



Agenda Report

July 14, 2016

TO: Rose Bowl Operating Company (RBOC)
FROM: Darryl Dunn, General Manager
SUBJECT: Rose Bowl Legacy Update

RECOMMENDATION:

This is an information item only.

BACKGROUND:

Since its inception in 2010 and continuing moving forward, the Legacy mission has been to raise capital funds for the Rose Bowl Stadium and enhance its efforts for long-term success. In its 2015 year (January-December), Legacy generated approximately \$1.9 million in newly committed gifts/pledges and had several success stories.

Thus far in its 2016 year (January-December), Legacy has generated approximately \$1.625 million in newly committed private gifts/pledges.

As a follow up to Legacy's formal informational update to the RBOC on June 2, 2016, the following update is being provided on some more specific Legacy objectives and major gift commitments, including:

- a. Naming Opportunities and Statues (approved on June 2, 2016)
 - 1) See below for approved Legacy naming opportunities list
- b. Area H Perimeter Project Timeline and Giving

Legacy Naming Opportunities Inventory

Over the past few months, Legacy staff has continued its evaluation of the current naming inventory for philanthropic giving to the Foundation. The evaluation, determined new inventory opportunities and values, which were added to old inventory items.

On November 4, 2010, the RBOC approved the specific naming opportunities to be established for donor opportunities, the corresponding ranges indicated for the particular stadium features to be sold, as well as the proposed naming recognition guidelines, to ensure that all naming recognition decisions were accomplished according to an established set of standards. On May 20, 2013 the RBOC and City Council approved an updated, comprehensive list of the naming rights and inventory opportunities for Legacy.

The expanded list of philanthropic naming opportunities will allow Legacy to approach a larger range of donors, creating larger appeal on several different gift levels. The RBOC has also granted the General Manager and the Executive Director of Legacy a 20 percent variance on any one particular naming opportunity consistent with past practice.

At the recommendation of Legacy’s Naming Inventory Committee, below is a list of Legacy naming inventory and recommended minimum values for philanthropic gifts. Legacy will be better positioned to acquire a broader range of private, philanthropic gifts after the further re-assessment of the naming opportunity list. Furthermore, the opportunities will allow Legacy to engage a broader demographic of new supporters.

The RBOC also gave formal approval and acknowledgement of these naming opportunities at a prior meeting on June 2, 2016.

It should be recognized that significant recent progress has been made, particularly in major gift donations towards tunnels and statues, that is currently being stewarded by Legacy. Staff hopes to have closure on these private gift proposals in the near future.

| | Item | Quantity Available | Price |
|------------------------------|-------------------------------------|--------------------|--------------|
| STADIUM OPPORTUNITIES | | | |
| | UCLA Locker Room & Training Area | 1 | \$500,000.00 |
| | Historic Statues | 4 - 6 | \$400,000.00 |
| | Visitor Locker Room & Training Area | 1 | \$350,000.00 |
| | Rose Gardens (field level) | 2 | \$300,000.00 |
| | 1922 Locker Room | 1 | \$250,000.00 |
| | Historic Bridges | 2 | \$100,000.00 |
| | Locker Room Heritage Listing | 1 | \$75,000.00 |
| | Historic Benches | 8 | \$50,000.00 |
| | Stadium Pillars Historic Moments | 12 | \$50,000.00 |
| | Exterior Historic Moments | 10 | \$50,000.00 |

