Stadium for the first time.
- *Americafest – Military Spouse Pampering* – thanks to several partners, Legacy hosted (35) military spouses for a 'day of pampering' in the Rose Bowl locker rooms on the morning of the July 4 Americafest event. With free yoga, massages, manicures, and gifts from the Stadium, the event is an extension of the annual Americafest celebration in which we honor the spouses of the courageous men and women protecting our freedoms.

FISCAL IMPACT:

The capital project campaign, which will provide a significantly heightened and focused effort to fund several key renovation projects, has the potential to generate \$30M-\$40M in new gross pledges/gifts. Understanding the historic nature of this effort along with its 3-5 year timeline, the campaign will provide educational value for youth and the

community through specific donor opportunities (such as the Jackie Robinson statue and a potential museum) in recognizing the venue's heritage.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'D Dunn', with a stylized flourish extending to the right.

Darryl Dunn
General Manager, RBOC