

**CORRESPONDENCE
FROM
JUNE 6, 2022
SPECIAL CITY COUNCIL
MEETING**

From:
To: [Acevedo, Gloria](#); [Gordo, Victor](#); [Williams, Felicia](#); [Kennedy, John J.](#); [Wilson, Andy](#)
Subject: Agenda Item #3: Budget Workshop
Date: Sunday, May 08, 2022 11:35:35 PM

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Dear Mayor Gordo, Vice Mayor Wilson, Councilpersons Williams and Kennedy,

I am concerned that the famous Rose Bowl is infamously taking away services from the most needy residents of the city.

I was astounded to realize the City has bailed out the Rose Bowl Operating Company to the tune of over \$10 million dollars each fiscal year 2021 and 2022. What necessary services could have been provided with that money for the unsheltered residents sleeping on the street, the renter in danger of losing a home by eviction or facing food insecurity, or for the youth lacking mentors or satisfactory recreation programs?

It is fortunate that a one-time Federal grant will pay that debt this next fiscal year, but will the City be asked to resume huge debt payments in 2024?

Please commit to NOT using the City's General Fund or reserves to pay Rose Bowl debt. The City and the RBOC must begin now to increase Rose Bowl revenues by other means so it will again be self sufficient and not a City burden taking services away from those the City should be serving.

Thank you

Ferne Hayes
50 year resident
District 7

From:
To: [Acevedo, Gloria](#)
Subject: Finance Committee Comment on Item #3, 5/9/23
Date: Sunday, May 08, 2022 5:57:44 PM

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TO: Finance Committee
RE: Comment on Item #3, 5/9/23
FR: Kris Ockershauser, Pasadena District 6

Dear Committee Members:

Thanks to diligent research of the growing debt on the Rose Bowl by a citizens' volunteer committee, we learned that the total debt on the Rose Bowl as of May 2021 was nearly \$200 million and rising.

While the RBOC is supposed to cover the annual debt service on the Rose Bowl with revenue from operations, we also learned that our City Council has approved covering that debt with tens of millions of our General Funds and fund reserves (tax payer funded) which provide such services to Pasadena residents as homeless needs, limited employment and summer camp for youth, library services, etc. (and which provided very minimal funding for our public health department even during the crippling pandemic).

The RBOC's enormous problem of covering the nearly \$200 million in debt on the Rose Bowl – a separate corporation that raises money to fund its operations – is landing in the City's lap, with the help of the City Council. They will be poaching again in 2024 from our General Fund, instead of developing sufficient income-producing marketing and exploring other available options such as leasing or selling some of the Rose Bowl property or pursuing naming rights and sponsorships to handle the rising Rose Bowl debt.

This offloading of the Rose Bowl debt from the RBOC onto us must stop. We call on you, our City Council to stand up to this raiding of General Fund dollars that are badly needed for our residents' needs.

Thank you

SONJA K. BERNDT
Pasadena, CA 91107

May 9, 2022

Mayor Victor Gordo (vgordo@cityofpasadena.net)
Vice Mayor Andy Wilson (awilson@cityofpasadena.net)
Councilmember Tyron Hampton (thampton@cityofpasadena.net)
Councilmember John Kennedy (johnkennedy@cityofpasadena.net)
Councilmember Steve Madison (smadison@cityofpasadena.net)
Councilmember Gene Masuda (gmasuda@cityofpasadena.net)
Councilmember Jessica Rivas (jerivas@cityofpasadena.net)
Councilmember Felicia Williams (fwilliams@cityofpasadena.net)
Members of the Finance Committee
gacevedo@cityofpasadena.net
correspondence@cityofpasadena.net
Pasadena, California

Re: 5/9/2022 Finance Committee Meeting Agenda #3: Rose Bowl Operating Company
Proposed FY2023 Operating Budget

Dear Mayor Gordo, Members of the City Council,
& Members of the Finance Committee:

I have been a resident of Pasadena for 19 years and I live in District 4. I write to express my deep concerns about the City's past payments toward the massive debt on the Rose Bowl and to strongly urge the City Council to commit to NOT spending any more funds from our General Fund or from our fund reserves to pay the Rose Bowl debt.

As of May 2021, the stadium had collected \$197.72 million in outstanding debt from massive renovations years ago. According to City staff, the City had to step in and pay approximately \$11.5 million of Rose Bowl debt in fiscal year 2021 and approximately \$10 million in fiscal year 2022. Those very substantial debt payments were paid from the City's General Fund and/or General Fund reserves. Last year, former City Manager Steve Mermell advised the City Council that paying the Rose Bowl debt had exhausted much of the City's General Fund Operating Reserve.

For FY 2023, Interim City Manager Cynthia Kurtz reports that the City will not have to pay the Rose Bowl debt obligation this year. This is due in large part because the federal government provided the Rose Bowl with a one-time \$10 million Shuttered Venue Grant. But the FY2023 General Fund Five-Year Forecast shows a substantial increase in debt service for FY2024 and beyond due to having to cover the Rose Bowl debt again. Even worse, according to Ms. Kurtz,

with the resumption of debt payments, FY2024 and beyond are projected to have deficits in the General Fund. (C. Kurtz Transmittal Ltr., p. 6.) This can result in a decrease in City services.

The RBOC's Proposed FY2023 Operating Budget projects a net loss of \$4.6 million after reserves. (RBOC Proposed FY2023 Operating Budget, p. 7.) What this suggests to me is that, unless somehow the Rose Bowl generates substantially more revenue this coming year than is predicted, the City will have to pay millions of dollars more toward Rose Bowl debt starting again in FY2024.

Our City has a substantial need to adequately fund critical programs such as shelter for our hundreds of unsheltered residents, assistance for renters who face eviction, affordable housing, and evidence-based violence prevention programs. We need increased City funding for these programs, not the threat of decreased funding due to the City's payment of the Rose Bowl debt. For this reason, I urge the City Council to commit to not using General Fund money and/or City fund reserves for Rose Bowl debt payments and to ensure that the City and the RBOC pursue other available options to pay the debt.

At a special City Council/RBOC joint meeting on June 8, 2021, many options were discussed. The RBOC can ambitiously pursue much more funding through donations and grants from persons passionate about the Rose Bowl, including through the Rose Bowl Legacy Foundation. The RBOC can also pursue more revenue-generating opportunities such as sponsorships, naming rights (e.g., Arroyo campus and/or its assets), more events, etc. The RBOC can also pursue selling or leasing portions of the Rose Bowl property. I support all of these options.

In conclusion, our City Council cannot continue to pay the huge Rose Bowl debt obligation and yet fail to provide for the basic and critical needs of all of our residents. Please ensure that Pasadena works for all of its residents. Thank you for your consideration of this letter.

Sincerely,

/s/

Sonja K. Berndt
Pasadena

Cc: *Pasadena Now*

From: [Acevedo, Gloria](#)
To: [Acevedo, Gloria](#)
Subject: FW: RBOC Proposed FY 2023 Operating Budget
Date: Monday, May 09, 2022 11:52:02 AM
Attachments: [RBOC Budget Letter FY 2023.pdf](#)

From: Breathe Justice
Sent: Monday, May 9, 2022 10:48 AM
Subject: RBOC Proposed FY 2023 Operating Budget

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Dear Mayor Gordo, Vice Mayor Wilson, Councilmembers Hampton, Kennedy, Madison, Masuda, Rivas and Williams, and Members of the Finance Committee,

Thank you for your consideration of our attached letter regarding the Rose Bowl Operating Company and the Proposed FY 2023 Operating Budget.

Respectfully Submitted,

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The B.R.E.A.T.H.E. Justice 365 Team

A Pasadena-based collective of physicians, attorneys, clergy, educators and everyday people striving for equality.

B.R.E.A.T.H.E. JUSTICE 365

May 9, 2022

RE: RBOC Proposed Operating Budget FY 2023

Dear Mayor Gordo, Pasadena City Council Members, and Finance Committee Members,

As a collective of Pasadenans striving for justice and equality in our City, we write to urge the City Council to commit to **not** spending any more funds from our General Fund or from our fund reserves to pay the Rose Bowl debt.

As of May 2021, the stadium had collected \$197.72 million in outstanding debt from massive renovations years ago. According to City staff, the City had to step in and pay approximately \$11.5 million of Rose Bowl debt in fiscal year 2021 and approximately \$10 million in fiscal year 2022. Those substantial debt payments were paid from the City's General Fund and/or General Fund reserves. Last year, former City Manager Steve Mermell advised the City Council that paying the Rose Bowl debt had exhausted much of the City's General Fund Operating Reserve.

For FY 2023, Interim City Manager Cynthia Kurtz reports that the City will not have to pay the Rose Bowl debt obligation this year. This is due, in large part, to the federal government providing the Rose Bowl with a **one-time** \$10 million Shuttered Venue Grant.

Unfortunately, though, the FY 2023 General Fund Five-Year Forecast shows a substantial **increase in debt service** for FY2024 and beyond due to having to cover the Rose Bowl debt again. Even worse, according to Ms. Kurtz, with the resumption of debt payments, **FY2024 and beyond are projected to have deficits in the General Fund**. (C. Kurtz Transmittal Ltr., p. 6.) This could result in a decrease in City services.

The RBOC's Proposed FY2023 Operating Budget projects a net **loss** of \$4.6 million after reserves (RBOC Proposed FY2023 Operating Budget, p. 7.) What this suggests to us is that, unless the Rose Bowl generates substantially more revenue this coming year than is predicted, **the City will have to pay millions of dollars more toward Rose Bowl debt starting again in FY2024**.

Our City has a substantial and urgent need to adequately fund critical programs such as evidence-based, Public Health model violence prevention programs and shelter for our hundreds of unsheltered residents. We need *increased* City funding for these programs, *not* the threat of *decreased* funding due to the City's payment of the Rose Bowl debt.

For this reason, we urge the City Council to commit to **not** using General Fund money and/or City fund reserves for Rose Bowl debt payments and to ensure that the City and the RBOC pursue other available options to pay the debt.

At a special City Council/RBOC joint meeting on June 8, 2021, many options were discussed. The RBOC can ambitiously pursue much more funding through donations and grants from those passionate about the Rose Bowl, including through the Rose Bowl Legacy Foundation.

The RBOC can also pursue more revenue-generating opportunities such as sponsorships, naming rights (e.g., Arroyo campus and/or its assets), more events, etc. The RBOC can also pursue leasing portions of the Rose Bowl property to generate funds. We support these options.

In conclusion, our City Council cannot continue to pay the Rose Bowl debt obligation while failing to provide for the basic and critical needs of all of our residents. Please ensure that Pasadena works for *all* of its residents. Thank you for your consideration.

Respectfully Submitted,

The B.R.E.A.T.H.E. Justice 365 Team

A Pasadena-based collective of physicians, attorneys, clergy, educators and everyday people striving for equality.

SONJA K. BERNDT
Pasadena, CA 91107

RECEIVED
2022 JUN -6 AM 9:08

June 5, 2022

Mayor Victor Gordo (vgordo@cityofpasadena.net)
Vice Mayor Andy Wilson (awilson@cityofpasadena.net)
Councilmember Tyron Hampton (thampton@cityofpasadena.net)
Councilmember John Kennedy (johnjkennedy@cityofpasadena.net)
Councilmember Steve Madison (smadison@cityofpasadena.net)
Councilmember Gene Masuda (gmasuda@cityofpasadena.net)
Councilmember Jessica Rivas (jerivas@cityofpasadena.net)
Councilmember Felicia Williams (fwilliams@cityofpasadena.net)
correspondence@cityofpasadena.net
Pasadena, California

Re: 6/6/2022 City Council Meeting Agenda #1: Rose Bowl Operating Company Proposed FY2023 Operating Budget; and #2: Consideration of RBOC's Five-Year Strategic Initiatives

Dear Mayor Gordo and Members of the City Council:

A. Introduction

I have been a resident of Pasadena for 19 years. I write to express my deep concern about the City's past payments toward the massive debt on the Rose Bowl and to strongly urge the City Council to commit to NOT spending any more funds from our General Fund or from our fund reserves to pay the debt. While the City is ultimately responsible for paying the debt if the RBOC cannot do so, the Council needs to ensure that the City and the RBOC work wisely and urgently to address the RBOC's financial crisis.

There are passionate views on all sides of the Rose Bowl's financial predicament. Some take the position that the Rose Bowl must be saved at all cost. But I do not believe that the majority of our residents would support our City's continued draining of our General Fund and fund reserves to cover the Rose Bowl debt if it meant a decrease in City services.

In considering the RBOC's proposed strategic initiatives, our community deserves an honest, frank, and thorough public discussion of the various suggested options for increasing the RBOC's revenue and the cost to our residents if the RBOC is unsuccessful. Additionally, our community deserves the City's urgency and transparency on this critical matter.

B. Rose Bowl Debt History

For several years prior to 2016, the Rose Bowl underwent a massive multi-phase renovation project, financed primarily through bonds. The renovation included 54 luxury suites, 48 loge

boxes, 1,200 club seats, state-of-the-art press boxes and a new broadcast center. The cost estimate in 2010 was \$152 million. Ultimately, the \$152-million project cost around \$183 million. As of May 2021, the stadium had collected \$197.72 million in outstanding debt. The City had to step in and pay approximately \$11.5 million of Rose Bowl debt in fiscal year 2021 and approximately \$10 million in fiscal year 2022. Those very substantial debt payments were paid from the City's General Fund and/or General Fund reserves. Last year, former City Manager Steve Mermell advised the City Council that paying the Rose Bowl debt had exhausted much of the City's General Fund Operating Reserve.

