



Agenda Report

January 3, 2018

TO: Rose Bowl Operating Company

FROM: Darryl Dunn, General Manager

SUBJECT: Commemorative Statue for the 1999 Team USA Women's World Cup Champions

RECOMMENDATION:

This item is information only.

BACKGROUND:

To continue its commemoration of the near-century of heritage and diversity at the Rose Bowl Stadium, and in preparation for celebrating its Centennial birthday in 2022, Rose Bowl Legacy Connections, the 501c3 non-profit organization that supports the protection, preservation and enhancement of the Rose Bowl Stadium, has secured philanthropic gifts to support the creation and installation of its next celebratory statue, representing the 1999 Team USA Women's World Cup Champions, as a historical marker that 'transcends and celebrates an important moment in Rose Bowl history'.

As the Jackie Robinson statue has done since its dedication in November 2017, the commemorative statue program at the Rose Bowl Stadium will continue to educate and celebrate the legacy of key moments in the Stadium's near-century of history.

Since the 1999 Team USA statue will be located in the designated RBOC Area as defined in the Operating Agreement between the RBOC and the City of Pasadena, the design, location, orientation, and size will adhere to the Rose Bowl Commemorative Statue Guidelines, which were approved by the RBOC on Feb. 2, 2017, and as outlined in Attachment D.

These Guidelines were modeled on the City's monument policy with a few deviations. During the development of the Guidelines, the RBOC requested input from key groups, including the neighborhood associations adjacent to the stadium, Legacy Board of Directors, Legacy Statue Committee, the RBOC's Operations Committee, and Legacy's professional consultant, Dr. Jim Erickson.

As part of the guidelines, the RBOC will request that the Arts & Culture Commission on an informational basis provide its perspective on the project and its elements, which has yet to be scheduled.

The final step in the process will be requesting formal approval from the RBOC at a future date.

1999 Team USA Women's World Cup Champions Statue

The Rose Bowl has become synonymous with iconic moments, entertainers, coaches and athletes. Without a doubt, the 1999 Team USA Women's World Cup Championship was one of the all-time historic moments remembered here at the stadium, celebrated with friends and family, creating memories that will never be forgotten and continue to inspire.

The 20th anniversary of the historic, inspirational match is quickly approaching in 2019.

Staff has been working with United States Soccer and members of the 1999 Championship team on this project. To date, U.S. Soccer, its current and former executives, and members of the 1999 team (including Brandi Chastain), have supported and approved of all renderings and the elements associated with the project.

Fundraising is nearing completion for the 1999 statue, which has a goal of \$400,000 in gross philanthropic gifts. The project can begin when a written pledge commitment of \$320,000 in new gross gifts is met (80% of the total goal). It is anticipated that Staff will achieve this private funding benchmark by the end of January 2019.

Subject Matter of the 1999 Team USA Statue

"The Rose Bowl is part of the fabric of the history of our country. Arguably, one of the most important events ever in the history of women's sports in this country happened right there in that stadium."

– Hannah Storm, ESPN Broadcaster

Team USA's inspirational moment at America's Stadium during the 1999 Women's World Cup Championship Game was an iconic moment of change for female athletics in the United States and all over the world inspiring a generation of youth and female athletes like never before. The team became famous instantaneously as was showcased by the national coverage gracing the covers of *Time Magazine*, *Newsweek*, *Sports Illustrated*, and so many other national and international publications.

It was arguably the most pivotal moment for female athletics in the history of the United States and undoubtedly inspired a global, generation of young female athletes to strive for equality and greatness. The victory, watched live by a world women's sporting event record attendance of 90,185 fans including former President Bill Clinton, and by more

than 18 million viewers worldwide on television, inspired a new generation of women athletes not only in soccer, but in a host of other sports as well.

Design, Location, Orientation, and Size of the 1999 Team USA Statue

The statue of the 1999 Team USA Women’s World Cup Champions will be similar in stature to the height of the Jackie Robinson statue, which is slightly larger than life-size (approximately 7’ 2” tall).

It will feature the inspirational moment of Brandi Chastain, moments after her game-winning penalty kick that won the championship for Team USA, with a bronze relief of the team running behind her to celebrate the victory. It is an iconic moment that was featured on national publications, gracing the covers of *Time Magazine*, *Newsweek*, *Sports Illustrated*, and so many other national and international print locations.

