



ROSE BOWL RENOVATION PROJECT

Pending necessary approvals, the Rose Bowl Stadium will undergo a \$170 million, three-year, three-phase renovation project. Tentatively scheduled to begin in early 2011, the focus of this project is to expand public stadium areas and enhance and modernize stadium amenities.

Proposed renovations to concourses, the press box, restrooms, entrance/exit tunnels, the scoreboard and video board will not interfere with UCLA football home games and Rose Bowl games. Outside of the proposed press box renovation, work on most other elements of the project is planned between football seasons. Again, please note that this is a proposed project that will go through the standard approval process required of Rose Bowl Stadium projects.

“We are embarking on our renovation project at this time in order to maintain the Rose Bowl stadium in its position as the pre-eminent bowl game experience in the country,” said Darryl Dunn, CEO and general manager of the Rose Bowl stadium.

Following are the project highlights:

New Video Board – The renovation will provide a new, state-of-the-art video board that will be two and one-half times larger than the current video board.

Historic Scoreboard – The renovation will include a vintage scoreboard on the south end that recalls the 1940s vintage scoreboard.

Improved Exiting Plan – Exit time will be significantly improved.

Increased Concourse Capacity – Concourse capacity will increase from 2.5 square feet per person to 4.0.

Rest Room Improvements – The number of rest-room fixtures will be increased.

Increased Concessions – The number of concession points of sale will double.

Field Hedge – The stadium will reestablish the historic field hedge. This will become an integral element of the field-level stadium access, acting as the barrier between fans and the playing field.

Capacity – Although the seating capacity will be reduced by approximately 4,500 seats, the net reduction in overall capacity is expected to be only 2,000 to 3,000 seats due to the increased capacity in the renovated press box. Total public seating is expected to continue to exceed 87,000.

Press Box Renovation – The press box will be substantially reconstructed to include modern, state-of-the-art amenities such as luxury suites, loge boxes, club seats and lounge areas. Capacity is expected to increase by approximately 1,900. The renovation will provide an appealing area to entertain corporate partners/donors.

Lounges – The renovation will also include state-of-the-art lounges at the field level and one at the top of the west side of the stadium. The renovation will provide an attractive area to entertain university officials, leading donors and private parties.

UPDATED INFORMATION ON THE PROPOSED RENOVATION WILL BE AVAILABLE AFTER LABOR DAY. STAY TUNED!

UCLA FOOTBALL 2010

The UCLA Bruins open the 2010 football season at the Rose Bowl with a matchup against the Stanford Cardinal, on Saturday, September 11th. Game time is 7:30 PM.

If you like to receive a Residential Alert Email providing you with information concerning events that may impact you please send your email address to: info@rosebowlstadium.com

For questions please contact the Rose Bowl Administrative Office at 626-577-3101.
Office hours: Monday through Friday 9:00 a.m. - 5:00 p.m.

FOR EVENT INFORMATION - VISIT THE ROSE BOWL STADIUM WEBSITE AT www.rosebowlstadium.com FOR THE LATEST EVENT UPDATES

Please have your passes in your vehicles at all times. Thank you!
Check out the “Resident’s Info” page on our website www.rosebowlstadium.com for additional information on our stadium and events. The EVENT DAY ONLY HOTLINE is for Rose Bowl Stadium event related emergencies only!! The number is 626-397-4141. THIS IS AN EMERGENCY NUMBER ONLY! DO NOT CALL THIS NUMBER FOR DIRECTIONS, STADIUM, EVENT, PARKING AND/OR TICKET AVAILABILITY INFORMATION!!

If you would like to be added to our resident’s email notification list, visit our website www.rosebowlstadium.com



Saturday, September 11
Sunday, September 12
Saturday, September 18

UCLA vs. Stanford @ 7:30PM
R. G. Canning Attractions FLEA MARKET @ 9:00AM - 3:00PM
UCLA vs. Houston @ 7:30PM

Saturday,
October 2
Sunday,
October 10
Saturday,
October 30

UCLA vs. Washington State @
12:30pm
R. G. Canning Attractions FLEA MARKET @ 9:00AM - 3:00PM
UCLA vs. Arizona @ TBD

Saturday,
November 6
Sunday,
November 14

UCLA vs. Oregon State @ TBD
R. G. Canning Attractions FLEA MARKET @ 9:00AM - 3:00PM

Saturday,
December 4
Sunday,
December 12

UCLA vs. USC @ TBD
R. G. Canning Attractions FLEA MARKET @ 9:00AM - 3:00PM