



OFFICE OF THE CITY MANAGER

March 28, 2013

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. New Staff Member Hired for Neighborhood Connections:

The Human Services and Recreation Department welcomes William Syms as the new Program Coordinator for the Neighborhood Connections Program located at the Jackie Robinson Community Center. Over 300 candidates initially applied for the position. The recruitment process also included a community and internal interview panel review.

As Program Coordinator, Mr. Syms will oversee the day-to-day operations of Neighborhood Connections, assist with organizing the Pasadena Neighborhood Leadership Institute, and review and restructure the weekly e-newsletter sent to all City neighborhood associations. He will also be a part of the Jackie Robinson Community Center's management team. I have attached a memorandum from Mercy Santoro, Director of Human Services and Recreation that provides additional information on Mr. Syms.

2. Sales Tax by Geo 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.

3. Fundraiser Planned for the Villa-Parke Community Center Boxing and Weight Room Project:

On Saturday, April 20, 2013, the Villa-Parke Community Center will be hosting the Knock Out Committee's kick-off fundraiser to procure funds for a new Villa-Parke Boxing Gym and Fitness Center. The event begins at 6:00 p.m. and includes a VIP Reception, Dinner & Awards Program, Celebrity Boxing Exhibition and Entertainment with Dancing. Featured

boxers include 'Sugar' Shane Mosley, Ricky 'Showtime' Quiles and Zack 'Attack' Padilla. Individual ticket prices are \$200 and opportunities for greater sponsorships and advertising also are available.

The renovation and expansion of the facility will support a robust boxing program which includes partnering with national and international boxing organizations to host regional competitions. Villa-Parke Community Center is located at 363 East Villa Street in Pasadena. For more information contact, Rozanne Adanto at 626-744-6522 or radanto@cityofpasadena.net.

4. Villa-Parke Community Container Garden Project:

The Villa-Parke Community Container Garden has been in the planning phase for months and is about to be launched. The project will include an art tile project, gardening classes, community information sessions, nutrition classes and a container garden to be located on the second floor of the Center and in the Head Start play yard.

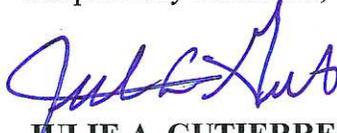
According to Mercy Santoro, Director of Human Services and Recreation, the Center is partnering with First 5 LA, the Los Angeles Conservation Corps and Children's Garden Collaborative to secure funding for this project. Project funding will be used to procure garden tools, equipment, and make site improvements. In addition, a Master Gardener will be hired to provide instruction to farmers and conduct gardening classes to the community at large. Included in the educational component are healthy cooking classes with fresh ingredients.

Villa-Parke staff successfully secured a "seed" grant of \$500 from Scott's Miracle Grow Company to initiate the program. It is anticipated that all the garden plots as well as the remaining funding will be secure by late spring so that the project can begin. For more information about the Villa-Parke Community Container Garden Project please contact Bill Davis at bdavis@cityofpasadena.net.

5. Rose Bowl Renovation Roundup March 2013 and Rose Bowl Renovation Project Weekly Update:

Attached is the Rose Bowl Roundup for March 2013 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



MEMORANDUM – CITY OF PASADENA
Human Services and Recreation Department

DATE: March 27, 2013
TO: Michael Beck, City Manager
FROM: Mercy Santoro, Director – Human Services & Recreation
SUBJECT: **New Staff Member Hired for Neighborhood Connections**

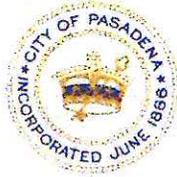
The Human Services and Recreation Department welcomes William Syms as the new Program Coordinator for the Neighborhood Connections Program located at the Jackie Robinson Community Center. Over 300 candidates initially applied for the position. The recruitment process also included a community and internal interview panel review.

As Program Coordinator, Mr. Syms will oversee the day-to-day operations of Neighborhood Connections, assist with organizing the Pasadena Neighborhood Leadership Institute, and review and restructure the weekly e-newsletter sent to all City neighborhood associations. He will also be a part of the Jackie Robinson Community Center's management team. Mr. Syms brings extensive knowledge of the Pasadena community and attending local schools in the Pasadena area. He also earned his Master's Degree in Public Administration from California State University at Northridge. After receiving the offer of employment, Mr. Syms remarked, "I am elated to join the City of Pasadena family and I can't ask for a better team to be a member of".

Mr. Syms comes to us with a wealth of professional knowledge and experience having worked for Congressman Adam Schiff, the National Office of the National Association for the Advancement of Colored People (NAACP) and Amnesty International. We are very happy Mr. Syms is joining our team and look forward to the new ideas he will bring to the Department.

For more information about Mr. Syms or Neighborhood Connections, please contact him at wsyms@cityofpasadena.net or 626-744-7295.

For more information about the Human Services and Recreation Department visit www.cityofpasadena.net/humanservices.



March 26, 2013

TO: Michael Beck
City Manager

FROM: Andrew Green *AG*
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.