A custom in-ground base that is secured beneath the walking surface of a re-designed rose garden area which will surround the marker. It will be compatible with the surroundings and will not have an effect on the surrounding environmental area.

For a preliminary statue rendering of the 1999 Team USA statue, please see Attachment A.

Informational reader rails will be included in the project and located adjacent to the marker in order to highlight the accomplishments of the statue subject, as well as appropriately recognize the donors to the project. The reader rails will support the comprehensive public education about the subject matter. Donor acknowledgement will be done tastefully and modestly and will not detract from the overall presentation of the statue and/or the surroundings.

The statue will be located within the RBOC Area on the north tip of the parkway extension, in front of the stadium’s main gate – Gate A. It will be located approximately 60 yards from the position of the Jackie Robinson statue, which was dedicated in November 2017.

For a map of the potential location of the 1999 Team USA statue, please see Attachment B.

An important element of this project would be to renovate and improve the existing parkway area and access for public enjoyment. Staff investigated several potential locations within the RBOC Area, both inside and outside of the venue, before determining that the current location was the best spot to initiate public appreciation of the subject.

The orientation of the statue will be facing north on the Parkway extension, towards the Stadium’s main gate, Gate A. It will face the Jackie Robinson statue, uniting two key Rose Bowl and societal influencers in one common space.

Aesthetic merit is a primary determinant in the acceptance of the statue and must show a high level of quality from the artist.

Compatibility, Impact, and Safety

The 1999 Team USA statue will be appropriate and compatible with existing uses in the aforementioned RBOC Area on the northern tip of the Parkway extension and will integrate with the surrounding environment and re-designed landscaping elements.

The aesthetic merit of the statue will show a high level of quality, synonymous with prior Rose Bowl Stadium projects.

The statue will not adversely impact the use of the area including, but not limited to, visual impact of the historic Rose Bowl Stadium and traditional patron usage. The re-designed rose garden and new educational marker will enhance community access to the area, creating a safer accessibility by visitors to view the iconic vantage points associated with the Stadium and its surroundings.

Any associated future maintenance costs will be the sole responsibility of Legacy.

The statue will be safe to passersby, curious spectators (especially children), and the environment including motor and recreational traffic. Sharp projecting elements, loose parts, and other potential hazards, which create liability and safety issues, will not be accepted.

Educational Opportunity for Youth and Community - Women's Empowerment Symposium

The Women's Empowerment Symposium will continue to expand the educational programming and reach of Legacy and the Rose Bowl Stadium while creating significant, lasting impact for young women within the iconic spaces of America's Stadium to inspire female youth and women to do better and dream higher.

Housed in the National Historic Landmark that has authored almost 100 years of admiration and inspiration-filled moments, the one and a half-day Women's Empowerment Symposium will help develop strong female leaders within Los Angeles, California regional high school senior population, with a specific focus on approximately 50-100 students that attend schools located in low-and-moderate income (LMI) areas in the cities of Pasadena and San Gabriel.

Staff is working with key female executive leaders, athletes, and sports influencers, as well as Fox Sports, on a regional and national level to appropriately program the symposium to best benefit the attendees.

Within the region, an opportunity exists to build college and career focused female leaders by targeted empowerment programming with successful businesswomen and athletes as we discuss today's societal and cultural topics, health, confidence, leadership, ethics and other topics. Attendees will hear how female leaders have built their businesses and mastered the personal and professional balance while providing ethics, services and

resources to their community. The sessions will provide inspirational elevation and education to the attendees all within the inspirational setting of the Rose Bowl Stadium.

The event will conclude with the marquee panel of the event, with a discussion from some of the key players and influencers from the 1999 Women's World Cup Champions (Team USA) as well as some current Women's National Team players and executives as they discuss the moment from 1999 and the growing landscape of women's soccer and leadership in the United States.

The symposium will be a pre-cursor to a marquee event, with the unveiling of the 1999 Team USA commemorative statue at the Rose Bowl Stadium taking place the following day. Each attendee of the symposium will be granted access to witness the dedication of a monument honoring the 1999 Team USA World Cup Champions.

The Artist of the 1999 Team USA Statue

The artist of the 1999 Team USA statue will be Mr. Brian Hanlon, of Hanlon Sculpture Studios, located in New Jersey. In addition to performing the successful sculpting and installation of the Jackie Robinson statue at the Stadium in 2017, Hanlon Sculpture Studio has also performed over 300 successful installations of bronze and granite sculptures and has worked with college and professional sports organizations, municipalities, churches, public safety departments, and individuals. They are also the official sculptor of the Naismith Memorial Basketball Hall of Fame.

