

# CORRESPONDENCE



April 12<sup>th</sup>, 2022

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

Dear Mayor Gordo and Members of the Pasadena City Council,

My wife and I are the owners of Street Food Cinema and we have held events with the stadium since 2012. We live 8 minutes from the Rose Bowl and work another 12 minutes from it. I wish I could say I jog it every week, but at least every month. It is a symbol of pride for all of us in the stadium's immediate neighborhoods while also being a vital source of opportunity for many of the small businesses in the area like our own.

At Street Food Cinema our company is based on bringing people together to celebrate food and music and film. We consider ourselves part of the cultural fabric of Pasadena and Los Angeles. We could only dream of doing this on the scale the Rose Bowl does with those three big pieces of Southern California culture. Then, when you include the Rose Bowl's vital role in college sports... there really is nothing like it in the country.

Over the past 2 years, Street Food Cinema was lucky enough to find a pivot at the beginning of the pandemic by holding drive-in movie events. With the Rose Bowl's critical support, we held the country's 1<sup>st</sup> drive-in movie premiere for Fox Search light's Academy Award winner, NOMADELAND. And then we went on to hold many other events for clients such as Amazon, Target, Whole Foods and Netflix.

The Rose Bowl Stadium is part of my community and part of my work. I feel that all of us who live and work in the Pasadena area need to support the Rose Bowl in every way possible. It is a exceptional place to gather with friends and family... to exercise or play or celebrate our interests and our passions. So please know that my family, and the extended family of all our followers at Street Food Cinema, believe now is the time to rally behind the Rose Bowl and give it all the support we can to preserve and protect it for my kids and my kid's kids to come.

Thank you for your time and consideration,  
Steve Allison -- CFO Street Food Cinema & TIL Events



April 12, 2022

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

Dear Mayor Gordo and Members of the Pasadena City Council,

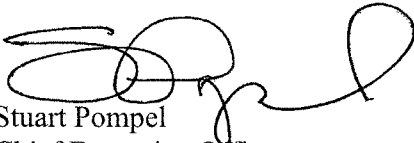
Since 2015, Pacific Crest Youth Arts Organization has hosted *Drum Corps at the Rose Bowl* at the Rose Bowl Stadium. This national performance competition showcases more than 1,500 youth performing with drum and bugle corps from around the country. The event is part of a nationwide network of 100 similar events that make up the Drum Corps International Summer Tour. Thanks to the iconic nature of the Rose Bowl Stadium as *America's Stadium*, this event has grown into the largest of its kind in the western region!

An important facet of *Drum Corps at the Rose Bowl* is our Outreach Program – which allows high school bands to qualify for no-cost or discounted tickets for their students to attend. Pacific Crest's Outreach Program has expanded equity in our economically disadvantaged communities by securing more than \$100,000 in sponsorships over the past eight years. This has resulted in 16,650 students participating in this program since 2015 – including 4,600 who were able to participate at no-cost.

I recently learned that the stadium turns 100 years old this year. What a remarkable symbol of pride for Pasadena! Being able to host our event at the Rose Bowl Stadium -- and impact so many students through our Outreach Program -- brings us a tremendous amount of pride. **And I hope you share in that feeling because we see the Rose Bowl Stadium and the City of Pasadena as partners in delivering performance opportunities and outreach to students throughout our region.**

The Rose Bowl Stadium is a true cultural gem. I believe it is an iconic asset that sets Pasadena apart as one of the best – and most well-known – cities in America. Congratulations for investing in such an important community resource.

Sincerely,



Stuart Pompel  
Chief Executive Officer



April 12, 2022

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

Dear Mayor Gordo and Members of the Pasadena City Council,

The Rose Bowl Stadium is an incredible and iconic venue that provided a spectacular backdrop to our 2020 and 2021 Race to Erase MS, "Drive-In to Erase MS", charity fundraisers. In our mission to continue funding critical multiple sclerosis research, we were able to continue with a live event in 2020 and 2021 and raise over \$1.4 million dollars each year to help find a cure for MS.

