



OFFICE OF THE CITY MANAGER

December 6, 2012

To the Honorable City Council  
of the City of Pasadena

Mayor and Councilmembers:

**WEEKLY NEWSLETTER**

**1. Tree Removal – 781 N. Hill Avenue:**

The Department of Public Works is advising motorists, pedestrians and bicyclists using N. Hill Avenue, between Orange Grove Boulevard and Mountain Street, to use caution next week due to the planned removal of a large, City-owned tree. Work begins on Monday, December 10 and will continue through Friday, December 15, 2012.

The Department of Public Works will be removing the Italian stone pine tree at 781 N. Hill Avenue, one of the largest in Pasadena, because the tree's health is declining and it poses a safety issue to the public. The attached memorandum from Siobhan Foster, Director of Public Works provides additional information on the removal activities.

**2. Olympic Style Boxing Show Coming to Pasadena:**

The Villa-Parke Boxing Club will be hosting its Biannual Amateur Boxing Show on Saturday, December 15, 2012 in the Villa-Parke Community Center Gymnasium located at 363 East Villa Street. Bouts begin at 1:00 p.m. and will feature Pasadena club members and competitors from throughout Southern California.

According to Mercy Santoro, Director of Human Services & Recreation, approximately 15 to 20 action-packed, Olympic style bouts are scheduled to take place in various weight classifications with boxers ranging in age from 8 to 34 years old. The event is open to the public and a voluntary \$5.00 donation for adults is requested. Children under the age of 12 are free.

The show is sponsored by the City of Pasadena Human Services and Recreation Department. Please contact Marcus Lee at (626) 744-6532 for additional show details.

*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](mailto:jgutierrez@cityofpasadena.net)

3. **Holiday Events and Toy Giveaways:**

I have attached a memorandum from Mercy Santoro, Director of Human Services and Recreation that list various special holiday events and toy giveaways sponsored by the Human Services and Recreation Department in the month of December.

4. **Pasadena Police Calls for Service Report – November 2012:**

Attached is the Preliminary Monthly Statistical Report for the month of November from Phillip L. Sanchez, Chief of Police. This report is based on report calls for service rather than the uniform crime reporting (UCR) stats. The report reflects specific call types that resulted in a report/arrest disposition sorted by Service Area and Council District.

5. **Sales Tax by Geographic Area:**

The attached memorandum from Andy Green, Director of Finance, provides an updated recap of the sales tax revenue received by the City in specific areas as well as depicting sales taxes trends in various geographic areas.

6. **Rose Bowl Renovation Roundup November 2012 and Rose Bowl Renovation Project Weekly Update:**

Attached is the Rose Bowl Roundup November 2012 Newsletter and the Rose Bowl Renovation Project as provided by Darryl Dunn, General Manager of the Rose Bowl. Both provide an update of the construction and activities currently in progress.

Respectfully Submitted,



**JULIE A. GUTIERREZ**  
Assistant City Manager

/attachments

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

**DATE:** December 5, 2012  
**TO:** Michael J. Beck, City Manager  
**FROM:** Siobhan Foster, Director  
**RE:** Tree Removal – 781 N. Hill Avenue

---

The Department of Public Works is advising motorists, pedestrians and bicyclists using N. Hill Avenue, between Orange Grove Boulevard and Mountain Street, to use caution next week due to the planned removal of a large, City-owned tree. Work begins on Monday, December 10 and will continue through Friday, December 15.

The Department of Public Works will be removing the Italian stone pine tree at 781 N. Hill Avenue, one of the largest in Pasadena, because the tree's health is declining and it poses a safety issue to the public.

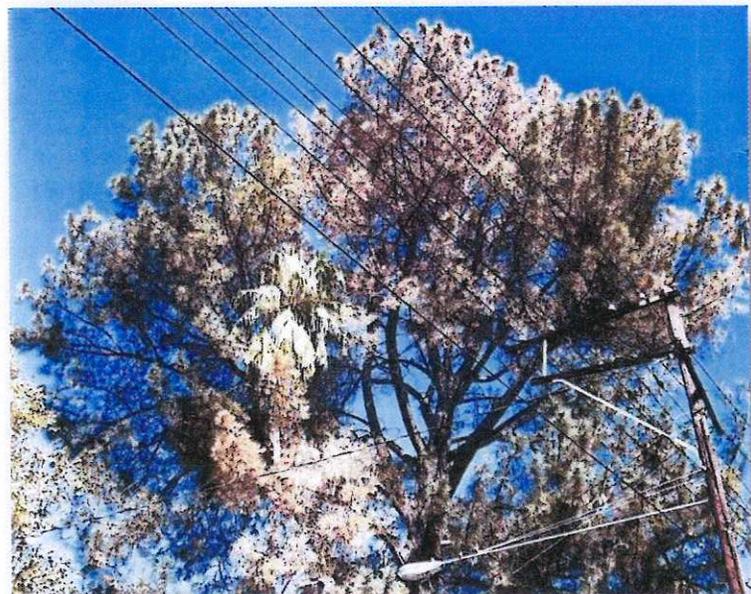
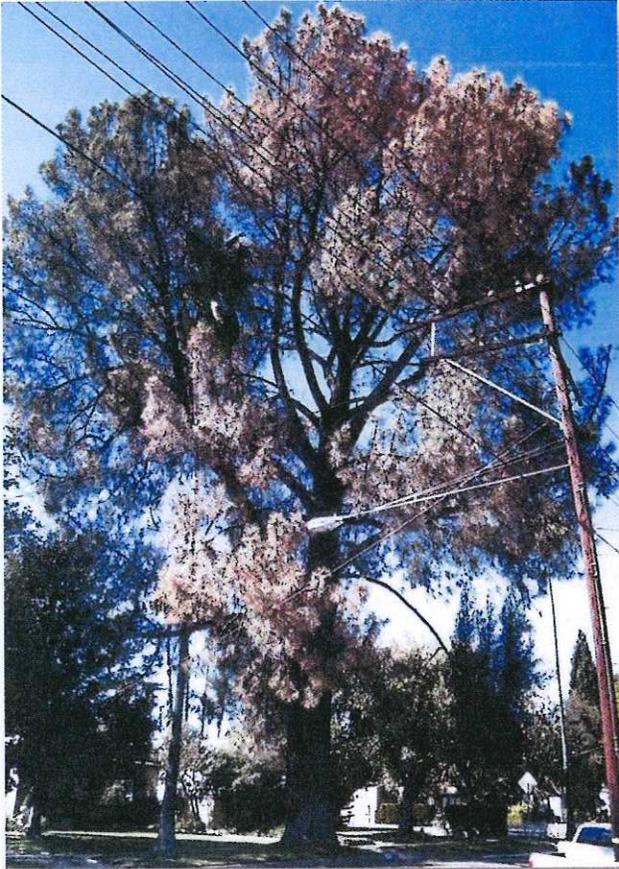
Removal activities will require the closure of the southbound lane of N. Hill Avenue between Orange Grove Boulevard and Mountain Street daily from 7:00 a.m. to 5:00 p.m. Intermittent closures of the northbound lane of N. Hill Avenue also will be necessary. Traffic will be diverted onto N. Lake Avenue and N. Allen Avenue during these closures. Motorists should expect delays.

As part of the City's Tree Removal Policy, the Parks and Natural Resources Division of Public Works posted the tree for removal and included the upcoming removal on the September 2012 Tree Removal List provided to the City Council. The Department of Public Works informed the Urban Forestry Advisory Committee (UFAC) of the pending removal at its October 12 meeting and provided information about the removal to adjacent neighborhood associations for distribution.

Kenneth Graham, Forestry Superintendent, is managing the tree removal. For more information, contact Mr. Graham at (626) 744-3880 or by e-mail at [kgraham@cityofpasadena.net](mailto:kgraham@cityofpasadena.net).

781 N. Hill Avenue

---





**MEMORANDUM – CITY OF PASADENA**  
**Human Services and Recreation Department**

**DATE:** December 6, 2012

**TO:** Michael Beck, City Manager

**FROM:** Mercy Santoro, Director – Human Services & Recreation

**SUBJECT:** Holiday Events and Toy Giveaways

---

Listed below are the various special holiday events and toy giveaways throughout the Human Services and Recreation Department this December.

**ROBINSON PARK CENTER**

Robinson Park Community Center will be co-sponsoring two separate holiday gift giveaway events. The December 9<sup>th</sup> event is co-sponsored with the Southern California Motorcycle Riders Association, Jackie Robinson Center and Robinson Park, from 12:00 p.m. to 4:00 p.m. The event will kick-off at Jackie Robinson Center, followed with a motorcycle parade of toys from Jackie Robinson Center to Robinson Park.

The December 22<sup>nd</sup> event is co-sponsored with the *110 To The End Motorcycle Club*; from 11:00 a.m. to 3:00 p.m. Participants will be treated to food, games and a toy giveaway. **Pre-registration is required** for the first 100 families who qualify. Registration began Monday December 3<sup>rd</sup>.

**LA PINTORESCA TEEN EDUCATION CENTER**

All are welcome at the *La Pintoresca Holiday Tree Lighting Ceremony* on Friday, December 14<sup>th</sup> from 5:00 to 7:00 p.m. in front of La Pintoresca Library, at 1355 N. Raymond Ave, Pasadena, 91103. This event is co-sponsored by the City of Pasadena's Human Services and Recreation Department: Teen Education Center, Pasadena LEARNs, Armory Center for the Arts, and the Pasadena Public Library. Attendance is free and all ages are welcome. For more information, please contact the La Pintoresca Library at (626) 744-7268 or the Teen Education Center at (626) 345-0708.