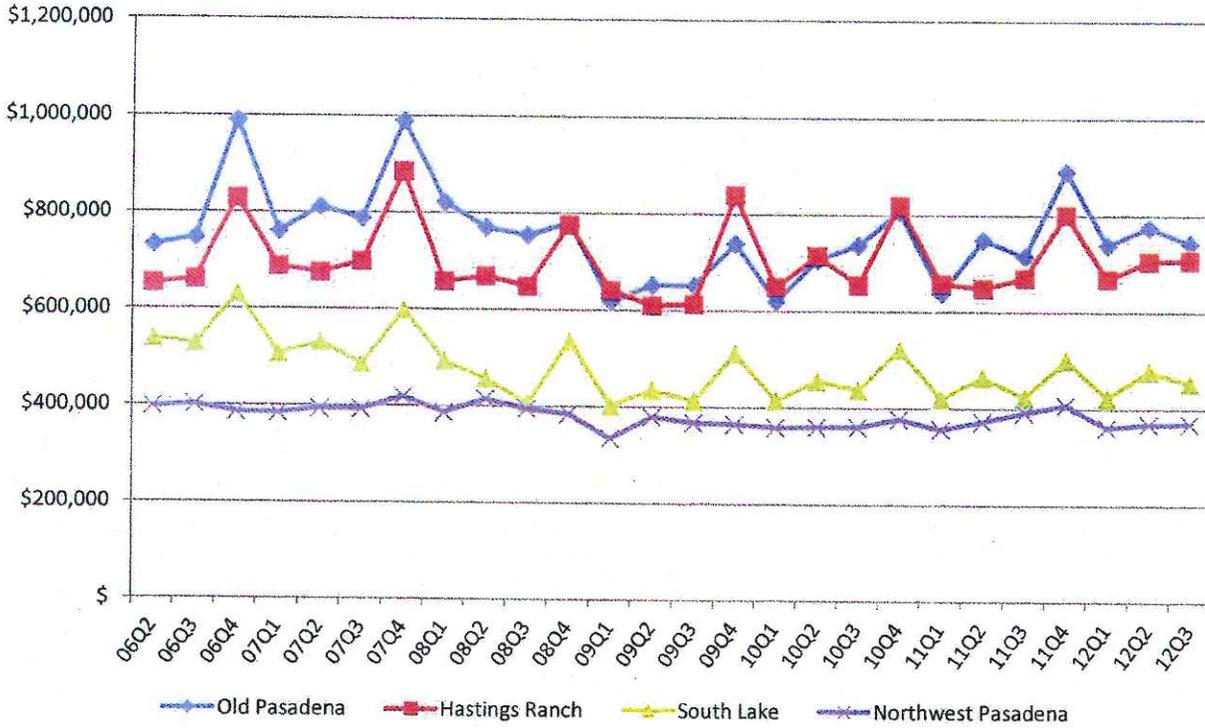
ONE QUARTER ENDING

Geo Area	9/30/2011	12/31/2011	3/31/2012	6/30/2012	9/30/2012
Old Pasadena	714,794	890,441	738,840	774,948	742,886
Hastings Ranch	671,506	802,570	670,110	707,081	709,056
South Lake	422,006	498,695	421,897	476,572	452,148
Northwest Pasadena	391,520	407,500	361,844	368,814	369,828
Hastings Village	354,868	441,766	353,306	367,397	372,321
Playhouse District	263,110	263,110	263,099	274,335	266,575
Paseo Colorado	237,802	295,858	241,244	266,449	232,567
S. Fair Oaks Survey	65,736	70,241	71,081	75,564	70,711
One Colorado	82,485	109,042	79,512	89,416	85,061
Rose Bowl	43,982	17,179	30,022	19,748	36,125
Total	3,247,809	3,852,496	3,230,955	3,420,324	3,337,278

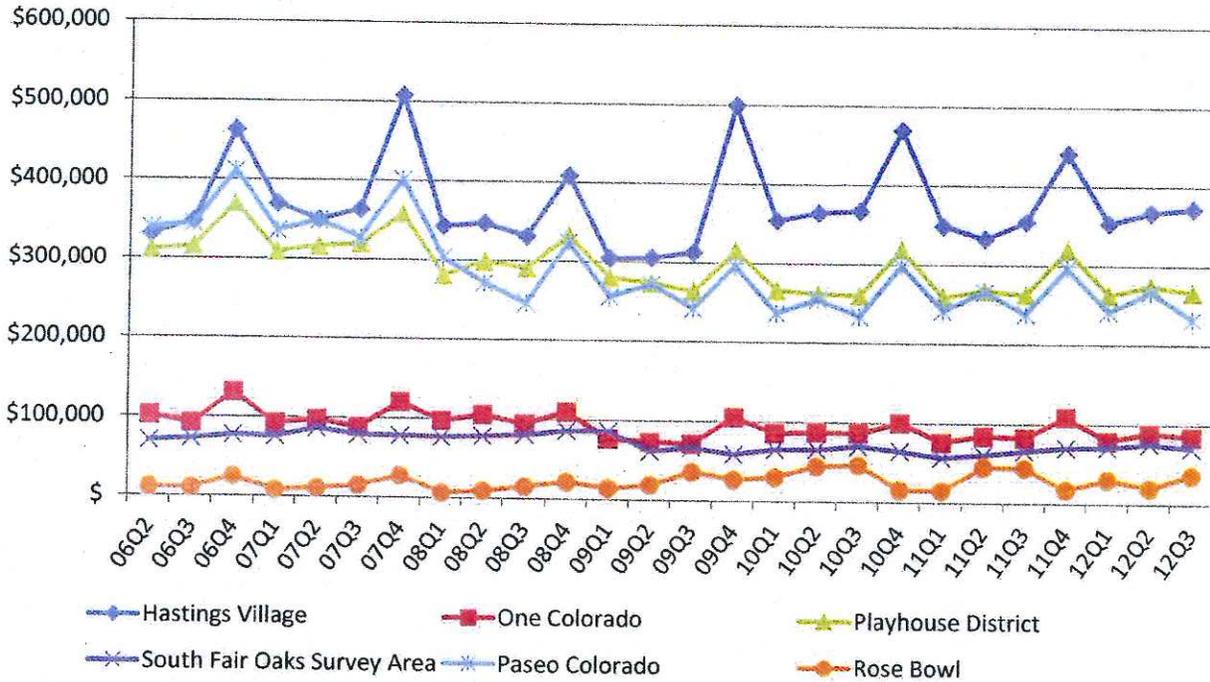
CUMULATIVE 12 MONTHS ENDING FOR EACH RESPECTIVE QUARTERS

Old Pasadena	2,908,415	2,992,178	3,092,599	3,119,023	3,175,302
Hastings Ranch	2,803,070	2,784,744	2,794,895	2,851,267	2,876,004
South Lake	1,824,570	1,802,969	1,805,912	1,819,170	1,847,526
Northwest Pasadena	1,498,667	1,528,729	1,533,793	1,529,678	1,496,389
Hastings Village	1,507,044	1,478,583	1,483,014	1,517,337	1,529,449
Playhouse District	1,108,550	1,108,696	1,113,015	1,119,748	1,123,069
Paseo Colorado	1,041,732	1,040,011	1,040,120	1,041,353	1,036,598
S. Fair Oaks Survey	247,820	253,479	267,780	282,622	290,165
One Colorado	344,096	352,623	355,616	360,455	366,184
Rose Bowl	119,222	120,548	135,616	110,931	107,216
Total	13,403,186	13,462,560	13,622,360	13,751,584	13,847,902

