



OFFICE OF THE CITY MANAGER

February 6, 2014

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Program for Review of SR 710 Draft EIR/Draft EIS:

Recent public comments have raised questions about the City of Pasadena's role in reviewing the Draft Environmental Impact Report/Draft Environmental Impact Statement (DEIR/DEIS) for the SR 710 North Study currently being prepared by the Los Angeles County Metropolitan Transportation Authority (Metro) for Caltrans. The DEIR/DEIS is scheduled to be released in April 2014.

The on-going discussion of the City position on the SR 710 North Study Alternatives and the status of Measure A from 2001 appears to be confusing people about the City's role in reviewing and commenting on the technical and legal adequacy of the DEIR/DEIS. The attached memorandum from Frederick Dock, Director of Transportation provides detailed information on the City's actions in reviewing the DEIR/DEIS.

2. Devil's Gate Reservoir Sediment Removal & Management Project:

With the January 21, 2014 closure of the comment period on the Draft Environmental Impact Report for the Devil's Gate Reservoir Sediment Removal & Management Project, the Department of Public Works is focused on scheduling the initial meeting of the Devil's Gate Reservoir Sediment Removal & Management Project Working Group. The attached memorandum from Siobhan Foster, Director of Public Works provides additional information on the purpose of the Working Group and its participants.

3. Villa Parke – Softball Field Renovation Project:

The Department of Public Works is excited to announce the completion of the \$153,000

City Hall

100 N. Garfield Avenue, Room 231

Mailing Address: P.O. Box 7115 • Pasadena 91109-7215

(626) 744-7371 • Fax (626) 744-4774

jgutierrez@cityofpasadena.net

Villa Parke – Softball Field Renovation Project, as part of the CIP “Citywide Sports Field Improvements.” We encourage everyone to stop by the park and utilize the new softball field and amenities!

Construction of the field improvements started in October 2013 following the end of the spring/summer youth sport seasons. Project construction and the turf establishment period necessitated field closure for several months. The attached memorandum from Siobhan Foster, Director of Public Works provides more details on the project.

4. Foothill Workforce Investment Board’s Mobile Job Center Joins 32nd Annual Black History Parade and Festival:

The Foothill Workforce Investment Board’s (FWIB) Mobile Job Center will participate in Pasadena’s Black History Parade & Festival on Saturday, February 15, 2014 beginning at 10 a.m. at Charles White Park in Altadena, heads south on Fair Oaks Avenue and ends at Robinson Park, 1081 N. Fair Oaks Ave.

The Mobile Job Center is a 37 foot modified recreation vehicle, which has been converted into a mobile training and employment center. The vehicle has 10 high tech computer workstations featuring community resource information, self-directed job search software, web-based learning, occupation skills testing, computer software learning and tutorial programs.

After the parade, the Mobile Job Center will be parked at the Black History Festival on Hammond Street. Jobseekers are encouraged to visit to find out more about job openings and training programs. For more information contact Foothill Workforce Investment Business Liaison, Joumana “JB” Barakat at (626) 584-8387. The FWIB is a division of the Housing and Career Services Department.

5. Housing Advisory Roundtable Discussion:

The attached memorandum from William Huang, Director of Housing and Career Services provides details regarding the roundtable discussion to explore and suggest possible permanent sources of financing for the production of affordable housing in Pasadena.

6. Innovate Pasadena – Connect - A Weekend for Difference Makers and Disruptors:

Join entrepreneurs and a wide range of technology enthusiasts in celebrating innovation in the Greater Pasadena area for an inaugural citywide weekend. This is a unique opportunity to explore and learn more about key institutions, companies and people in Pasadena’s vibrant tech and design ecosystem. Activities will include talks, panels, open-houses, mixers, along with a hack and code event sponsored by the City’s own Department of Information Technology. You will have the opportunity to connect with movers and shakers in the region’s rich density of innovation and creativity. For information regarding the weekend see www.innovatepasadena.org/connect/ or contact Eric Duyshart or Michelle Garrett at (626) 744-4660.

7. Hack for Pasadena Event:

Phillip Leclair, Chief Information Officer for the Department of Information Technology, is pleased to announce Hack for Pasadena on March 15-16, 2014 at Pasadena City College (PCC).

Hack for Pasadena is two-days of open sourced talks and hands-on problem solving, to re-imagine the way the web, applications, technology, and community participation will shape the future of the City of Pasadena. Hack for Pasadena brings together the tech community with businesses, nonprofits, academia and city officials to work together to solve complex social problems through technology innovation. By inviting students, entrepreneurs, designers, and developers to use municipal data to solve problems in our community, we hope to strengthen the connection between Pasadena's diverse and innovative academic, civic, and professional communities.