For Mr. Hanlon's biography, please see Attachment C.

FISCAL IMPACT:

Legacy has acquired philanthropic pledges from private contributors to fund the 1999 Team USA Women's World Cup Champions statue and anticipates completion of its solicitation process by the end of January 2019. After the fulfillment expenses of sculpting and installing the statue, there will be a significant net of approximately \$160,000-\$190,000 to benefit Legacy's mission. The expense of this statue in particular is a bit higher due to the bronze relief behind the main figure of the statue (Brandi Chastain) and the details associated with the figures depicted on the relief.

As with any Legacy project, any net philanthropic gift directly supports the protection, preservation, and enhancement of the Rose Bowl Stadium, which is Legacy's mission.

Legacy is currently entering year two of its centennial campaign, which has a goal of raising \$40M in new, gross philanthropic gifts by the time the Stadium turns 100 years old

in 2022. Since its start in November 2017, Legacy has received signed pledges/commitments in excess of \$15.7M, totaling 39% of the campaign goal.

To date, Legacy has generated more than \$32M in gross gifts/pledges from 2010 through 2029 and has successfully transferred \$13.3M to the RBOC for protection, preservation, and enhancement of the venue (as of Dec. 2017).

Respectfully Submitted,

A handwritten signature in black ink, appearing to read 'D Dunn', with a long horizontal stroke extending to the right.

Darryl Dunn,
General Manager, RBOC

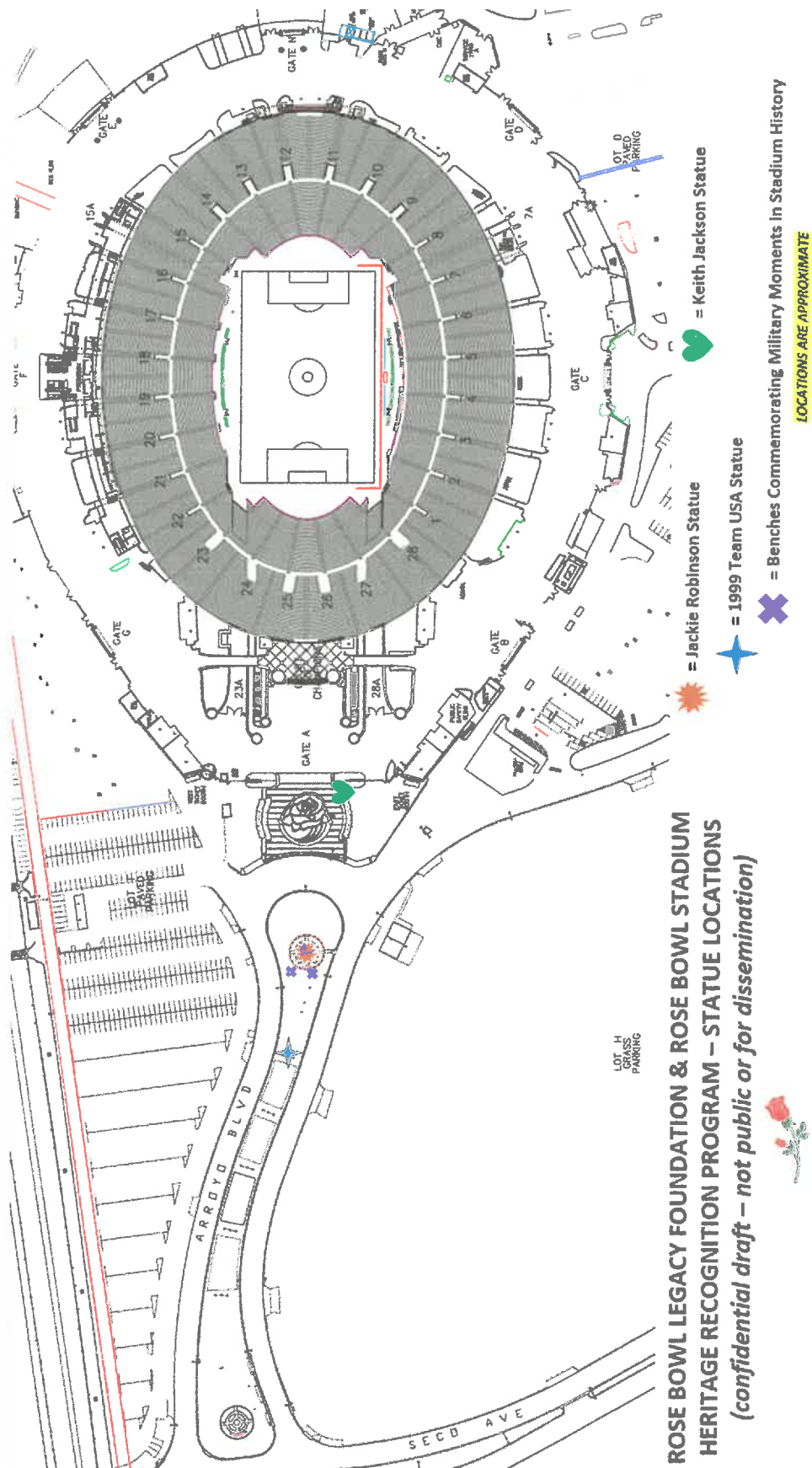
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ATTACHMENT A – PRELIMINARY DRAFT STATUE RENDERING