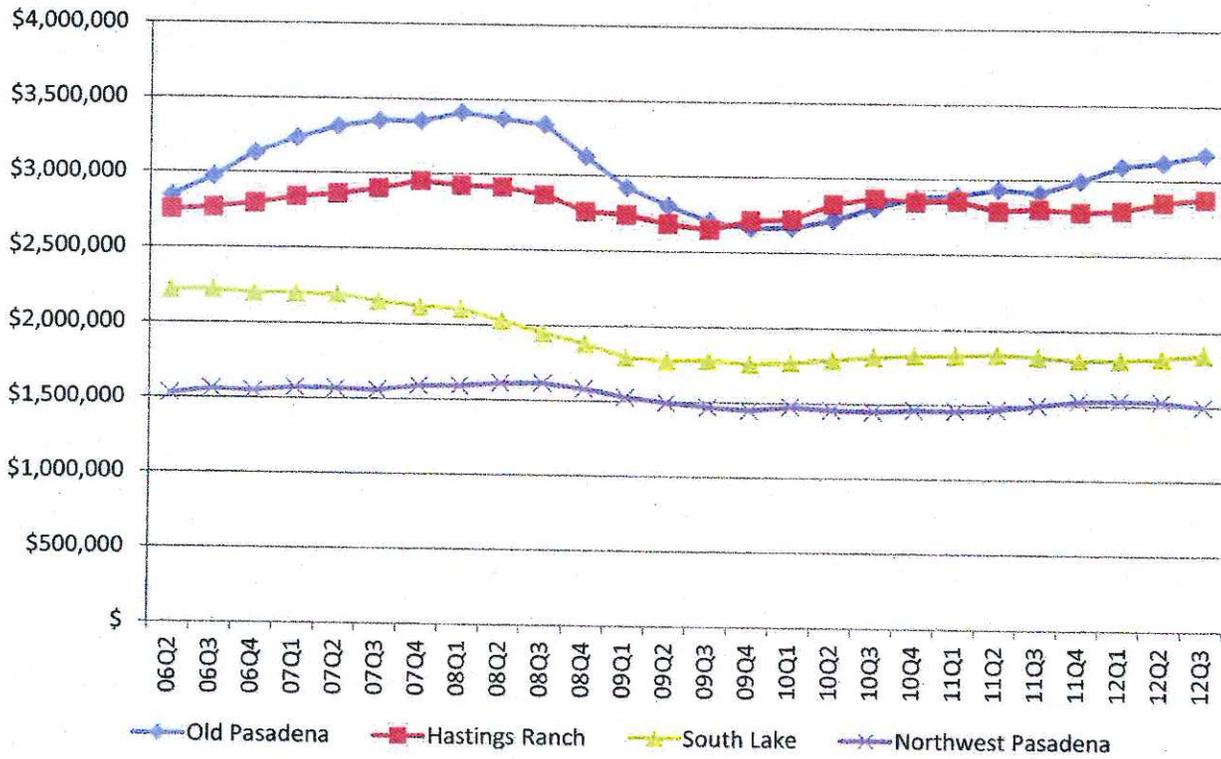
Historical Sales Tax by Geo Area
Quarterly 2006Q1 to 2012Q3



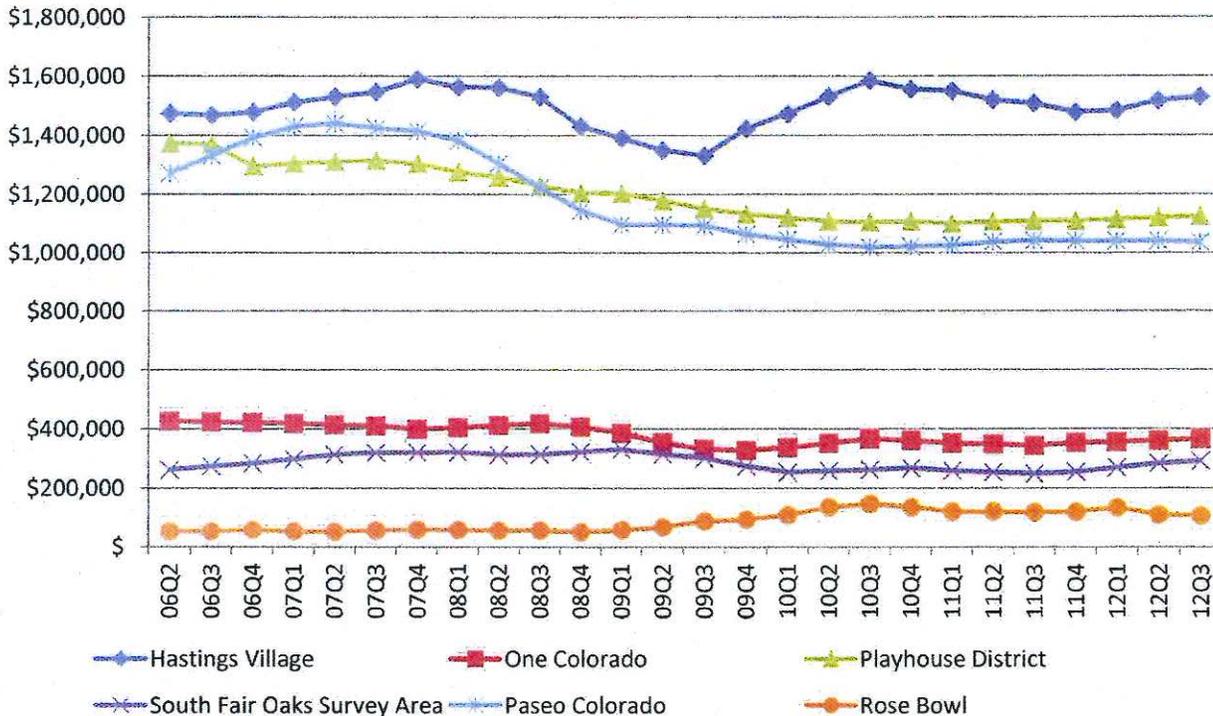
**Historical Sales Tax by Geo Area
 Quarterly 2006Q2 to 2012Q3**



**Historical Sales Tax by Geo Area
 Benchmark Year 2006Q1 to 2012Q3**



**Historical Sales Tax by Geo Area
 Benchmark Year 2006Q1 to 2012Q3**



The City receives retail sales tax information by sales tax permit number and not by location. As such, 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.