For FY 2023, Interim City Manager Cynthia Kurtz reports that the City will not have to pay the Rose Bowl debt obligation due, in large part, to the RBOC's receipt of a one-time \$10 million Shuttered Venue Grant from the federal government. But the FY2023 General Fund Five-Year Forecast shows a substantial increase in debt service for FY2024 and beyond due to having to cover the Rose Bowl debt again. Even worse, according to Ms. Kurtz, with the resumption of debt payments, FY2024 and beyond are projected to have deficits in the General Fund. (C. Kurtz Transmittal Ltr., p. 6.) This can result in a decrease in City services.

The RBOC's Proposed FY2023 Operating Budget projects a net operating loss of \$5.9 million after reserves. (Attachment C to Agenda Report, p. 4.) What this suggests to me is that, unless somehow the Rose Bowl generates substantially more revenue this coming year than is predicted, the City will have to pay millions of dollars more toward Rose Bowl debt starting again in FY2024.

C. There Needs to be Urgency and Transparency in Addressing the RBOC's Dire Financial Situation on a Going-Forward Basis

1. The RBOC's Delay in Coming Back to the City Council

At a special City Council/RBOC joint meeting on June 8, 2021, Councilmembers expressed their concerns about the RBOC's financial situation. The RBOC promised to come back to the City Council to "present a second analysis and an update on their budget to the City Council in approximately 4 -5 months." (6/8/21 Mtg. Minutes.) I have reviewed the City Council's FY2022 agendas and minutes and did not see any RBOC presentation, to the City Council, of its "second analysis," including its strategy for generating more revenue, prior to the June 6, 2022 meeting.

2. The Ad Hoc Committee

At the June 8, 2021 City Council/RBOC joint meeting, Mayor Gordo announced he was forming an ad hoc committee "to help focus on and vet the budget issues/details, and provide guidance to the City Council" (also referred to herein as "the Rose Bowl ad hoc committee"). (6/8/21 Mtg. Minutes.)

Last month, I submitted Public Records Act Request #018864 seeking, *inter alia*, "[a]ll documents related to meetings of the [Rose Bowl] ad hoc committee including, but not limited to, agendas, minutes, notes, reports, presentations, letters, and emails." In response, the City

produced some documents, but stated “[t]he Ad Hoc Committee for which you’ve requested documents for was not required to prepare or publish agendas, minutes or presentations.”

According to documents produced, the Rose Bowl ad hoc committee members were Mayor Gordo, and Councilmembers Hampton, Madison, and Williams. There is an agenda for the first meeting, on August 12, 2021, but no documents showing that it occurred. The critical goals of the ad hoc committee noted in the agenda included to “Understand RBOC financial status and its financial needs,” “Prioritize revenue opportunities,” and “Consider the impacts of ongoing General Fund support on City Services.”

No agendas, notes or minutes were produced for any other meetings. This is not to suggest the meetings did not occur. Rather, this illustrates a lack of transparency on the ad hoc committee’s part concerning any of its discussions of the RBOC’s financial problems and strategies. Moreover, respectfully, on a subject as critically important as the Rose Bowl debt, all eight elected members of the Council should be involved in those discussions.

3. RBOC Salaries and Bonuses

At the May 9, 2022 Finance Committee meeting regarding the RBOC’s proposed FY2023 budget, Councilmember Williams expressed concern that RBOC staff had received bonuses during FY2021, when the RBOC was “operating in the red” and was receiving money from the City. I did not see a discussion of this issue in the RBOC’s presentation materials for the June 6, 2022 meeting. A public discussion of these bonuses as well as the staff compensation policies of the RBOC would help engender community member confidence that RBOC staff is compensated reasonably, especially in light of the City’s substantial financial support of the RBOC.

D. The RBOC’s Suggested Options for Generating Revenue

According to the PowerPoint presentation on agenda item #2, the RBOC “faces a cumulative deficit of \$19.5 million after debt service through FY 2027.” Further, “RBOC staff and its team of experts have identified approximately \$45.6 million of unfunded capital repair, replacement, and improvement needs through FY 2028.” The RBOC seeks the Council’s authorization to (1) have the General Manager diligently pursue a number of potentially revenue-generating opportunities; and (2) have the incoming City Manager and incoming RBOC CEO work together and report to the RBOC and City Council quarterly with updates on progress. Since we do not even have a City Manager yet, there will be further delay. Is it possible to meet publicly more frequently to get a plan in place and allow the public to weigh in with any concerns?

Many of the suggested options for generating more revenue do not appear likely to approach the very substantial amount needed to address the RBOC’s dire situation. However, corporate or major donor naming rights on the Arroyo campus and its assets, including the Rose Bowl, does appear very promising and does not have the substantial costs and delays of other options. What did the Tournament of Roses receive in selling naming rights to the Rose Parade to Honda?

Likewise, the options involving ancillary opportunities to develop surrounding property in the Arroyo appear promising. Please diligently pursue these options so our City will not have to deplete our General Fund and reserves covering the Rose Bowl debt again.¹

Our City has a substantial need to adequately fund critical programs such as shelter for our hundreds of unsheltered residents, assistance for renters who face eviction, affordable housing, and evidence-based violence prevention programs. We need increased City funding for these programs, not the threat of decreased funding due to the City's payment of the Rose Bowl debt. For this reason, I urge the City Council to commit to not using General Fund money and/or City fund reserves for Rose Bowl debt payments and to ensure that the RBOC diligently pursues options likely to generate sufficient revenue for operations and for the RBOC to cover the Rose Bowl debt and the cost of capital improvements.

E. Conclusion

I sincerely hope that the RBOC can generate sufficient revenue to continue operations at the Rose Bowl. But we cannot place our General Fund at risk, jeopardizing the level of services in our City. Please ensure that Pasadena works for all of its residents. Thank you for your consideration of this letter.

Sincerely,

/s/

Sonja K. Berndt
Pasadena

¹ There is a vague assertion in Slide 26 of the RBOC's PowerPoint (Appendix A) that "Tenants have certain rights/restrictions regarding naming rights." Please insist that the RBOC give a full, public explanation of this concern, if any, and how the concern may be resolved.

McMillan, Acquanette (Netta)

From: John Fauvre
Sent: Monday, June 06, 2022 7:49 AM
To: PublicComment-AutoResponse
Subject: Council meeting June 6--Rose Bowl budget

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Dear Council Members:

I have lived in Pasadena for 70 years and have often thought about the role of the Rose Bowl Games and their place in our civic identity.

When I went away to college, people stereo typed me as a product of "the City of Roses." I had thought that the Bowl was only a local enterprise to celebrate football. It is still that, and more, the best exercise loop for the whole region.

But it is still our brand, like it or not. And it has leveraged this into local loyalty as well as a marketing ploy. But now the brand may be costing more than it produces. Yet considering it on a stand alone basis seems short sighted. What if we just kept the tv rights and focused even more on the Bowl's cousin, the Parade? What if we left it just for New Year's Day? Or what if we expanded just the brand, selling more tee shirts and maybe running shoes and corporate support and residential identities?

I just wonder whether a complete analysis might include convention and broad civic marketing revenues as well as direct income.

Regards,

John Fauvre

Sent from my iPad

McMillan, Acquanette (Netta)

From: Paul Little <
Sent: Monday, June 06, 2022 10:42 AM
To: City_Council
Cc: PublicComment-AutoResponse
Subject: City Council Special Meeting-Rose Bowl Funding

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Good morning,

The Rose Bowl is one of Pasadena's most iconic landmarks and one of its largest revenue generators. The Board of Directors of the Pasadena Chamber of Commerce has consistently advocated in support of the Rose Bowl and its ongoing viability.

I do not think the city would ever consider shuttering the venue. The Rose Bowl is too valuable to the city and our identity.

I do hope the City Council begins to seriously consider identifying a long-term funding source to support ongoing operations and/or maintenance of the Rose Bowl.

I would not want funds diverted from other sources that are equally deserving and that also contribute to the city's tax base and our identity. I think the City needs to dedicate a revenue stream for the Rose Bowl, however.

Is there a funding source, either existing or that can be created, that will provide a dedicated cash flow for the Rose Bowl? Can the City assume responsibility for the debt service of the Rose Bowl and identify revenues to compensate the City in return, as it did with the Transient Occupancy Tax and the Pasadena Center? Is there a new revenue stream that can be identified to support the Rose Bowl and insure its ongoing viability as a top-tier sports and entertainment venue?

I appreciate that this is a difficult time for the City and revenue may not be available at this time, but it seems appropriate to consider these questions now, before the issue is critical and difficult decisions must be made.

Thank you for devoting a full agenda to the Rose Bowl and its future.

Paul

Paul Little

Paul Little
President and Chief Executive Officer
Pasadena Chamber of Commerce
44 North Mentor Avenue
Pasadena, CA 91106-1745
626-795-3355

www.pasadena-chamber.org

Iraheta, Alba

From: KristinOckershauser <
Sent: Monday, June 6, 2022 2:31 PM
To: Gordo, Victor; Wilson, Andy; Hampton, Tyron; Kennedy, John J.; Madison, Steve; Masuda, Gene; Rivas, Jessica; Williams, Felicia; PublicComment-AutoResponse
Subject: Inadequate RBOC/Council Effort to Close Dire Debt

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June 6, 2022

Mayor Victor Gordo (vgordo@cityofpasadena.net)
Vice Mayor Andy Wilson (awilson@cityofpasadena.net)
Councilmember Tyron Hampton (thampton@cityofpasadena.net)
Councilmember John Kennedy (johnjkennedy@cityofpasadena.net)
Councilmember Steve Madison (smadison@cityofpasadena.net)
Councilmember Gene Masuda (gmasuda@cityofpasadena.net)
Councilmember Jessica Rivas (jerivas@cityofpasadena.net)
Councilmember Felicia Williams (fwilliams@cityofpasadena.net)
correspondence@cityofpasadena.net
Pasadena, California

Re: 6/6/2022 City Council Meeting Agenda #1: Rose Bowl Operating Company Proposed FY2023 Operating Budget; and #2: Consideration of RBOC's Five-Year Strategic Initiatives

Dear Mayor Gordo and Members of the City Council:

I join other taxpayers to register deep concern about the City's past payments toward the massive debt on the Rose Bowl and to strongly urge the City Council to commit to NOT spending any more funds from our General Fund or from our fund reserves to pay the debt. While the City is ultimately responsible for paying the debt if the RBOC cannot do so, the Council needs to ensure that the City and the RBOC work productively and urgently to address the RBOC's financial crisis.

As of May 2021, the Rose Bowl debt was \$197.2 million. Our city's General Fund picked up \$22.5 million of this for 2020 and 2021, and will again be asked for General Fund monies in 2024 and beyond. Meanwhile, other necessary city services will continue to suffer.

The proposals so far to find and develop new sources to pay the debt appear inadequate. However, corporate or major donor naming rights on the Arroyo campus and its assets, including the Rose Bowl, does appear more likely and does not have the substantial costs and delays of other options.

Likewise, the options involving ancillary opportunities to develop surrounding property in the Arroyo appear promising.

The manner in which the Council addresses the dire debt of the RBOC needs to be open to the public, the taxpayers, as opposed to how it's been done so far. Critical meetings of the "Rose Bowl ad hoc committee" this past year of the Mayor and Councilmembers Madison, Hampton and Williams have not been recorded or reported. This is not honest or prudent stewardship.

The Council needs to insist that RBOC take seriously the directive to develop adequate funding sources and report to the Council and the public their plans and results.

City taxpayers do not need an albatross of this size around our necks because RBOC will not work earnestly and quickly to develop adequate funding. And the Council must not be a silent partner in this dereliction of duty.

Sincerely,

Kris Ockershauser

District 6



April 12th, 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 1st 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 an 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 100th 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, appearing to read "Nancy Davis". The signature is fluid and cursive, with a long, sweeping underline.

Nancy Davis

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



SIGNATURE ESTATE & INVESTMENT ADVISORS, LLC*
CENTURY CITY • NEWPORT BEACH • REDONDO BEACH • VIRGINIA • PASADENA • HOUSTON
SEIA.com

155 N. LAKE AVENUE
SUITE 780
PASADENA, CA 91101
TELEPHONE 626.795.2944
FACSIMILE 626.795.2994

2121 AVENUE OF THE STARS
SUITE 1600
LOS ANGELES, CALIFORNIA 90067
TELEPHONE 310.712.2323
TELEPHONE 800.723.5115
FACSIMILE 310.712.2345

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 28th, 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



EPILEPSY
FOUNDATION
END EPILEPSY TOGETHER

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 28th, 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 28th, 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 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,

A handwritten signature in black ink, appearing to read 'WR Kohorst', with a stylized flourish at the end.

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 100th 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,

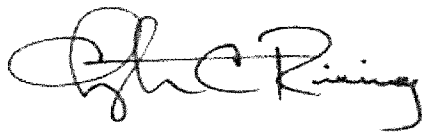
The Rose Bowl Stadium is a symbol of Pasadena and American pride and on October 28th, it turns 100 years old. It has played a significant role in the sports and entertainment history of the United States, and holds a special place in my family's heart, with my father, Nelson C. Rising being one of the 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 pridefully 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 black ink, reading "Chris Rising". The signature is stylized with a large, looping "C" at the beginning and a long, sweeping underline.

Christopher C. Rising

**FROM THE DESK OF
DAVID GOULD**

April 28, 2022

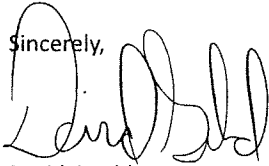
Mayor Victor Gordo and Members of the Pasadena City Council
100 North Garfield Avenue
Pasadena, California 91109

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', with a stylized, cursive script.