The *Dinner with Santa* special event encourages elementary school aged children (5-12) to attend the first annual Holiday Dinner with Santa on Friday,

December 21<sup>st</sup> from 4:00 to 7:00 p.m. at the La Pintoresca Teen Education Center. **Pre-registration is required.** The Teen Education Center has partnered with the Pasadena Fire Department to provide free toys to pre-registered participants. Additional festivities will include face painting, arts & crafts, and table games. For more information please contact Yuriko Montes at the Teen Education Center at (626) 345-0708.

### **JACKIE ROBINSON COMMUNITY CENTER**

On December 8<sup>th</sup>, the Jackie Robinson Center Seniors Inc. will host its Christmas Party from 5:00 to 9:00 p.m. The Center's Toy giveaway, in conjunction with Friendship Baptist Church, will take place on December 15<sup>th</sup> from 10:00 a.m. to 12:00 noon. JRC's annual and popular Neighborhood Connections Holiday Party will take place on December 21<sup>st</sup> from 10:00 a.m. to 7:00 p.m.

For more information regarding these events, please call Jarvis Emerson at (626) 744-7300.

### **VILLA-PARKE COMMUNITY CENTER**

The Villa-Parke Community Center will host its toy giveaway on December 12<sup>th</sup> from 6:00 p.m. to 8:00 p.m. **Pre-registration is required** at the Center until the actual day of the event. For more information contact Rozanne Adanto at (626) 744 6522.

### **VICTORY PARK COMMUNITY CENTER**

Victory Park Community will host a fundraising event for the Running Roses, the Human Services and Recreation Department's track team. Christmas trees will be sold on December 15<sup>th</sup> from 7:00 a.m. to 1:00 p.m. to raise funds to support the team's expenses including transportation and uniforms. For more information contact Kenny James at (626) 744-7509.

For more information about the City of Pasadena, go online to [www.cityofpasadena.net](http://www.cityofpasadena.net).



# PASADENA POLICE DEPARTMENT

## PRELIMINARY - Monthly Statistical Report

### November 2012

This Preliminary Monthly Statistical Report is based on Call for Service (CFS) data and is not Uniform Crime Report (UCR) compliant. Select call types are included for incidents closed with a report disposition. Using preliminary information allows for timely information to make immediate deployment decisions.

| Offense                  | Service Area |           |           |           |           |            |
|--------------------------|--------------|-----------|-----------|-----------|-----------|------------|
|                          | 1            | 2         | 3         | 4         | 5         |            |
| Homicide                 |              | 1         |           |           |           | 1          |
| Robbery                  | 1            | 7         | 2         | 3         | 2         | 15         |
| ADW                      |              | 6         | 1         |           |           | 7          |
| Assault                  | 5            | 10        | 2         | 2         | 3         | 22         |
| Assault DV               | 1            | 9         | 1         | 1         | 1         | 13         |
| Burglary Commercial      | 3            | 6         | 3         | 14        | 11        | 37         |
| Burglary Other           | 1            | 2         | 2         | 3         |           | 8          |
| Burglary Residential     | 19           | 25        | 12        | 13        | 1         | 70         |
| Burglary Vehicle         | 13           | 6         | 5         | 7         | 12        | 43         |
| Theft                    | 21           | 22        | 25        | 10        | 28        | 106        |
| <i>Recovered Vehicle</i> |              | 4         | 1         | 2         | 1         | 8          |
| Stolen Vehicle           | 2            | 5         | 8         | 1         | 4         | 20         |
|                          | <b>66</b>    | <b>99</b> | <b>61</b> | <b>54</b> | <b>62</b> | <b>342</b> |

| Offense                  | Council Districts |           |           |           |           |           |           |            |
|--------------------------|-------------------|-----------|-----------|-----------|-----------|-----------|-----------|------------|
|                          | 1                 | 2         | 3         | 4         | 5         | 6         | 7         |            |
| Homicide                 | 1                 |           |           |           |           |           |           | 1          |
| Robbery                  | 1                 | 2         | 2         | 3         | 4         | 1         | 2         | 15         |
| ADW                      | 2                 |           | 2         |           | 2         |           | 1         | 7          |
| Assault                  | 5                 |           | 5         | 2         | 4         | 3         | 3         | 22         |
| Assault DV               | 2                 |           | 4         | 1         | 4         | 1         | 1         | 13         |
| Burglary Commercial      | 1                 | 2         | 7         | 14        | 3         | 7         | 3         | 37         |
| Burglary Other           |                   | 1         |           | 3         | 3         |           | 1         | 8          |
| Burglary Residential     | 18                | 7         | 5         | 15        | 4         | 15        | 6         | 70         |
| Burglary Vehicle         | 5                 | 1         | 3         | 8         | 4         | 19        | 3         | 43         |
| Theft                    | 12                | 9         | 22        | 13        | 10        | 19        | 21        | 106        |
| <i>Recovered Vehicle</i> | 1                 |           | 2         | 2         | 3         |           |           | 8          |
| Stolen Vehicle           | 2                 | 4         | 2         | 1         | 4         | 4         | 3         | 20         |
|                          | <b>49</b>         | <b>26</b> | <b>52</b> | <b>60</b> | <b>42</b> | <b>69</b> | <b>44</b> | <b>342</b> |

\*\*Totals do not include recovered vehicles

**INFORMATION IS TIME SENSITIVE AND SUBJECT TO CHANGE UPON FURTHER ANALYSIS**

**FOR PUBLIC DISTRIBUTION**

## PASADENA POLICE DEPARTMENT

| Combined Service Areas and Council District - November 2012 |          |           |           |           |           |           |           |           |           |          |           |           |           |           |           |           |          |           |           |           |
|---|----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|-----------|-----------|-----------|----------|-----------|-----------|-----------|
| Council District  | West     |           |           | Northwest |           |           |           | Central   |           |          |           |           | East      |           | Midtown   |           |          |           |           |           |
|   | 1        | 6         | 7         | 1         | 3         | 5         | 1         | 2         | 4         | 5        | 7         | 4         | 7         | 1         | 2         | 3         | 5        | 6         | 7         |           |
| Homicide  |          |           |           | 1         |           |           | 1         |           |           |          |           |           |           |           |           |           |          |           |           | 1         |
| Robbery   |          | 1         |           | 1         | 1         | 2         | 4         | 7         |           | 2        |           |           | 2         | 3         |           | 3         |          |           | 2         | 2         |
| ADW   |          |           |           | 2         | 2         | 2         | 6         |           |           |          | 1         | 1         |           |           |           |           |          |           |           | 7         |
| Assault   |          | 3         | 2         | 5         | 5         | 2         | 3         | 10        |           |          | 1         | 1         | 2         | 2         |           | 3         |          |           |           | 22        |
| Assault DV  |          | 1         |           | 1         | 2         | 4         | 3         | 9         |           |          | 1         |           | 1         | 1         |           | 1         |          |           | 1         | 13        |
| Burglary Commercial   |          | 3         |           | 3         | 1         | 2         | 3         | 6         |           | 2        |           | 1         | 3         | 14        |           | 14        |          | 5         | 4         | 37        |
| Burglary Other  |          |           | 1         | 1         |           |           | 2         | 2         |           | 1        | 1         |           | 2         | 3         |           | 3         |          |           |           | 8         |
| Burglary Residential  | 1        | 14        | 4         | 19        | 17        | 5         | 3         | 25        |           | 7        | 2         | 1         | 2         | 12        | 13        |           |          | 1         | 1         | 70        |
| Burglary Vehicle  | 2        | 9         | 2         | 13        | 3         | 1         | 2         | 6         |           | 1        | 1         | 2         | 1         | 5         | 7         |           |          | 10        |           | 43        |
| Theft   |          | 15        | 6         | 21        | 12        | 5         | 5         | 22        |           | 9        | 3         | 5         | 8         | 25        | 10        |           |          | 17        | 4         | 106       |
| Recovered Vehicle   |          |           |           | 1         | 1         | 2         | 4         |           |           |          | 1         |           | 1         | 2         |           | 2         |          | 1         |           | 8         |
| Stolen Vehicle  |          | 2         |           | 2         | 2         | 1         | 2         | 5         |           | 4        |           | 1         | 3         | 8         | 1         |           | 1        | 1         | 2         | 20        |
| <b>TOTAL</b>  | <b>3</b> | <b>48</b> | <b>15</b> | <b>66</b> | <b>46</b> | <b>24</b> | <b>29</b> | <b>99</b> | <b>26</b> | <b>6</b> | <b>12</b> | <b>17</b> | <b>61</b> | <b>54</b> | <b>54</b> | <b>28</b> | <b>1</b> | <b>21</b> | <b>12</b> | <b>62</b> |

