



OFFICE OF THE CITY MANAGER

June 6, 2013

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. **Second Dwelling Unit Ordinance:**

I have attached a memorandum from Vincent Bertoni, Director of Planning and Community Development which is in response to a request from City Council for information regarding the City's ordinance for second dwelling units in single-family districts. Specifically, this memorandum provides information regarding minimum lot size requirements; and lot size requirement comparison to other jurisdictions.

2. **Pasadena Police Calls for Service Report – May 2013:**

Attached is the Preliminary Monthly Statistical Report for the month of May 2013 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.

3. **Rotating Public Art Exhibition Program Site Enhancement and Rain Garden Workshop:**

On Saturday, June 8th, a new public garden will be created as a part of the City's Rotating Public Art Exhibition Program. From 8:30 a.m. to 3:00 p.m., residents will participate in a hands-on "Rain Garden" workshop, where they will learn how to create a beautiful drought resistant oasis in their own backyards, while prepping and landscaping the garden area for new public artwork at the intersection of Marengo Avenue and Washington Boulevard. The Rain Garden Workshop invites neighbors and the public to participate using sustainable plantings graciously provided by Pasadena Beautiful.

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

Volunteers must register to participate and are advised to wear closed-toe shoes, comfortable clothes, a hat and sunblock and may bring their own work gloves and gardening tools. Lunch will be provided for all registered participants. To register for the workshop, please contact Nancy Long at nlong@cityofpasadena.net, or (626) 744-3865. For more information, please contact Rochelle Branch, Cultural Affairs Manager, Planning & Development Department: 744-7062.

The attached memorandum from Vincent Bertoni, Director of Planning and Community Development provides additional detailed information on additional upcoming Rotating Public Art Exhibition Programs.

4. **11th Annual Marcus Robertson and Chad Brown's Skill Development Football Camp:**

Mercy Santoro, Director of Human Services and Recreation invites you to participate in the 11th Annual *Marcus Robertson and Chad Brown's Skill Development Football Clinic* on Saturday, June 15th from 9:00 a.m. to 2:00 p.m. at Robinson Park Recreation Center Multipurpose Field. The clinic is open for children 7 to 14 years of age and registration can be done online at www.cityofpasadena.net/reserve or in person at Victory Park Recreation Center from 9:00 a.m. to 7:00 p.m. any time prior to June 15, 2013.

Former National Football League (NFL) Players Marcus Robertson and Chad Brown will be in attendance to partake in a meet and greet session, as well as conduct agility and skill development drills. The camp will focus on providing expert training from former NFL players, local team California Tide players and Pasadena City College players and coaches. Participants will have the opportunity to foster their skill development, teamwork, dedication, discipline and personal growth.

This free camp is sponsored by the Pasadena Human Services and Recreation Department under Citywide Recreation. For more information call Justice Bolden at (626) 744-7506 or Leonardo Chavez at (626) 744-8336.

5. **5th Annual Juneteenth Festival & Open House:**

You are invited to enjoy a day of wonderful entertainment, games, and fun at the 5th Annual *Juneteenth Festival* to be held on Saturday, June 15, 2013 from 11 a.m. to 4 p.m. at Jackie Robinson Community Center (JRCC). "Juneteenth Festival" is a great way for Pasadena residents to come together and celebrate JRCC's 39 years of service to the community. It's the beginning of one of many fun summer activities being presented by JRCC.

According to Mercy Santoro, Director of Human Services & Recreation the event will showcase information about JRCC, the history of Juneteenth and children will be able to participate in arts and crafts activities provided by the Amory Center for the Arts. This year's festivities will focus on promoting the many programs and services being offered by JRCC as well as other program areas of the Human Services and Recreation Department. Entertainment will include Andre Ray, Bobby Wilkerson's All Star Band, Rapid Response Band, Rhythms of the Village Drum and Dance Circle, and Calvary C.M.E. Church Gospel Choir.

To the Honorable City Council

Page 3

This free and popular event is sponsored by the Pasadena Human Services and Recreation Department. For more information call Jarvis Emerson at (626) 744-7300.

6. **Rose Bowl Renovation Roundup May 2013 and Rose Bowl Renovation Project Weekly Update:**

Attached is the Rose Bowl Roundup for May 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

/attachment



MEMORANDUM

TO: Michael J. Beck, City Manager

FROM: Vincent P. Bertoni, AICP, Director of Planning & Community Development 

DATE: June 6, 2013

SUBJECT: Second Dwelling Unit Ordinance

This memo is a response to requests from Councilmembers for information regarding the City's ordinance for second dwelling units in single-family districts. Specifically, this memo provides information regarding:

- Minimum lot size requirements; and
- Lot size requirement comparison to other jurisdictions.