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

H

H

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 with a large initial "L".

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:

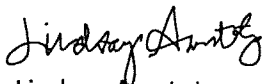
I have been lucky enough to live a mile and half from the Rose Bowl for the last seven years – and have been a Pasadena resident for over a decade.

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 pridefully 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 an 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,

A handwritten signature in black ink, reading "Lindsay Amstutz". The signature is fluid and cursive, with the first name "Lindsay" and last name "Amstutz" clearly legible.

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 28th, 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 black ink that reads "Pamela J. Smith". The signature is written in a cursive, flowing style.

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', written in a cursive style.

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 28th, 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, appearing to read "D. Williams". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Darren Williams
President and CEO

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



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 100th 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,

A handwritten signature in black ink, appearing to read "JWH III".

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 28th, 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

McMillan, Acquanette (Netta)

From: Andrew Salimian < > Friday, June 03, 2022
Sent: 4:58 PM PublicComment-AutoResponse
To: Sue Mossman
Cc: RBOC 5-Year Strategic Initiatives
Subject:

Some people who received this message don't often get email from asalimianhp@gmail.com. [Learn why this is important](#)

CAUTION: This email was delivered from the Internet. Do not click links or open attachments unless you **know** the content is safe. Report phish using the Phish Alert Button. [Learn more...](#)

Dear Mayor and Members of the City Council,

As you consider options to improve the economic viability of the Rose Bowl in the future, please give utmost consideration to the fact that the Rose Bowl is a National Historic Landmark and that the Central Arroyo, including the Rose Bowl, surrounding area, and Brookside Golf Course are listed together as a National Register Historic District.

We are particularly concerned about the option of changing the seating at the south end of the Stadium as that would certainly be a significant alteration to the landmark stadium. What other possibilities have been considered? Reworking a portion of the original golf course for a family golf center is probably achievable with mitigation. Reworking the Brookside Golf Club, or constructing a new structure there that is more attractive and has more amenities is also an option that would not impact the historic resources in the area as much, would seem to have good revenue-generating potential and would be much less costly.

In general, any possible change to the Rose Bowl or the Golf Course or other historic areas or features should be carefully evaluated in terms not only of their income-generating potential but also as to the impact on these valuable historic resources. We have asked that an historic preservation consultant be part of the team proposing and reviewing these strategies so that you would have the benefit of that analysis. If that has not yet happened, we urge you to ask the Rose Bowl leadership to have that evaluation done as soon as possible so we can all use that information as part of a comparison of options and their pros and cons.

Thank you for hearing our concerns and for protecting this crucial Pasadena treasure.

Andrew Salimian
Preservation Director
Pasadena Heritage

McMillan, Acquanette (Netta)

From: Arnold Siegel <>
Sent: Saturday, June 04, 2022 9:26 PM
To: Gordo, Victor; Wilson, Andy; Hampton, Tyron; Kennedy, John J.; Madison, Steve; Masuda, Gene; Rivas, Jessica; Williams, Felicia; PublicComment-AutoResponse; Jomsky, Mark
Subject: Rose Bowl agenda items for June 6, 2022

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Mayor Victor Gordo and Members of the Pasadena City Council

My family and I have lived on Prospect Boulevard immediately adjacent to the Rose Bowl and the Arroyo for 45 years. My wife and I have been active members of the community, serving on and chairing many non-profit boards. I have served and chaired three City Commissions including the Planning and Library Commissions.

Over the past four decades I have attended many meetings about the Arroyo and Rose Bowl. The community had repeatedly found itself confronting the same dilemma: how can we achieve financial security for the Rose Bowl. Unfortunately, it is an old and outmoded stadium which now faces very stiff competition from other venues in Los Angeles County. The new Sofi stadium has sucked away significant major concert revenue and may, in time, entice UCLA to move. UCLA football games draw only about half the attendance they did in the past. We now have two soccer stadiums in the area. The Coliseum has been refurbished.

While I realize that we must take some actions to improve the Rose Bowl's finances, I urge you to exercise caution in fulfilling your oversight roles. Your role is not to be cheerleaders for the Rose Bowl, but to balance other critical community needs and protect the city's financial health and carefully evaluate the proposed actions. You should not solve the Rose Bowl's financial problems on the backs of the average citizen, many of whom rarely if ever attend an event in the Rose Bowl. Personally, I believe that selling naming rights would be a simple way of raising new money.

The RBOC is proposing several initiatives to improve the Rose Bowl's finances that are not directly in the Rose Bowl, such as building a hotel or taking out all or part of one of the golf courses for new uses. Again, I urge caution. The preservation of open space and accessible recreation facilities is important for all members of the community.

Finally, I believe that Darryl Dunn has been an excellent general manager. But I was surprised to learn that the RBOC chose his successor without a national search. Diversity and inclusion are important values in Pasadena and the nation, The General Manager position is

very visible and highly paid. We should have cast the widest net possible to recruit the very best person.

Thank you for your consideration,

Very truly yours,

/s/ Arnold Siegel

j--

Arnold Siegel

SONJA K. BERNDT
Pasadena, CA 91107

2022 JUN -6 AM 9: 08

June 5, 2022

Mayor Victor Gordo (vgordo@cityofpasadena.net)
Vice Mayor Andy Wilson (awilson@cityofpasadena.net)
Councilmember Tyron Hampton (thampton@cityofpasadena.net)
Councilmember John Kennedy (johnkennedy@cityofpasadena.net)
Councilmember Steve Madison (smadison@cityofpasadena.net)
Councilmember Gene Masuda (gmazuda@cityofpasadena.net)
Councilmember Jessica Rivas (jerivas@cityofpasadena.net)
Councilmember Felicia Williams (fwilliams@cityofpasadena.net)
correspondence@cityofpasadena.net
Pasadena, California

Re: 6/6/2022 City Council Meeting Agenda #1: Rose Bowl Operating Company Proposed FY2023 Operating Budget; and #2: Consideration of RBOC's Five-Year Strategic Initiatives

Dear Mayor Gordo and Members of the City Council:

A. Introduction

I have been a resident of Pasadena for 19 years. I write to express my deep concern about the City's past payments toward the massive debt on the Rose Bowl and to strongly urge the City Council to commit to NOT spending any more funds from our General Fund or from our fund reserves to pay the debt. While the City is ultimately responsible for paying the debt if the RBOC cannot do so, the Council needs to ensure that the City and the RBOC work wisely and urgently to address the RBOC's financial crisis.

There are passionate views on all sides of the Rose Bowl's financial predicament. Some take the position that the Rose Bowl must be saved at all cost. But I do not believe that the majority of our residents would support our City's continued draining of our General Fund and fund reserves to cover the Rose Bowl debt if it meant a decrease in City services.

In considering the RBOC's proposed strategic initiatives, our community deserves an honest, frank, and thorough public discussion of the various suggested options for increasing the RBOC's revenue and the cost to our residents if the RBOC is unsuccessful. Additionally, our community deserves the City's urgency and transparency on this critical matter.

B. Rose Bowl Debt History

For several years prior to 2016, the Rose Bowl underwent a massive multi-phase renovation project, financed primarily through bonds. The renovation included 54 luxury suites, 48 loge

boxes, 1,200 club seats, state-of-the-art press boxes and a new broadcast center. The cost estimate in 2010 was \$152 million. Ultimately, the \$152-million project cost around \$183 million. As of May 2021, the stadium had collected \$197.72 million in outstanding debt. The City had to step in and pay approximately \$11.5 million of Rose Bowl debt in fiscal year 2021 and approximately \$10 million in fiscal year 2022. Those very substantial debt payments were paid from the City's General Fund and/or General Fund reserves. Last year, former City Manager Steve Mermell advised the City Council that paying the Rose Bowl debt had exhausted much of the City's General Fund Operating Reserve.

For FY 2023, Interim City Manager Cynthia Kurtz reports that the City will not have to pay the Rose Bowl debt obligation due, in large part, to the RBOC's receipt of a one-time \$10 million Shuttered Venue Grant from the federal government. But the FY2023 General Fund Five-Year Forecast shows a substantial increase in debt service for FY2024 and beyond due to having to cover the Rose Bowl debt again. Even worse, according to Ms. Kurtz, with the resumption of debt payments, FY2024 and beyond are projected to have deficits in the General Fund. (C. Kurtz Transmittal Ltr., p. 6.) This can result in a decrease in City services.

The RBOC's Proposed FY2023 Operating Budget projects a net operating loss of \$5.9 million after reserves. (Attachment C to Agenda Report, p. 4.) What this suggests to me is that, unless somehow the Rose Bowl generates substantially more revenue this coming year than is predicted, the City will have to pay millions of dollars more toward Rose Bowl debt starting again in FY2024.

C. There Needs to be Urgency and Transparency in Addressing the RBOC's Dire Financial Situation on a Going-Forward Basis

1. The RBOC's Delay in Coming Back to the City Council

At a special City Council/RBOC joint meeting on June 8, 2021, Councilmembers expressed their concerns about the RBOC's financial situation. The RBOC promised to come back to the City Council to "present a second analysis and an update on their budget to the City Council in approximately 4 -5 months." (6/8/21 Mtg. Minutes.) I have reviewed the City Council's FY2022 agendas and minutes and did not see any RBOC presentation, to the City Council, of its "second analysis," including its strategy for generating more revenue, prior to the June 6, 2022 meeting.

2. The Ad Hoc Committee

At the June 8, 2021 City Council/RBOC joint meeting, Mayor Gordo announced he was forming an ad hoc committee "to help focus on and vet the budget issues/details, and provide guidance to the City Council" (also referred to herein as "the Rose Bowl ad hoc committee"). (6/8/21 Mtg. Minutes.)

Last month, I submitted Public Records Act Request #018864 seeking, *inter alia*, "[a]ll documents related to meetings of the [Rose Bowl] ad hoc committee including, but not limited to, agendas, minutes, notes, reports, presentations, letters, and emails." In response, the City

produced some documents, but stated “[t]he Ad Hoc Committee for which you've requested documents for was not required to prepare or publish agendas, minutes or presentations.”

According to documents produced, the Rose Bowl ad hoc committee members were Mayor Gordo, and Councilmembers Hampton, Madison, and Williams. There is an agenda for the first meeting, on August 12, 2021, but no documents showing that it occurred. The critical goals of the ad hoc committee noted in the agenda included to “Understand RBOC financial status and its financial needs,” “Prioritize revenue opportunities,” and “Consider the impacts of ongoing General Fund support on City Services.”

No agendas, notes or minutes were produced for any other meetings. This is not to suggest the meetings did not occur. Rather, this illustrates a lack of transparency on the ad hoc committee’s part concerning any of its discussions of the RBOC’s financial problems and strategies. Moreover, respectfully, on a subject as critically important as the Rose Bowl debt, all eight elected members of the Council should be involved in those discussions.

3. RBOC Salaries and Bonuses

At the May 9, 2022 Finance Committee meeting regarding the RBOC’s proposed FY2023 budget, Councilmember Williams expressed concern that RBOC staff had received bonuses during FY2021, when the RBOC was “operating in the red” and was receiving money from the City. I did not see a discussion of this issue in the RBOC’s presentation materials for the June 6, 2022 meeting. A public discussion of these bonuses as well as the staff compensation policies of the RBOC would help engender community member confidence that RBOC staff is compensated reasonably, especially in light of the City’s substantial financial support of the RBOC.

D. The RBOC’s Suggested Options for Generating Revenue

According to the PowerPoint presentation on agenda item #2, the RBOC “faces a cumulative deficit of \$19.5 million after debt service through FY 2027.” Further, “RBOC staff and its team of experts have identified approximately \$45.6 million of unfunded capital repair, replacement, and improvement needs through FY 2028.” The RBOC seeks the Council’s authorization to (1) have the General Manager diligently pursue a number of potentially revenue-generating opportunities; and (2) have the incoming City Manager and incoming RBOC CEO work together and report to the RBOC and City Council quarterly with updates on progress. Since we do not even have a City Manager yet, there will be further delay. Is it possible to meet publicly more frequently to get a plan in place and allow the public to weigh in with any concerns?

Many of the suggested options for generating more revenue do not appear likely to approach the very substantial amount needed to address the RBOC’s dire situation. However, corporate or major donor naming rights on the Arroyo campus and its assets, including the Rose Bowl, does appear very promising and does not have the substantial costs and delays of other options. What did the Tournament of Roses receive in selling naming rights to the Rose Parade to Honda?

Likewise, the options involving ancillary opportunities to develop surrounding property in the Arroyo appear promising. Please diligently pursue these options so our City will not have to deplete our General Fund and reserves covering the Rose Bowl debt again.¹

Our City has a substantial need to adequately fund critical programs such as shelter for our hundreds of unsheltered residents, assistance for renters who face eviction, affordable housing, and evidence-based violence prevention programs. We need increased City funding for these programs, not the threat of decreased funding due to the City's payment of the Rose Bowl debt. For this reason, I urge the City Council to commit to not using General Fund money and/or City fund reserves for Rose Bowl debt payments and to ensure that the RBOC diligently pursues options likely to generate sufficient revenue for operations and for the RBOC to cover the Rose Bowl debt and the cost of capital improvements.

E. Conclusion

I sincerely hope that the RBOC can generate sufficient revenue to continue operations at the Rose Bowl. But we cannot place our General Fund at risk, jeopardizing the level of services in our City. Please ensure that Pasadena works for all of its residents. Thank you for your consideration of this letter.

