



OFFICE OF THE CITY MANAGER

January 3, 2013

To the Honorable City Council  
of the City of Pasadena

Mayor and Councilmembers:

**WEEKLY NEWSLETTER**

1. **Another Spectacular New Year's:**

The City Manager would like to acknowledge and say a special *thank you* to all City employees who make Pasadena shine on New Year's Day. Every year on this special day, we put our best foot forward and show the world just how great Pasadena is as they watch in person or on TV one of our nation's premier events.

During the parade, a member of the Armed Services was overheard remarking how watching the Rose Parade provides a connection back home for Service members stationed throughout the globe. There can be no finer tribute than that! All of us should take tremendous pride in being part of it. Next week's newsletter will include departmental recaps of New Year's operations.

2. **Rose Bowl Renovation Roundup December 2012 and Rose Bowl Renovation Project Weekly Update:**

Attached is the Rose Bowl Roundup December 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



December 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
- ❖ Rose Bowl financing plan
- ❖ Local hiring
- ❖ Tournament of Roses: Sally Bixby
- ❖ A legacy of care: Will Schnell
- ❖ Rose Bowl turf team turns it on
- ❖ Rose Bowl Legacy Campaign — Good news
- ❖ Rose Bowl Premium Seating year-end roundup

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**It's been a busy two months at the Rose Bowl Stadium.** In November, we hosted three UCLA football games, the Turkey Tussle and the monthly Flea Market. And in December, we hosted the Flea Market, which was well-attended by shoppers looking for "Christmas finds" amid the thousands of items. For months, Stadium Operations and the Rose Bowl Renovation Team have been gearing up for the big Rose Bowl Game as Stanford and Wisconsin meet up January 1.

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

## FORWARD PROGRESS



Level F North Media, November 1, 2012



Level F North Media, November 7, 2012

## Rose Bowl Roundup

While we are hard at work, we do take time to appreciate our blessings and look forward to a great new year for the Rose Bowl and for the Pasadena community.

Clark Construction continued interior construction of utilities, mechanical equipment and partition work on all levels of the Pavilion. Level F North Media area was a key focus in November, an area which will be used for the 2013 Rose Bowl Game. The Plastering process is progressing, including the Pavilion lobbies, exit stairs, corridor walls and ceilings. Additionally, window installation continued on Levels D, E and F.



*Pavilion Interior: Level C November 15, 2012*



*Pavilion Interior: Level D November 15, 2012*

**Currently the Pavilion is on schedule for substantial completion in April 2013.** There will be one more phase of construction which will begin following the 2013 Rose Bowl Game and commence before the first UCLA home game. As was done in 2012, during the 2013 UCLA football home game schedule through the 2014 Rose Bowl Game, any remaining construction activities will be coordinated with our tenants to minimize any impact on the fan experience.

Plans are to complete the Pavilion prior to the 100th Rose Bowl Game on January 1, 2014. *For additional information regarding the [Rose Bowl Stadium Renovations and Enhancements](#)*

## ROSE BOWL FINANCING PLAN TO BE CONSIDER BY CITY COUNCIL

**Over the course of the last two years, stadium construction has proceeded on schedule** with nearly 80% of the project now complete or in progress at this time. On January 7, 2013, the Pasadena City Council will consider approving of a financing plan for the Rose Bowl Stadium. It includes a bond issue of approximately \$58 million that restructures existing 2006 Rose Bowl bonds, issues new bonds to net \$30 million of proceeds for the renovation project, and provides a temporary, internal \$6 million city loan that would be repaid when the restructured bond proceeds are received.

The bonds will be handled by Union Bank to provide a high degree of future flexibility and limited issuance costs. This financial instrument aims to address both short-term cash-flow needs of the project as well as the long-term financing needs to fill the funding gap.

As City Council considers the measures, renovation work proceeds as revenue-producing events are held. Fans who attended a UCLA game in 2012 were thrilled with the improvements and Premium Seating Sales continue to go well.

## Rose Bowl Roundup

### 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. Parsons and CBA continue outreach to the Pasadena construction community in collaboration with PFBL.