The City's second dwelling unit ordinance was the result of 2002 changes in State law that required local jurisdictions to allow second dwelling units by right. It allowed a city or county to establish its own regulations for second dwelling units.

However, if a local jurisdiction did not adopt its own standards, the standards set forth by the State would be applied. The State standards:

- Set no minimum lot size;
- Allow a unit up to 1,200 square feet; but
- Require that the unit meet all other development regulations such as height, setbacks, lot coverage, and floor area.

Minimum Lot Size

Pasadena's second dwelling unit ordinance was adopted in 2004. The Planning Commission, Affordable Housing Taskforce, and staff recommended a minimum lot size of 10,000 sq. ft. This 10,000 sq. ft. minimum was recommended because it allowed for 33 percent of the existing single-family lots (6,929 lots) to qualify for a second dwelling unit.

The minimum lot size requirement adopted by the City Council for second dwelling units was 15,000 square feet. The Council also restricted second dwelling units from being allowed in hillside districts and landmark and National Register districts. Attachment - A

identifies the location and number of lots that are 10,000 sq. ft. and greater (1,058) and the lots that are between 10,000 and 14,999 sq. ft. (2,253). It excludes lots that are located in hillside districts or a National Register or landmark districts.

Comparison

A comparison of Pasadena to other cities and the County of Los Angeles is provided in the table below. This table shows that some cities have no minimum lot size requirement, while other cities have adopted a range of lot sizes for second dwelling units. Factors that would influence the requirement could include the historic character of the city or county, the geographic features of the jurisdiction, and typical lot sizes.

Second Dwelling Unit Minimum Lot Size for Comparison	
City/County	Min. Lot Size (sq. ft.)
Pasadena	15,000
Los Angeles County	5,000 (urban areas)
	One acre (rural areas)
Arcadia	15,000
Burbank	6,000
La Canada Flintridge	10,000
San Marino	12,000
Santa Monica	5,000
So. Pasadena	12,500
Monrovia	No minimum
Beverly Hills	6,000
City of Los Angeles	No minimum



PASADENA POLICE DEPARTMENT

PRELIMINARY - Monthly Statistical Report

May2013

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						0
Rape			1	1	1	3
Robbery	1	3	2	1	4	11
ADW		6	5		4	15
Assault	2	12	1	1	5	21
Assault DV		9	4	1	1	15
Burglary Commercial	12	2	4	6	8	32
Burglary Other	3	5		2		10
Burglary Residential	15	18	12	5		50
Burglary Vehicle	9	11	10	7	5	42
Theft	29	30	29	18	35	141
Recovered Vehicle	1	3	2	1		7
Stolen Vehicle	3	9	7	3	1	23
	74	105	75	45	64	363

Offense	Council Districts							
	1	2	3	4	5	6	7	
Homicide								0
Rape			1	1			1	3
Robbery	1	1	3	2	1	2	1	11
ADW	2	3	5		3	1	1	15
Assault	8	1	4	1	5	2		21
Assault DV	4	1	3	1	4	1	1	15
Burglary Commercial	2	3	5	6	1	13	2	32
Burglary Other	5			2		3		10
Burglary Residential	14	8	3	7	3	9	6	50
Burglary Vehicle	4	4	7	10	4	6	7	42
Theft	12	15	26	21	15	29	23	141
Recovered Vehicle	1		2	1	1	1	1	7
Stolen Vehicle	3	4	6	3	2	1	4	23
	55	40	63	54	38	67	46	363

**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 - May 2013																							
Council District	West			Northwest				Central				East	Midtown										
	1	6	7	1	3	5	0	2	4	5	7	4	1	3	5	6	7						
Homicide																							
Rape											1	1	1	1			1		1	3			
Robbery		1		1	1	1	3	1	1			2	1	1		2		1	1	11			
ADW					2	3	1	6	3		2		5			2		1	1	15			
Assault		2		2	7	2	3	12	1			1	1	1	1	2	2			21			
Assault DV					4	3	2	9	1		2	1	4	1	1			1		15			
Burglary Commercial		12		12	2			2	3			1	4	6	6		5	1	1	1	8	32	
Burglary Other		3		3	5			5					2	2								10	
Burglary Residential	1	9	5	15	13	3	2	18	8	2	1	1	12	5	5							50	
Burglary Vehicle	1	6	2	9	3	6	2	11	4	3	1	2	10	7	7		1	1		3	5	42	
Theft	2	21	6	29	9	10	11	30	15	3	1	10	29	18	18	1	16	3	8	7	35	141	
Recovered Vehicle		1		1	1	2		3			1	1	2	1	1							7	
Stolen Vehicle		1	2	3	3	6		9	4		1	2	7	3	3			1				1	23
Totals	4	55	15	74	49	34	22	105	40	9	8	18	75	45	45	2	29	8	12	13	64	363	