Visit www.hackforpasadena.com or contact Phillip Leclair, Chief Information Officer, at (626) 744-3784 for more information on the event. Hack for Pasadena is part of Connect! A Weekend for Difference Makers & Disruptors presented by Innovate Pasadena and is sponsored by the City of Pasadena, Innovate Pasadena and Pasadena City College.

8. Metro Grant Program to Fund Open Streets Events:

Transportation Department staff is coordinating the preparation of grant application as part of the upcoming Metro program to fund Open Streets events. Open Streets are events which temporarily close the streets to automobiles and open them up to people to re-imagine their streets while walking, biking, in-line skating or pushing a stroller in a car-free environment. The new Metro grant program includes up to \$2 million annually for open streets events in Los Angeles County that will be distributed through a competitive grant application process. The goals of the program are to encourage sustainable modes of transportation (biking, walking and transit), provide an opportunity to take transit for the first time, and provide an opportunity for civic engagement that can foster the development of multi-modal policies in cities. The attached memorandum from Frederick Dock, Director of Transportation provides additional details on the Open Streets events.

9. Summer Opportunities Fair at Westridge School:

The City's Human Services & Recreation and Libraries & Information Services Departments will be participating this Saturday, February 8, 2014, in a joint community outreach at the Summer Opportunities Fair at Westridge School for Girls in Pasadena located at 324 Madeline Drive. The event, which runs from 10:00 a.m. to 3:00 p.m., will feature summer activities for every budget. Over 100 summer camps and programs will be represented. Both departments will be promoting their own summer programs and activities to local residents who are looking for enrichment opportunities for their children and teens to participate in over the summer.

A wide variety of summer activities are offered by the two departments including; children's programming, community service/volunteer activities for teens, art classes, day

camps, family events, a monopoly tournament, movie nights, digital photography, creative writing, recreational swim, sports camps, storytimes, reading challenges, swimming lessons, teen activities, youth sports and much more. There literally is something for everyone!

For more information about this event please contact Kenny James at (626) 744-7509, or Catherine Hany at (626) 744-4207.

10. Rose Bowl Roundup – January 2014:

Please find attached the January 2014 Newsletter provided by Darryl Dunn, General Manager of the Rose Bowl. Read about the renovation update and the many exciting events that will be hosted by the stadium in 2014.

Respectfully submitted,



JULIE GUTIERREZ
Assistant City Manager

JG:ld

MEMORANDUM - CITY OF PASADENA
DEPARTMENT of TRANSPORTATION

DATE: February 6, 2014
TO: Michael J. Beck, City Manager
FROM: Frederick C. Dock, Director *F.C. Dock*
SUBJECT: **City Manager's Weekly Newsletter Item – Program for Review of SR 710 Draft EIR/Draft EIS**

Recent public comments have raised questions about the City of Pasadena's role in reviewing the Draft Environmental Impact Report/Draft Environmental Impact Statement (DEIR/DEIS) for the SR 710 North Study currently being prepared by the Los Angeles County Metropolitan Transportation Authority (Metro) for Caltrans. The DEIR/DEIS is scheduled to be released in April 2014.

The on-going discussion of the City position on the SR 710 North Study Alternatives and the status of Measure A from 2001 appears to be confusing people about the City's role in reviewing and commenting on the technical and legal adequacy of the DEIR/DEIS. Regardless of how the position discussion is resolved, City staff is currently preparing to review the DEIR/DEIS for technical and legal adequacy and has taken the following actions:

- Consistent with City Council direction, a Memorandum of Understanding with adjacent communities (Glendale, La Canada/Flintridge, Sierra Madre and South Pasadena) has been completed that provides for the hiring and supervision of specialty consultants to evaluate the adequacy of the CEQA/Legal aspects, transportation/mobility, air quality, noise, soil geology/seismic, structural engineering, and safety/security impact analyses. Selection of consultants is proceeding on a schedule that will have them in place at the time the draft documents are expected to be released for public review.
- Additional review of the technical and legal adequacy of all sections of the DEIR/DEIS will be coordinated by the Department of Transportation using staff resources in various departments similar to the way that Public Works coordinated review of the recent DEIR for the sediment removal from the Devil's Gate Dam. Departments expected to be involved include the City Attorney's Office, Public Health, Planning and Community Development, Human Services and Recreation, Public Works, Water and Power, Police, Fire and Transportation. Staff comments will be collated and presented to the City Council.