The Rose Bowl Operating Company, PFBL and City staff reports the following as of September 2012:

- 205 Pasadena residents have worked on the project
- \$1,911,985 million in certified wages have been paid to those workers
- \$3,590,462 in local subcontracting and procurement have been awarded to Pasadena businesses
- \$5,646,819 has been spent in local project soft cost expenditures
- \$9,237,281 is the current total for Pasadena local procurement

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

### THE TOURNAMENT OF ROSES PARADE

**"I started on overnight barricades ... I loved it!"** recalls Sally Bixby, President for the 2012-2013 Tournament

It was less than a year ago that Sally M. Bixby was confirmed as president for the 2012-2013 Tournament year. Bixby has been busy providing leadership for the 124th Rose Parade® that will take place Tuesday, January 1, 2013. She chose as her parade theme, "Oh, the Places You'll Go!™"

"The 2013 theme is about seizing the moment, throwing off the realistic cares of our daily lives and charging forth confidently," said Bixby. "It is meant to encourage all to reach higher than the highest star, and to create and explore a world that is full of possibility, rich with imagination, and bursting with discovery."

Bixby chose Dr. Jane Goodall, DBE, founder of the Jane Goodall Institute and UN Messenger of Peace, to serve as the Grand Marshal of the 2013 Tournament of Roses festivities.

Sally joined the Tournament of Roses Association as a "white-suiter" in 1989 and has been a volunteer member of the association since. She was elected to the Executive Committee in 2005. Just like all Parade Presidents, Bixby has served on many committees throughout her extensive Tournament career and chaired three: Queen and Court, Decorating Places and Host committees.

Bixby says, for her, the fun started on her first assignment and has never stopped.

The Roundup thanks Sally, the Tournament Association, and all the wonderful volunteers who bring beauty and joy to our city and to the world each New Year.



*Sally Bixby, 2012-2013 Tournament of Roses President*

## Rose Bowl Roundup

### A LEGACY OF CARE: WILL SCHNELL

**It was farming and high school football that brought Will Schnell to where he is today.** Born and raised in Missouri, Will has been working the fields since he was 8 years old. Like many children in rural areas, he belonged to Future Farmers of America. His other extracurricular activity was football, a game he loves.

“I knew I couldn’t make a living playing football, but why not combine my love of farming and football? I went off to college and came home one semester and told my parents that I was going to major in Sports Turf Management. And that’s what I did; I graduated from Central Missouri State.”

Will started his career in Harrisburg, Pennsylvania working for the Harrisburg Senators AA baseball team. He then switched to football with the Cleveland Browns before switching back to baseball working for the Yankees farm system. All along, he learned the art and craft of grounds keeping and turf management. Will’s next move was to the West Coast to work for the Dodgers. One day he got a call from the Rose Bowl and it was for an opportunity to return to his beloved game of football and work the turf at one of premier sports stadiums in America.



*Will Schnell, Rose Bowl Turf Superintendent*

Will’s next move was to the West Coast to work for the Dodgers. One day he got a call from the Rose Bowl and it was for an opportunity to return to his beloved game of football and work the turf at one of premier sports stadiums in America.

“I was really thrilled when I came to interview. I think football is great. The game is a stage for greatness; it’s where boys learn to become men. Football is wonderful on another level; look at the jobs it provides. Here at the Rose Bowl, there’s our crew, everyone who works here at the stadium, the people who grow the turf and transport it ... all the jobs connected to UCLA. It’s great.”

“Job one is ensuring “playability” of the turf. You want it to be tight enough but not too tight, moist enough, but not too moist. You want the cleat to go in and come out clean. So the length of the grass, the root density and moisture must be just right.”

When asked how he and has been able to keep the turf beautiful and functional through Mother Nature’s changing conditions, “I’d say my education and experience enables me to “see things” and make adjustments before they get out of hand.”

Will appreciates his hard working team. And, he loves the versatility required by the job. “You have to be a farmer, plumber, painter, mechanic and chemist. It takes knowledge and skills in all these areas to keep this operation going.” He continues, “This job requires team work and our crew here is disciplined. We are looking at each element – like moisture and density – all the time, to create the whole. The difference between good and great is to make sure you’ve made each element the best that you can.”

And lastly, he and his crew appreciate how much people value the beautiful Rose Bowl turf. “We confer with the coaches; they are always very interested in the turf. Coach Mora stops by to say hello and check on things. He’s very concerned for player safety.”

## Rose Bowl Roundup

Interest in the Rose Bowl field goes all the way back to his boyhood; several of Will's fellow high school and college football players and friends come back each year to join he and the crew in laying out the Rose Bowl field for the Rose Bowl Game. Will adds, "And it is appreciated by the players. When players come on the field and they get down on their knees and feel the grass, they often ask, 'Is this real?' That's my greatest reward."