Sincerely,

/s/

Sonja K. Berndt
Pasadena

¹ There is a vague assertion in Slide 26 of the RBOC's PowerPoint (Appendix A) that "Tenants have certain rights/restrictions regarding naming rights." Please insist that the RBOC give a full, public explanation of this concern, if any, and how the concern may be resolved.

RECEIVED

**LINDA VISTA-ANNANDALE ASSOCIATION 2022 JUN -6 PM 1:49
PASADENA, CA**

June 5, 2022

Re: City Council Meeting 6/6/2022; Agenda Item 2. RBOC 5-Year Strategic Plan

Mayor Gordo and Councilmembers,

The Linda Vista-Annandale Association (LVAA) appreciates the opportunity to comment on the RBOC 5-Year Strategic Initiatives Plan.

The financial future of the Rose Bowl appears bleak, and Rose Bowl operations may be unsustainable in the future. Is the answer to “throw” one Arroyo Seco commercialization idea after another at the challenge in the process, thereby undermining Pasadena’s irreplaceable, unique Open Space and recreational public lands asset while not really solving the basic economic problem? We think not.

LVAA’s Board of Directors always begins with a first principle: preserve and maintain the Arroyo Seco, including the Central Arroyo, as the irreplaceable, environmentally distinctive, significant, Open Space and recreational public lands asset that is at the heart of Pasadena’s parks and open space system. The Rose Bowl stadium does not exist as a stand-alone structure – rather, it is a significant part of a larger public lands Open Space and recreational asset and all must be considered as a “whole.”

We ask you to remember that the City has been committed for a long period of time to the importance and preservation of the whole Arroyo Seco. Article XVI of the City Charter, related to park preservation including the Arroyo Seco, states that: “All dedicated park land owned by the City shall be used only for park and recreational purposes, and shall not be sold, transferred or used for other purposes, except upon the approval of a majority of the voters at an election held for such purpose.”

The Arroyo Seco Public Lands Ordinance, which regulates activities and uses in the Arroyo including Rose Bowl recreational Displacement Events, has as its purpose the following:

“The purpose of this chapter is to establish regulations for preservation, enhancement and enjoyment of the Arroyo Seco as a unique environmental, recreational and cultural resource of the city surrounded by residential neighborhoods. Such resource and the neighborhoods must be preserved, protected and properly

maintained. These regulations are designed to identify uses, activities, facilities and structures as well as their limitations.”

The Central Arroyo Master Plan, adopted in 2003, which identified and planned for numerous projects to maintain and preserve the Central Arroyo as a public lands recreational asset included the following “Overarching Themes” which we think may be just as true today as then:

“Overarching Themes

- ☐ Recognize the uniqueness of the Central Arroyo as an irreplaceable natural resource;
- ☐ The Central Arroyo lacks adequate stature in competition for scarce public funds;
- ☐ Absence of clear responsibility for resource stewardship;
- ☐ Need to achieve a balance of use for the benefit of the entire community;
- ☐ Land use decisions appear to be solely driven by economics;
- ☐ The Central Arroyo has become a “park by default.”

Finally, this trip through Arroyo Seco public policy takes us to the 2012 Urban Land Institute (ULI) Report from an organization usually considered “pro-business”, commissioned just like so many other “reports” and studies by the RBOC, entitled “The Rose Bowl and the Central Arroyo Seco: Strategies for an Iconic Landmark and its Surrounding Area.” A Power Point summary of the Report is attached. The ULI Report, which recognizes that the Central Arroyo is an incredible natural resource in a magnificent setting and is a “National Treasure”, is somewhat out of date, includes some controversial recommendations, and some of the ideas in the Report have been implemented, but the one, holistic, visionary recommendation for a complete restructuring of management of the Rose Bowl and the Central Arroyo seems to have been forgotten: the creation of a Central Arroyo Conservancy. This idea and its benefits are outlined in the attached ULI Power Point summary of the Report. (Note: The One Arroyo project supposedly addresses the Conservancy idea, but not effectively in our view although its proposed projects are important.)

Perhaps it is time to think again about how to restructure management and administration of the entire Central Arroyo as a whole with the ultimate “streamlining” goal of ceasing to lose the forest for the trees, and instead find the whole “forest.”

Back to today’s exercise in throwing isolated ideas at a wall and hoping some will “stick.” In our attempt to think holistically, we are concerned about “strategies” that will result in commercialization of the Arroyo while failing to preserve and maintain the Central Arroyo. To avoid this result, we think that allocating certain tax revenues to the Rose Bowl such as TOT and a city-wide parking tax might be very useful. On the other hand, i.e., broadening “monetization opportunities,” that is, Ancillary Opportunities, is

concerning (with the possible exception of “redeveloping” the Brookside Club House), since this proposal seems to be a direct effort at commercialization without a holistic perspective of the entire Central Arroyo.

Thank you for considering our comments and keeping them in mind as you continue your work to solve ongoing Rose Bowl challenges.

Sincerely,

Nina Chomsky

Nina Chomsky, LVAA President
cc: LVAA Board of Directors

:

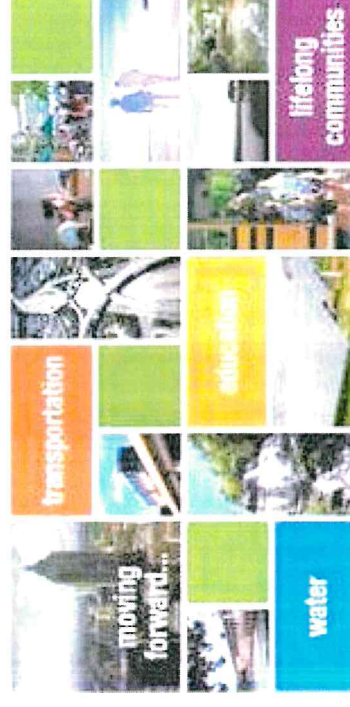
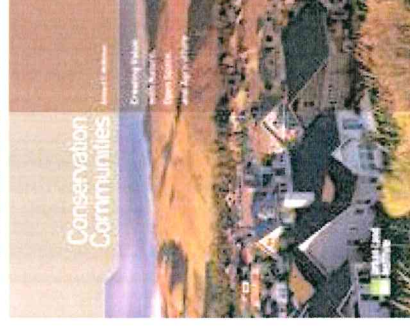
Rose Bowl Pasadena CA



An Urban Land Institute
Governors Advisory Panel
January 30-February 2, 2012

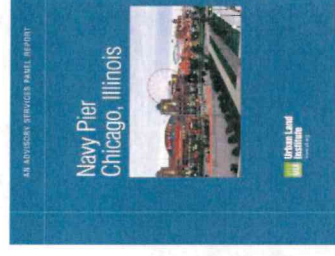
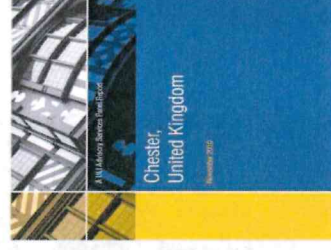
About the Urban Land Institute

- The mission of the Urban Land Institute is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide.
- ULI is a membership organization with nearly 30,000 members, worldwide representing the spectrum of real estate development, land use planning and financial disciplines, working in private enterprise and public service.
- What the Urban Land Institute does:
 - Conducts Research
 - Provides a forum for sharing of best practices
 - Writes, edits and publishes books and magazines
 - Organizes and conducts meetings
 - Directs outreach programs
 - Conduct Advisory Services Panels



The Advisory Services Program

- Since 1947
- 15 - 20 panels a year on a variety of land use subjects
- Provides independent, objective candid advice on important land use and real estate issues
- Process
 - Review background materials
 - Receive a sponsor presentation & tour
 - Conduct stakeholder interviews
 - Consider data, frame issues and write recommendations
 - Make presentation
 - Produce a final report





GAP Panel

- A GAP is a 3 Day assignment using the successful model of the ULI Advisory Services Panel.
- GAPs are member-led interdisciplinary panels that help communities address important land use and real estate development issues.
- The ULI Foundation provides the monetary support for GAPs making them free of charge to a community.
- GAPs address one of more the ULI priority areas.
- GAP Panelists will be ULI Governors.
- The ULI Foundation will support 2-3 GAPs annually.



The Panel

Richard Perlmutter, Chair

Susan Hudson-Wilson

Frank Stanek

Rick Rosan

Ryan Bouma



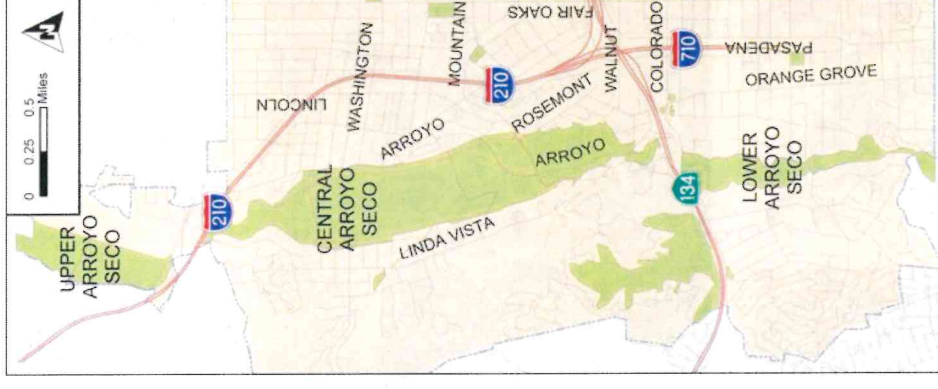
Statement of the Problem

Consider and evaluate how the City can generate revenues from existing users to maintain and enhance the Arroyo experience without displacing existing users and impacting the surrounding residential neighborhoods.

- What additional revenue generating amenities could be provided for existing users (e.g. bicycle rentals, food services, sports shop, etc.)?
- What additional revenue generating programs or events could be added to attract new users without impacting the surrounding residential neighborhoods?
- What sponsorships, partnerships or other similar opportunities are available that would not require new services or programs?
- What public investments should be made in the Arroyo Seco to enhance the user experience?
- What ways can the surface parking lots be creatively utilized to generate revenues and enhance the user experience?
- How can the City better capitalize on the Rose Bowl's brand or image?
- How can the City better capitalize on tourism generated by the Rose Bowl and other area attractions (from existing special events and from general visitors to the area)?
- How can the City better capitalize on the presence of the Kidspace Museum and Aquatics Center?
- How can the golf course and clubhouse be enhanced to expand revenues and provide better amenities for existing and new users?
- How can the City creatively address existing issues such as traffic, parking and noise?

Impressions

- Incredible natural resource in a magnificent setting
- Facility is declining from overuse and lack of appropriate investment
- No comprehensive management plan for prioritizing the use of scarce resources in the Central Arroyo



Impressions

Daily conflicts between a myriad of users:

- Bikers
- Pelotons
- Skaters
- Walkers
- Runners
- Strollers
- Golfers
- Picnickers
- Swimmers
- Kid Space patrons



Fractured Management Structure

Fractured Government Structure

- RBOC
- Brookside Golf Course
- Public Works Department
- Transportation Department
- Park Department
- Human Resources
- LA County (flood control)
- Army Corps
- Tournament of Roses

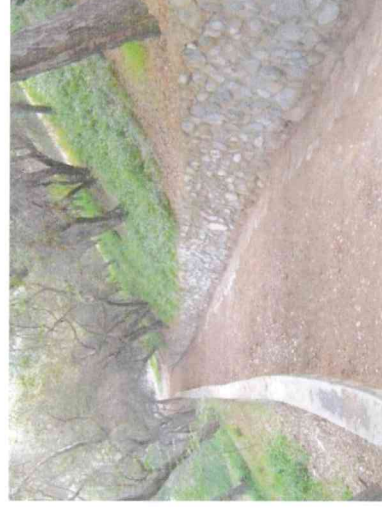


Declining/Degraded Environment

- Failing Walls
- Degraded gardens
- Competing Use of Facilities

Event Management

- No comprehensive approach to scheduling and prioritizing events
- No comprehensive approach to pricing events

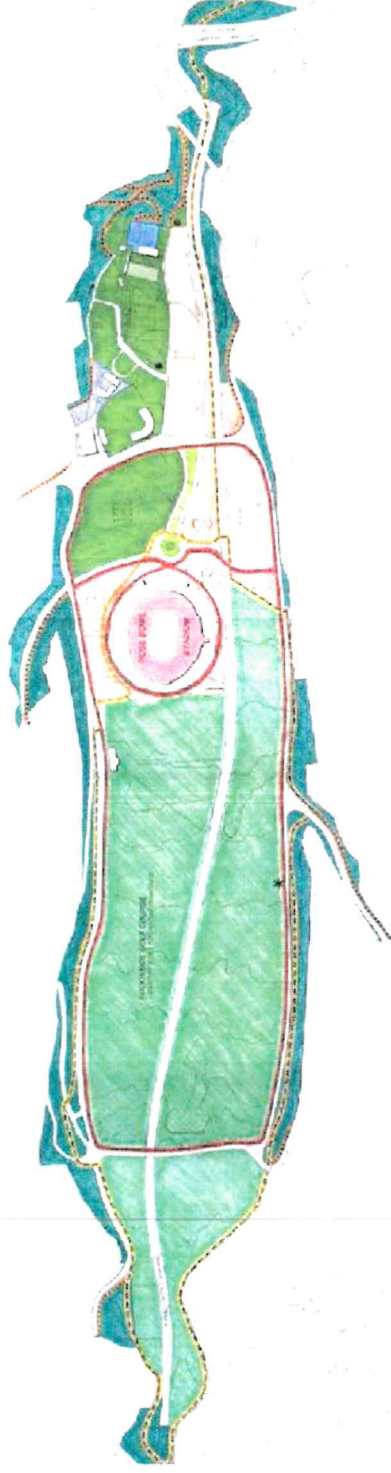


Big Idea

A Unique Environment calls for a Unique Solution

ULI Believes that Self-Sustaining Management Entity: the Central Arroyo Conservancy

