

**CORRESPONDENCE
FOR ITEMS NO. 11 & 12**

RECEIVED

August 15, 2024

2024 AUG 15 PM 4: 32

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

CITY CLERK
CITY OF PASADENA

Dear Mayor Gordo and Members of the Pasadena City Council,

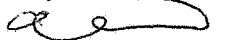
I write as someone whose family moved from the Midwest to the Pasadena area due to our experiences at the iconic the Rose Bowl Stadium and who now has the distinct privilege of serving on the Board of Directors the Rose Bowl Legacy Foundation, the Stadium's 501c3 non-profit organization.

As I am sure you are aware, the Stadium turned 100 years old on October 28, 2022 and, while it has stood as a symbol of Pasadena and American pride for over 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 have witnessed firsthand the hard work and dedication of the RBOC as they have deftly managed the myriad of challenges associated with operating the stadium in an extremely competitive industry while balancing the concerns of the surrounding community. I can assure you that we and the RBOC 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. In order for this important legacy to remain and thrive in an evolving landscape, it is essential that the governance of the Rose Bowl Stadium's operations evolve as well.

For these reasons, I urge you to approve the proposed revisions to the Rose Bowl Operating Company (RBOC) Operating Agreement. It will help 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

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2025 AUG 15 PM 4:32

CITY CLERK
CITY OF PASADENA

FROM THE DESK OF
CHRISTOPHER C. RISING

Dear Honorable Members of the Pasadena City Council and Mayor Gordo,

As a longtime Pasadena resident that neighbors the Rose Bowl Stadium in the East Arroyo, I urge you all to approve the new operating agreement between the RBOC and the City. This agreement will ensure that the Stadium's future remains relevant, competitive and vibrant.

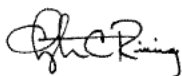
I serve on the Board of Directors of the Rose Bowl Legacy Foundation and my family has donated to preserve, protect and enhance the future of this beautiful Stadium. We have appreciated the expansion to incorporate the golf course with music festivals and providing family-friendly music programming. It undoubtedly helps our fundraising efforts as we expand our donor base nationally. Clearly, a new operating agreement will elevate America's Stadium even further as the College Football Playoff expands and the 2028 Olympics return to Pasadena for the third time in the stadium's history.

The Stadium's economic impact is extremely valuable to the City and to LA County. It's major events create thousands of jobs, ensure sellouts at hotels and restaurants, and support small-business owners and retailers. The positive impact of Rose Bowl events may be hard for some to quantify in terms of civic pride (though I would disagree) but its economic impact is, without question, vital to our region.

The current RBOC staff works strategically to improve neighbor relations, and its operation of the overall logistics allow our neighborhood to remain safe and participatory during the venue's major displacement events. I have tremendous confidence that they will continue to listen to the neighborhood voice as the world of sports and entertainment expands in Los Angeles.

The approval of this operating agreement by the City is necessary to ensure relevancy and vibrancy for the Rose Bowl Stadium.

Sincerely,



████████████████████ PASADENA, CA 91103

Fritz and Angela Miller

██████████
Pasadena, CA 91103

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2024 AUG 15 PM 4:32

CITY CLERK
CITY OF PASADENA

August 14, 2024

To the members of the Pasadena City Council:

We are writing this letter to express our strong support for the proposed changes to the Operating Agreement that the RBOC is presenting to the City Council. We believe that these changes will bring improvements to how the RBOC can more effectively manage the multitude of factors that go into maximizing our precious city asset...the Rose Bowl Stadium.

As residents of the Linda Vista area and long-time UCLA football supporters (season ticket holders etc etc) we have had a close-up view of how the current RBOC members have operated...and continue to things better at every opportunity.

Thank you for your attention to our feedback and support.

Sincerely,

Fritz Miller

RECEIVED

August 1, 2024

2024 AUG 15 PM 4:32

CITY CLERK
CITY OF PASADENA

Dear City Council and Mayor Gordo,

Thank you for your consideration of approval to the updated Operating Agreement between the Rose Bowl Operating Company and the City of Pasadena.