| Combined Service Areas and Council District - 2012 YTD November |           |            |            |            |            |            |            |            |          |            |           |            |            |            |            |           |            |          |          |            |
|---|-----------|------------|------------|------------|------------|------------|------------|------------|----------|------------|-----------|------------|------------|------------|------------|-----------|------------|----------|----------|------------|
| Offense   | West      |            |            | Northwest  |            |            |            | Central    |          |            |           |            | East       |            | Midtown    |           |            |          |          |            |
|   | 1         | 6          | 7          | 1          | 3          | 5          | 1          | 2          | 4        | 5          | 7         | 4          | 7          | 1          | 2          | 3         | 5          | 6        | 7        |            |
| Homicide  |           |            |            | 3          |            |            | 3          |            |          |            |           |            |            |            |            |           |            |          |          | 3          |
| Rape  | 1         | 1          | 2          | 4          | 3          | 3          | 4          | 10         |          | 1          |           | 2          | 3          | 2          |            | 2         |            |          | 1        | 3          |
| Robbery   |           | 6          | 2          | 8          | 17         | 27         | 19         | 63         |          | 10         | 1         | 7          | 11         | 29         | 29         |           | 29         |          | 9        | 29         |
| ADW   |           | 8          | 1          | 9          | 24         | 32         | 13         | 69         |          | 7          | 1         | 3          | 2          | 13         | 7          |           | 7          |          | 15       | 124        |
| Assault   | 3         | 20         | 11         | 34         | 50         | 26         | 32         | 108        |          | 19         | 4         | 9          | 6          | 38         | 21         |           | 21         |          | 29       | 257        |
| Assault DV  | 2         | 11         | 2          | 15         | 16         | 36         | 21         | 73         |          | 13         |           | 12         | 4          | 29         | 7          |           | 7          |          | 2        | 137        |
| Burglary Commercial   |           | 33         | 11         | 44         | 23         | 19         | 15         | 57         |          | 20         | 4         | 5          | 10         | 39         | 112        |           | 112        | 2        | 68       | 383        |
| Burglary Other  | 1         | 14         | 4          | 19         | 8          | 6          | 4          | 18         |          | 8          |           | 1          |            | 9          | 6          |           | 6          | 1        | 4        | 73         |
| Burglary Residential  | 3         | 64         | 22         | 89         | 102        | 50         | 39         | 191        |          | 96         | 18        | 14         | 24         | 152        | 101        | 1         | 102        |          | 6        | 560        |
| Burglary Vehicle  | 13        | 62         | 11         | 86         | 27         | 30         | 18         | 75         | 1        | 23         | 7         | 19         | 23         | 73         | 70         | 3         | 73         |          | 18       | 391        |
| Theft   | 11        | 159        | 40         | 210        | 79         | 75         | 64         | 218        |          | 92         | 25        | 36         | 67         | 220        | 171        | 9         | 180        |          | 187      | 1224       |
| Recovered Vehicle   | 1         | 5          | 1          | 7          | 16         | 17         | 8          | 41         |          | 9          | 1         | 5          | 1          | 16         | 11         |           | 11         | 1        | 3        | 86         |
| Stolen Vehicle  | 1         | 27         | 4          | 32         | 18         | 24         | 19         | 61         |          | 19         | 5         | 15         | 18         | 57         | 29         | 1         | 30         | 2        | 14       | 231        |
| <b>TOTAL</b>  | <b>35</b> | <b>405</b> | <b>110</b> | <b>550</b> | <b>370</b> | <b>328</b> | <b>248</b> | <b>946</b> | <b>1</b> | <b>308</b> | <b>65</b> | <b>121</b> | <b>167</b> | <b>662</b> | <b>555</b> | <b>14</b> | <b>569</b> | <b>4</b> | <b>1</b> | <b>359</b> |

\*\* Totals do not include Recovered Vehicles

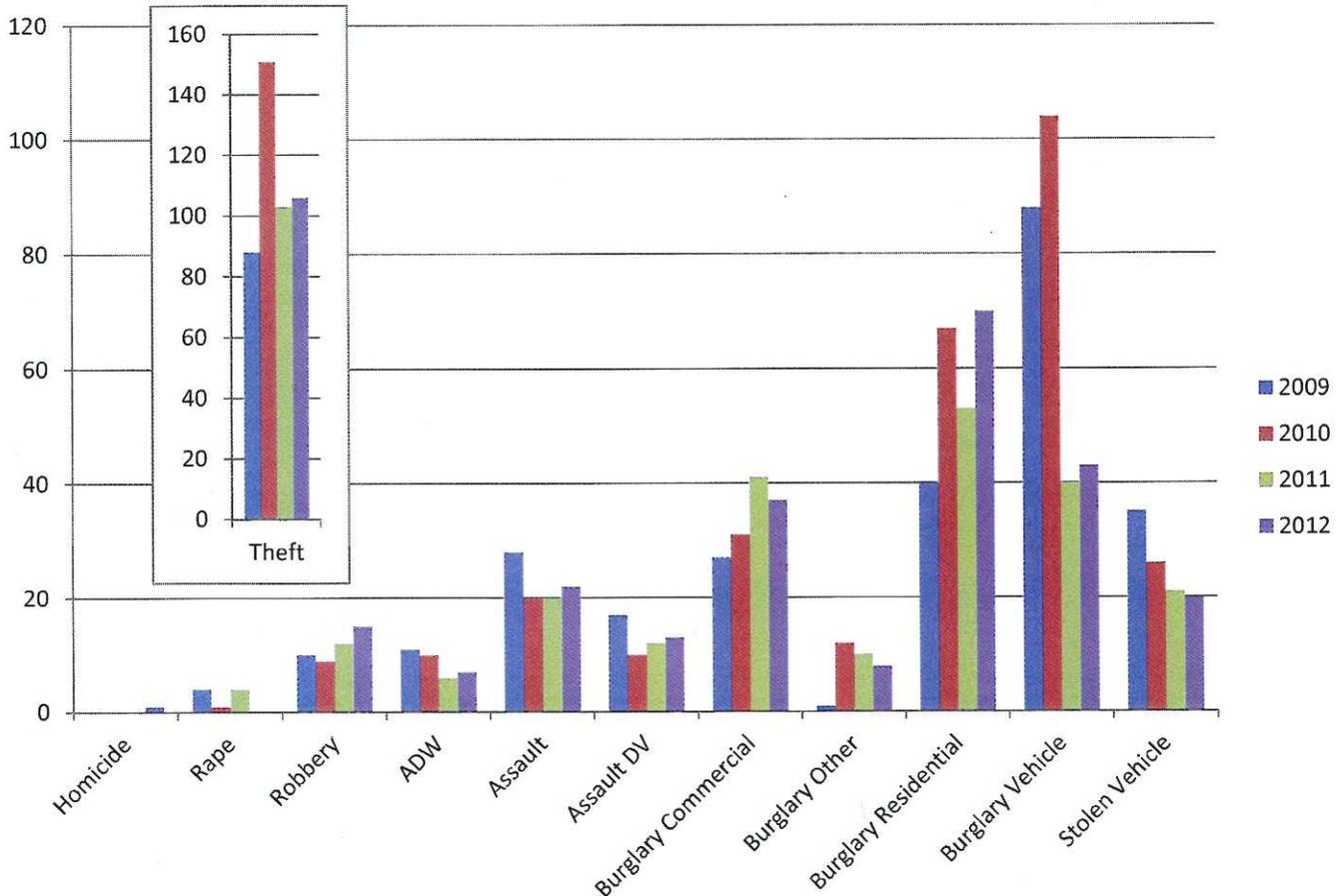
INFORMATION IS TIME SENSITIVE AND SUBJECT TO CHANGE UPON FURTHER ANALYSIS

**FOR PUBLIC DISTRIBUTION**

# PASADENA POLICE DEPARTMENT

## November 2009 - November 2012

|                      | 2009       | 2010       | 2011       | 2012       | Change from 2011 |
|----------------------|------------|------------|------------|------------|------------------|
| Homicide             | 0          | 0          | 0          | 1          | N/C              |
| Rape                 | 4          | 1          | 4          |            | -100%            |
| Robbery              | 10         | 9          | 12         | 15         | 25%              |
| ADW                  | 11         | 10         | 6          | 7          | 17%              |
| Assault              | 28         | 20         | 20         | 22         | 10%              |
| Assault DV           | 17         | 10         | 12         | 13         | 8%               |
| Burglary Commercial  | 27         | 31         | 41         | 37         | -10%             |
| Burglary Other       | 1          | 12         | 10         | 8          | -20%             |
| Burglary Residential | 40         | 67         | 53         | 70         | 32%              |
| Burglary Vehicle     | 88         | 104        | 40         | 43         | 8%               |
| Theft                | 88         | 151        | 103        | 106        | 3%               |
| Recovered Vehicle    | 10         | 11         | 12         | 8          | -33%             |
| Stolen Vehicle       | 35         | 26         | 21         | 20         | -5%              |
|                      | <b>349</b> | <b>441</b> | <b>322</b> | <b>342</b> | <b>6%</b>        |