Combined Service Areas and Council District - 2013 Year to Date May																						
Offense	West			Northwest				Central				East	Midtown									
	1	6	7	1	3	5	0	2	4	5	7	4	1	3	5	6	7					
Homicide											2		2									2
Rape		1		1	2		1	3	1		1	1	3	3	3		3				3	13
Robbery		7		7	2	8	8	18	8	1	2	2	13	8	8		5	1	6	1	13	59
ADW		1	2	3	12	5	6	23	3		3		6	3	3		4	2	4	2	12	47
Assault		9	3	12	25	7	8	40	9		5		14	10	10	1	16	5	8	2	32	108
Assault DV		1	3	4	16	9	8	33	4		5	2	11	4	4		2	1	2		5	57
Burglary Commercial	1	26		27	5	1	9	15	13	1	6	2	22	51	51		27	4	10	9	50	165
Burglary Other		11	4	15	9		3	12	4			2	6	6	6		1		2		3	42
Burglary Residential	1	44	20	65	58	27	15	100	52	17	13	7	89	32	32		3		4	4	11	297
Burglary Vehicle	7	36	20	63	26	11	9	46	19	7	4	12	42	39	39	1	16	4	11	19	51	241
Theft	14	84	28	126	45	36	40	121	48	11	20	27	106	85	85	1	85	13	40	35	174	612
Recovered Vehicle		2		2	5	4	5	14	2		1	2	5	6	6		1				1	28
Stolen Vehicle	1	7	5	13	13	14	11	38	14	1	6	4	25	17	17	1	2	1	8	4	16	109
Totals	24	227	85	336	213	118	118	449	175	38	67	59	339	258	258	4	164	31	95	76	370	1752

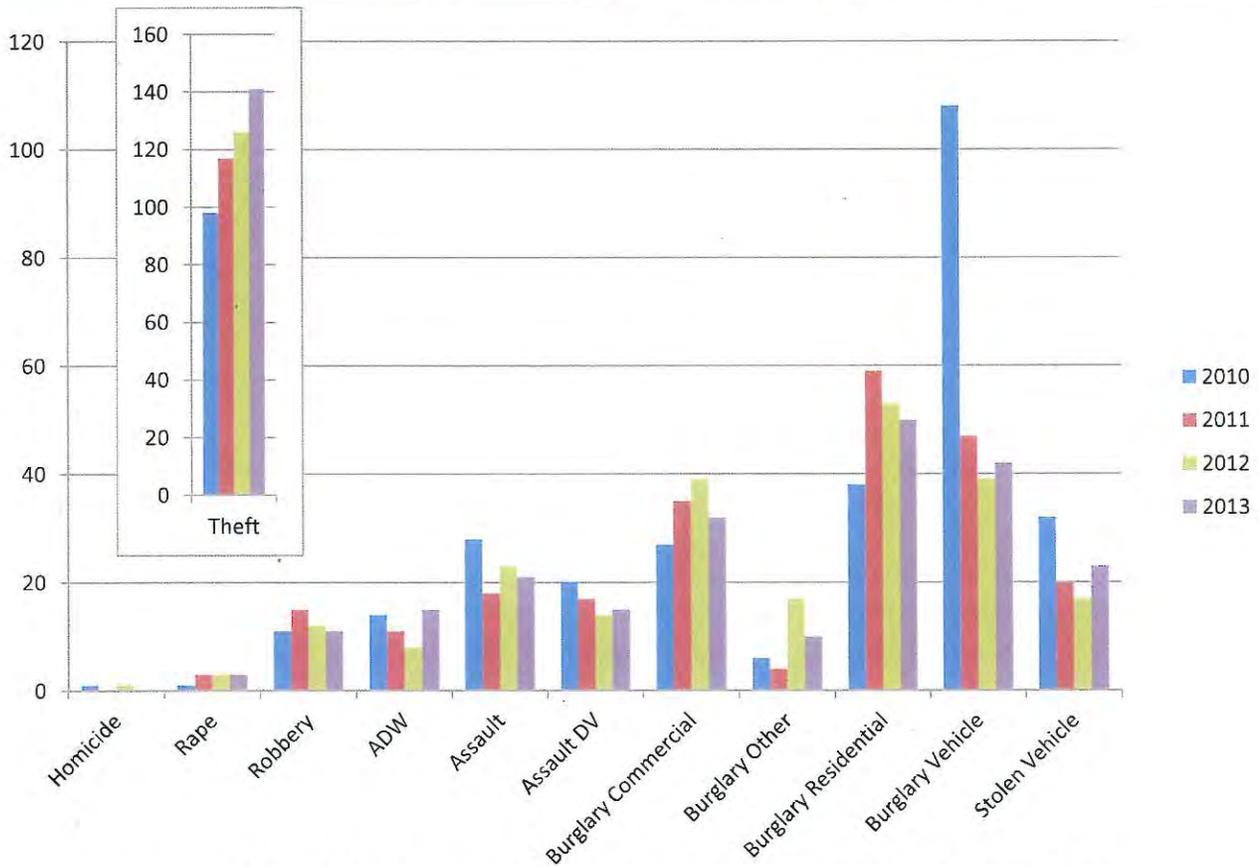
** Totals do not include Recovered Vehicles

