



OFFICE OF THE CITY MANAGER

October 3, 2013

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Pasadena Office Market is Strongest of the Tri-Cities Markets:

Attached is a recent article that appeared on GlobeSt.com, wherein office market expert Patrick Church cited Pasadena's 12% office vacancy rate as the strongest of the tri-cities (Burbank, Glendale & Pasadena). As indicated by the article, Church is bullish on Pasadena, suggesting that vacancy rates may ultimately get down to the low single digits, where they were prior to the great recession. Church points to recent acquisition activity, as well as the upcoming construction of the Playhouse Plaza project, as proof of Pasadena's strength in the market.

2. Parking Management System:

The Departments of Transportation, Finance and Information Technology (DoIT) have jointly implemented a new web-based system for managing parking citations and permits. The new system provides operational efficiencies, management reporting and enhanced customer service through online transactions such as citation payment, permit purchases and appeals requests. The web portal is being opened incrementally. The portal went live on August 28, 2013 and parkers can currently pay citations online at <https://pasadenaparking.t2hosted.com/cmnl/index.aspx>.

It is anticipated that by October 14, 2013, residents will be able to purchase permits and parkers will be able to contest parking citations online as well. Currently permits may be purchased and citations contested at the Transportation Department's Parking Office, which is located at 221 E. Walnut Street, Suite 199, Pasadena, CA 91101. The attached memorandum from Frederick C. Dock, Director of Transportation provides additional detailed information on benefits of the new parking management system.

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jgutierrez@cityofpasadena.net

3. **Fall ArtNight Pasadena and ArtWeekend:**

I have attached a memorandum from Vincent P. Bertoni, Director of Planning and Community Development which highlights arts events happening locally beginning with ArtNight Pasadena this Friday, October 11th from 6-10 pm. For additional information about these programs, please contact Rochelle Branch, Cultural Affairs Manager, Planning and Community Development at (626) 744-7062.

4. **Neighborhood Community Garden Workday:**

Little Green Fingers, an innovative non-profit organization dedicated to creating sustainable gardens, invites you to work alongside your friends and neighbors to renovate a garden space in the Villa-Parke Head Start playground area on Saturday, October 12, 2013, from 8:00 a.m. to 12:00 p.m. at the Villa-Parke Community Center, 363 East Villa Street in Pasadena. Patricia Ferber, ceramic's instructor, will be on hand to work with children in the auditorium to construct wind chimes for use in the garden. Breakfast and lunch will be served.

This project is funded by *First 5 LA* to provide healthy fruits and vegetables to young children and their families and is open to all ages, so please join us and help make Pasadena a greener and healthier place. Additionally, the *Pasadena Community Gardens Conservancy* has generously provided funding and is instrumental in the coordination of the project. The attached memorandum from Mercy Santoro, Director of Human Services and Recreation provides additional detailed information on this project.

5. **Pasadena Water and Power Hosts Students for Public Power Day – October 15th:**

Expect a parade of school buses at the power plant on Tuesday, Oct. 15th when nearly 150 students from John Muir, Marshall, Blair and Pasadena high schools stop in for PWP's annual Public Power Day event. According to Phyllis Currie, General Manager Water and Power, the students will receive VIP tours of the plant, meet face-to-face with staff and learn about career opportunities. Please call Wendy De Leon at (626) 744-3739 or visit the *Latest News & Events* section of www.PWPweb.com for more information.

6. **Central Park Playground Grand Opening on Saturday, October 19th:**

The Department of Public Works is pleased to announce the grand opening of the renovated Central Park playground. The public is invited to join Mayor Bill Bogaard, Councilmember Steve Madison, and other City officials on Saturday, October 19th to celebrate the grand opening and enjoy a morning of refreshments and fun activities for all ages. The program will begin promptly at 9:00 a.m. I have attached a memorandum from Siobhan Foster, Director of Public Works which provides additional detailed information on the Central Park Playground renovation project.

7. **Drop-in, Public Use of Robinson Park Athletic Field:**

The Human Services and Recreation Department is expanding drop-in use hours at the Robinson Park Athletic Field. Currently, unscheduled use hours are offered at various times during weekday morning and afternoons, however this availability fluctuates depending on the needs of our local sports

organizations and seasonal use. Beginning Sunday, October 29 through December 2013, the Department will establish Sunday drop-in recreation hours at the site from 9:00 a.m. to 4:00 p.m. Weekday hours will be from 8:00 a.m. to 2:00 p.m. during this timeframe.