- A letter for the Mayor's signature was prepared to formally request a 120-day review period. The Mayor's Office submitted the request. While Metro acknowledged the request, Caltrans has yet to respond. Staff is scheduling resources in anticipation of a 60-day review period that might be extended to 90 days.
- An article will be included prominently in the March-April *Pasadena in Focus* to remind people that the DEIR/DEIS will be released for public comment and that individuals and groups should submit comments on the document directly to Caltrans rather than to the City of Pasadena.

**MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF PUBLIC WORKS**

DATE: February 6, 2014
TO: Michael J. Beck, City Manager
FROM: Siobhan Foster, Director of Public Works
RE: Devil's Gate Reservoir Sediment Removal & Management Project

With the January 21, 2014 closure of the comment period on the Draft Environmental Impact Report for the Devil's Gate Reservoir Sediment Removal & Management Project, the Department of Public Works is focused on scheduling the initial meeting of the Devil's Gate Reservoir Sediment Removal & Management Project Working Group.

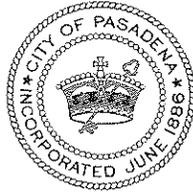
The purpose of the ad hoc Working Group is to identify a responsible project design and sediment management program that reflects the configuration, aesthetics, habitat restoration, and vegetation management described in the Hahamongna Watershed Park Master Plan adopted by the Pasadena City Council in 2003. It is imperative that the project scope be appropriately scaled to provide adequate flood protection in the most environmentally responsible and respectful manner resulting in as little impact to Hahamongna Watershed Park and adjacent neighborhoods as possible.

The six member Working Group is comprised of individuals with the background and expertise necessary to lead this critical initiative, which will shape the future of Hahamongna Watershed Park and our community. Participants include:

Don Bremner	Sierra Club
Tim Brick	Arroyo Seco Foundation
Gretchen Brickson	Community Member
Dr. Norman Brooks	Irvine Professor of Environmental & Civil Engineering Emeritus, California Institute of Technology
Nina Chomsky	Friends of Hahamongna
Dr. Seema Shah-Fairbank	Assistant Professor & RBF Fellow, California State Polytechnic University, Pomona, Civil Engineering Department

Meeting dates and times will be established by the Working Group with staff support provided by the Pasadena Public Works Department. The intent is for the Working Group to conclude its work and provide input to City Manager Michael Beck in late-spring 2014. This timing will allow the City to provide meaningful input to Los Angeles County prior to its anticipated publication of the final Environmental Impact Report in fall 2014.

If you have any questions, please feel to contact me by telephone at (626) 744-4233 or by e-mail at sfoster@cityofpasadena.net.



HOUSING & CAREER SERVICES DEPARTMENT

DATE: February 5, 2014
TO: Michael J. Beck, City Manager
FROM: William K. Huang, Director of Housing and Career Services *William K. Huang*
SUBJECT: Housing Advisory Roundtable Discussion

The City of Pasadena Housing and Career Services has organized a roundtable discussion bringing together affordable housing finance experts to explore and suggest possible permanent sources of financing for the production of affordable housing in Pasadena. The exploration of this topic is timely given the recent demise of redevelopment and sharp cuts to federal housing finance programs.

Pasadena has been at the forefront of affordable housing development with highly successful developments including Fair Oaks Court, Hudson Oaks Seniors, Centennial Place and many other high quality projects.

Invited and confirmed experts for the event are:

Aaron Wooler with Century Housing (Pasadena resident)
Cecile Chalifour with the Low Income Investment Fund (Pasadena resident)
Paul Beesemyer with the California Housing Partnership Corporation (Pasadena resident)
Holly Benson with Abode Communities (Pasadena resident)
Alan Greenlee with the Southern California Association of Non-Profit Housing
Pansy Yee with the Community Development Commission of the County of Los Angeles

The event will take place on February 19, 2014 from 4:00 pm – 5:30 pm at the Renaissance Plaza Community Room located at 649 N. Fair Oaks, 2nd floor, Pasadena, CA 91103 (corner of Fair Oaks and Orange Grove). The event is free and open to the public.

Housing Advisory Roundtable Discussion



Topic: Potential Permanent Sources of Funding for Affordable Housing Development

Panelists: Aaron Wooler, Century Housing
Cecile Chalifour, Low Income Investment Fund
Paul Beesemyer, California Housing Partnership Corporation
Holly Benson, Abode Communities
Alan Greenlee, SCANPH
Pansy Yee, Community Development Commission of the County of Los Angeles

Date: February 19, 2014, 4 pm – 5:30 pm

Location: Renaissance Plaza Community Room
649 N. Fair Oaks Ave., 2nd Floor, Pasadena 91103
(Second floor of the Von's shopping center at Fair Oaks and Orange Grove)

Cost: Free and open to the public

Pasadena has a history of supporting the development of affordable housing. However, the loss of redevelopment and a series of cutbacks to federal housing programs have resulted in a dramatic decrease in funding for affordable housing development. Come hear a panel of experts discuss possible sources of permanent funding for affordable housing development in Pasadena. Please bring your ideas and questions.

