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2021 JUN -8 AM 9:42

CITY OF PASADENA

ABM INDUSTRIES INCORPORATED

Art Rodriguez, Vice President of Operations – National
ABM | Sports & Entertainment
1150 South Olive Street, 19th Floor
Los Angeles, CA 90015
323.314.3265 (mobile)
Art.Rodriguez@abm.com

June 7, 2021

Mayor Victor Gordo and Mr. Darryl Dunn
100 North Garfield Avenue
Pasadena, California 91109

RE: Support for the Rose Bowl Operating Company

Dear Mayor Gordo and Mr. Darryl Dunn,

ABM Industries Incorporated (ABM) would like to express our utmost support of the Rose Bowl Operating Company. ABM has provided housekeeping services for over 5 years at the Rose Bowl.

ABM has partnered with the Rose Bowl Operating Company and the Pasadena community where we have hired over 500 residents from Pasadena over the last 5 years. Without a doubt the events at the Rose Bowl are a critical asset to this community.

ABM believes that the Rose Bowl Operating Company is an important pillar in the community and provides many residents the opportunity to work in Pasadena.

Thank you for your time with this matter.

Sincerely,

Art Rodriguez
Vice President of Operations – National

ABM | Sports & Entertainment

06/08/2021
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OFFICE OF
CITY CLERK

June 7, 2021

Mayor Victor Gordo and Pasadena City Council
100 N. Garfield Ave
Pasadena, 91109

Dear Mayor Gordo, and Pasadena City Council,

The Rose Bowl is unquestionably the most iconic and beloved landmark in Pasadena. Anyone who knows Pasadena, knows the Rose Bowl. While there is no need for me to impart any economic statistics on what the Rose Bowl means to the City of Pasadena, perhaps an equally important topic is the cultural impact of the Rose Bowl.

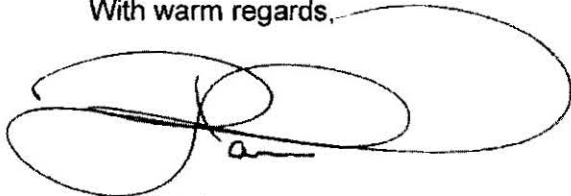
As a business operator in Pasadena, the Rose Bowl represents significant influence on our business. The historical alignment we have with the oldest stadium in the United States is no less significant. Both designated historic landmarks, we share in the responsibility to steward the legacy, memories, and cultural heritage of our beautiful City of Pasadena. While The Langham Huntington is called the *touchstone of social experiences* in Pasadena, the Rose Bowl is certainly the "*granddaddy of sporting and event experiences* in Pasadena.

As Pasadena continues to brand itself as the best place to live, invest, do business, vacation, and meet, the Rose Bowl will remain pivotal in that branding. When one researches anything regarding the City of Pasadena, the first reference is consistently about the Rose Bowl Game and the Tournament of Roses Parade.

This is the time that we must all come together as a community and ensure that the economic and cultural health of the Rose Bowl is a top priority for the years and decades ahead. We have a responsibility to preserve the Rose Bowl experience. This, singularly, must be an area of sincere focus and desire to leverage this iconic asset for the overall well-being and prosperity of the City of Pasadena.

As always, I remain honored to be involved and assist in any way needed.

With warm regards,



Paul Leclerc
Managing Director
The Langham Huntington
1401 S. Oak Knoll Avenue
Pasadena, Ca 91106

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CITY OF PASADENA
COUNCIL CHAMBERS

June 8, 2021

Mayor Victor Gordo and Pasadena City Council
100 North Garfield Avenue
Pasadena, California 91109

RE: Rose Bowl Operating Company

Dear Mayor Gordo and Members of the City Council,

On behalf of the Rose Bowl Legacy Foundation Board of Directors that oversees the activities of the non-profit organization raising private funds to preserve, protect, and enhance the Rose Bowl Stadium's future, I'd like to provide some important background on the fundraising efforts that directly amplify the venue and ultimately the continued support of the RBOC.