As a proud resident and business owner, the importance of the Rose Bowl Stadium's continued viability, relevancy and competitiveness in a changing sports-entertainment marketplace provides a direct net benefit to hotels, restaurants and small businesses. I see the first-hand, direct positive impact in my restaurant as a result of major stadium displacement events. Additionally, the tremendous community pride that is provided to all of us as homeowners when the Stadium is operable and active is immeasurable.

I've been an active member of the Rose Bowl Legacy Foundation's Board of Directors for several years. As a member of this volunteer, nonprofit board that helps to raise funds for the future preservation, protection and enhancement of the Stadium, I've had the opportunity to further understand the great positive impact of the venue to our communities, as well.

America's Stadium is known as a community stadium and prides itself on giving back all year long through programming, investment and educational opportunities. These include interaction with over 2,5000 families through the Egg Bowl, Cinco de Mayo Festival, Turkey Tussle and more. Additionally, the Stadium campus annually engages more than 15 local nonprofit organizations, generating more than \$10 million annually for those causes through the use of the Stadium's footprint.

And lastly, the Rose Bowl Institute has been able to provide free educational programming to our local community, but also nationwide through the Rose Bowl brand – exposing key tones of *sportsmanship, leadership and citizenship* to over 40,000 youth in 33 states and 7 countries through those programs.

As you can see, in its 102nd year, the Rose Bowl Stadium continues to benefit all of us in new, exciting and measurable ways.

I appreciate the Council's consideration of adopting the updated Operating Agreement and continuing to grant the Stadium the flexibility that it needs to evolve and grow in an ever-changing world of sports-entertainment that can continue to benefit the Pasadena and San Gabriel Valley communities in huge ways. It helps the Stadium remain competitive in a necessary way for all of us.

With respect,



Gale Kohl

Owner, Gale's Restaurant

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Mickey & Lee Segal

Arcadia, Ca 91006

2024 AUG 15 PM 4: 32

CITY CLERK
CITY OF PASADENA

August 15, 2024

Mayor Gordo and Honorable City Council:

My name is Mickey Segal, I am the President of the Rose Bowl Legacy Foundation. I wanted to express some important points of information as you prepare to approve a new RBOC's Operating Agreement.

The RBOC has done an amazing job managing the business of the Rose Bowl Stadium in this very tough inflationary and high interest rate environment. The RBOC has continually evolved and worked hard to adapt to the needs of the community as well as the ever-changing world of sports and entertainment.

The Rose Bowl is a substantial part of the heartbeat of our community, providing important economic impact, being an active part of community vibrancy and demonstrating pride within our region and the world. The Rose Bowl, often referred to as America's Stadium, continues to be a leader in the country in both sports and entertainment activities. Pasadena's most valuable capital asset, the Rose Bowl, needs to have a committed City Council backstopping all required upgrades to remain a viable force in this competitive environment. The RBOC is the critical piece that ensures that Pasadena's Rose Bowl is in the forefront of the modern sports and entertainment facilities in the world.

Thank you for your support of our great Stadium.

Very truly your,



Mickey Segal

President of the Rose Bowl Legacy Foundation



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2024 AUG 15 PM 4: 32
CITY CLERK
CITY OF PASADENA

August 12, 2024

Dear Pasadena City Council and Mayor Gordo,

As a San Gabriel Valley resident, a business leader in Pasadena with offices on the iconic Colorado Boulevard, and an honored member of the Rose Bowl Legacy Foundation Board of Directors, I thank you for your consideration of adopting the new Operating Agreement with the Rose Bowl Operating Company (RBOC).

Having served with Legacy since 2017, I have first-hand knowledge of the significance of the Rose Bowl's vitality and importance to the community. As you know, the Legacy Board is volunteer-driven in raising the needed funds and awareness for the future protection, preservation and enhancement of the Stadium. The Los Angeles sports-entertainment marketplace is more dynamic than ever, and it is imperative that we allow the stadium to grow with the current expectations of modern times while also ensuring that the RBOC leadership has the flexibility to evolve.