Organized by the City of Pasadena Housing and Career Services Department

MEMORANDUM - CITY OF PASADENA
DEPARTMENT of TRANSPORTATION

DATE: February 6, 2014

TO: Michael J. Beck, City Manager

FROM: Frederick C. Dock, Director *F.C. Dock*

SUBJECT: **City Manager's Weekly Newsletter Item – Metro Grant Program to Fund Open Streets Events**

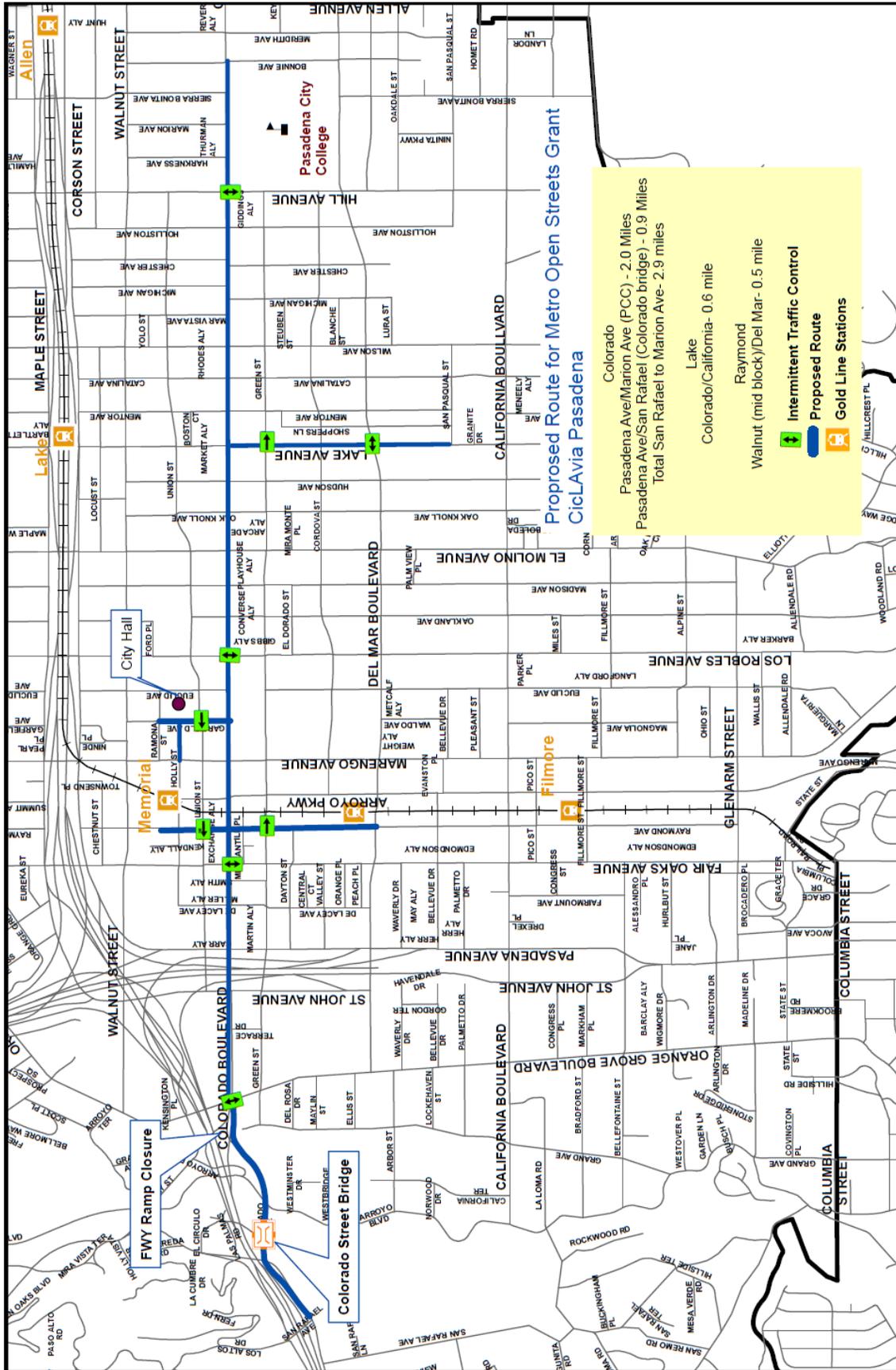
Transportation Department staff is coordinating the preparation of grant application as part of the upcoming Metro program to fund Open Streets events. Open Streets are events which temporarily close the streets to automobiles and open them up to people to re-imagine their streets while walking, biking, in-line skating or pushing a stroller in a car-free environment. The new Metro grant program includes up to \$2 million annually for open streets events in Los Angeles County that will be distributed through a competitive grant application process. The goals of the program are to encourage sustainable modes of transportation (biking, walking and transit), provide an opportunity to take transit for the first time, and provide an opportunity for civic engagement that can foster the development of multi-modal policies in cities.