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

PASADENA POLICE DEPARTMENT

May 2010 -May 2013

	2010	2011	2012	2013	Change from 2012
Homicide	1		1		-100%
Rape	1	3	3	3	0%
Robbery	11	15	12	11	-8%
ADW	14	11	8	15	88%
Assault	28	18	23	21	-9%
Assault DV	20	17	14	15	7%
Burglary Commercial	27	35	39	32	-18%
Burglary Other	6	4	17	10	-41%
Burglary Residential	38	59	53	50	-6%
Burglary Vehicle	108	47	39	42	8%
Theft	98	117	126	141	12%
Recovered Vehicle	6	6	4	7	75%
Stolen Vehicle	32	20	17	23	35%
	384	346	352	363	3%

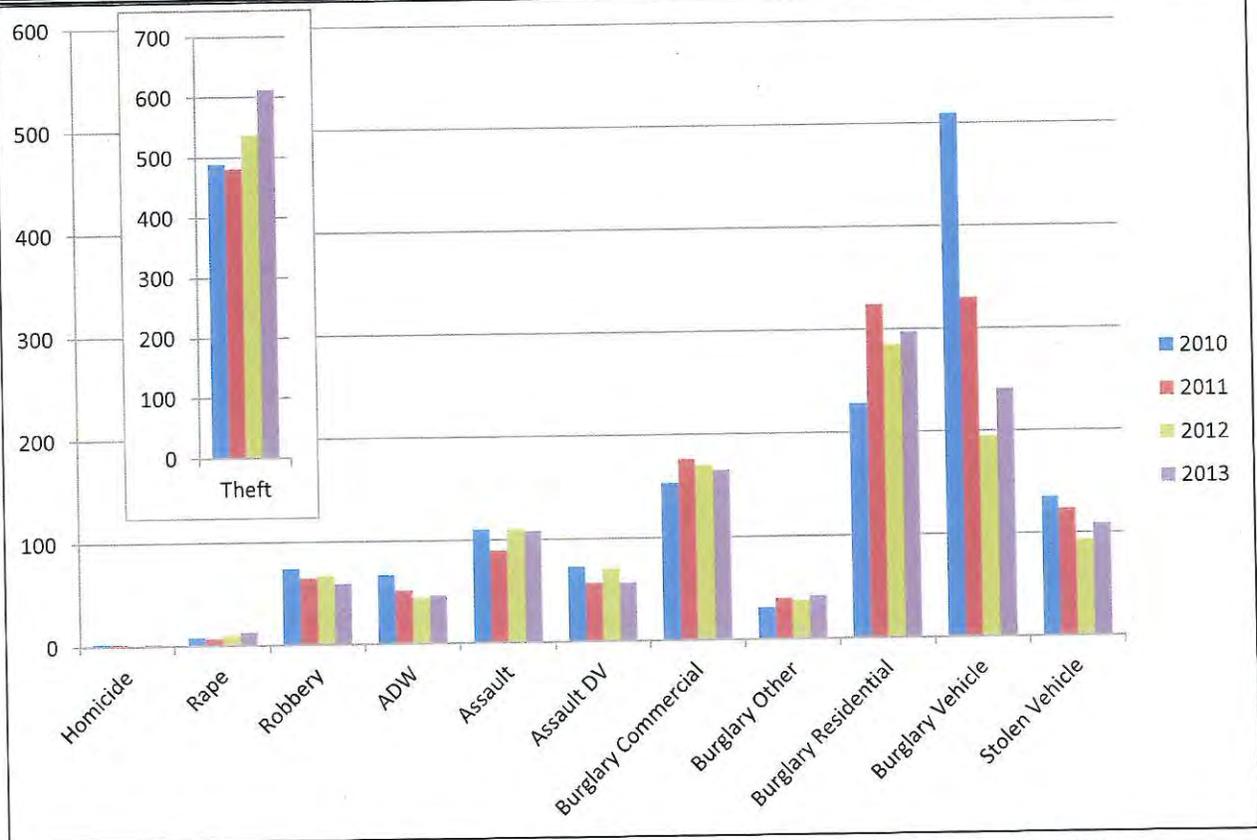


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PASADENA POLICE DEPARTMENT

Year to Date through May

	2010	2011	2012	2013	Change from 2012
Homicide	2	2	1	2	100%
Rape	8	7	10	13	30%
Robbery	74	65	67	59	-12%
ADW	67	52	45	47	4%
Assault	110	90	110	108	-2%
Assault DV	73	57	71	57	-20%
Burglary Commercial	153	176	170	165	-3%
Burglary Other	31	40	38	42	11%
Burglary Residential	228	324	285	297	4%
Burglary Vehicle	509	330	195	241	24%
Theft	489	481	537	612	14%
Recovered Vehicles	56	34	46	28	-39%
Stolen Vehicle	135	124	94	109	16%
Total	1879	1748	1623	1752	8%



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FOR PUBLIC DISTRIBUTION**



TO: Michael J. Beck, City Manager

FROM: Vincent P. Bertoni, AICP, Director of the Planning & Community Development Department 

DATE: June 6, 2013

SUBJECT: Rotating Public Art Exhibition Program Site Enhancement and Rain Garden Workshop

Rain Garden Workshop on June 8: On Saturday, June 8, a new public garden will be created as a part of the City's Rotating Public Art Exhibition Program. From 8:30 a.m. to 3:00 p.m., residents will participate in a hands-on "Rain Garden" workshop, where they will learn how to create a beautiful drought resistant oasis in their own backyards, while prepping and landscaping the garden area for new public artwork at the intersection of Marengo Avenue and Washington Boulevard. The Rain Garden Workshop invites neighbors and the public to participate using sustainable plantings graciously provided by Pasadena Beautiful.

The Rotating Public Art Exhibition Program places public artwork in neighborhood locations throughout Pasadena and in each City Council District. The program was created to expand the public's interaction and dialog about public art by creating permanent sites for exhibitions of temporary public art. The site of Washington and Marengo was established as an exhibition location in 2011, but shortly after the "Hummingbird" sculpture was installed, it was vandalized. Subsequently, new artwork was commissioned by the Arts and Culture Commission and the Cultural Affairs Division with the theme of "Community."