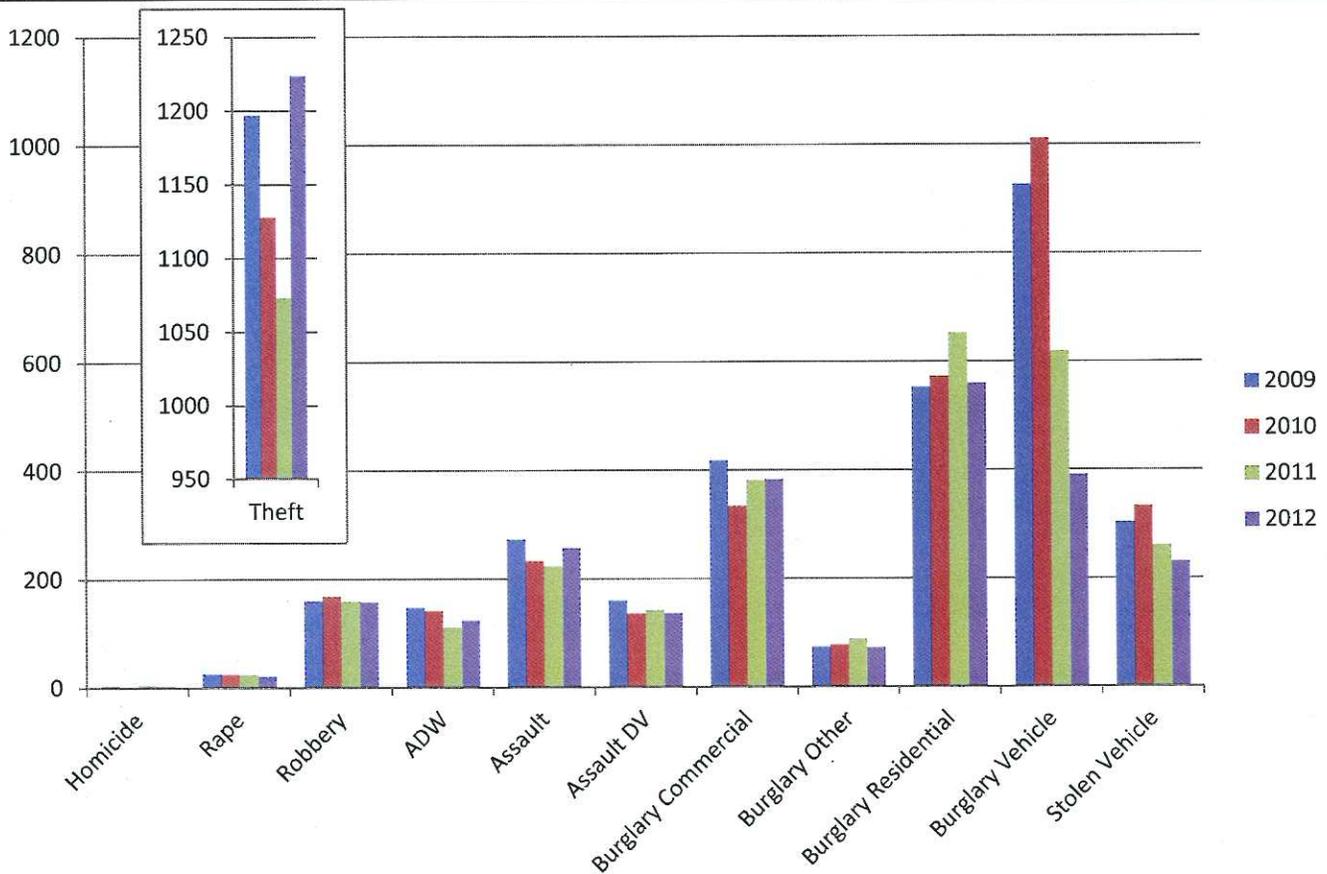
INFORMATION IS TIME SENSITIVE AND SUBJECT TO CHANGE UPON FURTHER ANALYSIS

FOR PUBLIC DISTRIBUTION

# PASADENA POLICE DEPARTMENT

## Year to Date through November

|                      | 2009        | 2010        | 2011        | 2012        | Change from 2011 |
|----------------------|-------------|-------------|-------------|-------------|------------------|
| Homicide             | 4           | 2           | 5           | 3           | -40%             |
| Rape                 | 26          | 26          | 25          | 22          | -12%             |
| Robbery              | 160         | 169         | 159         | 158         | -1%              |
| ADW                  | 148         | 142         | 111         | 124         | 12%              |
| Assault              | 273         | 234         | 223         | 257         | 15%              |
| Assault DV           | 160         | 137         | 142         | 137         | -4%              |
| Burglary Commercial  | 418         | 334         | 381         | 383         | 1%               |
| Burglary Other       | 74          | 78          | 88          | 73          | -17%             |
| Burglary Residential | 553         | 573         | 653         | 560         | -14%             |
| Burglary Vehicle     | 927         | 1012        | 619         | 391         | -37%             |
| Theft                | 1197        | 1128        | 1073        | 1224        | 14%              |
| Recovered Vehicles   | 109         | 107         | 79          | 86          | 9%               |
| Stolen Vehicle       | 303         | 333         | 260         | 231         | -11%             |
| <b>Total</b>         | <b>4243</b> | <b>4168</b> | <b>3739</b> | <b>3563</b> | <b>-5%</b>       |



**INFORMATION IS TIME SENSITIVE AND SUBJECT TO CHANGE UPON FURTHER ANALYSIS  
FOR PUBLIC DISTRIBUTION**



December 4, 2012

**TO:** Michael Beck  
City Manager

**FROM:** Andrew Green  
Director of Finance

**RE:** Sales Tax by Geographic Area

Below is a recap of the sales tax revenues received by the City in specific areas. The first table represents a quarter-by-quarter comparison for each of the last five quarters, while the second table represents the previous twelve-month cumulative total for each of the respective quarters. Also, the sales tax information for Hastings Village and One Colorado represents a subset of the sales tax information for the Hastings Ranch and Old Pasadena areas.

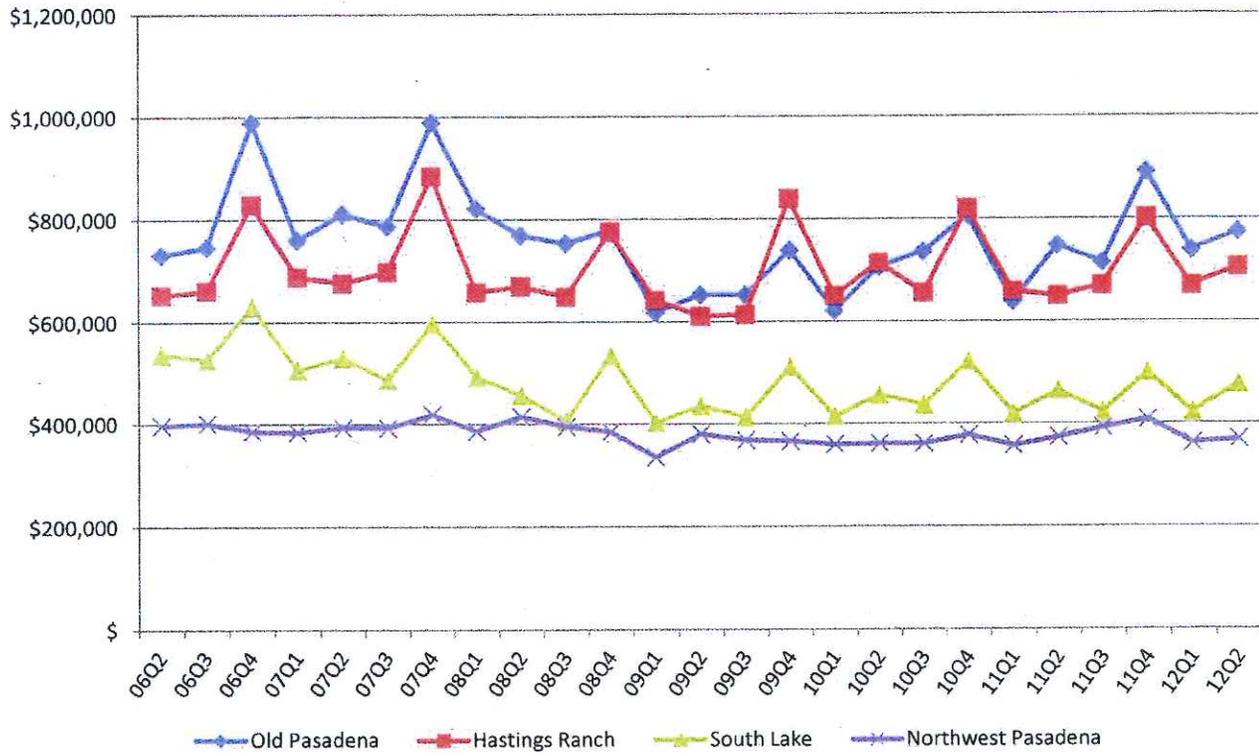
**ONE QUARTER ENDING**

| Geo Area            | 6/30/2011        | 9/31/2011        | 12/31/2011       | 3/31/2011        | 6/30/2012        |
|---------------------|------------------|------------------|------------------|------------------|------------------|
| Old Pasadena        | 748,673          | 713,768          | 888,370          | 735,271          | 774,948          |
| Hastings Ranch      | 650,692          | 671,089          | 802,282          | 670,263          | 707,081          |
| South Lake          | 461,074          | 671,089          | 498,137          | 423,694          | 476,572          |
| Northwest Pasadena  | 373,386          | 391,932          | 406,053          | 374,695          | 368,814          |
| Hastings Village    | 333,075          | 354,868          | 441,766          | 353,306          | 367,397          |
| Playhouse District  | 267,533          | 263,107          | 318,991          | 262,404          | 274,335          |
| Paseo Colorado      | 265,375          | 237,851          | 294,744          | 242,296          | 266,449          |
| S. Fair Oaks Survey | 59,904           | 64,830           | 69,517           | 69,986           | 75,564           |
| One Colorado        | 84,909           | 82,803           | 109,527          | 79,747           | 89,416           |
| Rose Bowl           | 44,106           | 44,157           | 16,438           | 25,609           | 19,748           |
| Total               | <u>3,288,727</u> | <u>3,246,120</u> | <u>3,845,825</u> | <u>3,237,271</u> | <u>3,420,324</u> |