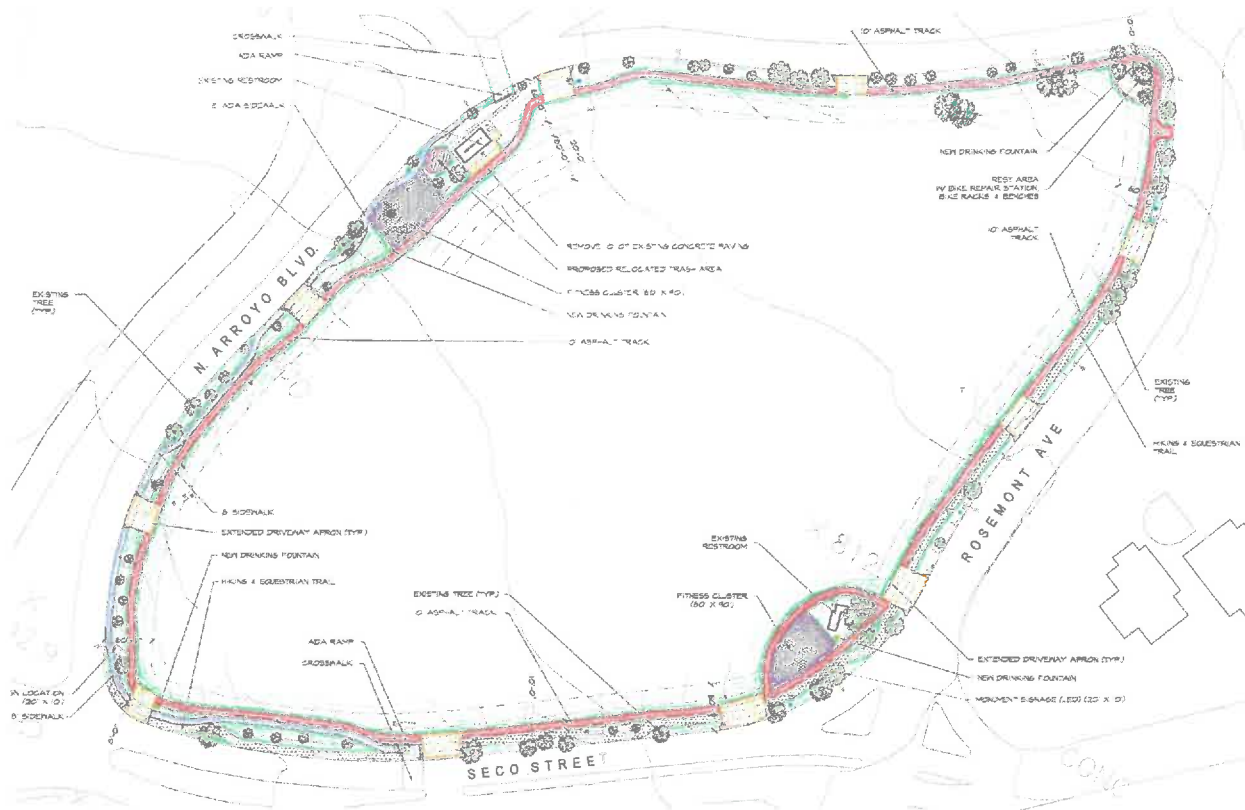
| | | | |
|-------------------------------|---------------------------------|---------|--------------|
| | East Side Flag Pole | 1 | \$50,000.00 |
| | Concourse Historic Moments | 15 | \$50,000.00 |
| | UCLA Hedge (Tunnel 1) | 1 | \$25,000.00 |
| | Tours Program & Video | 1 | \$25,000.00 |
| | Media Areas (Near Locker Room) | 1 | \$15,000.00 |
| | Game Day Heritage Exhibit | 1 | \$15,000.00 |
| | Rose Planters | 30 | \$15,000.00 |
| | Ticket Booth | 1 | \$125,000.00 |
| | VIP Hospitality Entrance-Gate F | 1 | \$75,000.00 |
| | Stadium Tour Program & Video | 1 | \$25,000.00 |
| | 8x8 Premium Brick in Rose Plaza | various | \$425.00 |
| | 8x8 Brick in Rose Plaza | various | \$350.00 |
| | 4x8 Brick in Rose Plaza | various | \$100.00 |
| TUNNELS | | | |
| | Tunnel 3 | 1 | \$300,000.00 |
| | Tunnel 4 | 1 | \$300,000.00 |
| | Tunnel 6 | 1 | \$300,000.00 |
| | Tunnel 7 | 1 | \$300,000.00 |
| | Tunnel 7A | 1 | \$250,000.00 |
| | Tunnel 8 | 1 | \$300,000.00 |
| | Tunnel 15 | 1 | \$300,000.00 |
| | Tunnel 16 | 1 | \$300,000.00 |
| | Tunnel 17 | 1 | \$300,000.00 |
| | Tunnel South End Field 23A | 1 | \$500,000.00 |
| | Tunnel North End Field 28A | 1 | \$500,000.00 |
| TERRY DONAHUE PAVILION | | | |
| | Loge Lounge | 1 | \$250,000.00 |
| | Command Post | 1 | \$250,000.00 |
| | Big Ten Coaches Booth | 1 | \$100,000.00 |
| | Pac-12 Coaches Booth | 1 | \$100,000.00 |
| | UCLA/Home Radio Booth | 1 | \$75,000.00 |
| | Level D Heritage Timeline | 4 | \$65,000.00 |
| | Level E Heritage Timeline | 4 | \$50,000.00 |
| | Level B Kitchen | 1 | \$50,000.00 |
| | UCLA/Home AD Suite | 1 | \$50,000.00 |
| | Visitor AD Suite | 1 | \$50,000.00 |
| | Visitor Radio Booth | 1 | \$50,000.00 |
| | TV Network Booth | 1 | \$50,000.00 |
| | Level F Heritage Timeline | | \$35,000.00 |

| | | | |
|--|----------------------------------|----|-------------|
| | Escalators | 2 | \$25,000.00 |
| | A/V Booth | 1 | \$25,000.00 |
| | Replay Booth | 1 | \$25,000.00 |
| | Stats Booth | 1 | \$25,000.00 |
| | Elevator Historic Photos | 3 | \$15,000.00 |
| | Elevator Exterior Doors (middle) | 1 | \$15,000.00 |
| | Elevator Interior Doors | 3 | \$15,000.00 |
| | Loge Lounge Historic Moments | 8 | \$15,000.00 |
| | Level C Pole Banners | 10 | \$15,000.00 |
| | Stairwells (North & South) | 2 | \$10,000.00 |