Through a series of workshops, the original artist worked with the Armory Center for the Arts and Northwest Pasadena youth to create a sculpture emblematic of community pride entitled "Together Everything is Possible." A dedication event for the installation of the artwork and the new public Rain Garden will be held on Saturday, June 22 at 4:00 pm at the southwest corner of the intersection of Washington Boulevard and Marengo Avenue.

The result of collaboration among the Cultural Affairs Division of the Planning & Community Development Department, Northwest Programs Office and the departments of Public Works and Water and Power, the Rain Garden will provide a transformative landscape and tranquil setting for the new public artwork. Volunteers must register to participate and are advised to wear closed-toe shoes, comfortable clothes, a hat and sunblock and may bring their own work gloves and gardening tools. Lunch will be provided for all registered participants. To register for the workshop, please contact Nancy Long at nlong@cityofpasadena.net, or (626) 744-3865. For more information, please contact Rochelle Branch, Cultural Affairs Manager, Planning & Development Department: 744-7062.



May 2013



Honoring the Past ~ Preparing for the Future

ROSE BOWL ROUNDUP

The Rose Bowl Roundup is back to track all the activities and tell you about the people 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
- ❖ Open house at Rose Bowl Stadium Pavilion
- ❖ Local hiring progress
- ❖ Brookside Golf Club
- ❖ Rose Bowl security
- ❖ July 4th at the Rose Bowl Stadium
- ❖ Rose Bowl Stadium tours
- ❖ Rose Bowl Legacy Campaign
- ❖ Rose Bowl Premium Seating

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[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

A busy April



Level D north interior, March 28



Level D Interior, April 19

Rose Bowl Roundup

The Pavilion — Rose Bowl Stadium revenue generator

Substantial completion of the Press Box/Pavilion was achieved by April 15, and those attending the five different BCS events between April 22 and 24 were among the first to see the spiffy new digs. On May 1, the West Pasadena Residents' Association included a tour of the Pavilion as part of its annual meeting to provide members of the community a chance to see the quality work that has been done there.