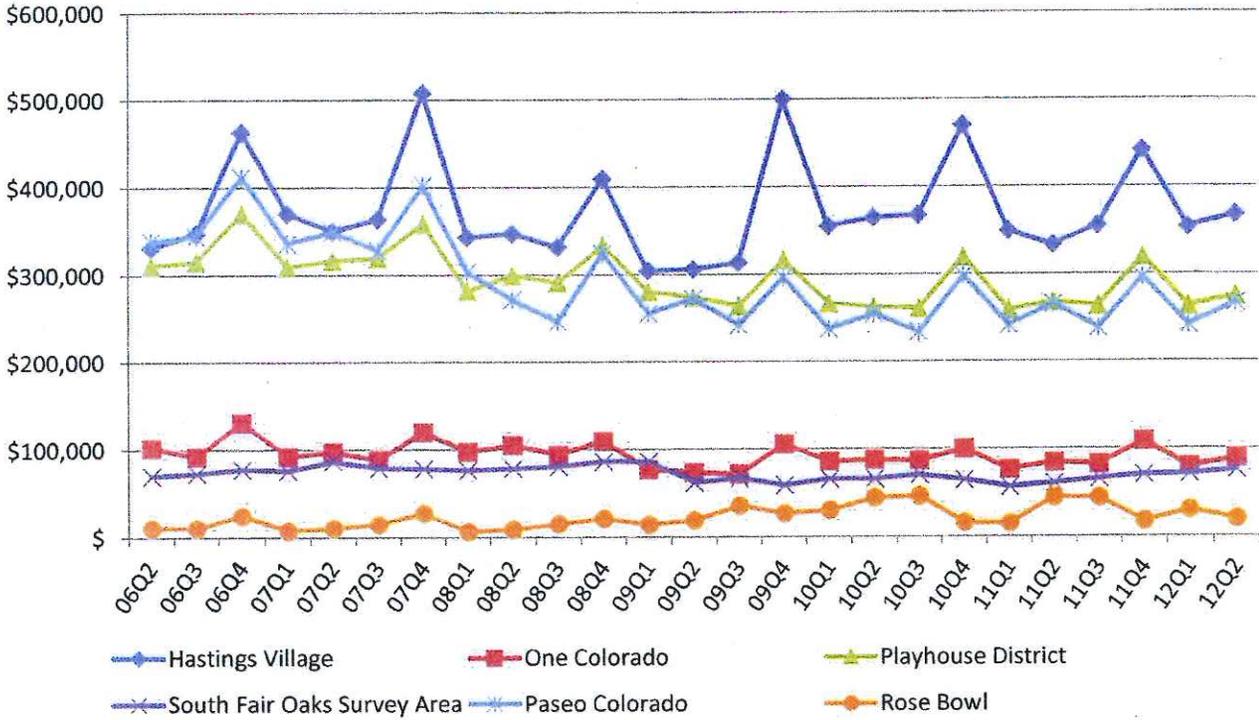
**CUMULATIVE 12 MONTHS ENDING FOR EACH RESPECTIVE QUARTERS**

|                     |                   |                   |                   |                   |                   |
|---------------------|-------------------|-------------------|-------------------|-------------------|-------------------|
| Old Pasadena        | 2,929,276         | 2,906,952         | 2,989,549         | 3,086,080         | 3,119,023         |
| Hastings Ranch      | 2,788,376         | 2,802,636         | 2,784,023         | 2,794,327         | 2,851,267         |
| South Lake          | 1,834,505         | 1,820,438         | 1,799,854         | 1,804,618         | 1,819,170         |
| Northwest Pasadena  | 1,468,905         | 1,499,978         | 1,528,196         | 1,546,059         | 1,529,678         |
| Hastings Village    | 1,518,999         | 1,507,044         | 1,478,584         | 1,483,015         | 1,517,337         |
| Playhouse District  | 1,105,755         | 1,108,469         | 1,108,413         | 1,112,037         | 1,119,748         |
| Paseo Colorado      | 1,037,110         | 1,042,272         | 1,039,259         | 1,040,264         | 1,041,353         |
| S. Fair Oaks Survey | 249,286           | 243,782           | 250,250           | 264,239           | 282,622           |
| One Colorado        | 350,082           | 345,637           | 354,078           | 356,987           | 360,455           |
| Rose Bowl           | 120,167           | 118,691           | 119,582           | 130,309           | 110,931           |
| Total               | <u>13,402,461</u> | <u>13,395,899</u> | <u>13,451,788</u> | <u>13,617,935</u> | <u>13,751,584</u> |

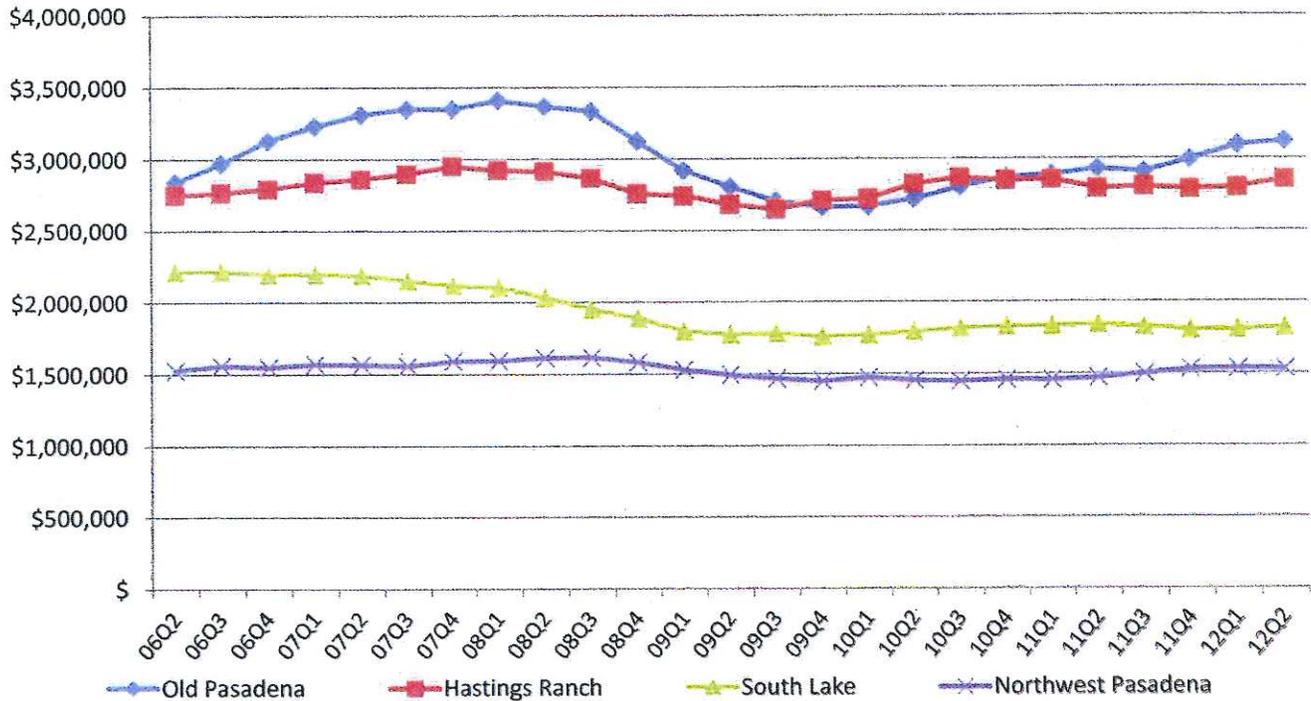
Historical Sales Tax by Geo Area  
Quarterly 2006Q1 to 2012Q2