Legacy is led by volunteers and is supported by donors that willingly provide personal financial gifts and relationships to help the advancement of America's Stadium. It has been a humbling, challenging position that our Board has embraced given the uniqueness of our mission compared to the other important philanthropic causes locally, regionally, and nationally.

The recent public comments and media portrayal regarding the RBOC financial situation have been undoubtedly harmful to our already challenging fundraising strategy. On several occasions, Legacy has already heard privately from concerned donors that have provided major gifts in recent years towards the cause. This is a major deterrent to future donations and will give pause to ongoing donor conversations.

With Legacy's commitment to complete an ongoing centennial capital campaign, as well as lead the necessary fundraising to attract the Rose Bowl's third World Cup (hopefully in 2026) and its third Olympic Games, our momentum will be halted should the tone of this discussion continue as is. The RBOC has done a tremendous job ensuring the Stadium is represented as it should be to this community and to the world.

Since Legacy was founded in 2010, we have acquired almost \$40 million in gross gifts and pledges from thousands of private contributors across the nation to directly impact the venue's future, educational programming, and the recognition of the venue's history. To date, Legacy has transferred \$17.6 million to the Rose Bowl Operating Company just in support its capital improvement initiatives alone – and we are excited for even more in the future. We are committed to the vision, the effort, and we care deeply about its success.

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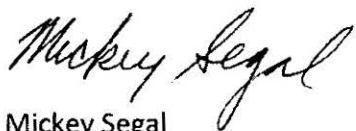
The Rose Bowl Stadium is the icon for Pasadena and this discussion must represent commitment to that ideal as our Los Angeles area marketplace enters a hyperaggressive era of sports, entertainment, and community engagement.

The fact that the Stadium's national and global vibrancy as an active, relevant National Historic Landmark venue continues to grow makes us ALL proud; however, pride can get in the way of progress if it is not communicated with a thoughtfulness and understanding of the new world that the Stadium faces.

It will take positive collaboration and not negativity to ensure the next century is more historic than the first.

Legacy looks forward to continuing to raise funds to support the Stadium and the RBOC. Again, with much caution, we warn that our efforts to acquire private donations in support the venue's future will become much less impactful should the public tone of the ongoing discussion not become more positive by our elected and City leaders.

Sincerely on behalf of the Rose Bowl Legacy Foundation Board of Directors,

A handwritten signature in black ink that reads "Mickey Segal". The signature is written in a cursive, flowing style.

Mickey Segal
President/Chairman
Rose Bowl Legacy Foundation Board of Directors



2021 JUN -8 AM 9:42

June 8, 2021

Mayor Victor Gordo and Pasadena City Council
100 North Garfield Avenue
Pasadena, California 91109

RE: Rose Bowl Operating Company

Dear Mayor Gordo and Members of the City Council,

Western Asset has been a proud and consistent supporter of the Rose Bowl over the years. We believe the stadium has an important place in our community, with not only its high-profile athletic and cultural events, but also its educational and community-building events and programs.

We have a tradition of bringing our clients to the Rose Bowl Game, and we are proud to share this authentic Pasadena experience with them. We have also been honored to participate in other events at the Rose Bowl such as the Women's Empowerment Symposium, a leadership development program for high school and college students.

We appreciate you considering our thoughts on the importance of the Rose Bowl, not only as a historical landmark, but as a pillar of our community.

Sincerely,

Jim Hirschmann, President & Chief Executive Officer
Western Asset

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CONTEMPORARY SERVICES CORPORATION

June 8, 2021

Mayor Victor Gordo and Mr. Darryl Dunn
100 North Garfield Ave.
Pasadena, CA 91109

RE: Support for the Rose Bowl

Dear Mayor Gordo and Mr. Dunn,

Contemporary Services Corporation (CSC) is in full support of the Rose Bowl Operating Company. CSC has provided crowd management services to the City of Pasadena at the Rose Bowl for over 50 years.

