

February 2012



*Honoring the Past ~ Preparing for the Future*

## ROSE BOWL RENOVATION ROUNDUP

The *Rose Bowl Renovation Roundup* is back with more information about the activities and people involved in this massive project. The months of December and January were busy with preparation and execution of two flea markets and the Rose Bowl Game! To prepare for the game, construction activities ceased on December 23, 2011 and then restarted on January 3, after the 2012 Rose Bowl Game was played.

### WE'RE ON A MISSION

**The Rose Bowl renovation project has five objectives:**

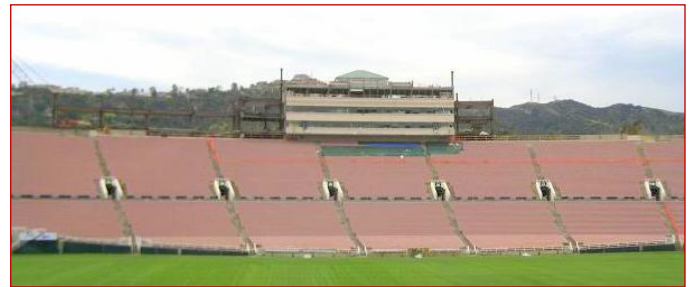
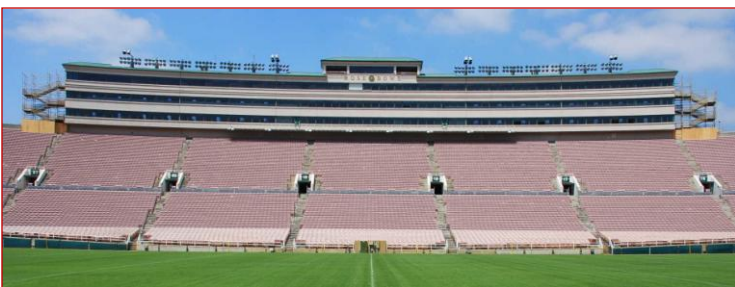
1. Improve public safety
2. Enhance the fan experience
3. Maintain the stadium as a national historic landmark
4. Improve facility operations
5. Develop long-term revenue streams

For more information about the renovation: [rosebowl-renovation.com/updates-information](http://rosebowl-renovation.com/updates-information)

To view a time-lapse video of the renovation: [youtube.com/watch?v=71mBVOEYqu8&feature=youtu.be](http://youtube.com/watch?v=71mBVOEYqu8&feature=youtu.be)

**You may recall that we added a second shift of work** for the Press Box January 9-24 (12 days). During that time, the press box was cut into sections and lowered to the ground. It worked! The construction schedule is back on track.

### WHAT'S NEW?



**Now you see it...**

**... and now you don't!**

**Phase 2 renovations are underway** with a mission to ensure fan safety and make fans' time more pleasurable while in the Rose Bowl. This phase includes widening four tunnels, additional intermediate aisles and the five electrical enclosures on the concourse, as well as energizing the new 17KV electrical

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service. North tunnel expansion has begun with demolition and preparation for underpinning work. The north bowl bench seats have been removed and demolition of the existing field wall is underway. Also, the concrete deck is being repaired and overlaid.

Bids were received for completion of the press box (Combined Completion Package), and the contract was awarded to Clark Construction in December 2011 in the amount of \$38.9 million. Clark began working on-site immediately after the 2012 Rose Bowl game, capping the press box utilities to prepare for demolition.

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### THE TEAM: FORWARD PROGRESS CONTINUES

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**The A/E team continues to support construction efforts** and provide responses to Requests for Information. Beginning on January 3, a representative of architects DAIQ was on-site three days a week to keep things moving on schedule.

The A/E team is reviewing the remaining project work to be done, making preliminary decisions on value engineering and assembling the balance of the work onto "progress" plans and specifications.

Meanwhile project and construction manager Bernard|Barton Malow (BBM) continued to orchestrate and guide the process for bids that will go out for remaining work. It continues to monitor and oversee the day-to-day activities of the contractors on the Rose Bowl, update the construction schedule, as well as maintain and monitor the budget for the project.

Owner's advocate/owner's representative Parsons has taken the lead on the balance of the program design. It is working with the A/E team to coordinate the assembly of the "progress" plans and specifications. These documents were expected to be available for estimating and constructability review starting February 3.