The economic impact of the Stadium on local hotels and restaurants, retailers and small-business owners is undeniable, and thousands of jobs are created every time a major displacement event is held at America's Stadium. Furthermore, the Stadium's management has taken a very personal, detailed approach to ensuring that the Stadium respectfully operates amongst a vibrant neighborhood.

The relevancy and activity of the Rose Bowl Stadium is important, not just because we are preparing for the 2028 Olympic Games, but also because times have evolved to a greater expectation for live sports and entertainment offerings.

Thank you for your consideration of adopting the Operating Agreement and allowing the Stadium to grow within a competitive marketplace.

Regards,

Peter J. Zarifes
Board of Directors, Rose Bowl Legacy Foundation
Managing Director, Whittier Trust (Pasadena Office)

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2024 AUG 15 PM 4: 33

CITY CLERK
CITY OF PASADENA

August 15, 2024

Dear Mayor Gordo and Honorable members of the Pasadena City Council,

As a longtime Pasadena resident, currently in the San Rafael neighborhood bordering the Rose Bowl Stadium, and a member of the Rose Bowl Legacy Foundation Board of Directors, I truly appreciate the strong consideration of adopting the new Operating Agreement being presented by the Rose Bowl Operating Company.

I have been proudly involved with Legacy since its founding in 2010. Since then, the nonprofit organization has generated more than \$50 million in volunteer-led gross donor contributions from around the country. This is incredible support for the future of a stadium that has created generational memories for millions around the world. And this is especially true as we prepare for the 2028 Olympic Games returning to Pasadena for the third time.

The growth of Legacy's support around the country is due to the Stadium's continued relevancy, vibrancy and growth. This new Operating Agreement will allow us to continue to lean into the growth of the stadium in order to guarantee it is protected, preserved and enhanced for the next generation. This is particularly important given we reside in one of the most competitive sports and entertainment markets in the world.

The Stadium's economic impact is significant as its major events fill restaurants, hotels and retail locations and generate thousands of jobs. As a neighbor, I can also attest that the RBOC Staff has carefully managed and improved neighbor relations, making sure its operations and logistics allow the neighborhood to continue to thrive amidst the popular displacement events. We greatly appreciate the RBOC's attention to detail in this regard.

The new Operating Agreement will help ensure the future of America's Stadium is as bright as its past.

Thank you for your consideration of approving the Operating Agreement. It will make a tremendous difference.

Regards,

A handwritten signature in black ink, appearing to read 'SJO', followed by a circular stamp or mark.

Steven J. Olson
Board of Directors, Rose Bowl Legacy Foundation
Resident, San Rafael Neighborhood (Pasadena)

TAMERLIN J. GODLEY
Rose Bowl Legacy Foundation Board Member
[REDACTED]
Pasadena, CA 91105
[REDACTED]

RECEIVED
2024 AUG 15 PM 4:33
CITY CLERK
CITY OF PASADENA

August 15, 2024

Re: Rose Bowl Operating Committee Agreement

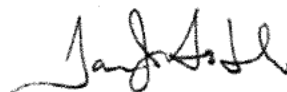
Mayor Gordo and Honorable City Council,

I write with great enthusiasm to urge you to approve the revisions to the Rose Bowl Operating Committee Agreement. The Rose Bowl is a cultural icon that enhances the life and reputation of our community in significant ways. The Rose Bowl's beautiful location and marquis events are widely known and loved. In travel throughout the United States, people know Pasadena in some large part because of the Rose Bowl. Less well-known is the commitment of the Rose Bowl to the children of Pasadena and beyond. The Rose Bowl regularly partners with Pasadena Unified School District in providing field trips to the historic venue and event space for important events. The Rose Bowl Institute is a leader in educational programs on sportsmanship, leadership, and citizenship. The California High School Football hall of fame brings honor to the many notable athletes hailing from this great state. The campus provides healthy recreation for thousands daily. Events at the Rose Bowl bring valuable tax dollars into the City and revenue for local businesses. For all these reasons, it is with great pride that I serve on the Board of Directors of the Rose Bowl Legacy Foundation.