Now that most of the work has been completed and the Rose Bowl Operating Company (RBOC) has the keys to the building, work at the job site has dramatically changed. The project manager has worked with the contractors to schedule work around the owners' schedule, as they complete their punch-list items.

The three elevator interiors have been rehabbed and all the furniture has been installed. All that remains to complete are the escalator cores.



Restroom AE-14, April 26



Restroom AE-15, April 26, 2013



Broadcast building overhead, April 19

Notable progress was made with the completion of framing of the five west restrooms (see above). The Broadcast Building roof was completed and the building is ready for hand-off to the Broadcast Cabling Contractor, ProMedia. ProMedia began their work on April 5 with completion scheduled for August 15.

[STATUS REPORT](#)

Rose Bowl Roundup

ATTEND THE OPEN HOUSE TO SEE THE PAVILION

Pasadena has achieved a milestone with the completion of the Rose Bowl Stadium Pavilion. Mayor Bogaard, the members of the City Council and the RBOC Board of Directors are extending a Pasadena welcome to you and hope you will join them for an exclusive and exciting open house for the Rose Bowl's Pavilion.

Saturday, June 8

10 a.m. – 2 p.m.

Ribbon-cutting ceremony at Noon

☞ Please enter through Gate F, and follow the directional signs.

☞ To RSVP or for more information, contact Mary Henderson at (626) 577-3107.

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:

- ❖ 232 Pasadena residents have worked on the project
- ❖ \$2,220,743 in certified wages have been paid to those workers
- ❖ \$3,640,052 in local subcontracting and procurement have been awarded to Pasadena businesses
- ❖ \$6,105,018 has been spent in local project expenditures

The Rose Bowl Tenant Improvement Project Advisory Group held its 29th meeting on April 3. As the renovation nears completion, the group is now planning its wind-down with one or two final monthly meetings.

☞ [MORE LOCAL HIRING ACTIVITIES](#)

BROOKSIDE GOLF CLUB

Emerald jewel of the Central Arroyo Seco

By Andrew Sinatra

Brookside Golf Club, owned by the City of Pasadena, has two courses.

- ❖ Designed by renowned golf course architect William Park Bell, the **C. W. Koiner course**, opened in 1928, runs along the western and southern ends of the complex and is the longer of the two. It contains strategically placed bunkers and tricky greens.
- ❖ The **E.O. Nay Course**, opened in the 1940's, is a shorter course with smaller greens that are well bunkered.



Brookside has hosted a number of major tournaments, including the 1968 Los Angeles Open, the 1974 National Publinks Championship, as well as two LPGA events in the early 1970s.

Rose Bowl Roundup

Though the City of Pasadena in 1986 contracted American Golf Corporation to maintain and operate the courses, the club remains a staple in the community as the host of the annual Pasadena City Men's Amateur Golf Championship, a tradition that spans over 80 years. Additionally, it hosts more Southern California Golf Association (SCGA) events than any other course in Southern California.

Despite its rich history and proud traditions, Brookside has encountered a number of recent challenges. These include a slumping golf economy, changing demographics, soaring operational costs, as well as water cost and availability issues.



In 1999, water cost was 9% of golf revenues. By 2012, that number had increased to 16%. At one time, Brookside was using as much as 230 million gallons of domestic (drinking) water each year, about enough to supply a year's worth of water to 1,500 households. In recent years, Brookside and the Rose Bowl Operating Committee (RBOC) have worked to solve numerous water-related issues and invested millions of dollars to preserve the club's history.

Brookside has taken action to improve its irrigation system (*below left table*), replaced much of its turf with mulch and removed and relined a number of lakes, among other things. As a result, domestic consumption has been reduced by over 22% over the last 10 years. With other potential water conservation projects being considered (*below right table*), like the use of recycled water for 100 percent of irrigation, the RBOC is dedicated to reducing or eliminating the use of domestic water for irrigation purposes without compromising the quality of the courses.

With over \$6 million invested by the RBOC since 2000 and another \$600,000 set aside annually for future improvements to the courses and clubhouse, Brookside Golf Club aims to remain an integral part of Pasadena and the Arroyo area.

And why not? Of the 2,200 government-owned golf courses in the country, Brookside ranks in the top 1% in revenues. And recreationists enjoy not just golfing there, but running and walking around the 3-mile track that encircles this jewel of the Central Arroyo.