Open streets or Ciclovía (Spanish for "bicycle path") initiatives are much more than one day events that invite residents to reclaim their roadways. Even temporarily closing streets to automobiles encourages walking, bicycling and allows citizens to re-imagine their streets and how they travel through communities. Due to their car-free nature, the success of open street events is largely dependent on access to public transportation. These events not only encourage walking and biking, but they also serve as an opportunity for many to use the Metro system for the first time. These initiatives are also opportunities for economic development and the improvement of public health, since they get people out onto the street patronizing local businesses - all while exercising and interacting with their community.

Staff has identified a proposed route (see attached map) which satisfies the following criteria Metro has established in the grant application;

- Connections between multiple business districts
- Topography. The route should minimize hills
- Connections to cultural, architectural, and/or historical destinations and events
- Activities for pedestrians (dance classes, yoga, concessions, information booths)
- Cost Effectiveness (cost/per mile and the value of connections and destinations)
- Proximity and access to commercial corridors.
- Proximity and access to transit

Transportation Department staff will coordinate the development of the Metro Grant application with the following Departments: Police, Fire, Public Works, Public Health, Finance and the events office in the City Manager's Office. The preliminary cost estimate for the event is between \$300,000 and \$400,000. The required 20% local match for the program can come from staff time spent planning and implementing the event. Applications are due to Metro this March 14 and Metro will award the funds this summer. As proposed, the Pasadena event would be held in May 2015.





January 2014



Honoring the Past ~ Preparing for the Future

ROSE BOWL ROUNDUP

The *Rose Bowl Roundup* is back featuring the milestones met and challenges we face as we work toward a new, improved Rose Bowl Stadium for our city. While the renovation is 80% complete, key projects will be launched this year. The *Roundup* will keep you up to date on this and on the many exciting events that will be hosted by the stadium in 2014. We will also continue to feature the relevant activities at the Rose Bowl Stadium and the people who make it all happen.

In this issue ...

- ❖ Forward progress
- ❖ Renovations are paying off
- ❖ Stadium access during construction
- ❖ Pay as you go
- ❖ One Direction — a third concert added!
- ❖ 2014 Rose Parade, Rose Bowl Game® and BCS — success!
- ❖ Four-team college football playoff replaces the BCS system
- ❖ What next for the Rose Bowl Stadium?
- ❖ Legacy commemorative bricks March 1 deadline
- ❖ Rose Bowl Stadium tours
- ❖ Rose Bowl Stadium Premium Seating
- ❖ UCLA update

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Read on, and be sure to send us your questions and comments.

Send your questions and feedback to [Audrey O'Kelley](#).

FORWARD PROGRESS

An exciting year of construction in 2014

2013 was a banner year for the Rose Bowl Stadium.

After an outstanding landmark 100th Rose Bowl Game, the Rose Bowl Stadium marked the end of the Bowl Championship Series with an exciting game and received praises all around for the beautifully renovated stadium and gorgeous field of play. The two games generated an estimated \$6 million in revenues.

Excitement of a different sort commenced as Margo Mavridis and her team on January 13 headed back into construction mode.



Purchase your brick: March 1 is the deadline to purchase bricks in time for installation for 2014 football season.