The legendary Rose Bowl Stadium as a brand lent a marketing value to help us secure talent and guest interest in purchasing tickets. We are forever grateful for the opportunity to pivot our gala to an event location with a picturesque sunset behind a historical landmark. We are proud to have been a part of making our own history at this historical venue leading up to the monumental 100<sup>th</sup> Anniversary of The Rose Bowl Stadium.

We thank the incredible Rose Bowl event staff and many vendors who supported our Race to Erase MS and look forward to future events at this historical venue.

With much appreciation,

A handwritten signature in black ink that reads "Nancy Davis".

Nancy Davis

Race to Erase MS is a non-profit 501(c)(3) organization Tax ID # 84-1238541



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April 20, 2022

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

Dear Mayor Gordo and Members of the Pasadena City Council,

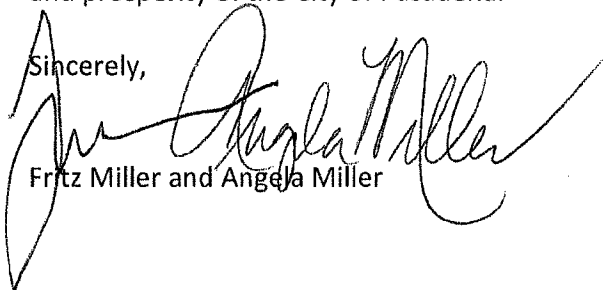
The Rose Bowl Stadium is special. And our family believes it is very important to keep it special for generations to come. This year, on October 28<sup>th</sup>, the iconic stadium turns 100 years old. It has stood as a symbol of Pasadena and American pride for a century, playing a significant role in the sports and entertainment history of the United States.

As a UCLA alumnus I have been attending UCLA football games at the Rose Bowl for more than 40 years. My family and I have witnessed many of the exciting games...and many of the exciting improvements that have been made to the stadium facility. As an active volunteer member of the Rose Bowl Legacy Foundation, I can state that we are working hard to generate more private supporters around the nation. In fact, my wife, Angela, is helping chair the upcoming "Party of the Century". So the Miller family is "all in" for the Rose Bowl!!

As a local business professional, I have used the Rose Bowl facilities for client events and other activities. So, when we talk about all that Pasadena has to offer, the Rose Bowl Stadium remains an essential part of its identity.

We must all come together to ensure that the economic and cultural health of the Rose Bowl Stadium is a top priority for years to come. We have a responsibility to preserve, protect and enhance the Rose Bowl experience so that it remains an iconic asset for the overall well-being and prosperity of the City of Pasadena.

Sincerely,



Fritz Miller and Angela Miller



LOS ANGELES

April 11, 2022

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

Dear Mayor Gordo and Members of the Pasadena City Council,

On October 28<sup>th</sup>, The Rose Bowl Stadium turns 100 years old and there is much to acknowledge and celebrate! While the Stadium is renowned nationwide and touches the lives of so many people throughout the United States, our organization intimately knows The Stadium's positive impact upon the local community.

Our local 501(c)3 non-profit organization, Epilepsy Foundation Los Angeles, has been holding our annual Walk fundraiser at The Rose Bowl since 2010 and raised more than \$6 million to provide vital programs and services for people affected by epilepsy in Pasadena and throughout Southern California. We know that a large part of our event's success is because we are hosting it at such an iconic location. There is nowhere else we would rather be.

To execute a successful event, we engage more than just the staff at the Rose Bowl Operating Company - we also work closely with the various city departments (from health to police) and partner with local businesses (for example: Sprouts Farmers Market, AMS Neurology) and schools (Pasadena City College has been a tremendous source of volunteers).

Our event is truly a community event - we have participation from the local Pasadena community and in return we are able to help residents through the execution of our mission.

This is a time that we must all come together to ensure that the economic and cultural health of the Rose Bowl Stadium is a top priority for years to come. We have a responsibility to preserve, protect and enhance the Rose Bowl experience so that it remains an iconic asset for the overall well-being and prosperity of the City of Pasadena.