The objective for this "progress" set of documents is for Parsons to develop detail estimate for the balance of the Rose Bowl renovation project elements for a clear understanding of remaining project costs.

While the estimate is being done, a comprehensive constructability review will be performed by both Parsons and BBM. The goal is to refine the designs so they are most cost-effective and biddable, as well as to identify any value engineering (potential cost reductions) possible.

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### LOCAL HIRING PROGRESS TO DATE

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**A total of 71 Pasadena residents have worked on the renovation project in trade jobs**, in which \$312,078 in wages have been paid to these workers. Contractors have reported \$3.02 million in local subcontracting. In addition, the Rose Bowl Operating Committee (RBOC) reports \$3.4 million in local project expenditures.

For more details, check out the December/January Status Report: [rosebowl-renovation.com/updates-information/status-report-archive/](http://rosebowl-renovation.com/updates-information/status-report-archive/)

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### FINANCIALS

**Budgeting update meetings continue** to ensure that the conceptual and actual construction costs stay within the City Council approved budget. Fifty-one percent of the work has been awarded or awards are pending. Approximately 85% of the project has been designed to date. Here's how it lays out:

#### Project Budget \$151.8 million

Total projected cost, as of 12/31/11:	\$160.7 million
19 bid packages awarded, to date	5.1% over the estimate
Total Indirect/soft costs (based on projected project costs)	\$34.7 million (21.6%)
Total Direct costs (includes construction contingency)	\$126.1 million (78.5%)
Total project committed, to date (including RB 12)	\$125.3 million (78%)
Total project spent, to date	\$47.0 million (27.6%)
Direct costs only awarded, to date	\$100.3 (62.4%)
Direct costs spent, to date	\$31.5 million (23.4%)

#### RB QUIZ

The Rose Bowl Stadium was built in 1922. Do you know how much it cost?  
*Go to the last page for the answer.*

### BRINGING IN THE REVENUE ...

**A key to ensuring the success** of the renovation project and the ongoing maintenance of the stadium is reliable revenue streams. Two entities are on board to make that happen — Legends Premium Seating and IMG World Wide.

The Legends Premium Seating sales team is hard at work selling suites and seats in the newly remodeled press box. And IMG Worldwide, a global sports, fashion and media business operating in 30 countries around the globe, is operating at the Rose Bowl selling sponsorships. Both Legends and IMG will contribute substantially to the financial well-being of our beloved stadium.

#### Legends Premium Seating

- Supports 49% of the revenue for the project
- 4 full-time sales staff dedicated to the Rose Bowl
- Hired fifth full-time sales manager in early 2012
- Club seat sales will be critical components
- Club seat sales are in progress



#### IMG Worldwide

- 15-year agreement with Rose Bowl
- \$1.65 million rights-fee to RBOC annually (approx 3% annual increase)
- RBOC to share additional revenue above \$2.9 million (not expected to reach threshold for FY 2012)
- Currently entering into new agreements with sponsors
- Currently exceeding expectations



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### ... AND FILLING THE GAP

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The Rose Bowl Legacy Campaign is sponsored by Legacy Connections, an organization of community leaders dedicated to ensuring that all components of the Rose Bowl renovation project are completed.

#### Legacy Campaign stats:

- James Hirschmann, board chair
- Andrea Van de Kamp, campaign director
- 12 board members (currently); planning on adding one or two additional
- Campaign goal: \$29 million
- Pledged, to date: \$3.4 million
- "Brick" campaign: Contemplated kick off in 2012

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### UPDATE: ROSE BOWL LEGACY CAMPAIGN

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**The Rose Bowl Legacy Campaign** continues to make headway, despite the economic challenges facing everyone today. Legacy Connections, the private fund-raising group aiming to fill the renovation's financing gap, is currently in the "quiet phase" of the campaign with lots of hard work ongoing.



The campaign has received \$3.4 million in pledges so far. Legacy Connections first had to focus on coming up with naming opportunities and price points that all partners agreed with; this has taken significant time.

Meanwhile, the public portion of the campaign is underway. This will likely include a memory walkway, within which members of the public could purchase a brick that will commemorate a Rose Bowl memory and express the stadium's rich history over time. Look for some good news in the coming months.

**Meanwhile donations continue to come in** from a generous Community. Pasadena-based Western Asset has developed a unique fundraising process. Western Asset employees can wear jeans every Friday for a year, if they donate one-quarter of 1% (0.25%) of their base salary to the stadium's renovation. Tax-deductible funds are matched by Western Asset at the end of the fiscal year, and employees become eligible for Rose Bowl-related drawings.