Rose Bowl Roundup

During 2014 noteworthy construction of the next \$13 million phase will substantially complete the renovation project and produce many changes that will be visible to all who go down into the Central Arroyo as the front door to the stadium is refurbished. Areas of work include:

- Leveling and upgrading the two “driveways” off of Seco Street
- Upgrading the median between and inserting a bioswale for water retention
- Upgrading the Gate A apron with the Tournament of Roses rose design
- Refurbishing Gate A
- Refurbishing Court of Champions by removing and reinstalling the “Hall of Fame” plaques to permit accommodate 30 more years of plaques and installing a bas relief feature on the wall.
- Modifying tunnels 7A, 15A, 23A, and 28A to allow for guest egress
- Adding restrooms in tunnels 23a and 28a
- Fencing off the entire south end of the stadium as a “construction zone” to clear the areas for crews
- Adding a field hedge on the east and west sideline walls, removing seats to allow guest egress onto field behind hedges; at times north and south sidelines will be affected as well

RENOVATIONS ARE PAYING OFF

The renovation, launched in 2010, proved to be a complicated and difficult task, but when January 2014 rolled in the stadium became the national stage for two of the biggest college football games in the nation. The response to the renovations has been overwhelmingly positive. Fans, teams, guests and dignitaries were impressed with the improvements that had been made. In addition to the estimated \$6 million in game revenues, the improvements promise to make the Rose Bowl economically viable in the future as a major source of tourism and ultimately tax dollars for the city.

Stadium access during construction

Ongoing construction means that those entering and leaving the Rose Bowl will be taking a new route. All stadium access will be through Gate C and then proceeding clockwise around the concourse to get to admin, or counter-clockwise around the concourse to access the Pavilion, Bristol Farms or Sodexo’s offices. If you plan to visit the stadium and need access to any of these areas, please call 626-577-3100.

PAY AS YOU GO

The 2014 construction is the last of renovations for which the stadium has cash-in-hand and will mark the completion of the majority of the planned upgrades. There will be smaller improvements in the future as donations come in through the Legacy Connections fundraising campaign. Stadium General Manager Darryl Dunn notes: *“Interest in the stadium is at an all-time high. The improvements have been enthusiastically received by event users and are paying off. The goal all along has been to enable the stadium to be able to be viable in the future, and we are trending toward being successful, however we do have a long way to go.”*

Completion of overall project

The estimated cost to achieve substantial completion of the overall project remains at approximately \$181.5 million. Project costs above the \$168.8 million (about \$12.7 million) will be funded as additional cash resources are received and made available.

The 2014 capital improvement program budget was amended by \$2 million to include the Rose Bowl Donor Plaza and Court of Champions. These two new Legacy Capital Improvement Projects will be tracked separately and are not included in the overall project budget.

 [Details](#)

Rose Bowl Roundup

ONE DIRECTION — A THIRD CONCERT ADDED!

Unprecedented booking: One Direction adds third concert in September

Because of “overwhelming demand” from fans of the hot new boy band, Live Nation has added a third show to the September 2014 Rose Bowl appearance. This is the first triple concert event at the stadium. Few acts are able to fill the gigantic stadium with fans. Pink Floyd played two shows in a row in 1994.



The Rose Bowl performances are the only performances announced in California for One Direction’s “Where We Are” 2014 North American stadium tour, promoted by Live Nation.

This is great news for fans and better news for the Rose Bowl Stadium because the back-to-back-to-back concerts will also mean triple the revenue for the stadium in a year in which field events are largely blacked out because of construction for ongoing renovation.

The good revenue news continues. Currently, the Rose Bowl is negotiating with Live Nation for an additional summer concert. This could also involve multiple nights in August. The RBOC board was asked to approve the concert(s) as displacement events and required permits. *Stay tuned.*

2014 ROSE PARADE, ROSE BOWL GAME® AND BCS — SUCCESS!

Tournament of Roses® showcases Rose Bowl Stadium

“It was the 100th Rose Bowl Game, the 125th anniversary of the Rose Parade and the 100th anniversary of Tournament House. It was, truly, a memorable year,” said R. Scott Jenkins, president of the 2013 Tournament of Roses. He added that while the parade was a bit shorter, it was more interactive and animated than prior years and the bands and equestrian groups were outstanding this year.