### THE ROSE BOWL STADIUM TURF TEAM TURNS IT ON



Rose Bowl turf team

### *Quick turnaround on the Rose Bowl turf*

**Just about everyone is in awe of the Rose Bowl turf.** "This grass is too good to be true!" "Is it real?"

It is real. It comes from Western Turf Company of Palm Springs, California, the same company that provides the turf used on the Super Bowl fields. The grass is Bermuda over-seeded with rye. However, the turf is changed from year to year to suit conditions and reflect the latest improvements. Will Schnell, Rose Bowl Turf Superintendent, drives to Palm Springs to check the crops throughout the three months prior to ordering the Rose Bowl Game.

But as all gardeners know, planting something doesn't mean it will thrive or even grow. And that is where the great Rose Bowl Turf Team comes in. Will and his trusted crew repair, when possible, and replace, when necessary. Like so much else with the Rose Bowl Operations, skill and flexibility are watchwords. Schnell has a crew of 20 with two full time assistants, Migal Yopez and Martin Rodriguez.

Yopez says, "We're a team here. Right now we're in Rose Bowl game mode."

Living up to his name, Schnell keeps the work going nonstop by splitting his 20-man crew in half. Right after the final UCLA home game – actually, that night, all through the night – the ground crew starts removing the Rose Bowl turf; and that work continued for the next 24 hours.

## Rose Bowl Roundup

By Monday, 10 truckloads of sand were poured onto the field and a tiller graded the field to make sure it was level; the work continued through Tuesday and Wednesday. On Thursday and Friday, 40 truckloads of sod pulled into the stadium: 42 inch wide and 60 foot long rolls, each weighing a ton.

Yepez, a native Pasadenan and Blair High School graduate, got his start in golf turf but he jumped at the chance to work at the Rose Bowl.

"I still remember the interview. I was interviewed at one point by four people! Working the Rose Bowl turf is special. It's a way

to share in the emotion of the football, such an exciting game."



*Rose Bowl Stadium receptionist Arnetta Love joins crew to help paint the field*

Will and the crew love the Rose Bowl Game challenge. But no matter what day of the year, "We are all working on improving the process, we are constantly looking ahead." So if you have a chance to go down on the Rose Bowl field you'll know that the turf is real and why it is so great.

The Rose Bowl Turf crew loves working outdoors at the Rose Bowl in one of America's most beautiful settings, making sure the turf at America's Stadium is the best that it can be.

## ROSE BOWL LEGACY

*Lots of Legacy news this month ... Good News!*

Smith Brothers Restaurants is working with Legacy Connections to support Legacy's Rose Bowl fundraising campaign. The Pasadena-based restaurant company – owner of the Parkway Grill, Café 140 South, Arroyo Chop House, Cheval Bistro and Smitty's Grill – is offering customers the chance to fill out pledge forms that would support the iconic stadium's renovation and enhancements.



The Smith brothers are among Pasadena's best-known businessmen and philanthropists. They opened their first restaurant, the Parkway Grill, in 1984. They are big fans of the Rose Bowl Stadium and felt it was important to step up and help promote the Legacy fundraising effort.

"The Rose Bowl Stadium is a Pasadena landmark and a national treasure," said company co-owner Bob Smith. "This is our small way of supporting its preservation for generations to come,"

Co-owner Gregg Smith praised Rose Bowl Legacy's ongoing commitment to the stadium project. "You can't put a price tag on what the Rose Bowl Stadium means to our city, and to see the community rally behind it, via Legacy, is truly inspiring."

## Rose Bowl Roundup

The Smith brothers intend to continue this pledge campaign right through 2013 up to the 100th Rose Bowl Game in 2014. So enjoy the food and support the Rose Bowl!

**With the recent announcement of the Terry Donahue Pavilion**, the Legacy Campaign made a significant advance toward reaching its \$20 million goal. The "Donahue Committee," made up of prominent business executives that include former UCLA football players Nelson Rising and Andy Meyers, was formed to raise \$3 million to assist in reaching the Legacy Campaign goal. Currently, the Legacy Campaign is nearing \$9 million in pledges. Progress is being made as well, in donations and commensurate naming opportunities throughout the stadium. Despite tough economic times, the Legacy Board of Directors is resolute in its belief they will reach the goal. As Legacy Director Mickey Segal put it, "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."