Geographic Area Highlights

For third quarter 2012 sales tax performance compared to the same quarter of the previous year, Old Pasadena posted moderate gains with sales increases at many of the areas businesses such as Zara, Madewell and Sprint Nextel along with strong gains in the restaurant segment. South Lake posted strong gains attributed to the new TJ Maxx location, Pacific Sales, and Trattoria Neapolis. Northwest Pasadena experienced another decline in taxable sales as sales taxes on gasoline prices saw a small drop. Hastings Ranch and Hastings Village continued its strong performance with gains at Pacific Sales, Magnolia Home Theater, The Habit Burger. Playhouse District showed a small gain from Tender Greens, Settebello Pizzeria, and Roy's Restaurant, but were offset with declines at Target. Paseo Colorado taxable sales fell overall resulting from moderate declines at Forever 21, World of Décor, and Quicksilver. One Colorado posted another quarter-over-quarter increase with Sephora, Oskia Pasadena, and J Crew posting increased sales. Rose Bowl area posted another decline due in large to a 'temporary' RV sale that was lower than the same level as prior year's RV event.

Citywide Highlights

Total quarterly cash receipts for third quarter 2012 compared to third quarter 2011 were up 2.7 percent. For the quarter, gains came from General Retail +1.7 percent; Food Products +7.3 percent; and Construction +19.5 percent. New Auto Sales increased 8.2 percent while the South Coast's region increased by 17 percent. Business to Business fell another 7.5 percent largely due to Avon's changing business model and lower printing industry sales.

City of Pasadena

Sales Period: October 2011 - September 2012

Summary

News from Sales Tax Quarter

- The California New Car Dealers Association (CNCDA) reports that sales of new vehicles are up 26.3% for the first nine months of 2012, higher than the 14.5% nationally, the 14th consecutive quarterly increase.
- The California Department of Finance reports that the number of existing single family homes sold in August is up 2.3% over last year. The average median sales price is up 15.5%, increasing for the seventh month in a row.
- The California Department of Finance reports that Civilian Employment in August of 2012 is up 1.3% over last year. The best job growth continues to be in Computer related industries and Scientific R & D.

News from Today

- Mastercard Advisors SpendingPulse reports that Retail Sales grew by only 0.7% nationally from 10/28/12 to 12/24/12, down from 2% a year ago. It was the lowest growth rate since the recession of 2008.
- The current average retail price of gasoline is \$ 3.55 per gallon, down 7 cents (1.9%) from \$3.62 per gallon last year and prices are projected to be lower by the end of 2013. Corresponding changes in demand indicate that Sales Tax Revenue for 2013 may be anticipated to be roughly equivalent to 2012. (U.S. Energy Information Administration)
- The California Department of Finance reports that the state Unemployment Rate for November of 2012 was 9.8%, down 1.5% from 11.3% the previous year. The U.S. Bureau of Labor Statistics reported little change nationally to the 2.5 million people considered to be "marginally attached to the workforce".

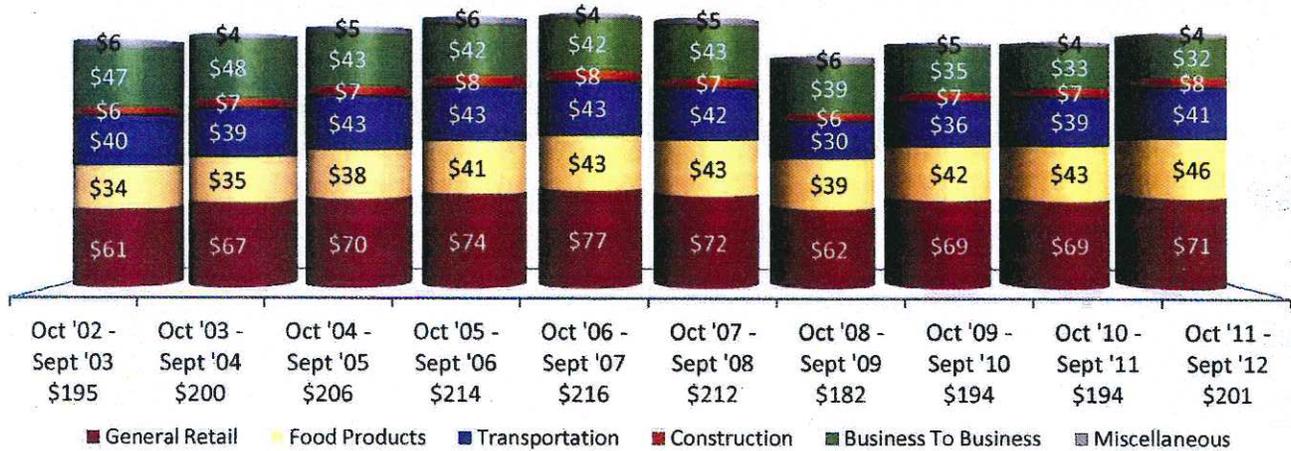
	Quarter-Over-Quarter			Year-Over-Year		
	Jul - Sept 2011 to Jul - Sept 2012			Oct - Sept 2011 to Oct - Sept 2012		
	City of Pasadena	South Coast	Statewide	City of Pasadena	South Coast	Statewide
Total	1.7%	4.7%	5.7%	4.0%	6.3%	6.8%
General Retail	2.5%	3.4%	4.1%	3.2%	4.3%	4.5%
Food Products	7.3%	6.0%	5.8%	8.3%	7.3%	7.0%
Transportation	1.7%	6.7%	8.2%	6.7%	9.7%	10.4%
Construction	19.5%	6.1%	7.2%	15.0%	6.3%	7.7%
Business To Business	-5.8%	2.9%	4.6%	-2.6%	4.4%	5.8%
Restaurants	5.5%	4.7%	5.0%	6.7%	6.8%	6.8%
Auto Sales - New	8.2%	17.8%	20.2%	9.4%	17.0%	17.8%
Miscellaneous Retail	1.1%	1.4%	1.8%	1.8%	1.3%	1.9%
Chemical Products	-7.8%	2.3%	2.9%	-4.7%	2.9%	1.8%
Department Stores	-1.2%	4.9%	5.2%	1.6%	4.4%	4.3%
Apparel Stores	7.1%	6.2%	7.5%	4.5%	7.7%	8.1%
Furniture/Appliance	7.5%	1.4%	2.8%	8.1%	5.9%	5.9%
Service Stations	-3.9%	-0.8%	0.4%	1.2%	5.1%	6.0%
Food Markets	15.7%	10.0%	8.0%	17.9%	9.3%	7.8%
Leasing	-2.3%	3.9%	6.5%	0.9%	3.0%	7.2%
Bldg. Matls-Whsle	53.4%	12.1%	13.0%	33.7%	10.3%	11.9%
Auto Parts/Repair	2.1%	4.6%	3.4%	7.9%	6.5%	6.2%
Recreation Products	-2.8%	2.1%	3.6%	-1.7%	4.5%	4.3%
Light Industry	-10.6%	0.7%	2.7%	-5.4%	2.1%	2.3%