Brookside Water Conservation

Water Conservation Improvements as of 2012

- 2003- Irrigation System Improvements
- 2003- Removed 8 acres of irrigated turf and replaced with mulch
- 2004 & 2010 - Reline lake #8 and lake #9
- 2011 - Removed lake #18 and will replace with sand bunkers
- 2010 - 2012 - Replaced cool season grass with draught tolerant Kikuyu sod (12 acres)
- 2009 - 2012 - Discontinued over seeding golf course with cool season grass in the fall

Brookside Water Conservation

Potential Water Conservation Projects

- Continue replacing cool season grass with Kikuyu sod
- Removal of an additional 40 acres of turf and replace with mulch and native plants
- Use of Recycled water for 100% of irrigation
- Use of current tunnel supply to supplement domestic water for 100% irrigation
- Blend recycled and tunnel water for 100% of irrigation
- Reline lake #6 to eliminate seepage
- Improve agronomy through soil amendments and other practices

Rose Bowl Roundup

SECURITY IS ALWAYS FRONT AND CENTER AT THE ROSE BOWL

"See Something, Say Something"

The April 15, terrorist bombing in Boston has led to many public inquiries into security measures for large crowd events being held in Pasadena. Although there have not been any threats toward the City of Pasadena or any specific Pasadena venue, the Pasadena Police Department's Event Planning section and Counterterrorism unit have worked diligently with other City departments to produce a comprehensive action plan for each event.

Plans include, but are not limited to, crowd-control measures, emergency response and evacuation plans. Additionally, the City has been engaged in on-going communications with state and federal law enforcement partners for information- and resource-sharing.

As the Pavilion nears completion and the staff plans for upcoming events, security will be a vital component of the planning for the Rose Bowl Stadium. There will be a Public Safety walkthrough in preparation for the 2013 football season. Also in the upcoming months, security cameras will be integrated for optimum surveillance and a review of the system with the Police Department prior to the July events.

But all of us in the community can do our part as well. "See Something, Say Something" is an instrumental component in working to keep our community safe every day.

Resident hotline: If you have questions or concerns during an event, please call (626) 397-4141.

JULY 4TH AT THE ROSE BOWL

Americafest 2013, presented by Honda — don't miss it!

This year's Americafest 4th of July celebration will be the 87th year that the Pasadena area community will come together to celebrate our nation's birthday in the historic Rose Bowl Stadium. Americafest provides safe and affordable family entertainment for all.

Outside the Stadium, families will be treated to a Family Fun Zone with food, entertainment, crafts, exhibits and inflatable rides for the kids. Inside the stadium the whole family will enjoy exciting entertainment with live motorcycle stunts and special performances from Kenny G and the Mariachi Divas.

Tickets are nominally priced and, as always, active military and their families are admitted free.

You can help! You can help ensure the financial stability of this important community tradition by giving a tax-deductible donation. Marilynne Kennedy, Chair of 2013 fundraising effort, says:



Rose Bowl Roundup

"Your donation will support the event and ensure its future viability. We appreciate donations in any amount; every dollar helps us reach our goal. And as a special incentive, donors who get their contributions in by June 10th will receive double the amount of Americafest tickets specified for that donor category."

All donors will be listed on the scoreboard during the program and will be in all pre-event publicity listing donors.

Community sponsor-donor categories

Stars and Stripes: \$1,000+

(four invitations to a VIP reception that evening)

Rockets' Red Glare: \$500-\$999

Sparklers: \$1-\$499

Marilynne is sending out letters and donor forms to a large swath of community members. If you haven't received your letter and form, let Marilynne know. You can reach her at rosebowljuly4@yahoo.com or (626) 278-3314 if you have any questions.

"We hope," adds Marilynne, "that you value this annual patriotic salute to our country and our community and will make a tax-deductible donation."

Everyone at the Rose Bowl Stadium is focused on ensuring free admittance to active duty military and their families to thank you them for their service.

Rose Bowl Stadium Event Manager Julie Benavidez reminds, "You and your family will have a great time at the longest-running Independence Day fireworks tradition in Southern California. We welcome the generous donations from individuals and organizations who appreciate the Rose Bowl Stadium and its contributions to the San Gabriel community."

[MORE](#)

ROSE BOWL STADIUM TOURS PROGRAM BEGIN JUNE 22

Be one of the first to tour the famous Rose Bowl Stadium! Join us on our opening day at Gate A on June 22 at 9:45 a.m. for our inaugural ceremonies.

Rose Bowl Stadium General Manager Darryl Dunn, as well as other VIP guests, will welcome the public and open the gates with a celebratory ribbon-cutting ceremony. Following this, guided tours will be at 10 a.m., Noon, 2 and 4 p.m. These tours grant you access to behind-the-scenes locations such as the UCLA locker room, the newly renovated Pavilion, the Court of Champions, Press boxes, the playing field and more. Tours of the Rose Bowl Stadium will appeal to people of all interests and ages, so please join us!