ATTACHMENT B – DRAFT OF SUGGESTED STATUE LOCATION



**ROSE BOWL LEGACY FOUNDATION & ROSE BOWL STADIUM
HERITAGE RECOGNITION PROGRAM – STATUE LOCATIONS
(confidential draft – not public or for dissemination)**

ATTACHMENT C - Biography – Brian Hanlon, Hanlon Sculpture Studio

Brian Hanlon is a classically trained master sculptor and founder of Hanlon Sculpture Studio. With over 300 public and private art pieces and installations since 1986, Hanlon is a world-renowned artist from Toms River, New Jersey, specializing in bronze statues. He is the official sculptor for the Naismith Memorial Basketball Hall of Fame and has received national awards and commendations for his liturgical, civic and athletic sculptures.

In creating his work, Hanlon's goal is to educate others about the subject and inspire them to achieve greatness. Hanlon's work translates seamlessly across all genres from liturgical to civic, public safety, and athletics because of his desire to learn and create meaningful, thought provoking works of art.

Hanlon took graduate level courses towards a Master of Sculpture degree at Boston University from 1988-90. Because of his advanced knowledge and skill, Hanlon left school early to work as a sculptor full-time. Prior to attending Boston University, Hanlon completed a Bachelor of Arts in Art Education at Monmouth University in 1988.

For more information, visit the Hanlon Sculpture Studio website at www.HanlonSculpture.com

Mr. Brian Hanlon's Professional Recommendation for the Sculpture Location

As a result of my visit to the Rose Bowl Stadium, in my professional opinion, I believe that the attached map demonstrates the most desirable location for the artwork.

This historical marker will transcend and celebrate an important moment in Rose Bowl history. This marker will not glorify the individual but will celebrate an event in time that has had an impact on the culture and extreme heritage of this venue.

Examples like this can be found throughout the country/world which help maintain a historic narrative between the present and past. This will perpetuate the museum-like quality of this display.

The artwork is composed of bronze castings that are rendered in a life-like manner. In creating the sculptures, the goal is to educate others about the subject and inspire them to achieve greatness. I believe any artwork can translate seamlessly across all genres because of a creator's dedication and desire to learn and create educational and thought provoking works of art. This would be fulfilled in these new artworks.

An additional benefit of the artworks is that the location will become a tourist destination throughout the year. In essence, the artwork provides an interesting attraction regardless of scheduled events.

ATTACHMENT D - Rose Bowl Commemorative Statue Guidelines
***** (as approved by RBOC on 2/2/17) *****

The placement of monuments or statues within the RBOC Area is not regulated by the City's Monument Policy, therefore the RBOC adopts the following Guidelines for placement of monuments or statues within the RBOC Area.