- Manage the entire Central Arroyo through a shared vision
- Coordinate activities and events
- Manage scarce resources
- Optimize and pool financial resources (consistent user fees/ management of access
- Improve user experience



Why

Four Main supports to the idea that the Central Arroyo could become a significantly self-sufficient entity

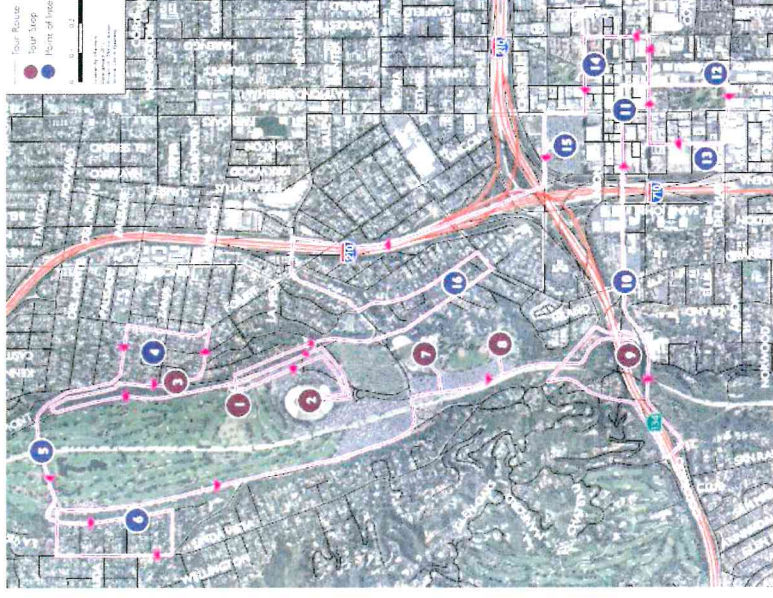
- Population
- Income Levels
- Brand
- Finite Physical Space

How

The Central Arroyo Conservancy

- New not-for-profit modeled after the NY City's Central Park Conservancy
 - Operational planning and management
 - RBOC folded into the Conservancy
 - Professional staff
 - The Conservancy will not be an "authority" but rather a creature of the City of Pasadena.
 - Operate under a lease for the city to it and controlled by a board with representatives of the city council, the mayor's office and departments of the executive branch.
 - It would have public members and private citizens as representatives of the community.
 - The Conservancy would be designed to be completely transparent in its actions and the City would control the lease terms and renewals.
- Example: The NY Central Park Conservancy revives a lease for between 8 and 10 years is renewable.

**CENTRAL PARK
CONSERVANCY**
central to the park



How

The Central Arroyo Conservancy



Primary Duties:

- Create a physical master plan
 - New capital projects
 - Land restoration
 - Long term projects
- Create a business plan
- Create programing template



Conservancy can fulfill the shared long-term vision for the Central Arroyo

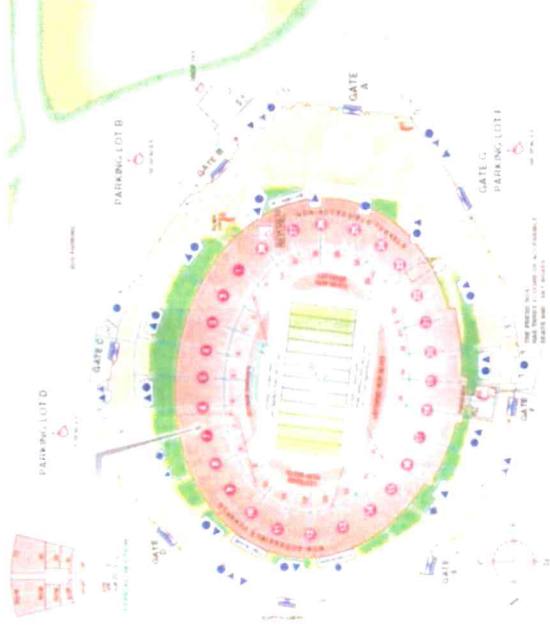
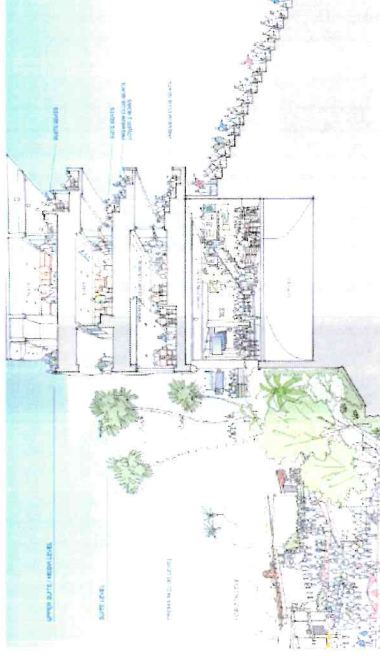


How

Rose Bowl Enhancement

Visitor Program-Built on Existing and potential visitor flows

- Tour and interactive legends attraction
 - Iconic Name and History
 - Visitor's Center located within the Court of Champions
 - Tour Ticket and Gathering Area
 - Locker Room, training facilities, historic event location, field walk on
 - “Catch a Pass” in the end zone or Hold your Wedding at 50 yard line
 - Photo ops, take home and/or digital dissemination
 - Merchandise and Memorabilia
 - Need licensing program and product creation
 - Snack and Refreshment Areas
 - Replaces current food facilities, scalable for use on nongame days
 - Interactive Attraction



How

Examples

- Empire State Building
- Yankee Stadium
- Dallas Cowboys Stadium
- Heineken Factory Tour
- Louisville Slugger Museum
- Lambeau Field
- Rose Parade Float building
- Gamble House

Process

- Estimated Revenue Potential \$10+ million
- Sponsor "Potential"
- Can have citizen support and enhances the Pasadena Heritage Story
- Process – Retain Creative/Economic Consultants (locally available)

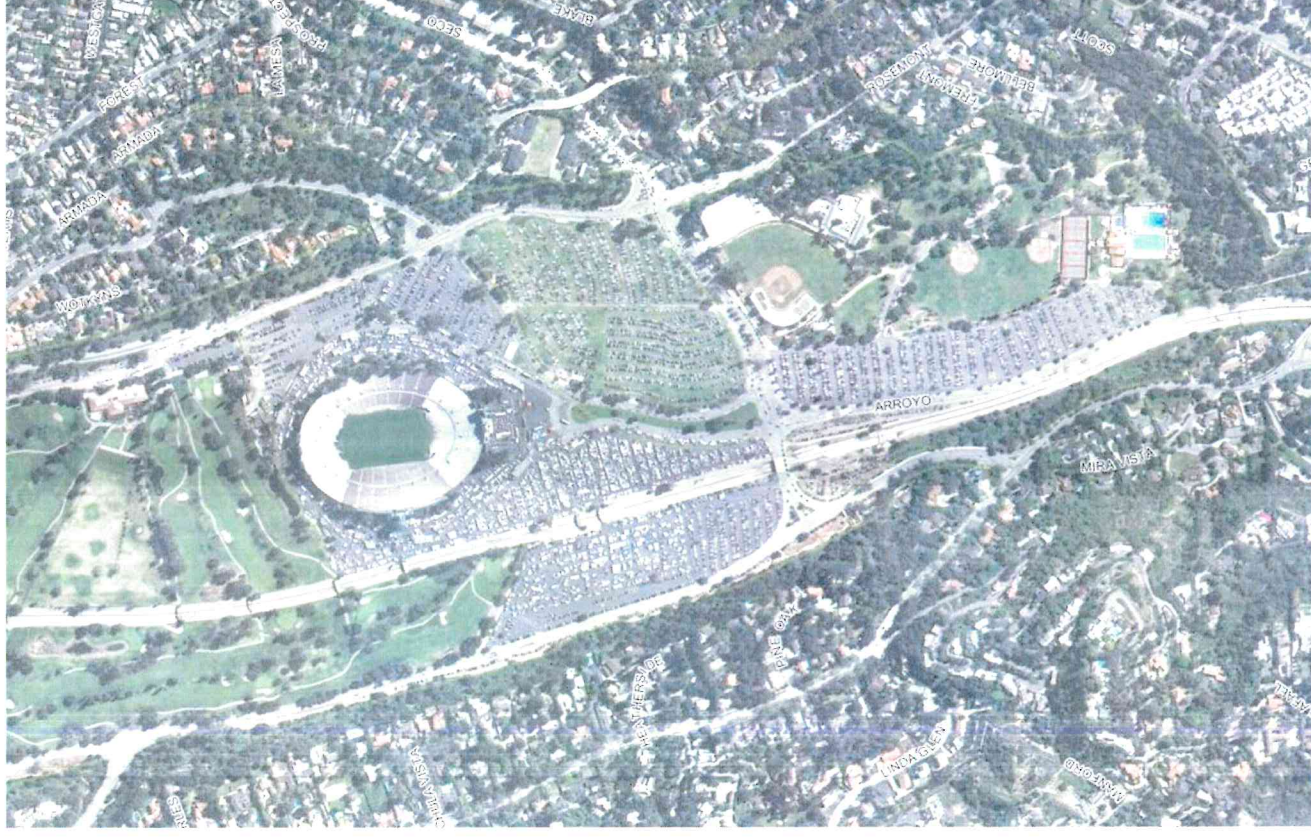


Parking

Parking

- Need to develop fee based parking program
 - Revenue enhancement
 - Fees based on tiered structure for residents, non-residents, commercial uses
 - Provides some control/mitigation of "non-resident" users (pay for play)
 - Potential reduction of vehicle trips into Arroyo-fosters car pooling, alternative transport
- Evaluate and upgrade paved and non-paved parking areas reduce paved areas and replace with "green" parking materials
 - improve parking flow, striping layouts to maximize use on large event days
 - identify and allocate space requirements by user demand
 - upgrade lighting and landscape in parking areas, consider covering portions of drainage channel for use as added parking and/or access roads
- Phase improvement program subject to dedicated parking revenue receipts

We believe these two initiatives provide significant and achievable revenue enhancement and operating improvements beneficial to the Central Arroyo Conservancy



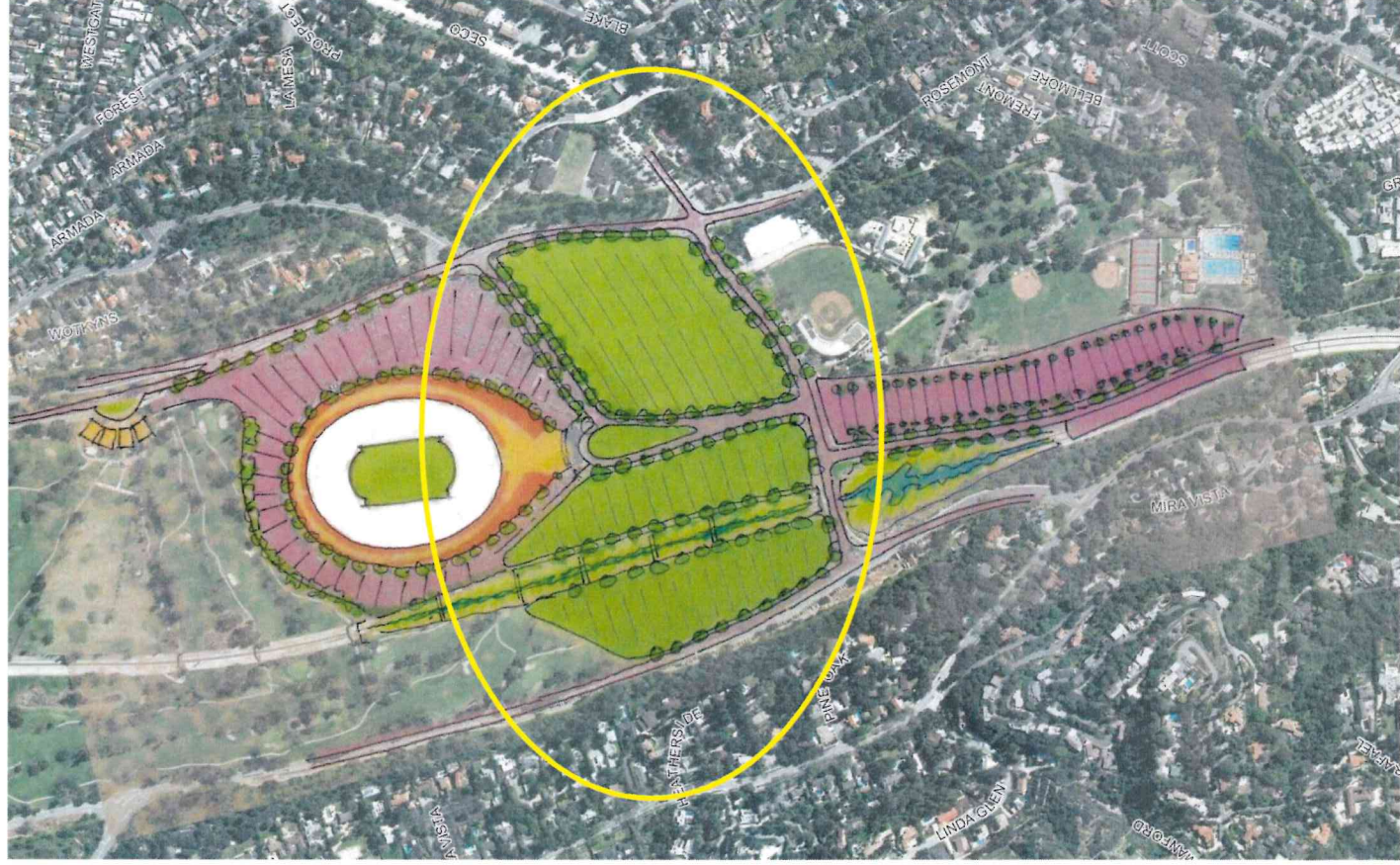


Physical enhancements to the Arroyo can both generate revenue and sustain a high quality of life.