[MORE: Call \(626\) 275-2714](#)



Meet the Rose Bowl Stadium tours team: Emily Kain, left, Tour Sales and Operations Manager, and Kayla Kilpatrick, right, Tour Sales and Operations Coordinator

Rose Bowl Roundup

ROSE BOWL LEGACY

The Legacy Campaign goal is to net \$20 million

The Rose Bowl Legacy Campaign is focusing on raising major donations and has made significant headway with over \$10 million in pledges. Presently, Legacy is raising necessary funding for the new Donor Plaza. The exciting plans will be revealed in the not too distant future. In the meantime please check out two programs that were launched in the fourth quarter of last year. Designed to support the Legacy Campaign, they are still up and running.



The **Smith Brothers Restaurants** has a pledge program to benefit the Legacy Fundraising Campaign for the renovation. When you receive your check at any Smith Brothers' restaurant look for a form and for more information on how you can help the Legacy Campaign.



Legacy Connections has also partnered with Give by Cell to implement a Mobile Give fundraising service for the 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*.



Give by Cell™

*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.



[MORE ABOUT MOBILE GIVE](#)



[MORE ABOUT LEGACY CAMPAIGN](#)

ROSE BOWL PREMIUM SEATING: AN INVITATION

Pavilion now open for private viewings of Premium Seating options

The Legends sales team surpassed \$5.4 million this month in overall annual contracted revenue.

Over the past year, since April 2012, Legends has taken in an additional \$3.5 million in annual contract revenue. It has sold approximately 75% of suites, 60% of Loge boxes, and 60% of Club seat inventory.



This past month, the Legends sales team hosted over 200 current clients and 300 prospective clients at a pre-game tailgate event, prior to the UCLA Spring Game. Additionally, Legends entertained guests on the Pavilion D-Level in the Club and Loge Lounges, showing off available seat locations to UCLA Bruin fans.

With the Premium Pavilion substantially complete, the Legends sales team has focused primarily on getting new prospects to the Rose Bowl Stadium to see the finished product in person. Legends will host clients and potential new customers at future UCLA events, the Gold Cup Soccer matches on July 7th, and the Justin Timberlake & Jay Z concert on July 28th as they strive to sellout the Pavilion completely.



[MORE INFORMATION](#)



[FOR PRIVATE TOURS](#) 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](#)



Honoring the Past ~ Preparing for the Future

PROJECT PLANNING SCHEDULE

6/3/2013

June							July							August						
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
2	3	4	5	6	7	8	7	8	9	10	11	12	13	4	5	6	7	8	9	10
9	10	11	12	13	14	15	14	15	16	17	18	19	20	11	12	13	14	15	16	17
16	17	18	19	20	21	22	21	22	23	24	25	26	27	18	19	20	21	22	23	24
23	24	25	26	27	28	29	28	29	30	31				25	26	27	28	29	30	31
30																				

- May 20- June 7, 2013: AV Control Room modifications Ongoing
- June 3- June 7, 2013: McMahon's RV Shown Load out (Lot K)
- June 3, 2013: Fire Department Operations- Pavilion walkthroughs
- June 3, 2013: Electrical Switchgear Training (8am/ Project Trailer)
- June 3, 2013: Legacy Coordination Meeting (10:15am/ Admin)
- June 3, 2013: Weekly Update Meeting (11am/ Conference Room)
- June 4, 2013: Fire Department Operations- Pavilion Walkthroughs
- June 5, 2013: Local Hiring Meeting (4pm/ Brookside)
- June 6, 2013: Gold Cup All Agency Production Meeting (10am/ Old Media Room)
- June 7, 2013: Audio Systems Training (8am/ Project Trailer)
- June 7, 2013: Diamond Job Fair (9am/ Media Center)
- June 8, 2013: Pavilion Open House (10am-2pm)
- June 8, 2013: YPO Graduation Event (Pavilion)
- **June 9, 2013: Flea Market**
- June 10, 2013: Legacy Coordination Meeting (10:15am/ Admin)
- June 10, 2013: Weekly Update Meeting (11am/ Conference Room)
- June 11, 2013: Police Driver's Training Course (7am-4pm/ South Lot F)
- June 11, 2013: UCLA "Meet the Coaches" Event (Field)
- June 13, 2103: Neighborhood Meeting (7:30am/ Brookside)
- June 15, 2013: Run. Yoga. Give. (5pm/ Field and Court of Champions)