Thank you,

Rebekkah Halliwell  
Executive Director





April 11, 2022

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

Dear Mayor Gordo and Members of the Pasadena City Council,

The Rose Bowl Stadium is in a unique, yet crucial, position entering the third decade of the millennia. I understand that this year, on October 28<sup>th</sup>, the iconic stadium turns 100 years old. It has stood as a symbol of Pasadena and American pride for a century, playing a significant role in the sports and entertainment history of the United States.

As a local business and an event organizer in the LA area, the Rose Bowl Stadium has a significant impact on us and on so many other entities. From an economic impact to employment, from attracting visitors to bringing the community together, the Rose Bowl Stadium is undeniably unmatched. Its setting is majestic, creating breathtaking views of the San Gabriel mountains for all who step inside the gates of America's Stadium.

As Pasadena continues to brand itself as the best place to live, invest, do business and vacation, the Rose Bowl Stadium remains an essential part of its identity. The Rose Bowl Stadium is dignified as *America's Stadium* for a reason, as it has catered to all walks of life and serviced those fortunate enough to walk through its historic gates. That is why we chose the Rose Bowl last month to host a Charity Run/Walk for the Michael J. Fox Organization (we moved from Griffith Park).

This is a time that we must all come together to ensure that the economic and cultural health of the Rose Bowl Stadium is a top priority for years to come. We have a responsibility to preserve, protect and enhance the Rose Bowl experience so that it remains an iconic asset for the overall well-being and prosperity of the City of Pasadena.

Thank you,  
Ryan Kugler, President

**Ambassador W. Robert Kohorst (Retired)**  
**740 Huntington Circle**  
**Pasadena, CA 91101**

April 28, 2022

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

Dear Mayor Gordo and Members of the Pasadena City Council:

My wife, Shelley Allen, and I are long time residents of Pasadena. We have enjoyed The Rose Bowl Stadium and the surrounding Arroyo for many years and on many occasions. For a number of years, we lived in the Linda Vista area, with a home overlooking the Arroyo. Despite the occasional inconvenience of events, having the Rose Bowl in our neighborhood was a special treat and the energy created by the events in the Stadium was exciting.

As Pasadena continues to brand itself as the best place to live, invest, do business and vacation, the Rose Bowl Stadium remains an essential part of its identity. The Rose Bowl Stadium is dignified as *America's Stadium* for a reason, as it has catered to all walks of life and serviced those fortunate enough to walk through its historic gates.

This is a a critical time that the community, led by you the City, needs to all come together in understanding the reality of the economic and cultural health of the Rose Bowl Stadium. It should be a top priority for you. We have a responsibility to preserve the Rose Bowl experience and also commit to its future, so that it remains an iconic asset for Pasadena to the rest of the world. Please do all you can to support this special Pasadena asset.

Thank you,



Ambassador W. Robert Kohorst (Retired)



May 9, 2022

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

Dear Mayor Gordo and Members of the Pasadena City Council,

I write as someone whose family moved from the Midwest to the Pasadena area due to our experiences at the iconic the Rose Bowl Stadium and who now has the distinct privilege of serving on the Board of Directors the Rose Bowl Legacy Foundation, the Stadium's 501c3 non-profit organization.

As I am sure you are aware, the Stadium turns 100 years old on October 28, 2022 and, while it has stood as a symbol of Pasadena and American pride for a century, the Rose Bowl Stadium is at a critical juncture in its storied history due to economic challenges and increased competition from other venues.

As an active volunteer on behalf of the Rose Bowl Stadium, I can assure you that we are working tirelessly to generate as many private supporters around the nation as we can to support the future relevancy and spark of our great venue to the Southern California area, the County, the State and to the nation. From its strong economic impact to employment, from attracting visitors to bringing the community together, the Rose Bowl Stadium is a global icon. Its setting is majestic, creating breathtaking views of the San Gabriel mountains for all who step inside the gates of America's Stadium that serve as a beacon to the world to visit (and, in cases like my family, relocate to the Pasadena area). As such, it is evident why the Rose Bowl Stadium remains an essential part of Pasadena's identity as the city brands itself as the best place to live, invest, do business and vacation.

