



The Rose Bowl ~ the Next Hundred Years Rose Bowl Renovation Roundup May 2011

The Rose Bowl Roundup is back with more information about the activities and people involved in this massive project. Be sure to check out the excellent information in the April Status Report which can be found at <http://www.rosebowl-renovation.com/updates-information/>. In addition to the status report, you will find the construction schedule, bidding information and a project progress report.

We are into our fifth month and the Rose Bowl Renovation is progressing as scheduled despite many surprises uncovered along the way. Here's what's been happening down in the ellipse.

THE BEAT GOES ON

April activities...

While the number of events has had to be cut back during the renovation and construction work, there were still quite a few events held in and around the stadium. For example, Sunday, April 17th Chandler School held an All Decades Alumni Event on the field. There were charity events as well; 25 thousand people walked for Autism and raised over \$1.4 million to fund research and to support families. A third successful flea market was held on April 10th – contractors closed excavations, re-paved their work areas and shifted construction fences to accommodate the Flea Market. After it was over, they reversed the action.

You can look forward to two more big events: the June 25 Gold Cup Soccer game and the annual 4th of July celebration.

PROGRESS CONTINUES

Thanks to those who are keeping things moving along on schedule...

The Architect/Engineer ...

This team has an ongoing responsibility to support construction efforts. They conduct inspections of the construction work being done and they respond to questions generated by conditions discovered in the 87 year old structure.

A structural design overview was held on Thursday, April 21 to brief the Building Official on the structural design details, this to familiarize the plan reviewers with the structural design prior to submitting for plan review. March 28th the team submitted a recommended design solution for the Press Box to the Pasadena Design Commission that was accepted. The conclusion of the design process will be submission of final construction details to the Design Commission, planned for sometime in May or June.

The Project Manager ...

This team is responsible for overall management of the project. The team prepares and plans future bid packages; monitors the day-to-day activities of the contractors; updates the construction schedule and budget; reviews and provides construction guidance to the design team as it proceeds through this three-phase project. Currently, they are assembling the bid package, scheduled to be released this month, for the Press Box superstructure including escalators, fireproofing and fixed seating.

The Contractors' Work Progresses ...

South Bowl:

Selective demolition is now ongoing in the South bowl area to permit the installation of intermediate concrete steps on the bowl risers and new concrete topping at the bowl seat. Demolition of tunnel walls was completed in March. In April, structural steel fabrication for the new video display boards continued and structural steel for the new ad panels arrived and structural steel erection for the advertising panels and scoreboards began and continued throughout the month.

The Press Box and Tunnels:

In March, selective demolition at the south end of the Press Box continued: the stairs on the South end of the existing Press Box were removed and significant progress has been made in the demolition of the stairs on the North end. Also the restrooms adjacent to the existing Press Box were demolished and removed to permit shoring installation for the new Press Box components.

The berm underneath the existing Press Box has to be excavated in order to drill and install concrete. This concrete will hold encased steel beams to be installed at the perimeter of the existing Press Box. These beams are necessary, additional foundations needed to support new elements of the renovated Press Box. Documents detailing the fabrication work were completed and submitted for this work and engineers began drilling and installing the soldier piles.

Also in April, conduit was installed to allow relocation of broadcast infrastructure during the Press Box demolition, shoring and foundation work.

Site Utilities:

Installation of underground utilities in Section 3 of the utility loop was completed in March and in April, section 4 was completed. The remaining utilities work will proceed section by section, clockwise, around the stadium starting on the east side in seven phases to install underground water, gas, sanitary, and storm lines.

Electric utility work is being performed concurrently with the site utilities and consists of a new electric utility loop around the Rose Bowl parallel to and inside the site utility loop. This work includes approximately 600 linear feet of utility trench as well as electric utility vaults.

Concrete Work:

This work includes concrete foundations, retaining walls and other cast-in-place concrete projects. In April the installation of the new topping for the seating area progressed as did the form work

associated with the widened tunnel exit pathways. Also completed in April, the masonry installation for the Electric Storage and Switchgear buildings on the East side of the Rose Bowl.

Check out the Construction Photo Gallery at <http://www.rosebowl-renovation.com/photo-galleries-2/>

Pasadena First Buy Local (PFBL) ...

Functioning as the Local Outreach Coordinator, PFBL continued activities in support of local hiring. These activities include bi-weekly meetings with the Local Hiring Advisory Group.

The Local Hiring Advisory Group was set up to provide advice and recommendations to the Rose Bowl General Manager and to PFBL on the Rose Bowl Renovations and Improvements Project related to maximizing local hiring efforts. The Advisory Group also forwards community comments to the Rose Bowl General Manager and PFBL.

To learn more about “Pasadena First Buy Local,” and future opportunities, please go to http://cityofpasadena.net/Pasadena_First/

FINANCING THE ROSE BOWL RENOVATION

Meeting financial challenges responsibly, another Pasadena tradition ...

Bonds were issued on November 23, 2010 through the Pasadena Public Financing Authority. This allowed the City to provide credit enhancement without increased taxes in the event of debt service revenue shortfalls. Since, the City’s General Fund provided credit enhancement and, therefore, ultimately would be responsible, a number of measures were incorporated into the bond structure to protect the General Fund.