**Donating to the Legacy Campaign just got easier.** You can now use your cell phone to support the renovation by texting the word ROSEBOWL to the number 20222, reply YES, and a \$10 donation will be applied to your next cell phone bill\*. It's that simple! For more ways to [donate](#) or call 626.397.4147. Be sure to check out the [Legacy Campaign](#) website as well.



\*A one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. All donations must be authorized by the account holder. All charges are billed by and payable to your mobile service provider. User must be age 18 or older or have parental permission to participate. By texting YES, the user agrees to the terms and conditions. Service is available on most carriers. Message & Data Rates May Apply. Donations are collected for the benefit of the Rose Bowl Legacy Campaign by the Mobile Giving Foundation and subject to the terms found at [www.hmgf.org/t](http://www.hmgf.org/t). You can unsubscribe at any time by texting **STOP** to short code **20222**; text "HELP" to **20222** for help.

## ROSE BOWL PREMIUM SEATING



*The Premium Seating team*

## Rose Bowl Roundup

### *Happy Holidays from Rose Bowl Premium Seating!*

By Cory Shakarian,  
Vice President, Premium Seating

As the UCLA football season comes to an end and everyone here focuses on the Rose Bowl Game, it's important to take a look at just what a successful year it has been. There have been many changes: Coach Mora joining the UCLA Bruins and leading them to a very successful first season; the old Press Box being torn down and the new Premium Pavilion built in its place to offer fans a new and unique experience to college football at the Rose Bowl Stadium; the 99th Rose Bowl Game just around the corner.



The 2012-2013 UCLA football season offered both Suites and Club Seats to fans. These seats were in the brand new, climate controlled building. Premium seat holders had access to premium parking and Bristol Farms catered the Suites and all-inclusive Club Seats. "Every seat in the new Premium Pavilion offers better sight lines, improved legroom, and many more amenities. In addition to the new Suites and Club Seats offered in 2012-2013, next year new 4 person Loge Boxes and the exclusive Loge Box Lounge located at the 50 yard line will be available."

Throughout the season, hard hat tours were given during the week and on game days. These tours will continue in the off-season to show the new space as it becomes completed for the 2013-2014 season. Now is the time to focus on the 2013-2014 UCLA Bruins football season, the 100th Rose Bowl Game and the BCS National Championship Game to be played at the Rose Bowl.

"Sales for the new Premium Pavilion seats have been very strong thus far, but great seat locations still remain."

Call 626.585.6800 today to schedule your hard-hat tour or visit our [website](#)

## 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](#)

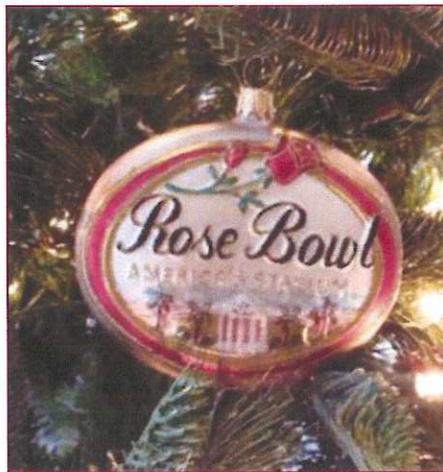
**Send your questions and feedback**  
Email us at [Aokelley@rosebowllegacy.com](mailto:Aokelley@rosebowllegacy.com).

**Rose Bowl Roundup**

*Best holiday wishes to all!*



*Honoring the Past ~ Preparing for the Future*



# PROJECT PLANNING SCHEDULE

I/3/2013

## January

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## March

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| 31 |    |    |    |    |    |    |

- January 3, 2013: RBOC Meeting (6:30pm/ Media Center)
- January 5, 2013: Battle of the Bowl
- January 7, 2013: BCS Game Viewing Party (4pm/ South Media Area)
- January 10, 2013: Neighborhood Meeting (7:30am/ Brookside)
- January 13, 2013: Flea Market
- January 14, 2013: Weekly Update Meeting (11am/ Media Center)
- January 21, 2013: Weekly Update Meeting (11am/ Media Center)
- January 26, 2013: Rose Bowl ½ Marathon Load in
- January 27, 2013: Rose Bowl ½ Marathon