City of Pasadena

Sales Period: October 2011 - September 2012

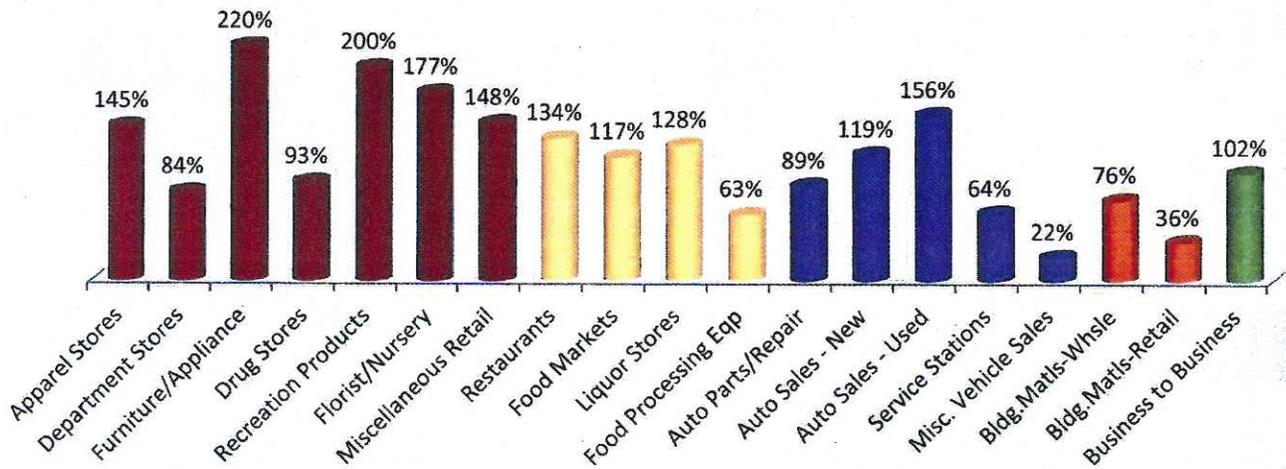
Sales Tax Per Capita

City of Pasadena's annualized sales tax divided by its population as reported by State Department of Finance

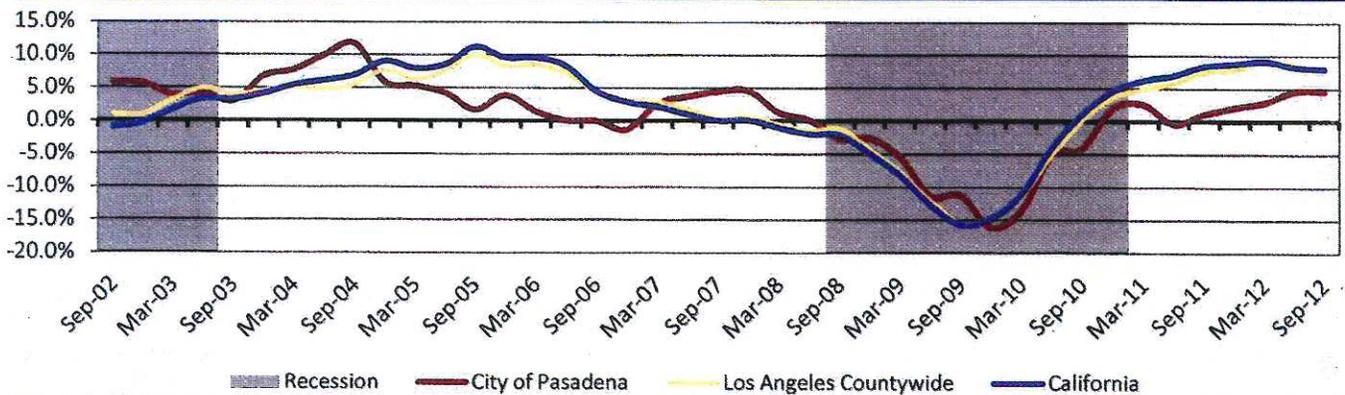


Sales Tax Capture & Leakage Analysis

100% = Equilibrium; Over 100% = Capture; Under 100% = Leakage



Annualized Change in Sales Tax Cash Receipts





March 2013



Honoring the Past ~ Preparing for the Future

ROSE BOWL ROUNDUP

We're nearing the end of the first calendar quarter, and the team at the Rose Bowl Stadium is in full construction mode. The *Rose Bowl Roundup* is back to track all the activities and tell you about those who are making the renovation possible. Read about the milestones and challenges we face as we work toward a new, improved Rose Bowl Stadium.