**Make the area south of
the stadium more park-
like.**

**Create flexible, adaptable
spaces**

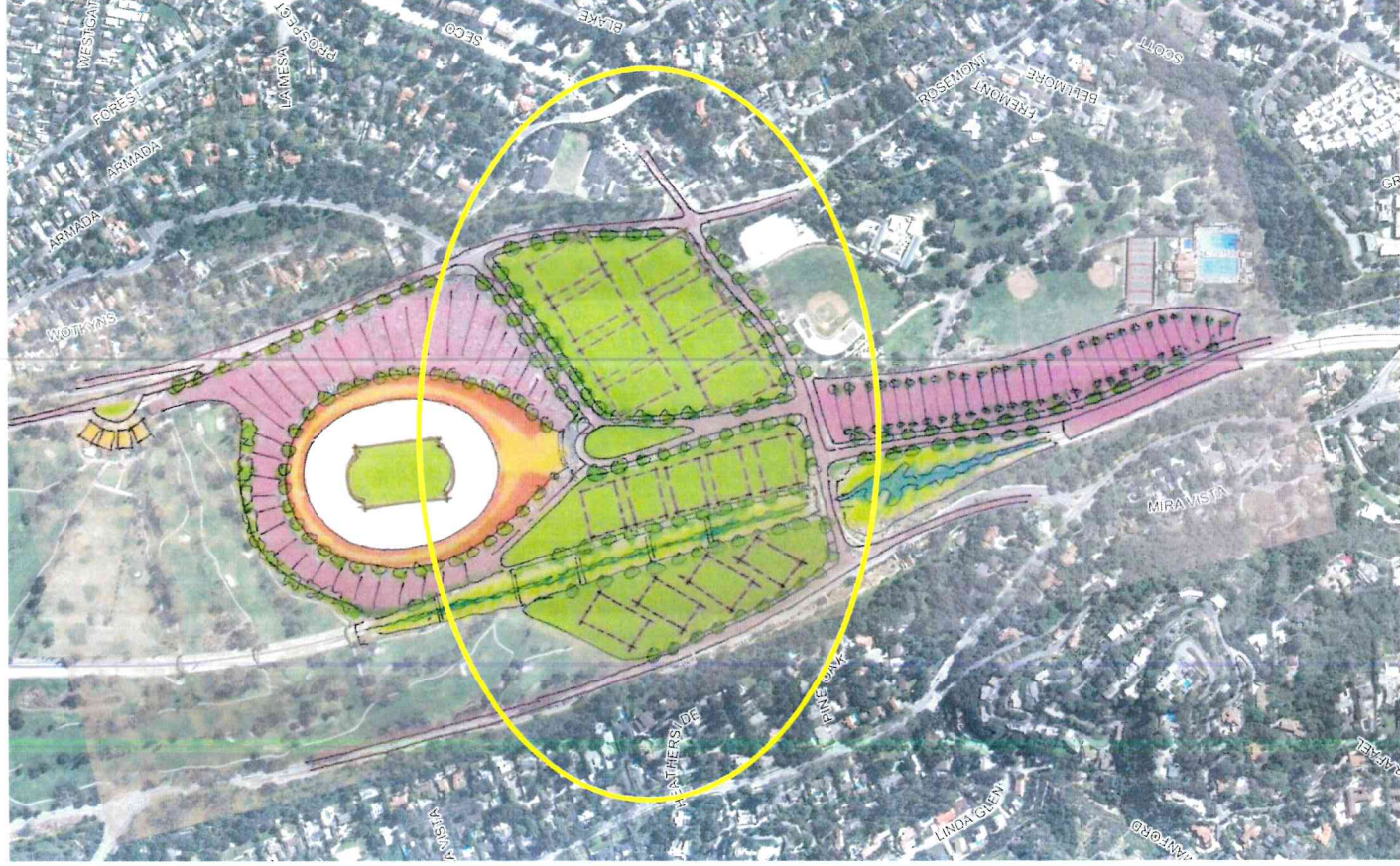


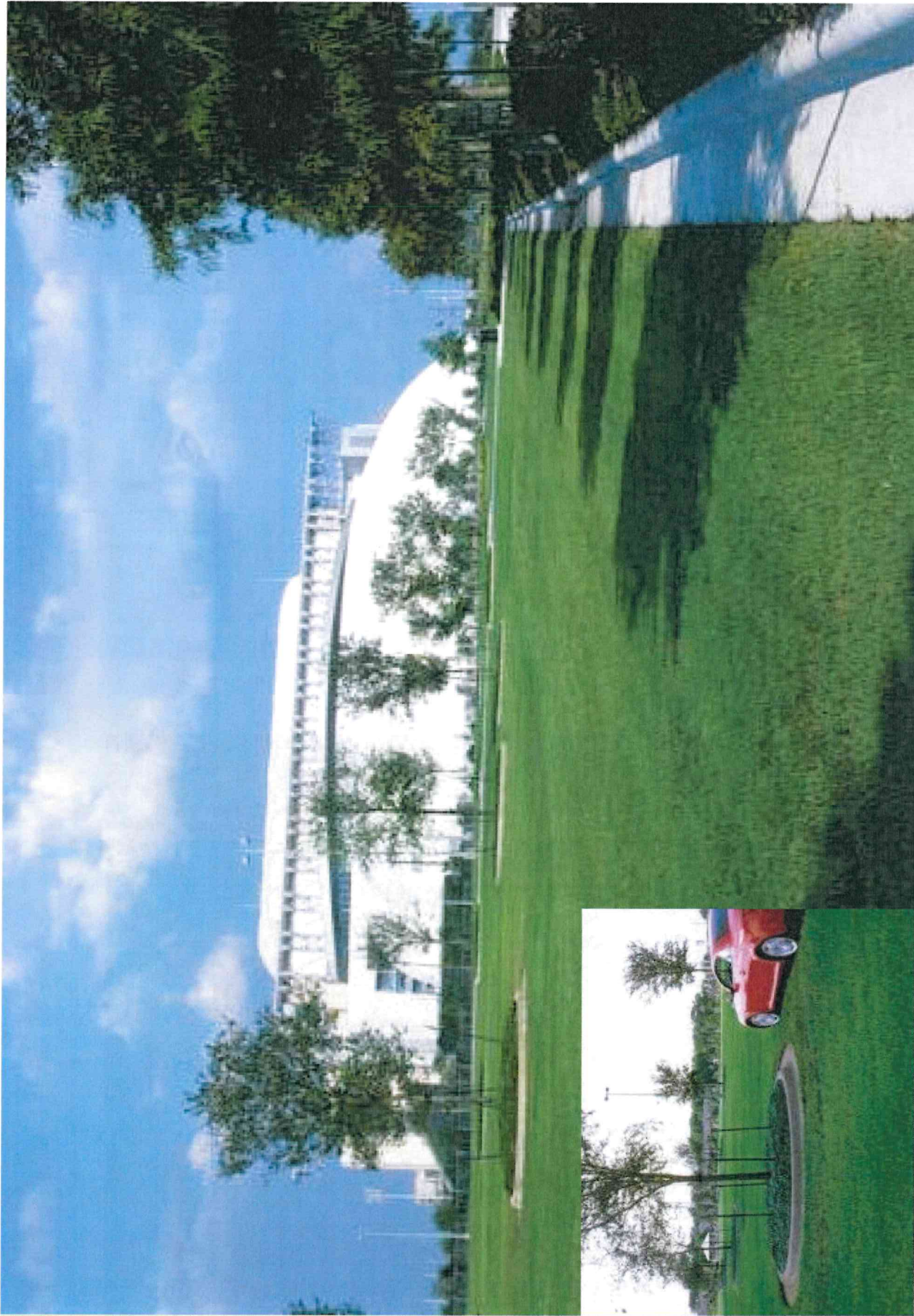
Realign stadium entry road to allow more efficient use of adjoining spaces.

Replace impervious parking surfaces with reinforced turf to support parking, recreation and storm water harvesting.

(examples: Pro Player Park, Miami FL
& Reliant Stadium, Houston TX)

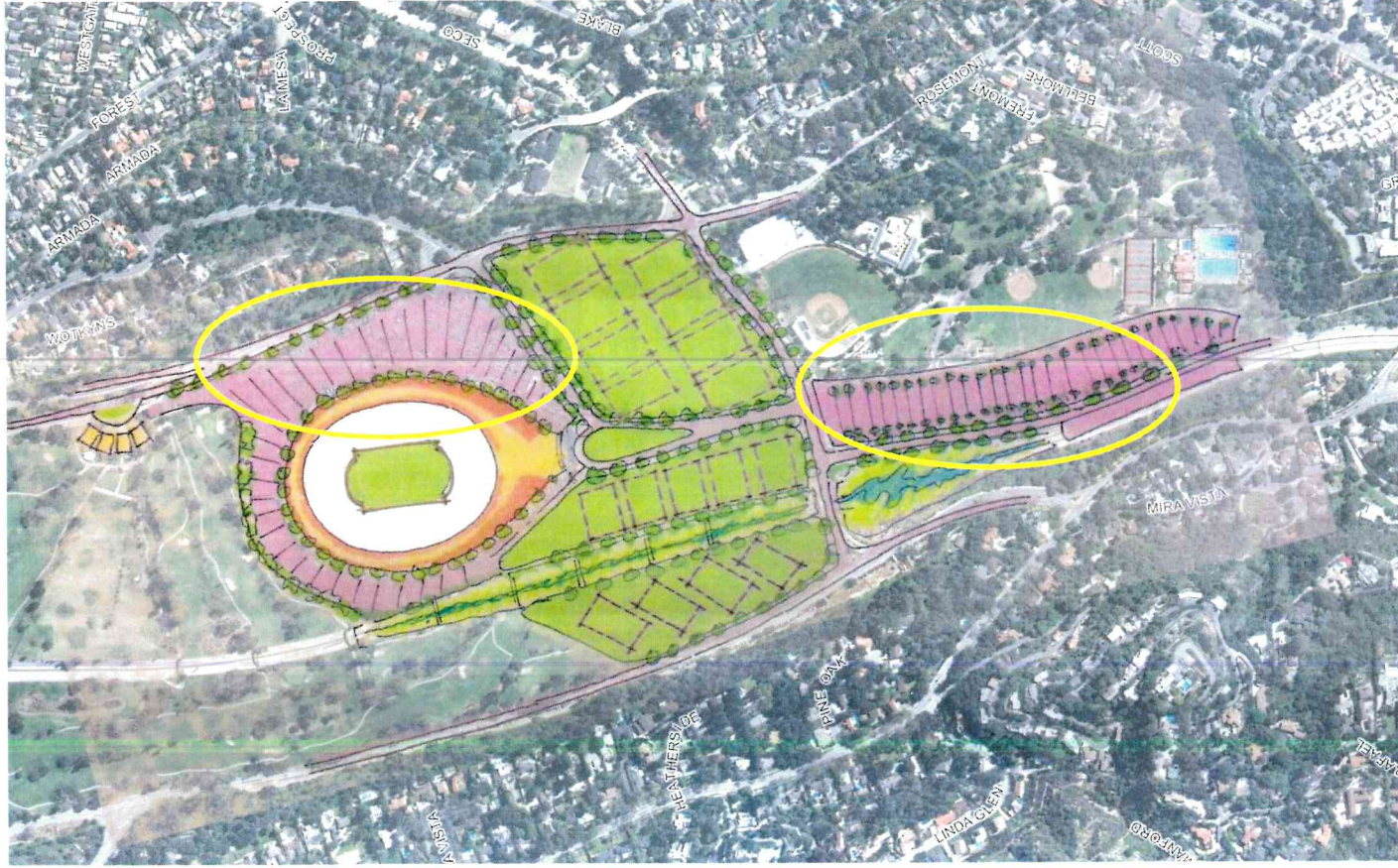
**Market the Rose Bowl
and environs as a
significant
regional/national athletic
tournament venue.**





Think creatively about the paved parking areas as well.

- **Alternative energy generation**
- **Signature event venue**







Redevelop the golf course clubhouse as a welcoming destination supporting health and wellness including:

- **Bicycle rental/storage**
- **Refreshments**
- **Recreation focused retail**
- **Meeting space**
- **Indoor and outdoor gathering areas.**





www.tc.gc.ca



http://tragen.co.uk?page_id=20



Re-imagine the golf course to optimize the golf experience and enhance Arroyo ecology.