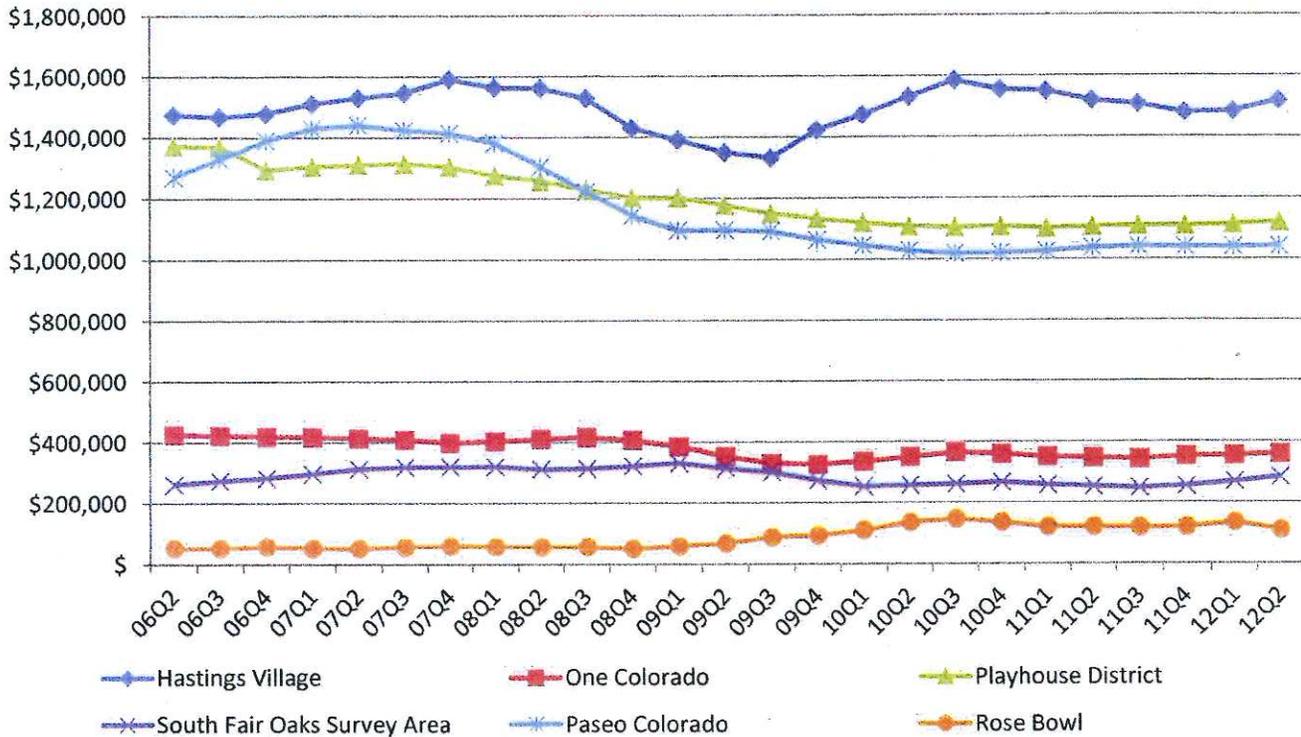
**Historical Sales Tax by Geo Area**  
**Quarterly 2006Q2 to 2012Q2**



**Historical Sales Tax by Geo Area**  
**Benchmark Year 2006Q2 to 2012Q2**



**Historical Sales Tax by Geo Area  
 Benchmark Year 2006Q2 to 2012Q2**



The City receives retail sales tax information by sales tax permit number and not by location; therefore, if a business has more than one location within the City, the information is aggregated for all its locations and allocated by dividing the total sales tax revenue by the number of locations.

**Geo Area Highlights**

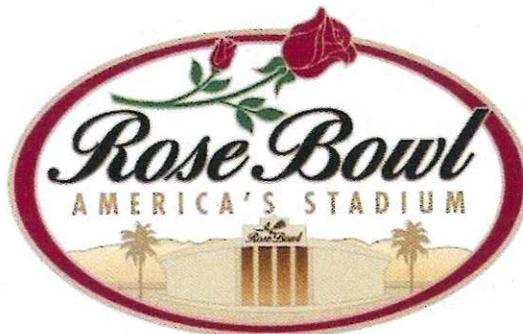
For second quarter 2012, sales tax performance compared to the same quarter of the previous year showed Old Pasadena posted moderate gains with sales increases at Zara, Madewell, and Haven Gastropub & Brewery that were slightly offset with declines at Apple resulting from their "off product cycle" and small declines at Tiffany & Company and Jake's Diner. South Lake leveled off with TJ Maxx and Pacific Sales posting strong gains that were mostly offset by declines at Verizon Wireless, Alliance Integrated Technology, and Border's Books. Northwest Pasadena experienced a decline in taxable sales as sales taxes on gasoline was stable. A large decline by Universal Hospital Services was also a factor in this area's decline. Hastings Ranch and Hastings Village continued their strong performance with gains at Best Buy, Pacific Sales, El Torito, Whole Foods, Magnolia Home Theater, Nordstrom Rack, and The Habit Burger. Playhouse District showed moderate gains from Tender Greens, Settebello Pizzeria, and Target, but were offset with continued declines at the California School of Culinary Arts. Paseo Colorado continued with relatively flat performance resulting from moderate gains from Irene's Story, JHKO, Fitness Retailers, and Kay Jewelers that were offset with similar declines at Forever 21, A Snail's Pace, and Quicksilver. One Colorado posted a quarter-over-quarter gain with Sephora, J Crew, and Goorin Brothers posting increased sales. Rose Bowl area

posted a sharp decline due in large part to a 'temporary' sale at the Rose Bowl not repeating itself this quarter at the same level as last year's RV event.

### **Citywide Highlights**

Total quarterly cash receipts for second quarter 2012 compared to second quarter 2011 were up 5.9 percent. For the quarter, gains came from General Retail +4.3 percent, Food Products +9.1 percent, and Construction +14.9 percent. New auto sales increased 3.7 percent while the Los Angeles County regions increased by 20.3 percent. Business-to-business fell another 4 percent largely due to Avon's changing business model.

November 2012



*Honoring the Past ~ Preparing for the Future*

## ROSE BOWL ROUNDUP

The *Rose Bowl Roundup* is back with more information about those who are working tirelessly to improve our historic stadium.

### In this issue ...

- ❖ Forward progress
- ❖ Local hiring
- ❖ UCLA defeats USC 38-28
- ❖ Now: Turkey Tussle
- ❖ And then: Through the decades — fun and controversy
- ❖ Financial update
- ❖ NFL update
- ❖ A legacy of giving: Mickey Segal
- ❖ Rose Bowl Legacy Campaign — Donahue Pavilion
- ❖ Rose Bowl Premium Seating

[Facebook](#)

[Twitter](#)

[YouTube](#)

Read on, and be sure to send us your questions and comments.  
We'd like to hear from you.

## SIGNS OF PROGRESS



Pavilion Field View South, October 1, 2012



Pavilion Field View North, October 22, 2012

## Rose Bowl Roundup

### FORWARD PROGRESS

#### The Pavilion

Work on the Pavilion is moving forward. This includes interior construction of utilities, mechanical equipment and partition work at all levels of the new Pavilion, as well as the loading dock elevator from Level A to Level B. Significant progress was made in plastering throughout the north media area in the lobbies, as well as corridor walls and ceiling. Additionally, storefront and glazing continued at Level D, Level E and Level F.

Also continuing are stair construction and steel correction. The north media area is on schedule for a December 21 completion. Contractors completed final punch list work on tunnel widening, south Bowl seating and electrical enclosures and have demobilized.

#### The bids

Phase 3A bids were received for field level construction (field walls, field level restrooms and electrical), Removable Bleachers, Storm Sewer Work (SUSMP), and Concourse Work (West Restrooms, North Electrical Enclosure and Broadcast Building).



*Central E level 30-person suite*



*E Level 16-person suite*

While work continues, patrons are enjoying a new game-viewing experience in the Pavilion's new premium seating. The working media are enjoying the new south-side space, as well as the new state-of-the-art broadcast center. For additional information: [Rose Bowl Stadium Renovations and Enhancements](#)  
On November 11, the concourse was cleared for the over 15,000 people who enjoyed the pleasant 70 degrees while shopping at the Flea Market.

### LOCAL HIRING PROGRESS TO DATE

Parsons and Clarence J. Broussard & Associates, Inc. (CBA) continue to mentor and support Pasadena First Buy Local (PFBL) to maximize the hiring of Pasadena residents to work on the project. PFBL attended the Phase 3A Post-bid interviews and is reviewing the bidders outreach efforts. Also, PFBL continued local hiring support



## Rose Bowl Roundup

activities for Pavilion completion including weekly meetings and daily follow-up on labor requests and referrals. The Rose Bowl Operating Company, PFBL and City staff reports the following as of September 2012:

- 202 Pasadena residents have worked on the project
- \$1,702,248 million in certified wages have been paid to those workers
- This represents 9.7% of the certified construction payroll
- \$3,437,448 in local subcontracting and procurement to Pasadena businesses
- \$5,639,740 in local project soft-cost expenditures
- \$9,077,188 is the current total for Pasadena local procurement

To see details of local hire activities, go to the [October Status Report](#)

### SINGING IN THE RAIN AS UCLA DEFEATS USC 38-28

*Mora's singular focus on the game at hand wins the day*



*Rain failed to dampen the spirits of the UCLA Bruins (left) as they celebrate a much savored win over city rival USC. Above, USC coach Lane Kiffin does his best to weather the UCLA storm. (Photos by Mike Clayton)*

The game was outstanding. Yes, it rained, but that didn't dampen the spirit of the 75,877 cheering fans who watched UCLA play a winning game from the get-go. Aaron Hester intercepted a Barkley pass on the first play, setting up UCLA's first touchdown. There were plenty more of them. Quarterback Brett Hundley completed 22 of 30 passes; he threw for one touchdown and ran for two others. Johnathan Franklin had 171 yards rushing and scored two touchdowns, including the final 29-yard touchdown for 38-28 lead in the final minutes of the game.

UCLA's defense thwarted the USC offense from the beginning to end of the game. UCLA forced three turnovers and blocked a punt and a field goal. UCLA's 38-28 win broke their five-game losing streak against USC and gave them a spot in the Pac 12 Conference championship game.

## Rose Bowl Roundup

UCLA, 9-2 overall and 6-2 in Pac-12, clinched the Pac-12 South Division championship to play in the conference title game November 30 for a spot in the Rose Bowl. Coach Mora and his staff have done a great job coaching and the team has come together to control their destiny. This victory season has been sweet.

### **One game at a time ...**

UCLA's great record this year could be attributed to the team internalizing what Coach Mora and his staff have been preaching: focus on the present, take one game at a time. And it has worked.

On November 3, more than 68,000 fans cheered UCLA to a resounding 66-10 victory over the Arizona Wildcats, which moved UCLA into a spot in the Pac-12 conference title game.