The grand total contributed to the Legacy Campaign is over \$102,000. This is a great way for Pasadenans to support this important community project.

Western Asset president and CEO Jim Hirschmann, chairman of the board of the Legacy Campaign, said, "We are excited about the renovation to modernize the stadium, and we're trying to do our part in raising the funds to ensure the success of that project." Mr. Hirschmann is also chairman of the board of the Legacy Campaign.

Be sure to check out the campaign's new website: [rosebowllegacy.org/](http://rosebowllegacy.org/)

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### A LEGACY OF LEADERSHIP

**Todd Doney has lived in the Pasadena area since 1972** and, like many long time residents, he has a soft spot in his heart for the Rose Bowl. The stadium has played a significant role in his life, which has evolved through the years. For example, his wife Michele attended UCLA, and her brother was a quarterback for the Bruins in the late 80s.

In 2004, Todd attended the Pasadena Police Department's fundraiser for the Police Activities League (PAL) Program. PAL, in partnership with The Salvation Army, offers positive, sponsored activities to over 3,000 middle- and high-school youths in the Pasadena area. One of the offerings at the PAL fundraiser's auction was "the use of the Rose Bowl." Todd bid and won!

After brainstorming ideas on how to leverage this unique opportunity into a philanthropic event, Todd solicited his friends for the first annual Battle of the Bowl — an annual flag-football game, proceeds from which go to the Hathaway-Sycamores' Child and Family Services agency. Since its inception, the Battle of the Bowl has brought in more than \$185,000.

But as the years went on, the group grew older. Eventually, it became clear that it was time to pass the baton. Last year, Todd's son, Brendan, a 17-year-old junior and football player at Loyola High School, decided to carry on the tradition. And this year, on January 7, the unique "Battle of the Bowl VII" flag-football game took place. Two teams of 40 young men ranging in age from 14 to 18 took to the storied field.

The two teams — Swagger and Class — played a rip-roarin' game! Swagger won, 50-46, but both teams were winners. Player donations and corporate sponsorships from Nestlé and Worthe Real Estate Group raised \$25,000.

After the game, Brendan thanked all the players for their support and participation. "What an incredible experience to play on this historic field, especially under the lights, and with so many friends," he said. "But what's really important, is that we raised money for kids, many the same age as us, who face adversity on a daily basis."

Brendan capped off the day by presenting a \$12,500 check to Hathaway-Sycamores' Executive President Rob Myers, who thanked Brendan and all the players "... for carrying on the tradition of the Battle of the Bowl. You are all leaders on and off the field, and the money that you've raised will help change the lives of the children and teens we serve."



*Brendan Doney presents a check for \$12,500 to Darryl Dunn, Rose Bowl general manager, for the Rose Bowl Legacy Campaign.*



*With flag flying, Brendan attempts to elude the pursuit. (Photos: Jaclyn Fairchild, Pasadena Now)*

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Earlier in the day, Brendan presented a \$12,500 check to a grateful Darryl Dunn, General Manager of the Rose Bowl, for the Rose Bowl Legacy Campaign to benefit the renovation of the beloved stadium.

And so, a legacy is passed on from father to son.

To learn more about Hathaway-Sycamores go to [hathaway-sycamores.org](http://hathaway-sycamores.org)

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### WELCOME TO A NEW MEMBER OF THE TEAM

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**The Rose Bowl welcomes Cory J. Shakarian, to lead Rose Bowl premium seating sales.** Cory began his career in Major League Baseball with the San Francisco Giants, where his group sales department generated record ticket sales and revenue at Candlestick and AT&T parks. Overall, he has over 16 years of management experience in ticket and sponsorship sales with the NBA, WNBA and Major League Soccer. This, and his expertise with entertainment organizations and universities, will serve the Rose Bowl well as it rolls out the ambitious premium seating sales program.

Cory was born in Southfield, Michigan, but the family moved to northern California. He has fond memories of going to games at the Rose Bowl while in high school and in college, including a historic rivalry game matchup between UCLA's Troy Aikman and USC's Rodney Peete. He graduated with honors from the University of Michigan, Ann Arbor, where he also played baseball.