CSC has a solid partnership with the Pasadena community, we have hired over 1000 residents from Pasadena over the last 6 years. This is the first opportunity for many of the Pasadena residents to become employed. The events at the Rose Bowl are a critical part of teaching young people responsibility and mentoring them to continue their career choices. Our staff are mostly students and the games and events on the weekends allow them to go to school and work when they are available.

CSC believes that the RBOC is an important part of the community and provides opportunities for residents to work in Pasadena.

Thank you for your continued dedication,

Sincerely,

Jim Granger
President
Contemporary Services Corporation

06/08/2021
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2021 JUN -8 AM 9:42

Mayor Victor Gordo
Pasadena City Council Members
100 N Garfield Avenue
Pasadena, CA 91109
VIA EMAIL

Dear Mayor Gordo and Pasadena City Council Members,

The Rose Bowl is a vital piece of Pasadena's history and identity. It is also a significant contributor to our local economy.

With the current financial situation and the obstacles facing the Rose Bowl in the future, both long and short term, now is the time for a concerted effort to envision a future for the bowl that is thriving and continues to provide benefit to Pasadena and its residents.

The future of the Rose Bowl depends on the thinking of a focused group working in collaboration with the City Council and city staff to consider issues facing the Rose Bowl currently and into the future and find solutions that ensure future of one of Pasadena's icons.

The Rose Bowl Operating Company serves the city well in fulfilling its responsibility to ensure the ongoing operation of the bowl benefits the city and its residents. The RBOC was formed for two primary reasons: 1.) The City of Pasadena could not run the venue in a manner that would ensure the ongoing viability of the Rose Bowl, and 2.) Creating the RBOC allowed the venue to operate efficiently and entrepreneurially, in a manner that is not constrained by the legalities that a municipality must follow.

The existing Rose Bowl Operating Company structure serves the City of Pasadena well. The RBOC is focused on maintaining the Rose Bowl as a viable and competitive venue while serving the needs of the City of Pasadena.

I have served on the City Council as well as the Rose Bowl Operating Company. In each instance, while I did not always agree with the decisions made, I respected and appreciated the steps taken and thoughtfulness with which those decisions were made.

Right now, the best opportunity the City has is to support the Rose Bowl as necessary and work collaboratively with the RBOC to formulate long and short term plans that ensure the venue has a long and prosperous future.

Thank you,

Paul Little
President and Chief Executive Officer

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June 7, 2021

Pasadena City Council
100 N Garfield Avenue
Pasadena, CA 91101

Esteemed Members of the City Council,

Wescom Credit Union is proud to be the Official Banking Partner of the Rose Bowl Stadium. As a not-for-profit financial institution headquartered in Pasadena, we are not only a neighbor to this iconic, 100-year-old venue, we are also a key stakeholder as ticketholders, supporters, volunteers, and Board Members of the Rose Bowl Legacy Foundation and Advisory Board. Since 1934, we have been helping Southern Californians build better lives – and that includes our more than 200,000 members and local communities.

When we entered into our multi-year partnership with the Rose Bowl Stadium in 2015, we stayed true to our Southern California roots by collaborating with this iconic landmark whose affiliated communities closely align with those at Wescom. Now, six years later, we remain invested in the success of the Rose Bowl Stadium.

Despite the difficulties brought on by the COVID-19 pandemic and the challenges many of us still face, we are hopeful that the City of Pasadena understands the importance and value that this legendary venue brings to Southern California. The Rose Bowl Stadium is an important part of the fabric of Pasadena and a true representation of tradition and legacy for current and future generations. Not only will the venue's future signify continued and improved tax revenue in support of the community as a whole, but will further serve as the landmark which brings Southern Californians together in celebration.

Sincerely,

A handwritten signature in black ink that reads "Darren Williams".