Then, the Washington State Cougars, at home, gave UCLA another win. Final score: 44-36.

On November 17, UCLA was the ultimate victor: 38-28 over USC. Coach Jim Mora is the first coach to come to UCLA without having been a UCLA player or a coach. He spent most of his career in the NFL, for which every game is a must-win. This focus has stood the UCLA team well. Also, the teams Mora's coached never had a rivalry like UCLA-USC. He didn't have to have a beat-USC-or-die attitude. One UCLA player notes that Mora doesn't seem to care about what's happened in the past; he's focused on this year. Another player marveled that throughout the season Mora was able to keep the team focused only on the next opponent. There was no talk about USC until the team was ready to play them.

The focus got fuzzy November 24, when the Bruins, with penalties, dropped passes and mistakes, lost to Stanford 35-17.

With a 9-3 overall record, UCLA on Friday, November 30 traveled to Palo Alto to play Stanford in the Pac-12 championship game. UCLA started fast and played a much improved game, as compared to the teams' last meeting. In the end, however, the No. 8-ranked Cardinals edged the No. 17 Bruins, 27-24, for a berth in the Rose Bowl. UCLA is probably bound for the Alamo Bowl or the Holiday Bowl.

## **NOW: HOME-TOWN RIVALRY — THE TURKEY TUSSLE**

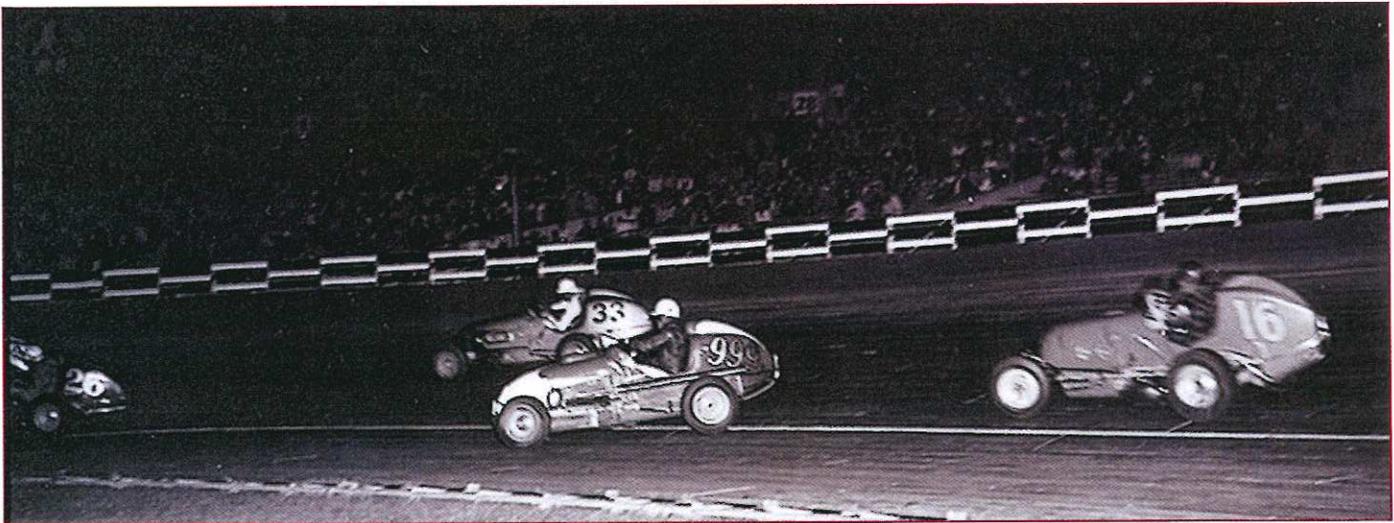
The 59th Turkey Tussle took place November 1 at the Rose Bowl. John Muir High School Mustangs took home the ceremonial Victory Bell defeating their honorable cross-town rival, the Pasadena High School Bulldogs, 37 – 7.

One of the highlights for the winning team is to rush to the end zone to celebrate their win by ringing the Victory Bell. Being able to play on the beautiful Rose Bowl Stadium field and ringing that bell are two good reasons the cross-town rivalry has been going on between Pasadena High and John Muir. This year the teams had almost 6,000 fans watching.



## Rose Bowl Roundup

### THEN: THROUGH THE DECADES — FUN AND CONTROVERSY



*1946 Motocross at the Rose Bowl (J. Allen Hawkins/Michael Clayton Collection)*

The stadium stands haven't always looked exclusively over green turf. In 1946 a dirt track racing clay was laid for midget auto racing.

Midget car racing was very popular in the late 1930s and 1940s nationwide. Here, in southern California, there were numerous midget-car tracks and the Rose Bowl was a popular venue. Although many Arroyo Seco neighbors complained about the noise and air pollution every year, the races continued and were acclaimed an annual Pasadena tradition by the Pasadena Star News.

Collection



*J. Allen Hawkins/Michael Clayton*

Motocross was not just relegated to the '30s and '40s. In 1986, Pasadena welcomed the motocross racers back for the first Superbowl of Motocross. It almost didn't happen due to a city ordinance prohibiting motorized racing in the Arroyo Seco. Many residents were opposed to the races. But despite the residents' complaints and the fact that three City Directors voted against hosting the event, the races were approved.

### RBOC RECEIVES A NOVEMBER CONSTRUCTION COST UPDATE

Despite rising costs Rose Bowl General Manager Darryl Dunn says that 80% of the project will be complete by 2014. However, because all of the 2013 construction bids came in over the estimated values provided by Parsons the Stadium will consider several options for keeping the cost of the project down.

## Rose Bowl Roundup

The added costs have resulted in a financing gap of more than \$45 million. Figures provided to the RBOC by Dunn indicated \$30 million in of originally planned improvements, could potentially be deferred to future phases.

Among the items being deferred are plans to remake the entrance gates, field level improvements and moving the stadium fence lines.

### CITY COUNCIL CERTIFIES NFL ENVIRONMENTAL IMPACT REPORT

The Environmental Impact Report (EIR) to study impacts from the temporary use of the stadium by the NFL wended its way through the city processes.

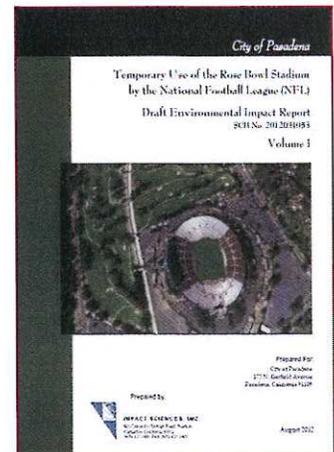
Citizens who had agreed with the Planning Commission's findings were concerned about the traffic generated by additional games and the differences between college and professional fan bases, the key factor being alcohol consumption. Pasadena City Manager Michael Beck offered assurances that the city would take great care in addressing these issues.

The NFL is being courted to return to Los Angeles to play at two yet-to-be-built stadiums, in downtown LA and City of Industry. If this were to happen the team would need a temporary home until a permanent facility is complete. If an NFL team did come to the stadium, the number of displacement events would exceed the number permitted annually under the existing ordinance. The EIR was initiated to study the impacts of the additional games.

The city views a temporary NFL lease as an opportunity. According to the city's environmental report, a temporary NFL team could generate between \$5 million and \$10 million of annual net revenues for the city. The Stadium Renovation project is facing a large funding gap due to financing and cost overruns.

On November 19 the City Council certified the Environmental Impact Report and they changed the ordinance to increase the number of events, effective 2013.

Whether the NFL makes a temporary stop at the Rose Bowl or not, the future of the stadium will be challenging and creating revenue streams to allow the Rose Bowl to be at the center of Pasadena life for years to come is a priority for the RBOC.



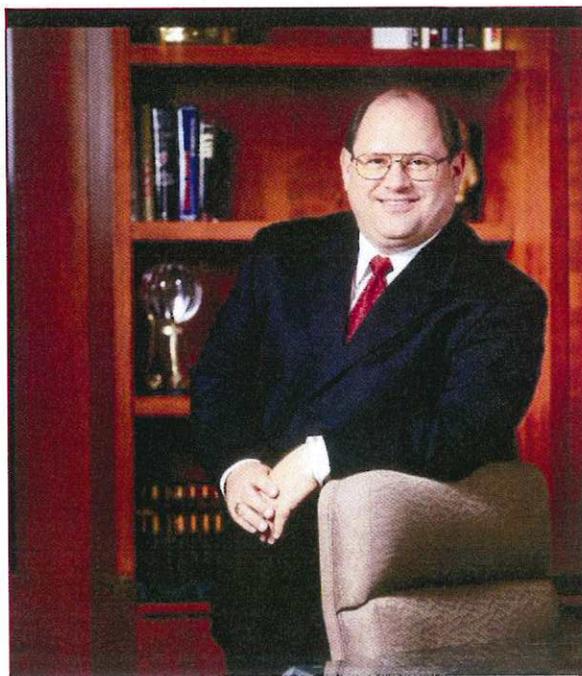
### A LEGACY OF GIVING: MICKEY SEGAL

Businessman and philanthropist Mickey Segal was born and raised in Pasadena. He attended Don Benito Elementary School in Hastings Ranch, spent his junior high school years at Marshall and Washington Junior High Schools and then went on to Pasadena High School. Yes, he was a Bulldog. As an offensive guard on the team, he played in four Turkey Tussles, the Bulldogs winning all four games.