A. Evaluation Process

1. Legacy's Board of Directors and the General Manager of the RBOC will appoint and oversee a statue committee to: 1) determine the artist, 2) review appropriateness of content, and 3) make recommendations to Legacy Board of Directors and RBOC on select statue subject matter, appropriate locations within the RBOC Area (as defined in the Operating Agreement with the City of Pasadena), based on the level of significance associated with the Rose Bowl Stadium, and footprint and orientation within the proposed site plan of each statue. Should any future statues be proposed within the joint venture space of the Rose Plaza, the Tournament of Roses will be included in the process. (No RBOC Board Members or City Council members may be appointed to the committee to maintain the legal distinction between Legacy and the City/RBOC.)
2. Committee recommendations will strongly consider the professionally proposed recommendations from a third-party industry professional. The committee will maintain initial oversight to ensure compliance with the established guidelines.
3. Recommendations from the committee will be presented in full to the Legacy Board of Directors for approval and recommendation of further action to the General Manager of the RBOC.
4. Once approved by Legacy's Board of Directors, the General Manager of the RBOC will present the preliminary commemorative statue plans and committee suggestions to the RBOC Board.
5. Legacy, the General Manager of the RBOC, and the selected artist will request that the City of Pasadena's Arts and Culture Commission review the design of any statue in an advisory capacity.
6. Legacy and the General Manager of the RBOC will present the final draft of statue plans, suggested location, orientation, and designs to the RBOC Board for recommendation and approval, the Arts and Culture Commission in an advisory capacity, and City Council as an informational item so that the Council may understand the application as it relates to proposed location, compatibility with the surroundings, potential impact on other uses, potential liability, and safety and maintenance issues.

B. Evaluation Guidelines:

- **Appropriateness:** Each statue will have an association between the Rose Bowl Stadium, its history and heritage, and thus, the City of Pasadena. Statues could be figures, living or deceased, or historic moments, that have had a direct association and influence with Rose Bowl Stadium history and heritage. The installation of a celebratory statue, affiliated with an appropriate Rose Bowl Stadium moment, will not be permitted unless there is a minimum of five (5) years from the occurrence of or conclusion of the specific event.
- **Compatibility:** Statues will be appropriate and compatible with existing uses in the area. Statue designs will be encouraged to integrate with the surrounding environment and will be combined with shrubbery and landscaping elements, when and if possible. The aesthetic merit of the statues must show a high level of quality, synonymous with prior Rose Bowl Stadium projects, and will best support education about the subject matter.
- **Impact:** Statues will not adversely impact the use of the area including, but not limited to, visual impact of the historic Rose Bowl Stadium and traditional patron usage.
- **Aesthetics:** Aesthetic merit is a primary determinant in the acceptance of statues and must show a high level of quality from the artist. Works of inferior workmanship will not be approved nor accepted. Statue sizes will be no larger than life size, plus 25% (industry standard for most likenesses) with a custom, in-ground base no smaller than 2.5' x 2.5' and no larger than 5.5' x 5.5'.
- **Maintenance and Insurance:** The statues will have little to no ongoing maintenance costs. If any such costs should arise, ordinary or extraordinary, they will be fully funded by Legacy for the life of the statue. Statues will not create liability or public funding issues, as any donor(s) will sign formal Legacy pledge documents.
- **Safety:** The statues will be safe to passersby, curious spectators (especially children), and the environment including motor and recreational traffic. Sharp projecting elements, loose parts, and other potential hazards, which create liability and safety issues, will not be accepted.
- **Ownership:** Ownership of any statue will be transferred to the RBOC upon written acceptance by Legacy and installation by the artist.
- **Construction/Installation:** Construction, installation and site preparation of every statue must be undertaken pursuant to valid plans, approvals and permits approved by RBOC standards.

- ***Donor Recognition:*** Donor recognition will not be in perpetuity. Donor acknowledgement on statues will be done tastefully and modestly and will not detract from the overall presentation of the statue and/or the surroundings. Recognition will also best support will best support education about the subject matter, if possible. In reference to other Legacy naming opportunities, donor recognition will remain until 2042, unless otherwise stated to be shorter by the gift agreement or if the donor is determined to be qualified as the following:
 - Legacy, or the RBOC, may remove plaques, donor recognition, or the statue itself, if it is reasonably believed that the Donor and/or highlighted subject matter has committed a crime or act of moral turpitude, or has engaged in conduct materially averse to the interests of the City of Pasadena, the RBOC or Legacy.

- ***Waiver of Intellectual Property Rights:*** Legacy and the artist creating the statues shall sign an agreement acknowledging and agreeing that both parties are familiar with the “California Art Preservation Act” (California Civil Code Section 987 et seq.) and the “Visual Artists’ Rights Act of 1990” (17 U.S.C. Section 101 et deq.) and shall expressly waive rights under those Acts to the extent permissible therein and shall also sign a general release in a form acceptable to the City Attorney.