Concepts to consider:

- **Reduce number of holes or reconfigure to accommodate additional amenities.**
- **Zeriscape the course to reduce water demands.**
- **Raise fees to generate revenue.**

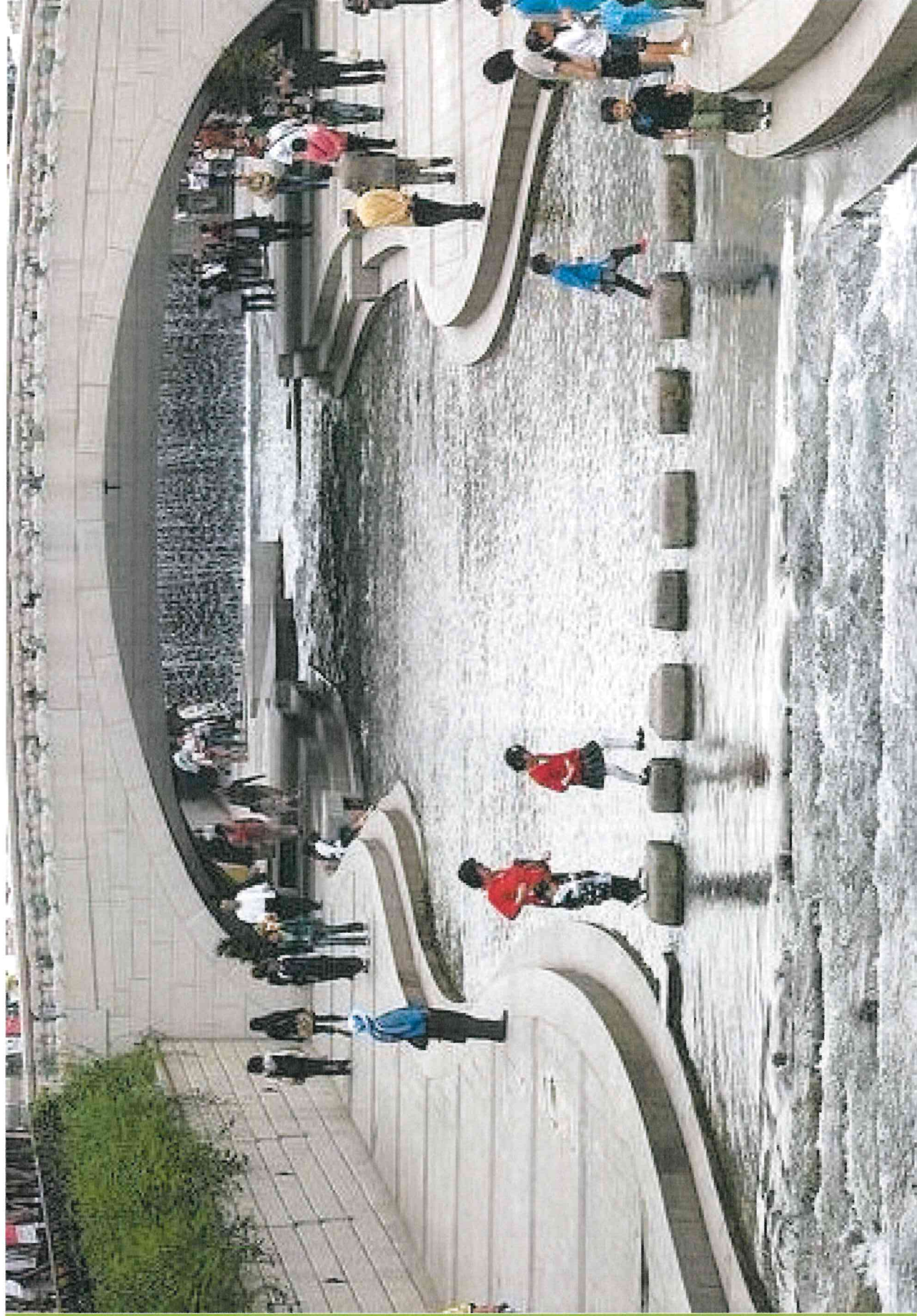


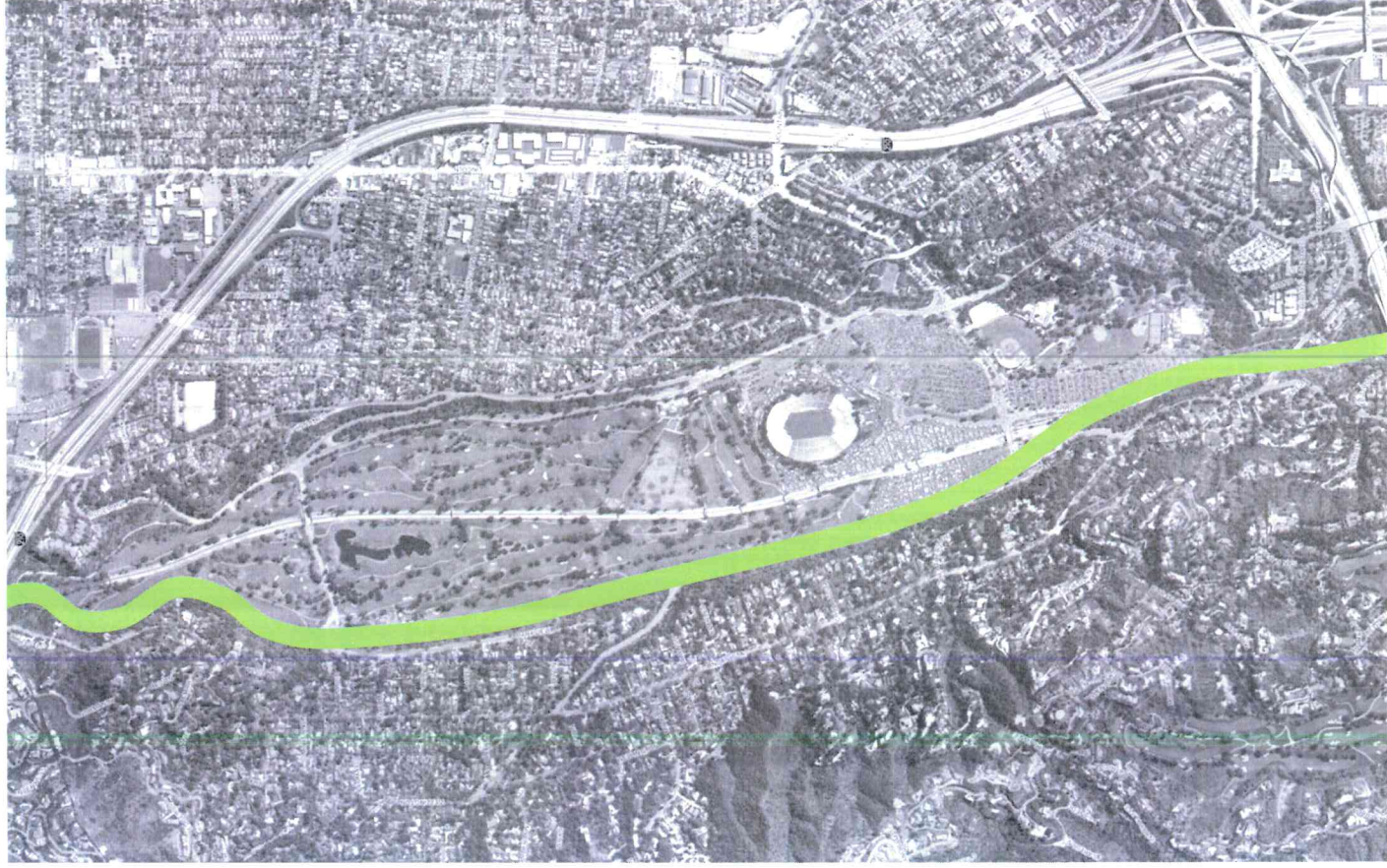




**Naturalize the flood
control channel to
enhance ecological
systems and provide
unique public amenities.**







**Traffic management along
the western edge can
allow greater habitat
connectivity between the
Upper and Lower Arroyo**

 **Habitat corridor**



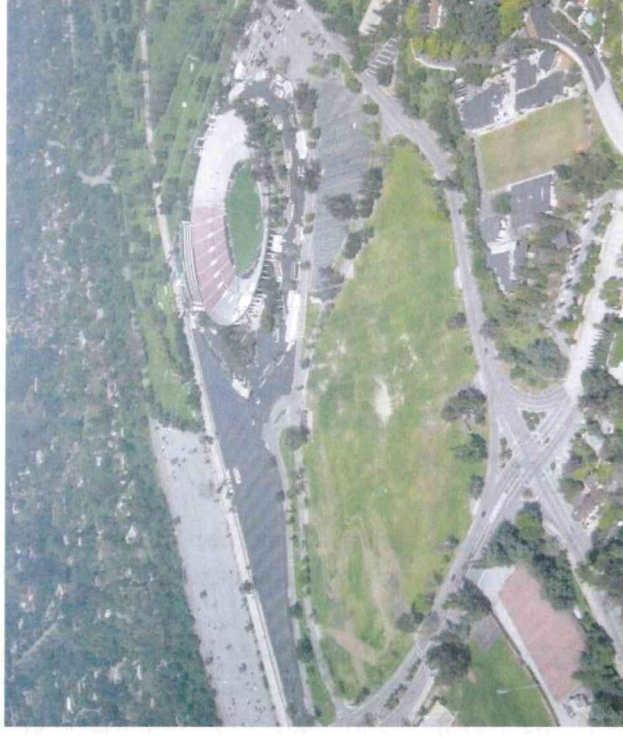
Challenges

- Moral Hazard
- Citizen Revolt
- Need to be Disciplined
- Stay the Course



Conclusion

- Incredible Opportunity
 - Unique
 - Iconic
 - National Treasure
 - Extraordinary econ-system and natural setting
- Challenges
 - Declining Environment
 - Conflicts between users
 - Operating deficit
- Comprehensive, self-sustaining entity
 - Single, Clearinghouse entity
 - Improved range of services
- Benefits
 - Better user service
 - Self-sustaining
 - Appropriate capital investment
 - Transparency
 - Predictability
 - Responsiveness
 - Built to last



THE ARROYO LINK

RECEIVED

2022 JUN -6 PM 1:48

June 6, 2022

Interim City Manager Cynthia Kurtz
Director of Transportation Laura Cornejo
Pasadena City Hall
100 Garfield Avenue
Pasadena, CA 91101

RE: Measure R Funding Reallocation List Update - The Arroyo Link

Ms. Kurtz and Ms. Cornejo,

We are writing to request that the City of Pasadena update the requested funding for the Arroyo Link in the Measure R Requested Project List from \$2 million to \$9.5 million.

The Arroyo Link is the brainchild of David Wolf, who prepared extensive historical and planning documents in support of the project. In the years before his death in 2019, David presented this idea to the Transportation Advisory Commission and the Pasadena City Council, where it was met with unanimous and enthusiastic support.

The City of Pasadena requested \$2 million for the Arroyo Link in the Round 1 Mobility Improvement Projects Project Sponsor Submittal in November 2018. This list of projects included the Gold Line Grade Separation, which was selected for funding in that round, and again in Round 2, along with the St. John's Capacity Enhancement and three ITS projects.

With the cancellation of the Gold Line Grade Separation project, there is now over \$230M in funds that can be re-committed to the previous projects or to new projects, such as the "710 Transitional Projects" which is an amendment to the St. John's Capacity Enhancement that was previously funded.

We understand that the original funds requested were for feasibility analysis and design of the project, and that increasing the request to \$9.5M to include construction requires certain "per mile" cost assumptions. However, there are other projects that were included in that original list for which feasibility and design were not yet completed, even the proposed California Blvd Grade separation with a price tag of over \$200 million. David Wolf's work on the Arroyo Link provides an excellent basis for an engineer, and is much more extensive than analysis done for these other projects prior to their submission to Metro's 710-N funding reallocation process. \$9.5 million would ensure that a design/build process may move forward in an expeditious manner, and avoid a decade or longer process such as the Union Street project was subjected to, due to the need to cobble together multiple sources of competitive grant funding.

06/06/2022
Item 2

In 2021 the Metro board unequivocally underlined its intent that these Measure R funds may be used for multi-modal projects. With the Metro Highways Department under new leadership and Metro Board members following this issue closely, now is an opportune time for the City to re-submit and realize projects that will improve mobility access, public safety, and public health.

Here are the reasons why the City should increase the “ask” for the Arroyo Link now:

- 1) **The Arroyo Link will provide permanent access to the Arroyo and the Rose Bowl, which are crown jewels in the Pasadena park system but are not easily accessible to people walking or biking.**
- 2) **The Arroyo Link will meet a key requirement for the 2028 Olympics of multimodally moving people safely to and from the Rose Bowl for the anticipated soccer matches.**
- 3) **The Arroyo Link will build upon and add utility to the \$7.5 million Union Street Protected Bikeway by creating a safe, off-street route to west Pasadena.**
- 4) **The Arroyo Link will not be competitive for state Active Transportation Program Funding, the primary alternative source of funding for such projects.**
- 5) **The Arroyo Link will contribute to the City’s goal of Pasadena being a place where people can safely circulate without a car, as well as support the implementation of the City’s adopted Climate Action Plan.**

This is a once-in-a-generation opportunity to realize meaningful mobility improvements for the City of Pasadena. The Arroyo Link exemplifies the City’s tremendous well of public expertise, commitment to community service, and stewardship of tradition. We ask that you carefully consider the Arroyo Link and we look forward to discussing this request with you further.

Sincerely,

Friends of David Wolf and the Arroyo Link, including:

Misch Anderson
Brian Biery
Colin Bogart
Sylvia Holmes
Blair Miller
Stefanos Polyzoides
Wesley Reutimann
Dr. Gene Wester
Michael Wolf

June 5, 2022

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

RECEIVED
2022 JUN -6 PM 1:49

Dear Mayor Gordo and Councilmembers,

I'm a sixth-generation Southern Californian, a nearly 30-year resident of the Prospect Park neighborhood adjoining the Arroyo, and the founder of Prospect Park Books, named for that historic neighborhood and editor/publisher of the book *Hometown Pasadena*, which has become part of the fabric of the city. I'm also the owner of a commercial building in an Arroyo-adjacent neighborhood.