In this issue ...

- ❖ Forward progress: Renovation work and funding
- ❖ Local hiring progress to date
- ❖ Rose Bowl welcomes Gold Cup soccer
- ❖ Justin Timberlake, JAY Z's road to the Rose Bowl
- ❖ A Legacy of service – Joe Brown
- ❖ Rose Bowl Legacy Campaign
- ❖ Rose Bowl Premium Seating
- ❖ Tournament of Roses – Countdown to 2014

[FACEBOOK](#)

[TWITTER](#)

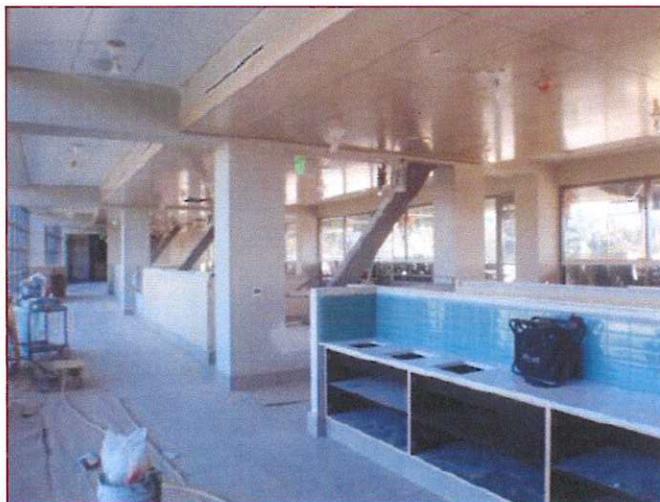
[YOU TUBE](#)

Read on, and be sure to send us your questions and comments.
Send your questions and feedback to [Audrey O'Kelley](#).

FORWARD PROGRESS



Level D North Interior, February 1, 2013

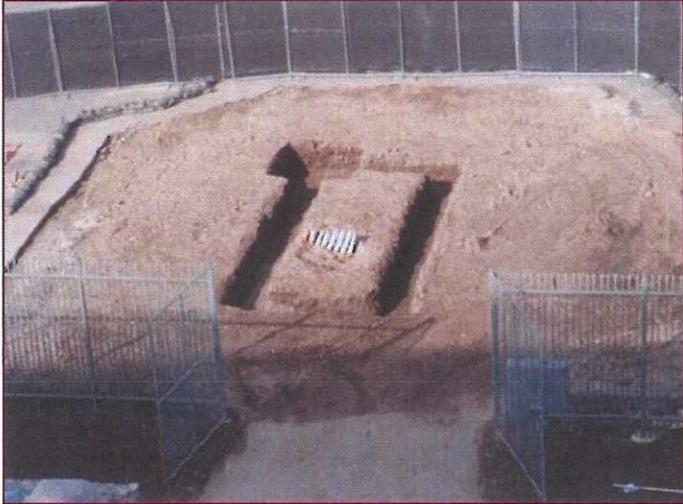


Level D North Interior, February 22, 2013

Rose Bowl Roundup

Bernards Barton Mallow (BBM) continues to guide the project activities. As work continued on the renovation project, they made sure that the facility was ready for the monthly Flea Market, which was held February 10 and March 10, as scheduled. Currently, the Rose Bowl Stadium renovation project is approximately 80% complete.

Clark Construction is completing finish work on the Pavilion levels C and D. The Pavilion is on schedule for substantial completion in April 2013, with plans for completion prior to the 100th Rose Bowl Game on January 1, 2014.



Broadcast Building Overhead, February 7, 2013



Broadcast Building Overhead, February 22, 2013

KAR Construction is working on five west-side restrooms and the broadcast building. Bid documents for broadcast cabling have been finalized. This cabling will permit network broadcasters to “plug and play” for a standard college football game.

Bid advertising for this work was published on February 28 and bids are due at the end of this month. The next bid package scheduled for release is for the Pavilion way finding signage. Bids will go out sometime in the next 30 days.

Anticipated 2014 work:

- ❖ Field wall and historic hedge restoration at east and west sidelines
- ❖ Construction of two new public restrooms in tunnels 23A and 28A for field-level seating areas
- ❖ Modification of existing tunnels 7A and 15A for use as field-level exit path
- ❖ South-end electrical substation

 [STATUS REPORT](#)

Rose Bowl Roundup

FUNDING UPDATE

On January 2013 the Pasadena City Council approved a \$30 million funding package. The project funding is as follows:

Project sources of funds (in millions)

Description	Available funds through 12/2013	Anticipated funds through 12/2018
2010 bond proceeds	\$126.1	
2010 BCS revenue (RBOC)	2.0	
2006/2010 BCS (TOR)	4.0	
RBOC/IMG retained earnings	1.1	
Capital user fee (TOR)	1.6	
2013 bond restructure proceeds	30.0	
2010 bond interest		\$0.4
Concessionaire investment	2.0	
2014 BCS revenue		4.0
Legacy contribution	2.0	7.0
Legacy Brick Campaign		1.0
TOTALS	168.8	12.4
TOTAL ANTICIPATED FUNDS		181.2

[MORE](#)

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:

- ❖ 226 Pasadena residents have worked on the project
- ❖ \$2,182,827 in certified wages have been paid to those workers
- ❖ \$3,590,462 in local subcontracting and procurement have been awarded to Pasadena businesses
- ❖ \$6,033,228 has been spent in local project soft cost expenditures
- ❖ \$9,623,690 is the current total for Pasadena local procurement

[MORE LOCAL HIRING ACTIVITIES](#)

Rose Bowl Roundup

THE ROSE BOWL KICKS OFF GOLD CUP SOCCER

Back in our October *Rose Bowl Roundup*, we told you that the Rose Bowl was negotiating with SUM (Soccer United Marketing,) the preeminent soccer promoter in North America, for a double-header.



On February 20, CONCACAF (Confederation of North, Central American and Caribbean Association Football) announced that the Rose Bowl would host the opening double-header Gold Cup on Sunday, July 7, featuring reigning Gold Cup champion, Mexico. Canada will open up against Martinique, and then Mexico will begin its title defense against Panama. The following twelve national teams have qualified for this year's tournament (in alphabetical order): Belize, Canada, Costa Rica, Cuba, El Salvador, Haiti, Honduras, Martinique, Mexico, Panama, Trinidad & Tobago and the United States.