For these reasons, I urge you to ensure that the economic and cultural health of the Rose Bowl Stadium is a top priority for years to come. We have a responsibility to preserve, protect and enhance the Rose Bowl experience so that it remains an iconic asset for the overall well-being and prosperity of the City of Pasadena for another 100 years.

Thank you,



Andrew (Randy) Winograd

April 27, 2022

To the esteemed City Council,

As a writer, I have made a life of words. Still, I struggle to capture the impact – the sheer sense of glee – that the Rose Bowl represents to me and this community.

Without the Rose Bowl, Pasadena would be a sunny version of Peoria.

As we mark the centennial of this treasure, I think it a good time to ponder its significance, which we often take for granted. After all, the Rose Bowl has been a landmark here for 100 years. Like the nearby mountains, it seems a part of the landscape.

There it sits every day, all year long, glowing in the late-afternoon sun, drawing thousands of walkers, runners and cyclists. On fall days, it is one of the nation's premier college football sites. Its concerts and festivals provide a proud rallying point for Pasadena. In a region often too quick to move on, the Rose Bowl is a bedrock reminder of our glorious past.

The Rose Bowl is, along with the Hollywood Bowl and Dodger Stadium, probably the most beloved venue in all of Southern California. Nationally, it ranks with Fenway and Wrigley Field as one of the meccas of sports.

As we often do with reliable old friends, I believe Pasadena takes the Rose Bowl for granted. It needs to be protected and nurtured. As it marks this 100<sup>th</sup> anniversary, what better time to give this remarkable stadium all the attention and support it needs?

Gratefully,

Chris Erskine, columnist and author

April 21, 2022

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

Dear Mayor Gordo and Members of the Pasadena City Council,

The Rose Bowl Stadium is a symbol of Pasadena and American pride and on October 28<sup>th</sup>, it turns 100 years old. It has played a significant role in the sports and entertainment history of the United States, and holds a special place in my family's heart, with my father, Nelson C. Rising being one of the founding members of the Rose Bowl Legacy Foundation.

As an active volunteer member of the Rose Bowl Legacy Foundation, the Stadium's 501c3 non-profit organization, I can proudly state that we are working hard to generate as many private supporters around the nation as we can to support the future relevancy and spark of our great venue to the Southern California area, the County, the State and to the nation. From a strong economic impact to employment, from attracting visitors to bringing the community together, the Rose Bowl Stadium is undeniably unmatched. Its setting is majestic, creating breathtaking views of the San Gabriel mountains for all who step inside the gates of America's Stadium.

The evolution and growth of Pasadena never ceases to amaze me, branding itself as the best place to live, invest, do business and vacation. The Rose Bowl Stadium remains an essential part of its identity and it's dignified as *America's Stadium* for a reason. It has catered to all walks of life and serviced those fortunate enough to walk through its historic gates.

Like the teams who grace the fields of the stadium, camaraderie and unity is paramount to ensure that the economic and cultural health of the Rose Bowl is a top priority for years to come. We have a responsibility to preserve, protect and enhance the Rose Bowl experience so that it remains an iconic asset for the overall well-being and prosperity of the City of Pasadena.

Thank you,

A handwritten signature in blue ink that reads "Chris Rising". The signature is fluid and cursive, with the first name "Chris" and the last name "Rising" clearly legible.

Christopher C. Rising

**FROM THE DESK OF  
DAVID GOULD**

April 28, 2022

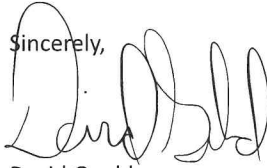
Mayor Victor Gordo and Members of the Pasadena City Council  
100 North Garfield Avenue  
Pasadena, California 91109

Dear Mayor Gordo and Members of the Pasadena City Council,

For some time now I've had the honor and privilege to be a part of the Rose Bowl Legacy Foundation - specifically as a donor and advisory board member. I grew up a few blocks from the stadium and, to this day, it serves as an important part of my childhood. My family would gather every New Year's Day to watch the annual game on TV and hear the roaring of the crowd from our back yard. When I told any acquaintance I was from Pasadena, invariably the subject of the Rose Bowl would come up. After all, is the pinnacle of college football in this country.