2014 Sweepstakes Trophy Winner, Dole Packaged Foods, “Sunrise at the Oasis” (Photo courtesy of Tournament of Roses)

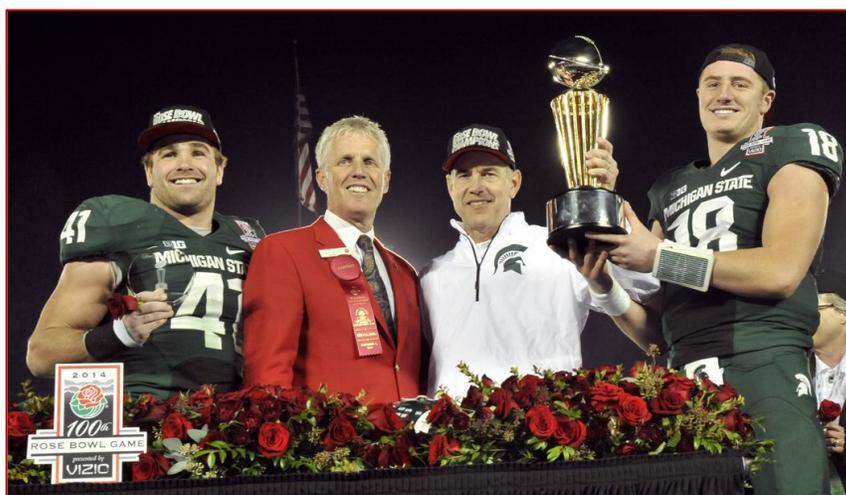
We agree!

Rose Bowl Roundup

Passion, strength, tradition and honor — The Rose Bowl Game®



Rose Bowl Stadium administrative assistant Arnetta Love joins the turf crew to paint the field for the 100th Rose Bowl Game.



Michigan State 100th Rose Bowl Game champions (Photo courtesy of Tournament of Roses)

The Tournament of Roses hosted the champions of its partner conferences, the Big Ten and Pac-12: Michigan State University and Stanford University — in a historic edition of The Granddaddy of Them All®, the 100th Rose Bowl Game®.

This marked the sixth meeting all-time between the Spartans and Cardinal and the first Rose Bowl Game matchup between these teams.

As always, the turf looked spectacular as the No. 4 BCS-ranked Michigan State Spartans and the No. 5 BCS-ranked Stanford Cardinal, champions of their respective Conferences gave fans a great game with the Spartans coming out victorious. And Jenkins noted that it was the biggest demand for tickets in many years. Jenkins has handed the baton over to Richard L. Chinen (*pictured below on page 5*) who will be president of the 2015 Tournament of Roses Association. Chinen announced “Inspiring Stories” as the theme for the 2015 Rose Parade.

2014 BCS National Championship ushers out an era Florida State defeats Auburn in exciting finale

The BCS era ended with an exciting matchup on January 6, when the Florida State Seminoles crafted an amazing comeback to defeat the Auburn Tigers, 34-31, in the 16th and final BCS National Championship.

Florida State head coach Jimbo Fisher and the players took turns hoisting the crystal trophy and with that sealed the end of the BCS system as well.

The Seminoles’ win ended the SEC’s championship dominance and put themselves and the Atlantic Coast Conference back on top for the first time since the 2000 Sugar Bowl, which served as the BCS national championship that year. The SEC enjoyed a winning streak that included seven straight national titles for the conference.



Rose Bowl Roundup

FOUR-TEAM COLLEGE FOOTBALL PLAYOFF REPLACES THE BCS SYSTEM

The new playoff system

Next year, the four-team College Football Playoff replaces the Bowl Championship Series. Here's how it will work:

- Instead of using a standings formula to determine the top two teams, a 13-member committee will select and seed the top four teams. No. 1 will play No. 4 and No. 2 will play No. 3.
- The winners of the semifinal games will then meet for the national championship.
- There will be six bowls participating in the hosting of semifinal games on a rotating basis, including the Cotton Bowl, Chick-fil-A Bowl, Orange Bowl, Sugar Bowl, Fiesta Bowl and Rose Bowl Game.
- The Rose Bowl and Sugar Bowl will host the first semifinal games next season on January 1.
- The first national championship of the College Football Playoff era will be at AT&T Stadium in Texas.

WHAT NEXT FOR THE ROSE BOWL STADIUM?

Now that the BCS has ended, what is next for the Rose Bowl Stadium?

The first three sites have been awarded for the championship games for 2014–2017. AT&T Stadium in Arlington, Texas, with a capacity of more than 100,000 (including standing room), will host the first title game on Jan. 12, 2015.

The 2016 and 2017 title games were recently awarded to the University of Phoenix Stadium, Glendale, Ariz., and Raymond James Stadium, Tampa, Fla.

If the Tournament of Roses and City of Pasadena choose to participate in the future, they must bid to host the national championship. They did not submit a bid for the first three title games because, said Libby Wright, chair of the Rose Bowl Management Committee, bowl organizers spent most of their energy planning for the 2014 Rose Bowl Game and the BCS national championship.

The title game is now up for an annual, Super Bowl-type bidding, and any of the six major bowls can bid for a title game in years when they are not hosting a

semifinal. That could hurt the Tournament of Roses, adds Wright, because "you have to raise more money, you have to have more partners than we're accustomed to." However, Tournament of Roses organizers plan to meet about a title-game bid this month, and organize an application for the 2019-20 championship game. "We feel that for the brand of the Rose Bowl Game, it's critical that in the next 12 years, we're part of that," Wright said.