## Rose Bowl Roundup

Mickey graduated cum laude in accounting from California State Polytechnic University at Pomona in 1980. Due to hard work and dedication he has advanced his career and garnered well-deserved honors. In 1997, he was inducted into their Accounting Hall of Fame and he received the Distinguished Alumni Award from the University's business school. He is a member of the University Educational Trust and the National Development Council, and vice chair of planned giving for the current \$150 million comprehensive campaign and major donor to the new College of Business Administration complex.

Currently, he is the Managing Partner of the Los Angeles CPA firm he founded, Nigro, Karlin Segal & Feldstein, LLP. However, community involvement and philanthropic endeavors are a big part of his life. Mickey believes that whatever level of success you have, it is your obligation to give back, "That has kept me driven and motivated." Many organizations have benefited from his fundraising expertise including Arcadia Methodist Hospital, Covenant House and the American Cancer Society.



*Legacy board member, Mickey Segal*

Mickey traces his deep involvement in philanthropy to his childhood when he listened to his parents' many conversations about charitable giving, "My mother and father would go back and forth, discussing various amounts; they were concerned and always hoping to give as much as they could afford. It made an impression on me, it left its mark."

So given wonderful memories of the Rose Bowl Stadium and his love of philanthropic challenges, Mickey joined the Legacy Board of Directors, "The Rose Bowl is a Pasadena legend and means so much to me personally. Playing on the Rose Bowl turf is a once in a lifetime experience. I am very excited to be working on this great project."

Mickey has been engaged in seven or eight major campaigns over the last ten years ranging from \$2.5 million up to \$25 million and all reached their goals. He is firm in his conviction that the Rose Bowl Legacy Campaign will reach its \$20 million goal. "Every worthwhile cause will reach its goal and the Rose Bowl is just that. We all need to step up and contribute and encourage others to do so as well."

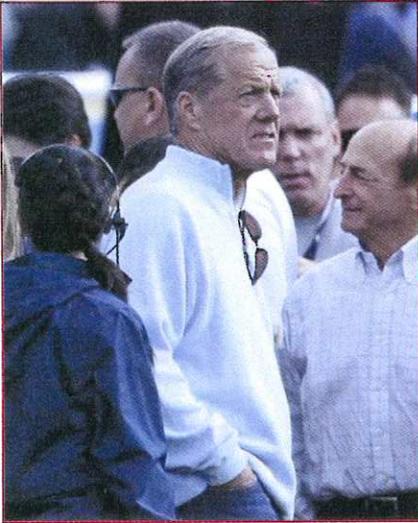
Cal Poly Pomona has played an even more significant role in his personal life. It's where he became reacquainted with Lee, a childhood friend since he was five years old. They attended Sunday school at Temple and their parents were friends. When Lee was transferring to Cal Poly from San Diego the parents enlisted Mickey to "show her around." They fell in love. Lee notes, "It was a busy time for us, but we made the relationship work." Despite the full class load, work and other responsibilities, they married in their junior year; both graduated in 1980.

## Rose Bowl Roundup

Now Lee and Mickey live in Arcadia with their three children, Allison, Matthew and Andrew. He is in his third term as a member of the Arcadia City Council, where he has twice served as mayor. Truly, Mickey has fond Rose Bowl memories and many wonderful San Gabriel Valley connections and memories. We are fortunate to have him working with us to save our venerable landmark.

### CROWD CHEERS AS ROSE BOWL RENAMES PAVILION

**New Pavilion named after Terry Donahue, former UCLA football coach**



*Former UCLA coach Terry Donahue*

What a night! In front of a crowd of 75,000 people, at a game where UCLA was beating USC, the Rose Bowl Operating Company announced it was naming the Pavilion at the Rose Bowl Stadium the Terry Donahue Pavilion.



Donahue, the most successful football coach in UCLA football and Pacific Conference history, was touched, "For the first time in my life I was speechless," said Donahue about the honor.

A committee made up of prominent business executives that include former UCLA football player Andy Meyers, was formed to raise \$3 million to assist with the renovation of the Pavilion and associate it with a UCLA legacy.

"Coach Donahue was not only a football coach but a mentor and coach for being successful in life. Having coach Donahue's name being permanently ensconced on the Rose Bowl is not only honoring his legacy as the 'winningest' coach in PAC-10 history, but an honor for Bruins everywhere", said Meyers.

The Pavilion is one of the marquee projects in the renovation of the iconic stadium. It will be one of the renovation's key stadium needs that will allow the iconic facility to continue to operate for decades to come.

Donohue's name will go up on the Pavilion upon completion in 2013. These donations, as are all Legacy donations, are from individuals and companies with an outstanding history of philanthropy and are considered to be reliable donors.

To donate to the [Terry Donahue Pavilion](#).

***Check out the [Legacy Campaign](#).***



*From the left: Former UCLA coach Terry Donahue and his wife Andrea, Pasadena Mayor Bill Bogaard, Council member Victor Gordo and Gene Block, UCLA Chancellor.*

## Rose Bowl Roundup

### ROSE BOWL PREMIUM SEATING

Rose Bowl Premium Seating is looking toward the 99<sup>th</sup> Rose Bowl Game when all of the Suites and Club Seats of Level E in the Pavilion will be complete. This is very exciting, as it will add 10 Suites and 200 Club Seats for *The Granddaddy of Them All*.



The North Media Area on Level F will also be available on January 1 to house additional media. For more information on Premium Seating visit [rosebowlpremiumseating.com](http://rosebowlpremiumseating.com) or call 626/585-6800.

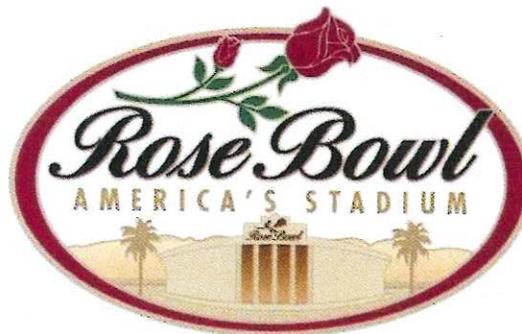
### ROSE BOWL RENOVATION & IMPROVEMENT PROJECT

**The project has five 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**  
Email us at [Aokelley@rosebowllegacy.com](mailto:Aokelley@rosebowllegacy.com).



*Honoring the Past ~ Preparing for the Future*

# PROJECT PLANNING SCHEDULE

12/3/2012

| December |    |    |    |    |    |    | January |    |    |    |    |    |    | February |    |    |    |    |    |    |
|----------|----|----|----|----|----|----|---------|----|----|----|----|----|----|----------|----|----|----|----|----|----|
| S        | M  | T  | W  | T  | F  | S  | S       | M  | T  | W  | T  | F  | S  | S        | M  | T  | W  | T  | F  | S  |
|          |    |    |    |    |    | 1  |         |    | 1  | 2  | 3  | 4  | 5  |          |    |    |    |    | 1  | 2  |
| 2        | 3  | 4  | 5  | 6  | 7  | 8  | 6       | 7  | 8  | 9  | 10 | 11 | 12 | 3        | 4  | 5  | 6  | 7  | 8  | 9  |
| 9        | 10 | 11 | 12 | 13 | 14 | 15 | 13      | 14 | 15 | 16 | 17 | 18 | 19 | 10       | 11 | 12 | 13 | 14 | 15 | 16 |
| 16       | 17 | 18 | 19 | 20 | 21 | 22 | 20      | 21 | 22 | 23 | 24 | 25 | 26 | 17       | 18 | 19 | 20 | 21 | 22 | 23 |
| 23       | 24 | 25 | 26 | 27 | 28 | 29 | 27      | 28 | 29 | 30 | 31 |    |    | 24       | 25 | 26 | 27 | 28 |    |    |
| 30       | 31 |    |    |    |    |    |         |    |    |    |    |    |    |          |    |    |    |    |    |    |

- December 3, 2012: Weekly Update Meeting (11am/ Conference Room)
- December 4, 2012: Preliminary Rose Bowl Game walk through (3pm/ Gate A)
- December 5, 2012: TOR begins Lot I tent installation
- December 6, 2012: RBOC Meeting (6:30PM/ Media Room)
- December 8, 2012: Honda Familiarization (Lot K)
- **December 9, 2012: Flea Market**
- December 10, 2012: Rose Bowl Game Load in begins (Lot K AND Operations compound)
- December 10, 2012: Weekly Update Meeting (11am/ Media Center)
- December 11, 2012: RB24 Pre-Construction Meeting (9am/ BBM trailer)
- December 11, 2012: Quarterly Safety Meeting (9am/ Lot M)
- December 13, 2012: All Agency 2013 Rose Incident Briefing (9am/ Media Center)
- December 14, 2012: TOR Game Operations meeting (10am/ Media Center)
- December 17, 2012: Weekly Update Meeting (11am/ Media Center)
- Week of December 17: BBM begins walking concourse with TOR
- December 25, 2012: Christmas
- December 26, 2012: RBOC Finance Committee Meeting (8am/ Conference Room)
- December 26-31, 2012: Rose Bowl Game Pre-week (Credentials required for stadium access)
- December 27, 2012: RBOC Operations Meeting
- **January 1, 2013: Rose Bowl Game**

- January 3, 2013: RBOC Meeting
- January 5, 2012: Battle of the Bowl
- January 7, 2013: BCS Game Viewing Party (4pm/ South Media Area)