Staff will distribute door hangers advertising the open use of the field to area residents and churches. Flyers will be distributed as well and prominently posted on the City's website, along with an occasional announcement about a tournament or special program which will preempt drop-in use. Staff will also create banners to post on the gate facing Fair Oaks Avenue. Permits for organized sports activities will be offered after 5:00 p.m. beginning January 2014. The attached memorandum from Mercy Santoro, Director of Human Services and Recreations provides additional detailed information.

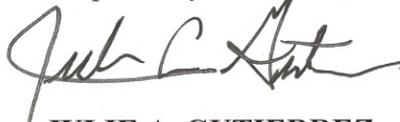
8. We're Very Social! See Us, Like Us, Follow Us:

There are so many ways to connect today. At Pasadena Public Library, staff realizes that they need to be on the cutting edge of communications in order to remain relevant with our residents. According to Jan Sanders, Director, Libraries and Information Services, to keep current, staff has jumped into Social media in a big way. The library now has 10 active Facebook pages; one for each library site. Each has a unique audience reflecting its neighborhood. They have been well received and help keep engaged and connected to the community. The attached memorandum provided individual links to each library and additional networking information.

9. Rose Bowl Roundup - September 2013:

Please find attached the September 2013 Newsletter provided by Darryl Dunn, General Manager of the Rose Bowl. Read about the exciting activities at the Rose Bowl Stadium and the people who are making it happen.

Respectfully submitted,



JULIE A. GUTIERREZ
Assistant City Manager

/attachment



You are here: [Home](#) > [Daily News](#) > [Pasadena Leads Tri-Cities Market](#)

Last Updated: September 24, 2013 11:36am ET

UPDATE

Pasadena Leads Tri-Cities Market

By **Kelsi Maree Borland** | Los Angeles

RealShare APARTMENTS 2013 will tackle all of the major multifamily issues facing the nation. Join the industry's leaders who will gather for discussions on leasing, development, acquisitions, investment, financing issues & sourcing capital and the science of getting the deal done. Register now for the October 24th event!



LOS ANGELES- "Of the three [tri-cities] markets, Pasadena is the strongest right now," according to market expert **Patrick Church**, who joined **Jones Lang LaSalle** last week as managing director along with his tri-cities partner **Anneke Greco**, who came on board as VP, **GlobeSt.com reported exclusively**. The duo formerly worked at **CBRE** and controlled 4 million square feet of **institutional business** in the tri-cities market. With new development projects breaking ground later this year and investment activity picking up, Pasadena is leading the pack.

With **vacancy rates** at about 12%, Church believes the Pasadena market is returning to its glory days in 2007 when vacancy was at a low 2.5% with an 8.5-million-square-foot base. "It took a while to get back to where we are today. I think when you really dissect [the 12% vacancy rate] and take out some of the D- and C-quality product, the vacancy is really single digits, probably closer to 8%," Church tells GlobeSt.com.

The decrease in vacancy has attracted investor attention, leading to several notable transactions that have either recently closed or that are pending. The joint acquisition of the **Avery Dennison** campus between **Legacy Partners** and **Alliance Bernstein Real Estate Partners L.P.** in May is the most notable; however, the pending sale of the **AT&T Tower** and an office building **Wells Fargo** is selling to **Kennedy Wilson** are also significant. "All of these buildings have had multiple offers and multiple rounds of negotiations, so the investment side of the business is very positive," Church says, who also notes that **Prudential's** purchase of three assets from **Equity Office Properties** is evidence of a bump in investor attention. "Prudential is very strong on the market and feels that the market is going nowhere but up."

Church maintains this positive outlook through the next 12 to 18 months, especially with the development of a 150,000-square-foot spec building that begins construction later this year at **680 Colorado Blvd.** "I think that absorption will continue to decrease and rents will continue to increase," he says, reaffirming that Pasadena is leading the tri-cities market.

Be sure to visit [GlobeSt.com's NEW Sectors-to-Watch page](#) for in-depth looks on the Hotels, Industrial, Multifamily, Office, Retail, Student Housing, Net Lease and Healthcare Real Estate markets.