One ticket will be sold for the both events. Order tickets through [Ticketmaster](#)

The iconic Rose Bowl has a long history as an international soccer destination, including the site of the 1984 Olympic final, the 1994 World Cup final, the 1999 FIFA Women's World Cup final. The Rose Bowl is also the only stadium in the world to have hosted both a men's and women's World Cup final, plus an Olympic gold medal match.

"We look forward to an exciting 2013 Gold Cup beginning on July 7th here at the historic Rose Bowl," said CONCACAF President, Jeffrey Webb.

[MORE ABOUT GOLD CUP-CONCACAF](#)

ROSE BOWL SHOULD EARN \$300,000 FROM "LEGENDS OF THE SUMMER" TOUR

Justin Timberlake will team up with rapper JAY Z for a stadium tour this summer. The dynamic duo will make the Rose Bowl one of a dozen stops as they tour across North America. The tour begins July 17 in Toronto and is scheduled for the Rose Bowl on July 28. The Sunday concert will take place in the evening and is expected to draw about 55,000 fans.



"We're in the business of trying to have marquee events that help the Rose Bowl Operating Company (RBOC) and Pasadena as a whole," Rose Bowl CEO and General Manager Darryl Dunn.

"These artists are among the more popular musicians today. From a fiscal perspective, it will be very beneficial."

Concert proceeds will go toward the RBOC's operating budget and, if there's a surplus, the ongoing stadium renovation, Dunn said. JAY Z and Timberlake are expected to bring \$300,000 in net revenue to the RBOC, Dunn said. The 2009 U2 concert, which drew an estimated 97,000 fans, generated a little more than \$400,000.

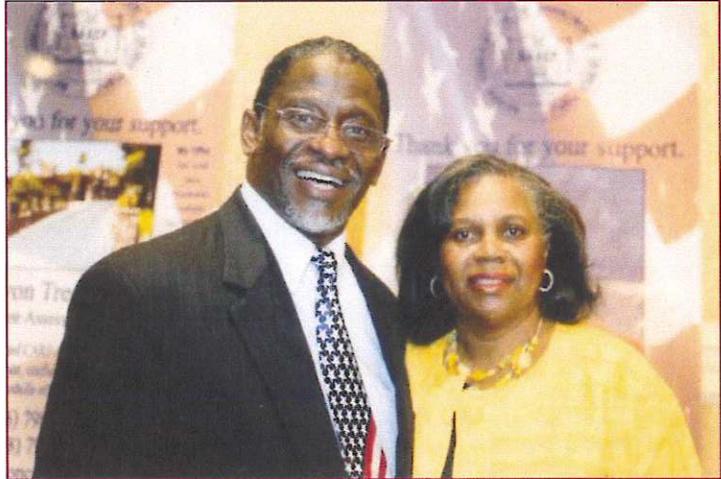
[MORE](#)

Rose Bowl Roundup

A LEGACY OF SERVICE: JOE BROWN ... A VERY, VERY, VERY DEDICATED MAN

Joe Brown stepped down as president of the NAACP in December after years of community service.

This month Joe was honored at the Rose Bowl on a sunny Saturday afternoon by the Pasadena community. Mayor Bill Bogaard, as well as the mayor of Monrovia, the Deputy City Manager of Duarte, current and former police officers, community leaders, Assemblyman Chris Holden, and former Assemblyman Anthony Portantino were just a few who came to pay tribute and thank Joe for his years of dedicated leadership.



Joe Brown and his wife of 35 years, Yvonne

Joe Brown was born on July 27, 1945, in Little Rock, Arkansas. His dedication to service and civil rights has its roots in his upbringing in the Deep South. Joe vividly remembers September 4, 1957 when nine black students tried to enter Central High School in Little Rock. This was three years after the Supreme Court had ordered desegregation of public schools. Governor Orval Faubus called the Arkansas National Guard to prevent the students from entering.

Even though Joe was only 12 at the time, the event made a huge impression on him.

Joe attended all black schools where school supplies were hand-me-downs and textbooks that had answers written in them. Despite these conditions, Joe's parents demanded the best from him and encouraged him to reach high academic standards. The hardships endured in the racially divided south made him realize that someday he had to do something to redress injustices and inequalities.

After graduating from high school, Joe served in the U.S. Army during the Vietnam era. Joe met his wife-to-be, Yvonne, when he was home on leave. Joe left the army with a rank of sergeant. He settled in Pasadena, and he and Yvonne resumed their relationship and married May 11, 1968.

Joe worked for the U.S. Postal Service for 34 years, retiring as a manager in 1999. Shortly thereafter, Joe became the secretary of the Pasadena-branch NAACP.

"The perception that our city was very racially divided had concerned me even when I was a postal supervisor," Brown said. When his mentor, Deal Yarborough stepped down as the NAACP president, Brown took his seat.

Pasadena Police Chief Phillip Sanchez describes Joe as an advocate for youth, a man of character and a community activist who is focused on moving Pasadena in a positive direction.

Of all that he's accomplished as president, Joe is most proud of developing partnerships. He believes that protesting may garner attention, but advocacy and collaboration has staying power.

Rose Bowl Roundup

Joe, a member of the NAACP since 1999, is a life member and said he will consider assisting the Pasadena-branch NAACP in whatever undertaking it requests of him.

Gary L. Moody, the new president of the Pasadena chapter, said that he will continue to seek help from Joe, as the NAACP continues to try to improve community conditions in Pasadena.

In addition to his work at the NAACP, Joe serves on the Pasadena Rose Bowl Stadium Advisory Committee, is a board chairman of the Metropolitan Baptist Church of Pasadena and Altadena, and is a Los Angeles County commissioner for public social services.

"He's a leader," said Darryl Dunn, Rose Bowl General Manager and an organizer of the event. "He does what he thinks in his heart is right to do, whether it's controversial or not."