Darren Williams
President and CEO

06/08/2021

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Administrative Offices 123 South Marengo Avenue, Pasadena, CA 91101
Operations Center 5601 East La Palma Avenue, Anaheim, CA 92807
Mailing Address P.O. Box 7058, Pasadena, CA 91109

Phone (626) 535-1000 • Toll Free (888) 493-7266 • Web Site www.wescom.org • e-mail mail@wescom.org



June 8, 2021

Mayor Victor Gordo
Pasadena City Council
100 North Garfield Avenue
Pasadena, CA 91109

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CITY OF PASADENA
CITY CLERK

Dear Mayor Gordo and Pasadena City Council,

The Pasadena Center Operating Company enthusiastically supports the Rose Bowl Operating Company during these difficult times. We acknowledge that the Stadium has been severely affected by COVID-19 and requires the support of our entire city and community.

The Rose Bowl Stadium is an iconic landmark that is beloved across the nation and is an important piece of the City of Pasadena's legacy and worldwide appeal. It has served as a backdrop for a centennial of annual events, new year celebrations, global performances, and more. It is a place that has created memories for families across the nation and traditions that have been passed down for generations. It is important that the stadium continues its grand tradition of providing world class events so we can continue to attract visitors and provide lasting experiences.

The Rose Bowl as America's Stadium is a keystone of Pasadena that continues to bring global recognition to our wonderful city, thus we must come together to ensure that the Rose Bowl Stadium's legacy continues for years to come.

Sincerely,

A handwritten signature in cursive script that reads "Michael Ross".

Michael Ross
CEO

06/08/2021
Item 2



June 8, 2021

Mayor Gordo and Members of the Pasadena City Council
100 N. Garfield Avenue
Pasadena, California 91101

RE: Rose Bowl

Dear Mayor Gordo and Council Members:

On behalf of Pasadena Heritage, we are writing to express the following thoughts and concerns regarding the Rose Bowl and its financial challenges.

First, as you consider potential options to generate revenue for the Rose Bowl, please remember that this legendary structure is a National Historic Landmark – the highest level of designation in the land and a very rare and truly exceptional level of recognition. Whatever paths are chosen to strengthen the financial future of the Rose Bowl, this fact must be kept foremost in mind. The Rose Bowl's integrity as an historic place should not be compromised nor its status jeopardized by any choices we make, as its historic status is a tremendous asset upon which we should seek to capitalize and be careful not to devalue.

We have not yet been able to thoroughly review the CAA report and all the many options presented for increasing funding. We would generally support expanding programs and creative uses of the facilities in new and different ways that generate revenue. We would support dedicating a portion of new TOT revenue from new hotels to the Rose Bowl which, after all, fills those hotel rooms year over year for at least several days around January 1. The already existing Sports Institute concept, which uses the facility for sports-related conferences and educational programs, is worthy of development and expansion. Are there increased tourism opportunities that have not been fully realized? Are there other sports that are gaining popularity, lacrosse for example, for which the stadium could serve as a venue?

We understand that after a downturn in the popularity of golf, there has been a real uptick in the last year. We hope that trend will continue. And, although the golf courses are contributors to the Central Arroyo Historic District, there is more flexibility to consider some changes to the courses, especially since there are two 18-hole courses. Brookside Clubhouse is not an historic structure, and there may be real opportunities for improved restaurant and function space there.

We are very concerned about those ideas that focus on new construction, either within or around the Rose Bowl. Not only might new construction impact the historic structure, but would have substantial cost which seems like the wrong course of action.

We look forward to becoming better informed and to participating in discussions about the Rose Bowl as this process goes forward. Thank you for letting us remind you what an important historic place the Rose Bowl is and for taking our comments under consideration today.

Sincerely yours,

A handwritten signature in cursive script, appearing to read "Susan N. Mossman".

Susan N. Mossman
Executive Director

A handwritten signature in cursive script, appearing to read "Andrew Salimian".

Andrew Salimian
Preservation Director