He's happy to be in Pasadena; his family has deep connections here. He and his wife, Christina, live in La Cañada with their two-year-old son, Shant. Christina's cousin owns one of Pasadena's favorite restaurants, Mi Piacce, a popular fixture on Colorado Boulevard since 1989. Both he and Christina jog around the Rose Bowl and play golf at Brookside. Little Shant likes to visit Kidspace.

"We love Pasadena, love to stroll along Colorado Boulevard, run around the track at the Rose Bowl; it's a great place, we're lucky to be here, and I'm happy to be working at the Rose Bowl."

Cory's last venture was with the Stanford University Athletic Department, for which he trained, created, and managed a new ticket-sales venture for its football and basketball programs. Built from the ground up, the sales venture at Stanford generated \$1.7 million in new revenue, which represented about 50,000 tickets sold in less than one calendar year, and purely from outbound sales efforts.

"I want that kind of sales trajectory at the Rose Bowl, and I know with the great team I have to work with we'll be successful."

Check out Cory's Rose Bowl memory: [rosebowlstadium.com/RoseBowl-memories.php](http://rosebowlstadium.com/RoseBowl-memories.php)

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### “CENTRAL ARROYO HAS GREAT POTENTIAL AS A COMMUNITY AMENITY AND ECONOMIC CATALYST”

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**A group of experts from the Urban Land Institute** visited Pasadena in January. Following a tour of the Central Arroyo area, comprehensive background briefings and meetings with numerous stakeholders, the panel found Arroyo Seco Park and the Rose Bowl to be showing strains of underinvestment and poorly coordinated management.

The group's consensus was that with enhancement, the Rose Bowl and Central Arroyo have great potential as "a community amenity and economic development catalyst."

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The Institute called for the creation of a not-for-profit, professionally staffed conservancy to manage the site, coordinate activities and financial resources, and increase investment. This would be much like New York City's Central Park Conservancy.

Also, the group suggested that Pasadena officials could "preserve the nature of the Arroyo Seco and offset the costs of a current Rose Bowl renovation by offering stadium tours, creating merchandise and charging for parking at the stadium, even when no official event is taking place."

Darryl Dunn showed the ULI presentation to the RBOC meeting on February 9, noting that the ULI would be issuing a report in about a month.



**About the Urban Land Institute** — *The Urban Land Institute (www.uli.org) is a nonprofit education and research institute supported by its members. Its mission is to provide leadership in the responsible use of land and in creating and sustaining thriving communities worldwide. Established in 1936, the Institute has nearly 30,000 members representing all aspects of land use and development disciplines.*

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## ROSE BOWL-NFL UPDATE

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It's likely that the RBOC and the City will within 30 days decide whether to proceed with an Environmental Impact Report (EIR). An EIR is required because temporarily hosting an NFL team the city would add up to 12 additional *displacement* events, which would exceed the number permitted. An EIR would take at least eight months to complete, which means the earliest an NFL team could play a full season here would be 2013.



To find out what West Pasadena residents think about the issue, the West Pasadena Residents' Association (WPRA) mailed a questionnaire to 5,700 households in the WPRA service area and emailed a link to an online version of the survey to the 1,000 subscribers of the association's weekly eNewsletter Neighborhood Update. The result:

- 43% of respondents thought the City should not consider temporary use of the Rose Bowl by the NFL
- 19% thought the City should consider it
- 37% thought the City should consider it, but only if certain requirements were met

For more information: [wpra.net/i4a/pages/index.cfm?pageid=3407](http://wpra.net/i4a/pages/index.cfm?pageid=3407).

Meanwhile, elsewhere in Pasadena, the Pasadena Chamber of Commerce Board of Directors voted to formally take a position in support of the Rose Bowl exploring the opportunity to host an interim professional National Football League (NFL) team for as much as four years."

For more information: [pasadena-chamber.org/blog/2012/01/28/pasadena-chamber-board-votes-to-encourage-consideration-of-nfl-team-in-rose-bowl/](http://pasadena-chamber.org/blog/2012/01/28/pasadena-chamber-board-votes-to-encourage-consideration-of-nfl-team-in-rose-bowl/).

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### Quiz answer (from page 3):

The Rose Bowl Stadium, which was designed by renowned architect Myron Hunt, was built for \$272,198.

### WE WANT TO HEAR FROM YOU!

Send your questions and comments to  
Audrey O'Kelley at [aokelley@rosebowllegacy.com](mailto:aokelley@rosebowllegacy.com).



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