Originally it was estimated that bond proceeds and other contributions would provide approximately \$144.4 million toward the \$151.9 million renovation project, leaving a \$7.5 million funding gap. However, the city fell short of this estimate due to negative market conditions caused by the large amount of municipal bonds being sold as a result of the nearing expiration of the Build America Bonds (BABs) program and the Federal Reserve's quantitative easing policy which fueled long-term inflation fears. Consequently, only \$125.6 million in bond proceeds for construction was realized and the gap is now \$12 million.

How’re we doing?

While there have been additional expenses there have been offsets which have kept the projected total at \$152 million. As of this month, the project has bid and awarded nine prime contracts for Phase I work for a total of \$23,804,340 (approximately 20 percent of the project). This work encompasses much of the utility loop, new video board, scoreboards, advertising panels, and press box selective demolition, shoring, earthwork, and concrete foundations. The project team is currently planning on an additional 15 or 16 bid packages to be released within the next 18 months.

The primary reason for the additional expenses is the increased shoring and concrete costs for the press box foundations. Late last fall while the foundations were under design, there was great

concern about the unstable soil conditions on the west berm. So the project team reevaluated the press box foundation system and decided to bring the foundation all the way down to the concourse level instead of setting the new structure up on the berm on a series of deep and large piles. This significantly raised the cost of the shoring, earthwork, and concrete necessary for the new foundations. Although the cost increase was significant, the decision by the project team for a more common construction technology and less risky long-term solution was the right decision for the project.

SURPRISES UNCOVERED

Safety and Schedule, the Guide to Solutions

The surprises keep coming. Last month we told you about the discovery of the original scoreboard. Not all surprises are welcomed. The goal is to preserve as much of the historic parts of the structure as possible during the renovation, so it was disappointing to discover that the historic facades of tunnels 15A and 16 were found to be structurally unsound and could not be salvaged. But before they were demolished and removed they were measured and photographed and will be replicated after the tunnel work is completed.

LEGENDS PREMIUM SEATING

You may know that an important aspect of this renovation project is the Press Box; it will be a major revenue engine for the refurbished stadium. When completed there will be new suites with dramatically increased square footage, tasteful finishes and indoor and outdoor seating.

Club Seats will be built on the lower two levels of the Press Box where patrons will enjoy cushioned seats with increased legroom and access to private air conditioned lounges.

Loge boxes will be located between the 40 yard lines on the lowest level; each box contains four private seats with its own television with access to private loge box lounge and restroom.

Check out the Legends Premium Seating at <http://rosebowl.c1ms.com/>

If you are interested in learning more, visit the Legend's Sales Center located on the edge of Lot D adjacent to Brookside Golf Course. The sales center uses state of the art technology, great posters and game programs to show the history and traditions of the Rose Bowl and the premium seat offerings. Also found there, renderings and models of the showing the renovated Press Box. The man brought in to lead the Premium Seat Sales is Legends' Vice President Jason Gonella. Anyone interested in learning more about premium seating at the Rose Bowl Stadium can contact Jason and his team at 626-585-6800.

SPOTLIGHT ON JASON GONELLA

"I love this place..."

"I guess I was drawn subconsciously to Pasadena. I think it was the "Little Old Lady from Pasadena" plus memories of watching the parade and game with my Nana as a boy back in Scranton, PA." Jason Gonella reminisced. "It was the culmination of the holiday excitement and the promise of an exciting new year to come."

When Jason arrived in southern California in 2008 to work for Anschutz Entertainment Group at Staples Center one of the first places he visited was Pasadena. He drove down Orange Grove and rounded the corner onto Colorado Boulevard and there they were – the stands that had held the crowds attending the greatest American New Year’s celebration of them all, the Rose Parade. He drove through the tree lined streets and it felt like the charming east coast cities he had left behind. “It was like the Hill section of Scranton, laid out on a grid like so many eastern cities, classic, not master planned like many other southern California cities.”

Jason settled his family into Stevenson Ranch but he kept thinking about Pasadena. “Pasadena is a special place because it is one of the few places in Southern California with a true sense of community. There is culture here as I noted passing the Norton Simon Gallery and the many others throughout the city, and the Playhouse, all centered on the game and the parade; Pasadena is a standalone city, a small city, with a big national profile.”

The sense of community cooperation in Pasadena exemplified by the stadium and the parade operations are unique. Jason was intrigued by committee structure within the Rose Bowl Operating Company and the symbiotic relationship between the stadium and the Tournament of Roses. “To this day I find it astounding at how smoothly the huge and complex undertaking goes off without a hitch, year after year, largely thanks to a dedicated group of volunteers.”

And, as for the stadium, “It is no wonder that Brent Mussburger and Keith Jackson are in thrall of the Rose Bowl. The Rose Bowl is a brand commanding respect and reverence for people like them and for the athletes and coaches who have played there and created the legends and traditions we all honor.” Jason is proud and excited about the role he and his team are playing in keeping the traditions alive. The Premium Seating in the renovated Press Box will be the major revenue producer in the Rose Bowl renovation effort.

Rose Bowl Memory ...

Check out Jason Gonella’s favorite Rose Bowl Memory at <http://www.rosebowlstadium.com/RoseBowl-memories.php>

IN JUNE ...

We will be featuring Michael Cawlina, President, Management Services, Bernards. This team is responsible for overall management of the renovation project. Bernards offers full service construction support, striving to provide innovative building solutions to challenging projects like the Rose Bowl Renovation.