For a multitude of reasons, both economic and cultural, we must rally around and support the bowl. How many institutions of its kind are left that generations of people can say they've played in or attended. Let's not take the stadium for granted and keep it the working piece of history it was meant to be.

Sincerely,

A handwritten signature in black ink, appearing to read 'David Gould', written over the word 'Sincerely,'.

David Gould

**1245 S. Grand Ave. Pasadena CA 91105**

May 5, 2022

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

Dear Mayor Gordo and Members of the Pasadena City Council,

This year the Rose Bowl Stadium will celebrate its 100-year centennial birthday. The Rose Bowl has always been synonymous with the very fabric of our city. We are recognized globally as America's Stadium because of our significant roll in sports history and entertainment performances.

I am a Board member of the Rose Bowl Legacy Foundation, the Stadium's 501(c)(3) non-profit organization. I am extremely proud of being associated with such an outstanding institution that garners support nationally in its ongoing mission to be a venue of substance and relevance by providing programs for our community, the State, and national visitors. We work diligently with many the other non-profit organizations, so that we can carry the message of bringing the community together.

I am the owner of Gale's Restaurant in Pasadena. The benefit of having the Rose Bowl Stadium as an integral part of Pasadena's identity is immeasurable. My restaurant has had guests from all over the world because of the one-of-a-kind events that are staged at the Rose Bowl. Through these associations, the City has grown economically and culturally. The diversity of the events that the Rose Bowl exhibits, provides something for everyone. We are an asset to Pasadena, and we hope to grow even stronger in the coming years.

This is a critical time that we ask all to come together to make sure the Rose Bowl has the financial and moral support of the community, so that we can further the programs and outreach that make the Rose Bowl America's Stadium. It is our responsibility to protect, preserve, and grow the Rose Bowl experience, so that it continues to flourish for another 100 years.

Respectfully,

Gale Kohl

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May 9, 2022

Mayor. Victor Gordo  
Pasadena City Hall  
100 N Garfield Avenue  
Pasadena California 91109

Dear Mayor Gordo and Members of the Pasadena City Council,

I was born and raised in Pasadena, and am proud to be a Pasadenan. Although I currently live in Arcadia, Pasadena has a big place in my heart because of my own history with the Rose Bowl over my personal and professional lifetime.

I am a property owner in Pasadena and my professional career as coach in high school, at Pasadena City College and college levels has given me an appreciation of the role of The Rose Bowl in the City. My coaching career has also given me an opportunity to expand that knowledge and my contacts into radio productions weekly in Los Angeles and other States

I know personally that the name Pasadena immediately provides the reaction, "Oh the Rose Bowl.!" Because of these things and in order to protect its position of importance I am currently on the Board of the Rose Bowl Legacy Foundation.

It's easier to get to the top than to stay at the top. The reputation for the Rose Bowl Game and stadium is that it is the finest of college events. Coaches and fans throughout the world recognize the 2:00PM kickoff on New Years Day in Pasadena as a highlight of college football competition. The game brings great jobs, revenue and recognition to the City with visitors, vendors and television viewers alike. This needs to be protected.

The Rose Bowl and the Legacy Foundation have worked together to independently maintain, support and enhance the Bowl in order to keep activities and events here for the benefit of the City. Currently other venues are competing with us to secure events that previously would go to the Rose Bowl. To uphold our reputation and recognition we need the support of the City financially as well as politically. We need to work together as a team toward the continued success of the Rose Bowl as a venue representing the city as well as providing revenue for the City.

Sincerely,

**Harvey L. Hyde**



May 9th, 2022

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

Dear Mayor Gordo and Members of the Pasadena City Council,

The Rose Bowl Stadium undoubtedly stood as a symbol of Pasadena and American pride for a century, playing a significant role in the sports and entertainment history of the United States.