Tournament of Roses 2014 Executive Committee: (front row, from the left): Sally Bixby, Mike Matthiessen, Scott Jenkins, Rich Chinen, Brad Ratliff; (second row, from the left): Lance Tibbet, Gerald Freeny, Laura Farber, Robert Miller Top row: Darryl Hallie, Lily Harada, Esther Campos Ball, Barbara Kuntz and Laurie Stiver (Photo courtesy of Tournament of Roses)

Rose Bowl Roundup

LEGACY COMMEMORATIVE BRICKS MARCH 1 DEADLINE

Become part of history “one brick at a time” to ensure the Rose Bowl’s future for generations to come!



The Legacy Campaign team is working hard to get the word out to the community

about the Rose Bowl Brick Campaign. This is a great opportunity for everyone throughout the Pasadena community to have a brick at the stadium’s front door. And, it is a way for each and every individual to support our stadium. Premium 8” x 8” legacy bricks (\$425—\$350) take center stage as they will create the iconic rose pattern. 4” x 8” (\$100) bricks will make up the plaza bands surrounding the rose. Premium rose brick options also include a keepsake replica brick. Replica bricks are made of the same material and inscribed with the same personal message as the installed stadium brick (premium replicas will be rose red). Brick purchases are tax deductible.



Purchase your brick: March 1 is the deadline to purchase bricks in time for installation for 2014 football season.

[Details](#)

ROSE BOWL STADIUM TOURS

New winter tour hours now in effect



Den 2 Tiger Cub Scouts get ready to tour the Rose Bowl Stadium (Photo by Kayla Kilpatrick)

The Rose Bowl Stadium is seeking volunteer docents for our tour program! If you have a passion for Pasadena, history, or sports, they’d love for you to join them.

The Rose Bowl Stadium public tour hours are now Thursday through Sunday at 10:30 a.m. to 12:30 p.m.

The tour ticket booth hours, located outside of Gate B, will be from 10 a.m. to Noon. Pre-booked, private tours will still be offered seven days a week.

It’s a brand new year and though there will be a lot of construction work going on you will still be able to tour the key areas of interest at the stadium. Tours will always be closed on Flea Market Sundays.

[Details](#)

Any further questions or to book your tour, contact Emily Kain at (626)275-2714. She will happily answer your questions.



Rose Bowl Roundup

ROSE BOWL STADIUM PREMIUM SEATING

Rose Bowl CEO and General Manager Darryl Dunn is pleased that the new premium seating pavilion is already generating revenue for the city. In 2013 they projected selling 60% of inventory but sold over 80%. Premium seating sales generated more than \$7 million in stadium revenues during the 2013 UCLA football season and 100th Rose Bowl Game on January 1, 2014.



Also Contributing to the revenues was the sold-out JAY-Z and Justin Timberlake 2013 summer concert, the 2013 Gold Cup Soccer matches and the fantastically entertaining 2014 BCS National Championship on January 6, 2014. 2014 and the 2015 Rose Bowl Game promises to be even more lucrative. The stadium has booked the superstar boy band One Direction for multiple nights in September, which should help begin to pay off the stadium's debt. The 2015 Rose Bowl Game will be part of the new College Football Playoff and the game itself will be a National Championship semifinal game.

Cory Shakarian and his Legends' Global Sales Team urge you to consider the 2014 UCLA football season quickly because the Bruins have home games against Stanford, Oregon and USC. Season and individual tickets are available. For more information visit rosebowlpremiumseating.com or call 626.585.6800

UCLA UPDATE

UCLA Bruins looking forward to a strong 2014 season

In the 2013 face-off with cross-town rival, USC, UCLA coach Jim Mora's Bruins made it a two in-a-row victory savoring a 35-14 win over USC. This was UCLA's first victory on USC's home field since 1997. Many think that UCLA now has "the" Los Angeles football program, and Coach Mora is currently on the recruiting trail looking for the best high school players across the nation. He also has exciting quarterback Brett Hundley for the 2014 season. Go Bruins!

ROSE BOWL RENOVATION & IMPROVEMENT PROJECT OBJECTIVES

1. Improve public safety
2. Enhance the fan experience
3. Maintain the Rose Bowl's National Historic Landmark status
4. Develop long-term revenue streams
5. Improve stadium operations

 [MORE INFORMATION SEND YOUR QUESTIONS AND FEEDBACK](#)



Honoring the Past ~ Preparing for the Future