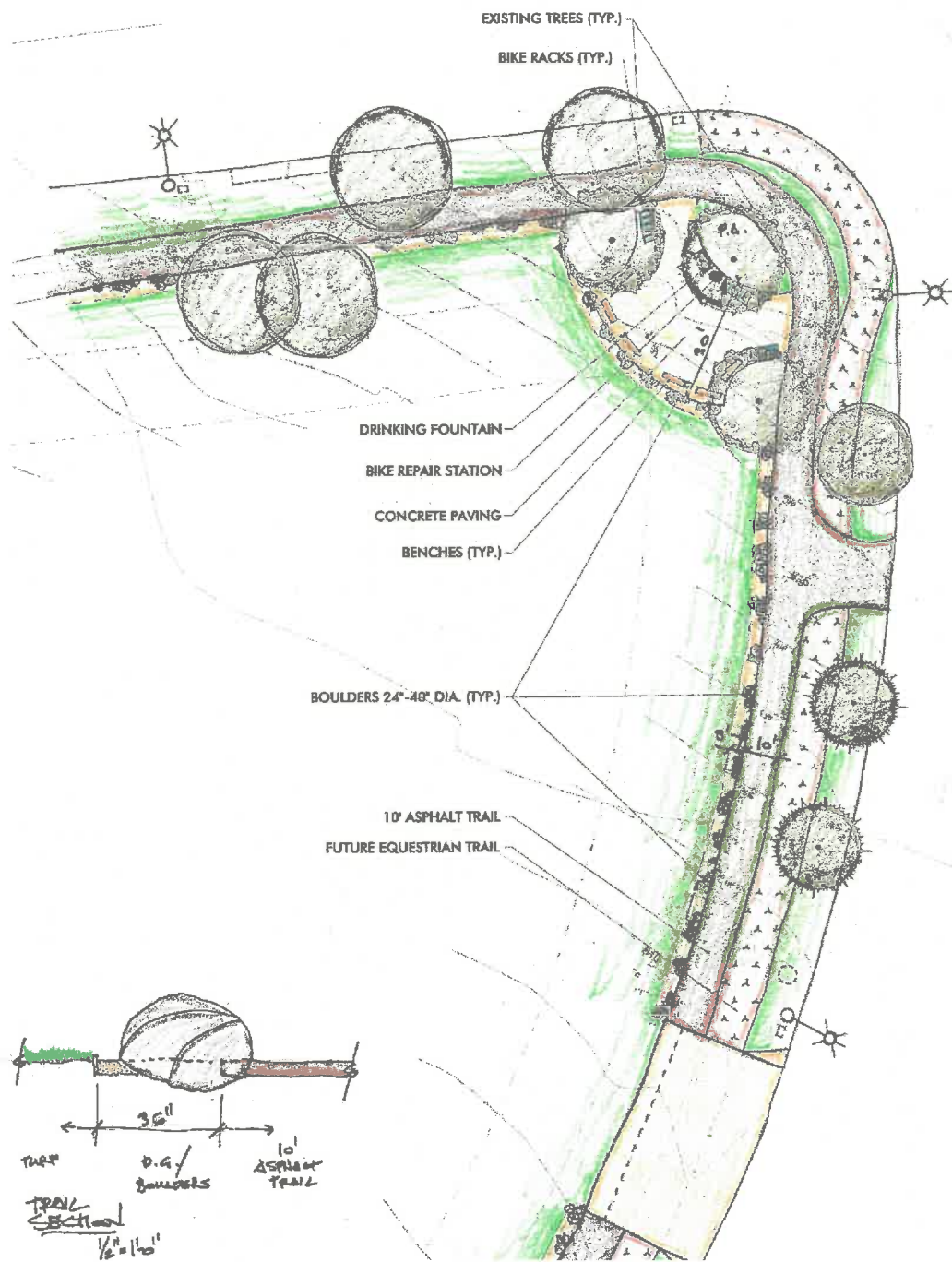
Area H Perimeter Project Timeline and Giving

In addition to Legacy Connections' efforts is to provide private funding for stadium improvements, they have raised private funds for the enhancement of Area H for the City of Pasadena residents along with the thousands of recreationalists that utilize the Central Arroyo annually. Legacy was able to secure its total private funding promise to the City of Pasadena of \$1.2 million to improve the park. Total giving for the campaign exceeded \$1.8 million, with the difference to be used in support of Rose Bowl Stadium capital improvement initiatives.

The Area H public use improvements include a new ¾" mile walk/jogging path with two exercise equipment nodes, safer patron access with an added separate ADA sidewalk from Seco Street to the Stadium, new drinking fountains and rest areas for the public. This work will be completed through the City of Pasadena Public Works Division. In addition, the project was included within the city's approved CIP budget for FY17. This work is planned to be constructed and completed in early FY17.



Site Plan per the City of Pasadena



Rest Area on Northeast corner of Area H

FISCAL IMPACT:

At the end of 2015, Legacy successfully transferred \$2 million to the RBOC for capital improvements as part of the renovation project. Legacy's goal for 2016 is \$1.5 million in new monies.

To date, Legacy has raised over \$15 million in written pledges and has transferred \$6.9 million to the RBOC.

Respectfully submitted,



For
Darryl Dunn
General Manager