As an active volunteer member of the Rose Bowl Legacy Foundation, the Stadium's 501c3 non-profit organization, I can confidently state that we are working hard to generate as many private supporters and philanthropic energy as we can to support the future relevancy and continuous cultural impact to the nation – but most importantly the Pasadena area. From a strong economic impact to employment, from attracting visitors to bringing the community together, the Rose Bowl Stadium is undeniably a center of influence! Its setting is majestic, creating breathtaking views of the San Gabriel mountains for all who step inside the gates of America's Stadium. It is well known in sports broadcasting that the New Year's Day view of the sun setting on the San Gabriel mountains is THE iconic moment in the college football year.

As Pasadena continues to brand itself to those locally and around the world, the Rose Bowl Stadium remains an essential part of its identity in so many ways. This is not just a place for those special games and events, it is a destination for thousands every day to better their daily lives through a broad range of outdoor pursuits.

This is a time that we must all come together to ensure that the economic and cultural health of the Rose Bowl Stadium. Please make it a top priority. We have a responsibility to preserve, protect and enhance the Rose Bowl experience so that it remains an iconic asset for the overall well-being and prosperity of the City of Pasadena.

Thank you,

A handwritten signature in black ink that reads "Leslie S. Allen". The signature is written in a cursive, flowing style.

May 10, 2022

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

Dear Mayor Gordo and Members of the Pasadena City Council:

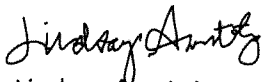
I have been lucky enough to live a mile and half from the Rose Bowl for the last seven years – and have been a Pasadena resident for over a decade.

The Rose Bowl and surrounding areas have quickly become a centerpiece of my family's activities. We are regular attendees at football games, we enjoy the festivals, and enjoyed the Cinco de Mayo festival just a week ago. My husband is a regular at Brookside Golf, and our son is following in his footsteps, participating in First Tee weekly. We feel so grateful to be able to have such an iconic stadium, quite literally in our "backyard."

Now the Rose Bowl Stadium is in a critical and crucial turning point – as the beloved stadium turns 100 years old. As an active volunteer member of the Rose Bowl Legacy Foundation, the Stadium's 501c3 non-profit organization, I can proudly state that we continue to work hard for private funding, government support, and so much more through our community volunteer efforts. We continue to support the future relevancy and spark of our great venue to the Southern California area, the County, the State and to the nation. From a strong economic impact to employment, from attracting visitors to – most importantly to me -- bringing the community together – the Rose Bowl Stadium is incomparable.

This is the time that we must all come together to ensure the Rose Bowl Stadium is a top priority for years to come. Pasadena is a wonderful place to live, invest, do business and vacation; and the Rose Bowl Stadium remains a special part of its identity. We have a responsibility to understand and commit to the future preservation and enhancement of the Rose Bowl experience so that it remains an iconic asset for the overall well-being and prosperity of the City of Pasadena.

Thank you,



Lindsay Amstutz  
San Miguel Road, Pasadena, CA

May 9, 2022

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

Dear Mayor Gordo and Members of the Pasadena City Council,

This year, on October 28<sup>th</sup>, the iconic ROSE BOWL stadium turns 100 years old. It stands and should always remain as a symbol of Pasadena and American pride!

I have been an active volunteer member of the Rose Bowl Legacy Foundation for a few years now and I grew up in Pasadena. My high school graduation (from John Muir) was held at the Rose Bowl, the annual "Turkey Tussle" homecoming game between Muir and PHS takes place at the Rose Bowl. Future generations of students need to experience these types of events at the Rose Bowl.

Pasadena is a wonderful place to live in and to visit, and the Rose Bowl is a major component of why people are drawn to this city. In order for The Rose Bowl Stadium to remain an essential part of Pasadena's identity, investments must be made to ensure its longevity.

We have a responsibility to preserve, protect and enhance the Rose Bowl experience so that it remains an iconic asset for the overall well-being and prosperity of the City of Pasadena.

Thank you,

A handwritten signature in cursive script that reads "Pamela J. Smith". The signature is written in black ink and is positioned above the printed name.