I've had my issues with Rose Bowl events over the years, because we were so directly affected by them, but I also know that it is the crown jewel of our community. Its future is threatened by its fiscal challenges and the competition from other stadiums in Los Angeles, so it's time to get creative about how to preserve our crown jewel for generations to come, as well as for the economic and cultural health of our community.

I applaud the efforts of the Rose Bowl Operating Committee and the Rose Bowl Legacy Foundation in looking to secure a future for our great stadium. I've read the Strategic Initiatives report and was happy to see a number of creative ideas in its pages.

I urge the city of Pasadena to authorize the general manager of the RBOC to pursue the revenue-generating opportunities listed in the report on the Five-Year Strategic Initiatives. Furthermore, I urge the city to help the communities abutting the Rose Bowl to understand how important it is for our community to improve the Rose Bowl and secure its future, while protecting as best as possible the serenity of our neighborhoods.

Thank you for your consideration and your dedication to our community.

Colleen Dunn Bates

Jomsky, Mark

From: jomsky@cityofpasadena.net
Sent: Monday, June 6, 2022 8:26 AM
To: Kurtz, Cynthia; Cornejo, Laura
Subject: Fund the Arroyo Link!

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Jomsky, Mark

From: Topher Mathers <
Sent: Monday, June 6, 2022 6:43 AM
To: Kurtz, Cynthia; +lcornejo@cityofpasadena.net
Subject: Fund the Arroyo Link!

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look forward to discussing this request with you further.

Topher Mathers (D5)

Jomsky, Mark

From: Jonathan Edwards
Sent: Sunday, June 5, 2022 10:10 PM
To: Kurtz, Cynthia; +lcornejo@cityofpasadena.net
Subject: Fund the Arroyo Link!

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Jomsky, Mark

From:
Sent: Sunday, June 5, 2022 9:50 PM
To: Kurtz, Cynthia; Cornejo, Laura
Subject: Fund the Arroyo Link!

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Sincerely,

-Neal Turner, homeowner in Altadena near the Arroyo.

Jomsky, Mark

From: Boris Suchkov <bsuchkov@cityofpasadena.net>
Sent: Sunday, June 5, 2022 6:21 PM
To: Kurtz, Cynthia; lcornejo@cityofpasadena.net
Subject: Fund the Arroyo Link!

You don't often get email from [bsuchkov@cityofpasadena.net](#), so we're assuming you know why this is important.

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Thanks,

Boris

Jomsky, Mark

From: Claire Zeng < >
Sent: Sunday, June 5, 2022 6:02 PM
To: Kurtz, Cynthia; Cornejo, Laura
Subject: Fund the Arroyo Link!

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Claire Zeng
Pasadena District 7 resident

Jomsky, Mark

From: Bin Lee
Sent: Sunday, June 5, 2022 6:00 PM
To: Kurtz, Cynthia; +lcornejo@cityofpasadena.net
Subject: Fund the Arroyo Link!

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Bin Lee

District 1 resident & homeowner

Jomsky, Mark

From:
Sent: Sunday, June 5, 2022 5:27 PM
To: Kurtz, Cynthia; Cornejo, Laura
Subject: Fund the Arroyo Link!

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Thank you,
Bonnie James
District 5 resident

Sent from my iPhone

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From: Michael Cornfield
Sent: Sunday, June 5, 2022 4:10 PM
To: Kurtz, Cynthia; Cornejo, Laura
Subject: Fund the Arroyo Link!

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Here are the reasons why the City should increase the “ask” for the Arroyo Link now:

The Arroyo Link will provide permanent access to the Arroyo and the Rose Bowl, which are crown jewels in the Pasadena park system but are not easily accessible to people walking or biking.

The Arroyo Link will meet a key requirement for the 2028 Olympics to move people safely to and from the Rose Bowl for the anticipated soccer matches.

The Arroyo Link will build upon and add utility to the \$7.5 million Union Street Avenue Protected Bikeway by creating a safe, off-street route to west Pasadena.

The Arroyo Link will not be competitive for state Active Transportation Program Funding, the primary alternative source of funding for such projects.

The Arroyo Link will contribute to the City's goal of Pasadena being a place where people can safely circulate without a car, as well as support the implementation of the City's adopted Climate Action Plan.

This is a once-in-a-generation opportunity to realize meaningful mobility improvements for the City of Pasadena. The Arroyo Link exemplifies the City's tremendous well of public expertise, commitment to community service, and stewardship of tradition. We ask that you carefully consider the Arroyo Link and we look forward to discussing this request with you further.

Sent from my iPhone

Jomsky, Mark

From: John Perry <... m>
Sent: Sunday, June 5, 2022 4:08 PM
To: Kurtz, Cynthia; +lcornejo@cityofpasadena.net
Subject: Fund the Arroyo Link!

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Dear City Manager,

I urge the City of Pasadena to update the requested funding for the Arroyo Link in the Measure R Requested Project List from \$2 million to \$9.5 million.

The Arroyo Link is the brainchild of David Wolf, who prepared extensive historical and planning documents in support of the project. In the years before his death in 2019, David presented this idea to the Transportation Advisory Commission and the Pasadena City Council, where it was met with unanimous and enthusiastic support.

The City of Pasadena requested \$2 million for the Arroyo Link in the Round 1 Mobility Improvement Projects Project Sponsor Submittal in November 2018. With the cancellation of the Gold Line Grade Separation project, there is now over \$230M in funds that can be re-committed to the previous projects or to new projects.

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community service, and stewardship of tradition. We ask that you carefully consider the Arroyo Link and we look forward to discussing this request with you further.

Sincerely,
John Perry
Pasadena Resident

Jomsky, Mark

From: Mark Sanborn <>
Sent: Sunday, June 5, 2022 3:20 PM
To: +lcornejo@cityofpasadena.net; Kurtz, Cynthia
Subject: Fund the Arroyo Link!

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Iraheta, Alba

From:

Sent:

Monday, June 6, 2022 3:13 PM

To:

Gordo, Victor; Madison, Steve; Rivas, Jessica; Masuda, Gene; Williams, Felicia; Hampton, Tyron; Kennedy, John J.; PublicComment-AutoResponse

Subject:

Re: Why is Pasadena trying to thwart a state state Dethat will lower the cost of homes in our city?

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Dear Mayor Gordo and Council members,

As a Pasadena resident for ten years, I appreciate the Rose Bowl and see it as a venue that our city is deservedly proud of. However, I am deeply concerned about the Rose Bowl debt and do not want General Funds to be used for paying down this debt. I want the RBOC to come up with a viable plan, with a menu of options, to ensure that the RBOC will be self-sustaining.

I want to commend Sonja Berndt for calling the public's attention to this problem. She writes:

According to the PowerPoint presentation on agenda item #2, the RBOC "faces a cumulative deficit of \$19.5 million after debt service through FY 2027." Further, "RBOC staff and its team of experts have identified approximately \$45.6 million of unfunded capital repair, replacement, and improvement needs through FY 2028." The RBOC seeks the Council's authorization to (1) have the General Manager diligently pursue a number of potentially revenue-generating opportunities; and (2) have the incoming City Manager and incoming RBOC CEO work together and report to the RBOC and City Council quarterly with updates on progress.

Figuring out how to make the RBOC self-sustaining should be a priority of the City Council. We need to make sure that the RBOC doesn't drain funding from essential city services and needs. Mayor has pointed out, our city "desperately needs high quality affordable housing," with over 500 residents unhoused, over 600 PUSD students considered homeless, and 7,000 households in poverty, earning less than \$35,000 per year and 70% paying more than 50% of their income on rent. Given this crisis, I feel we have a moral obligation to address this urgent need, not use our General Funds to pay for what is essentially an entertainment venue. Let's prioritize the need for housing over the desire for entertainment.

Sincerely,

Anthony Manousos

Co-founder of Making Housing and Community Happen.

Iraheta, Alba

From: KristinOckershauser <
Sent: Monday, June 6, 2022 2:31 PM
To: Gordo, Victor; Wilson, Andy; Hampton, Tyron; Kennedy, John J.; Madison, Steve; Masuda, Gene; Rivas, Jessica; Williams, Felicia; PublicComment-AutoResponse
Subject: Inadequate RBOC/Council Effort to Close Dire Debt

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June 6, 2022

Mayor Victor Gordo (vgordo@cityofpasadena.net)
Vice Mayor Andy Wilson (awilson@cityofpasadena.net)
Councilmember Tyron Hampton (thampton@cityofpasadena.net)
Councilmember John Kennedy (johnikennedy@cityofpasadena.net)
Councilmember Steve Madison (smadison@cityofpasadena.net)
Councilmember Gene Masuda (gmasuda@cityofpasadena.net)
Councilmember Jessica Rivas (jerivas@cityofpasadena.net)
Councilmember Felicia Williams (fwilliams@cityofpasadena.net)
correspondence@cityofpasadena.net
Pasadena, California

Re: 6/6/2022 City Council Meeting Agenda #1: Rose Bowl Operating Company Proposed FY2023 Operating Budget; and #2: Consideration of RBOC's Five-Year Strategic Initiatives

Dear Mayor Gordo and Members of the City Council:

I join other taxpayers to register deep concern about the City's past payments toward the massive debt on the Rose Bowl and to strongly urge the City Council to commit to NOT spending any more funds from our General Fund or from our fund reserves to pay the debt. While the City is ultimately responsible for paying the debt if the RBOC cannot do so, the Council needs to ensure that the City and the RBOC work productively and urgently to address the RBOC's financial crisis.

As of May 2021, the Rose Bowl debt was \$197.2 million. Our city's General Fund picked up \$22.5 million of this for 2020 and 2021, and will again be asked for General Fund monies in 2024 and beyond. Meanwhile, other necessary city services will continue to suffer.

The proposals so far to find and develop new sources to pay the debt appear inadequate. However, corporate or major donor naming rights on the Arroyo campus and its assets, including the Rose Bowl, does appear more likely and does not have the substantial costs and delays of other options.

Likewise, the options involving ancillary opportunities to develop surrounding property in the Arroyo appear promising.

The manner in which the Council addresses the dire debt of the RBOC needs to be open to the public, the taxpayers, as opposed to how it's been done so far. Critical meetings of the "Rose Bowl ad hoc committee" this past year of the Mayor and Councilmembers Madison, Hampton and Williams have not been recorded or reported. This is not honest or prudent stewardship.

The Council needs to insist that RBOC take seriously the directive to develop adequate funding sources and report to the Council and the public their plans and results.

City taxpayers do not need an albatross of this size around our necks because RBOC will not work earnestly and quickly to develop adequate funding. And the Council must not be a silent partner in this dereliction of duty.

Sincerely,

Kris Ockershauser

District 6

Iraheta, Alba

From: Jill Shook <Jill@makinghousinghappen.com>
Sent: Monday, June 6, 2022 5:15 PM
To: Iraheta, Alba; Correspondance@cityofpasadena.net
Subject: RE: One more letter from Jill Shook to add re: Rose Bowl funding.. SUPPLEMENTAL CORRESPONDENCE

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I request that no money from Pasadena's general fund be used in the future for the Rose Bowl. I love the Bowl and want to see it thrive. But their needs to be a financially self-sustaining model in place. This is possible if the City Council makes it clear that funding from the general fund will end. Then the energy to produce a plan will be in place to find a real solutions. Thank you!! Jill Shook

From: Iraheta, Alba <airaheta@cityofpasadena.net>
Sent: Monday, June 6, 2022 4:01 PM
Subject: SUPPLEMENTAL CORRESPONDENCE

Hello,

Please be advised that supplemental material is available and posted online for Items 1 and 2 for Monday, June 6, 2022 Special City Council Agenda. Also available online and can be accessed by clicking on the following link:
https://ww2.cityofpasadena.net/2022%20Agendas/Jun_06_22/AGENDA.asp



Alba Iraheta
City of Pasadena | City Clerk's Office
100 N. Garfield Ave. Room S-228 | Pasadena, CA 91109
☎ 626.744.4124 | ✉ airaheta@cityofpasadena.net

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155 Cordova Ave., Unit 302
Pasadena, CA 91105-2749
June 6, 2022

Pasadena City Council
100 N. Garfield Ave.
Pasadena, CA 91109

Re: Public comment on financing options for the Rose Bowl – Pasadena Municipal Code Section 4.48.040

Dear Councilmembers:

I was unable to submit this comment before your Special Meeting last week. Nonetheless, as you consider financing options for the Rose Bowl, I hope you will turn your attention to our Municipal Code Section 4.48.040.

That section essentially establishes a 5% admission tax for Rose Bowl events. However, it places a cap of \$0.50 on that tax.

We have adjusted the cap on that tax for inflation, so the cap is now about \$1.90. However, that means that for a \$300 Rose Bowl ticket, which I understand to be a typical price for the cheapest seats, the aggregate tax is \$1.90, instead of the \$15 that would be generated by a flat 5% tax, which is entirely in line with admission taxes levied by other localities.

Thus, for every Rose Bowl game, that cap on the admission tax is costing us at least \$1 million in lost revenue. If you include the routine season games, we're losing at least \$2 million a year in potential revenue due to that irrational cap on the admission tax.

I urge you to consider eliminating the cap on the Rose Bowl Admission Tax, even if that move would require a ballot initiative. One of the key points here is that the Admission Tax is paid by attendees at the Rose Bowl – by the users of the facility, rather than by Pasadena taxpayers as a whole, who are exactly the population that should be shouldering a larger share of the burden for supporting the Rose Bowl.

Jonathan Fuhrman
626 864-5255
jon_fuhrman@outlook.com