



Rose Bowl Operating Company
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August 1, 2022

To: Honorable Mayor and City Council
From: Jens Weiden, Chief Executive Officer & General Manager
Subject: Continued Discussion – RBOC Five-Year Strategic Initiatives

We are returning to City Council to continue the important discussion regarding the futures of the Rose Bowl Stadium and Brookside Golf Course. When we last presented to the full City Council on June 6th, CAA Strategic Initiatives and RBOC senior leaders shared with you the realities of the situation, the number and scope of projects reviewed, and recommended initiatives that the RBOC would like to study further. However, due to time constraints, the Council was unable to have a thorough and robust dialogue on the topic which brings us to today, when we will first expediently reset the information and discussion points and then answer any questions as the Council engages in productive dialogue about the futures of the Rose Bowl Stadium and Brookside Golf Course.

During the June 6th discussion, we were buoyed to hear the brief comments made by members of the Council concerning the importance of our work. We share in Council's desire to find robust, dependable and ongoing funding sources for the City's assets in the Central Arroyo, and specifically for America's Stadium. Like you, we are proud stewards of the Stadium and Brookside Golf Course and we must all ensure that these assets remain a point of pride for the City. That will require continued investment in existing infrastructure as well as the potential for new projects that fit within the Central Arroyo. We look forward to today's discussion and to continuing the conversation in the months ahead, as we look toward the next century of the Rose Bowl Stadium in the world-famous Central Arroyo.

Attached is the full report and recommendation from June 6th for your approval and review.

Sincerely,

A handwritten signature in black ink, appearing to be "J. Weiden", written in a cursive style.

Jens Weiden
Chief Executive Officer & General Manager

Attachment A – Rose Bowl Operating Company Agenda Report dated June 6, 2022

08/01/2022
Item:19