Pamela Tyus Smith

Patrick S. Donahue

May 10, 2022

Dear Mayor Gordo and Council Members,

I am writing to convey my support of the Rose Bowl as it turns 100 years old this year. I first walked into this stadium in 1966 to watch my brother, Terry Donahue, play as a "gutty little Bruin" against then No. 1 ranked Michigan State and it's been a major part of my family's life ever since. We've attended Rose Bowls, Super Bowls, Olympics, World Cups and, of course, Bruin football games over these many years.

As an active volunteer and contributor to the Rose Bowl Legacy Foundation, the Stadium's 501(c)3 nonprofit organization, I can confidently state we are working diligently to garner support around the nation to ensure this great venue's future legacy. The Rose Bowl is undoubtedly the centerpiece of this area of Southern California and so aptly named "America's Stadium."

As you continue to brand Pasadena as a great place to live, work, invest, vacation, and do business, the Rose Bowl should remain an essential part of that identity. This grand building is available to all walks of life to enjoy with family, friends, and their communities.

I am writing to ask for your support in keeping the economic and cultural vibrancy of the Rose Bowl a top priority. We all have a responsibility to preserve, protect, and improve the Rose Bowl experience for our children and future generations. Happy Birthday to this wonderful stadium and here's to many more. Thank you for your consideration.

On behalf of the entire Donahue family,

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

Patrick S. Donahue

May 1, 2022

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

Dear Mayor Gordo and Members of the Pasadena City Council:

The Rose Bowl Stadium is in a unique, yet critical, position entering the third decade of the millennium. This year, on October 28<sup>th</sup>, the iconic Stadium turns 100 years old. It has stood as a symbol of Pasadena and American pride for a century, playing a significant role in the sports and entertainment history of the United States.

As an active volunteer and Board member of the Rose Bowl Legacy Foundation, the Stadium's 501(c)(3) non-profit organization, I can state with confidence that we are working hard to generate as many private donors around the country as we can to support the Stadium's future relevancy with programs that will provide even greater benefit to Pasadena, the Southern California area, Los Angeles County, the State, and the nation. I cannot overstate the economic importance of the Rose Bowl. It supports employment in the community, both directly and indirectly, and it attracts a diverse group of visitors. It provides activities that cannot be matched in bringing the community together. Its setting is majestic, creating breathtaking views of the San Gabriel mountains for all who step inside the gates of America's Stadium.

Thanks to the visionary leadership of the Rose Bowl Operating Committee and of the Rose Bowl Legacy Foundation, support for the Rose Bowl is growing. The Stadium itself is beloved. Legacy Foundation has raised \$50+ million in gross giving to several programs during its existence. It is now pursuing a variety of government grants and has established a Planned Giving program, which has already received several million dollars in testamentary commitments. To support these fundraising efforts and provide even greater visibility to the Stadium, leadership continues to broaden the mission of the Rose Bowl through the establishment of nationally-recognized programs, such as the Rose Bowl Institute and the Women's Empowerment Symposium.

As Pasadena continues to brand itself as the best place to live, invest, do business and vacation, the Rose Bowl Stadium remains an essential part of its identity. The Rose Bowl Stadium is called *America's Stadium* for a reason, as it has catered to individuals from all walks of life and provided a wonderful experience to those fortunate enough to walk through its historic gates.

This is a time that we must all come together to ensure that the economic and cultural health of the Rose Bowl Stadium is a top priority for years to come. We have a responsibility to preserve, protect, and enhance the Rose Bowl experience so that it remains an iconic asset for the overall well-being and prosperity of the City of Pasadena. Please help us with your continued financial support. I have lived here virtually my entire life, and I care very much about Pasadena and its Rose Bowl. With your help I am confident that the Rose Bowl will continue its many contributions to the Pasadena community. .

Thank you!

Thank you.

Shelley B. Thompson, Legacy Foundation Board of Directors Member and Donor



May 2, 2022

Mayor Victor Gordo and Members of the Pasadena City Council  
100 North Garfield Avenue  
Pasadena, CA 91109

Dear Mayor Gordo and Members of the Pasadena City Council,

Wescom Credit Union is proud to be the Official Banking Partner of the Rose Bowl Stadium. 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 local communities and 200,000 plus members. Our partnership and support of the iconic Rose Bowl Stadium is key in helping us work towards our purpose of building better lives in the communities we serve.