Many events are held at the Rose Bowl Stadium. Some are exciting, some are fun, and some are very special. The tribute to Joe Brown was one of those. It is events like this that indelibly inscribe fond memories, that bring us together to meet on common ground, to work toward solutions to community challenges, to honor those very, very, very special people, like Joe Brown.

ROSE BOWL LEGACY

The Rose Bowl Legacy Campaign is run by the private fund-raising group, Legacy Connections.

The group is dedicated to ensuring that key components of the Rose Bowl renovation are completed. The Legacy board is chaired by James W. Hirschmann III, president and CEO of Pasadena-based Western Asset Management Company. The Legacy Campaign's goal is to raise \$20 million net.



As Legacy Connections continues to raise money, new board members are continually added to the distinguished roster. This month founding board members welcomed J. Michael Hennigan, and father-and-son team Dan and Jim Rothenberg.

Currently, the campaign is focusing on raising major donations. It has made significant headway with \$10 million in pledges and is poised to make major announcements in the coming months.



Two programs that were launched in the fourth quarter of last year, designed to support the Legacy Campaign, are still up and running. **The Smith Brothers Restaurants'** promotion offer customers the chance to fill out pledge forms that would support the iconic stadium's renovation and enhancements. Be on the lookout in your check presenter at any Smith Brothers restaurant for more information on how you can help the Legacy Campaign. Legacy Connections has partnered with **Give by Cell** to implement a Mobile Give fundraising service for their Rose Bowl Stadium fundraising campaign. Supporters can donate \$10, with the charge applied to their

mobile phone bill, by texting "ROSEBOWL" to 20222, Reply Yes*.



 [MORE ABOUT MOBILE GIVE](#)

 [MORE ABOUT LEGACY CAMPAIGN](#)

*A one-time donation of \$10 will be added to your mobile phone bill or deducted from your prepaid balance. Donor must be at least age 18+ and all donations must be authorized by the account holder (parents, in the case of a minor). By texting YES, the user agrees to the terms and conditions. All charges are billed by and payable to the donor's mobile service provider. Service is available on most carriers. Donations are collected for the benefit of the "Legacy Connections" by the Mobile Giving Foundation and subject to [terms](#). Message and data rates may apply. You can unsubscribe at any time by texting STOP to short code 20222; text HELP to 20222 for help.

Rose Bowl Roundup

ROSE BOWL PREMIUM SEATING

The Legends sales team continues its sales effort with over \$4.5 million in gross sales. They have sold more than 60% of the suites, 40% of the Loge boxes and 50% of the Club seats on long-term contracts.



The Premium Seating team has been focusing on UCLA fans leading up to the April 27 UCLA spring game to be held at the stadium. And throughout the sales cycle, the team has focused on getting people to the stadium to see the Pavilion and experience the premium-seating offerings.

“People appreciate the beautiful premium-seating offerings, and it helps to have premium events like the Gold Cup and the Justin Timberlake/JAY Z concert to attract prospects,” said Cory Shakarian, vice president of Sales for Rose Bowl Premium Seating. The team’s goal is to sign people up for short and long-term deals at the landmark stadium.

Call 626-585-6800 to schedule a tour. There are some restrictions due to stadium construction.

 [MORE](#)

COUNTDOWN TO 2014 – APRIL

The Tournament of Roses to host the annual BCS Meetings in Pasadena

Next month the Tournament of Roses will host the annual Bowl Championship Series (BCS) meetings and, at this time, unveil the 100th Rose Bowl Game logo that will be used in conjunction with the upcoming year’s celebration festivities.

As the first postseason bowl game to reach the 100 year milestone, the Tournament has marked this game with a special logo to commemorate the historic event.

In fact, the Rose Bowl Game has been trailblazing throughout its history. In 1927 it became the first national radio broadcast of a sporting event. It holds the oldest postseason college football agreement between two major conferences in the United States, the Big Ten Conference and the Pac-12 Conference, which began in 1946. And in 1952 became the first nationally televised bowl game. As you can see the Rose Bowl Game has had many ‘firsts’ and will continue to do so into the next century as well.



Don’t miss the logo unveiling and other news regarding the Rose Bowl Game and its upcoming events by staying connected on Twitter (@RoseBowlGame) and on Facebook (/RoseBowlGame).

 [MORE](#)

Rose Bowl Roundup

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](#)



Honoring the Past ~ Preparing for the Future

PROJECT PLANNING SCHEDULE

3/25/2013

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

-
- March 25, 2013 Legacy Coordination Meeting (10:15am/ Admin)
 - March 25, 2013: Weekly Update Meeting (11am/ Conference Room)
 - **March 26, 2013:** **BC3B Bids Due (10am/ Admin Office)**
 - March 27, 2013: Finance Meeting (8am/ Conference Room)
 - April 1, 2013: Legacy Coordination Meeting (10:15am/ Admin)
 - April 3, 2013: Rose Bowl Local Hiring Advisory Meeting (4pm/ Brookside)
 - April 3, 2013: RBOC Operations Meeting (5pm)
 - April 4, 2013: RBOC Board Meeting (6:30pm/ Brookside)
 - April 5, 2013: City Colleges Event (Field)
 - April 6, 2013: CSX Intermodal Rodeo (Lot F)
 - April 6, 2013: MS walk load-in
 - April 7, 2013: MS Walk
 - April 8, 2013: Legacy Coordination Meeting (10:15am/ Admin)
 - April 8, 2013: Weekly Update Meeting (11am/ Conference Room)
 - April 9, 2013: Police Drivers Training Course (7am-4pm/ South Lot F)
 - April 11, 2013: Neighborhood Meeting (7:30am/ Brookside)
 - **April 14, 2013:** **Flea Market**
 - **April 15, 2013:** **Pavilion Substantial Completion**
 - April 15, 2013: Legacy Coordination Meeting (10:15am/ Admin)
 - April 15, 2013: Weekly Update Meeting (11am/ Conference Room)

- April 16-17, 2013: Pasadena Air Operations Fly-in (Court of Champions)
- April 16-17, 2013: Pasadena Traffic Operations Meeting (Media Center)
- April 18-19, 2013: Autism Speaks Load-in
- April 20, 2013: Autism Speaks