As you consider the requested changes, including the provision for 25 annual events, please keep in mind the importance of creating a framework for the Rose Bowl to thrive. As a premier and historic venue, it must be maintained and enhanced with care and dedication, which requires revenue. Events are one piece in that framework.

Thank you for your ongoing commitment to the City of Pasadena and the people and places that make it an unmatched community in which to live.

Sincerely,



Tamerlin J. Godley

Todd J. Walklett
[REDACTED]
Pasadena, CA 91103

RECEIVED
2024 AUG 15 PM 4:33
CITY CLERK
CITY OF PASADENA

August 11, 2024

City of Pasadena
Attention: City Council
100 North Garfield Avenue
Pasadena, CA 91101

Dear City Council Members,

I am writing to you as a Linda Vista area neighbor and a member of the Rose Bowl Legacy Foundation Board of Directors to express my unqualified support for the proposed revisions to the Operating Agreement between The Rose Bowl Operating Committee ("RBOC") and the City of Pasadena.

As a Linda Vista Way resident since 2001, I have witnessed the regentrification and significant property investments by our Linda Vista area neighbors. This has resulted in making our neighborhood one of Pasadena's most desirable areas to live and raise a family. I believe it is indisputable that the Rose Bowl Stadium is a centerpiece of our great city and the heart of my neighborhood. Its continued success and relevance can never be taken for granted. While you may hear from a few vocal area residents seeking status quo, there are many more residents who recognize the importance of change and embrace the direction the RBOC is headed. I welcome you to spend some time on Linda Vista Avenue on event days so you can witness the social gatherings and steady parade of residents making their way down Salvia Canyon and the other Arroyo access roads to enjoy everything our great stadium has to offer.

There is no doubt the tremendous economic impact the Rose Bowl events have on our city as well as the region. Our hotels fill up and our area businesses and restaurants bustle with activity on and around event days. Yes, there is the predictable hours of traffic congestion but we understand that is a small inconvenience for the privileged of having a spectacular venue and safe recreation area within a short distance. It is hard to imagine what would come of Pasadena and the surrounding neighborhoods if the Rose Bowl stadium lost its relevance in the highly competitive Southern California sports and entertainment market. It will take the same great leadership and foresight now as those that came before. Please do not let our City of Roses lose our cherished Rose Bowl Stadium. Today's decisions will be tomorrow's reality.

Thank you for your careful consideration of the Rose Bowl Operating Committee's proposed revisions to their Operating Agreement.

Sincerely,



Todd J. Walklett

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2024 AUG 15 PM 4: 33

CITY CLERK
CITY OF PASADENA

July 26, 2024

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

Dear Mayor Gordo and Honorable City Council,

The Rose Bowl Stadium has been a symbol of Pasadena and American pride for more than a century, playing a significant role in the sports and entertainment history of the United States.

As an active volunteer board member of the Rose Bowl Legacy Foundation, the Stadium's 501c3 non-profit organization, I can affirm that we are working diligently to generate as many private supporters as possible to ensure the future relevancy and importance of our great venue to not only Southern California, but the entire nation.

As the Official Banking Partner of the Rose Bowl Stadium, Wescom Credit Union – a \$5.8 billion Credit Union headquartered in Pasadena, serving 21 counties in California – strongly values the Stadium's strong economic impact to employment and the city's vibrancy.

The Rose Bowl Stadium remains a key part of Pasadena's identity as it continues to mark itself as the best place to live, invest, do business, and vacation. It's an honor to be neighbors and partners with *America's Stadium*.

Right now, it's important that we 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 a historic asset for the overall interest and success of the City of Pasadena.

Thank you,



Darren Williams
CEO and President, Wescom Credit Union