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

The strong economic impact to employment that the Rose Bowl Stadium has generated is significant as Pasadena continues to be a destination for business, travel, and livelihood. As *America's Stadium*, the Rose Bowl is an integral part of the fabric of Pasadena and an iconic asset for the overall well-being and success of the city. The Rose Bowl's future not only signifies economic health for generations to come, but also serves as a landmark for celebration across the diverse cultures of Southern California. We look forward to our continued support and partnership with the Stadium for years to come.

Sincerely,

A handwritten signature in black ink that reads "Darren Williams". The signature is fluid and cursive, with a long horizontal stroke at the end.

Darren Williams  
President and CEO

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May 5, 2022

Mayor Victor Gordo and Members of the Pasadena City Council  
100 N. Garfield Ave.  
Pasadena, CA 91109

Dear Mayor Gordo & Members of the Pasadena City Council,

This year, the iconic Rose Bowl Stadium will celebrate its 100<sup>th</sup> birthday. I write you today to ask for your support so that the Rose Bowl will stand strong for another 100 years. This stadium is synonymous with Pasadena and has served as a sense of pride for both the city and the sports and entertainment industry for many years. It is our duty as citizens of the city to secure its legacy.

Personally, I have supported the Rose Bowl Legacy Foundation over the years to help ensure the longevity of the stadium for years to come. Successfully generating many private supporters/donors over the years has provided the necessary funds to help modernize "America's Stadium". We have done so not only because the stadium is iconic, but also because it provides employment to many area residents. Additionally, the fiscal impact the City of Pasadena receives each time there is an event cannot be overlooked.

All sports and entertainment venues have struggled financially over the last 2 years due to Covid. Because of the amazing leadership team in place at the Rose Bowl Legacy Foundation, they have been able to secure Federal funding as well as additional private pledges. These should all serve as reminders that it is imperative that we protect the stadium's economic health in the coming years. Equally important, is for all stewards of the stadium to continue to do that which is necessary to promote the cultural advantages that The Rose Bowl affords the City of Pasadena as well as its many visitors.

In closing, I would like to remind Mayor Gordo and the Members of the Pasadena City Council that we all have a responsibility to help protect, preserve and share everything the Rose Bowl is and has to offer so that its rich heritage will live on for future generations to come.

Sincerely,

James W. Hirschmann, III  
President & CEO



April 12, 2022

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

Dear Mayor Gordo and Members of the Pasadena City Council,

The Rose Bowl Stadium is in a unique, yet crucial, position entering the third decade of the millennia. As you know on October 28<sup>th</sup>, the iconic stadium turns 100 years old. It has stood as a symbol of Pasadena and American pride for a century, playing a significant role in the sports and entertainment history of the United States.

We have been a long-term employer in Pasadena and many of our employees live in the area. As part of our culture, we have been committed to serving the community and to do so we created a Foundation through the Pasadena Community Foundation.

The Rose Bowl Stadium has had a significant impact on us and has given us the unique opportunity to raise money for our Foundation. Our annual Corn Hole tournament on the field has created an event that raises over \$200,000 annually and growing. At last year's tournament, we had 185 teams from across California and other states come to have the opportunity to support the Foundation and participate in the incredible environment of the Rose Bowl. Words of affirmation from the participants confirm that the unique setting of the Rose Bowl has been a driver in the growth of our annual event.

As Pasadena continues to brand itself as the best place to live, invest, do business and vacation, the Rose Bowl Stadium remains an essential part of its identity. The Rose Bowl Stadium is dignified as *America's Stadium* for a reason, as it has catered to all walks of life and serviced those fortunate enough to walk through its historic gates. Bolton, our employees, non-profits and participants are proud and honored to have had the opportunity to experience the rich history of the Rose Bowl and look forward to continuing our desire to support the local community with the Rose Bowl as our center stage.

Mike Morey  
Chief Operating Officer