Related Topics: [West](#)

About Our Columnist



Kelsi Maree Borland is a freelance writer and editor living in Los Angeles. Her work has appeared in publications such as *Travel + Leisure*, *Angeleno* and *Riviera Orange County*.
Email

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**MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF TRANSPORTATION**

DATE: October 2, 2013
TO: Michael J. Beck, City Manager
FROM: Frederick C. Dock, Director *J.C. Dock*
SUBJECT: City Manager's Weekly Newsletter – Parking Management System

The Departments of Transportation, Finance and Information Technology (DoIT) have jointly implemented a new web-based system for managing parking citations and permits. The new system provides operational efficiencies, management reporting and enhanced customer service through online transactions such as citation payment, permit purchases and appeals requests. The web portal is being opened incrementally. The portal went live on August 28, 2013 and parkers can currently pay citations online at <https://pasadenaparking.t2hosted.com/cmnn/index.aspx>.

It is anticipated that by October 14, 2013, residents will be able to purchase permits and parkers will be able to contest parking citations online as well. Currently permits may be purchased and citations contested at the Transportation Department's Parking Office, which is located at 221 E. Walnut Street, Suite 199, Pasadena, CA 91101.

Additional benefits of the new parking management system include the following:

- Increased staff efficiency
- Integration of related parking functions, such as issuance of parking permits and revenue and access control systems for parking garages and surface lots
- Enhanced availability of information and management tools for analysis of parking functions
- Enhanced experiences for parkers receiving parking citations and for residents applying for parking permits, including customer-friendly online processes for making payments and appealing citations
- Enhanced recovery of parking citation fees

Related to this implementation and effective July 1, 2013, responsibility for parking citation and appeals processing has been consolidated in the Transportation Department's Parking Office.



TO: Michael Beck, City Manager

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

DATE: October 3, 2013

SUBJECT: Fall ArtNight Pasadena and ArtWeekend

ArtNight Pasadena, "Best Cultural Festival," is Back!

Vince Bertoni, Director of Planning & Community Development is pleased to announce that Fall ArtNight Pasadena returns on Friday, October 11 from 6:00 -10:00 p.m.

Voted "Best Cultural Festival 2012" by readers of the Pasadena Weekly, Fall *ArtNight Pasadena* is the City's cultural open house and is produced by the Cultural Affairs division in collaboration with the partnering organizations. This fall, a record 18 participating venues will present modern dance, visual art exhibitions and performances throughout the City.

New to fall *ArtNight* are the Offramp Gallery, in Northwest Pasadena, and Muse/lque's hip hop concert at the Civic Auditorium steps. A special interactive video installation by freewaves at the City Hall Transit Hub will engage the *ArtNight* crowd with digital tattoos of poetry. More highlights: the *Psychic Barber* at Side Street Projects offers a gaze into the future and a trim, the Norton Simon Museum presents an exhibition on 20th-century Latin American art, Art Center College of Design's Williamson Gallery will exhibit *Un/Common Objects* which transforms hardware store and construction materials and artist Sam Francis is highlighted at the Pasadena Museum of California Art. Teens and families are also invited to artWORKS, the Pasadena Central Library and Kidspace Children's Museum.

ArtNight is funded through the City's Arts and Culture Commission which also provides Mini-grants to small arts groups and individual artists to participate. Free shuttle buses provide transportation to each venue. Metro riders can present their "TAP" cards at some sites for special discounts. Cyclists can meet via www.cicle.org/events/66/arnight-ride. For more information about *ArtNight*, visit: www.artnightpasadena.org (also in Spanish).

ArtWeekend Continues on October 12 and 13

ArtNight Pasadena kicks off *ArtWeekend* on Saturday, October 12 from 11:00 a.m. to 5:00 p.m. with the Playhouse District Association's *ArtWalk*. This free open-air art fair offers hands-on activities and music along Colorado Boulevard at El Molino Avenue. *The Art of Food*, a free outdoor food and wine festival on South Lake Avenue on Saturday from 11:00 a.m. to 4:00 p.m., includes cooking demonstrations. On Sunday, October 13, *ArtRhythym*, a jazz and Brazilian music concert at Paseo Colorado, happens from 3:00 to 6:00 p.m.

For more information about these programs, please contact Rochelle Branch, Cultural Affairs Manager, Planning & Community Development Department: (626) 744-7062.



MEMORANDUM – CITY OF PASADENA
Human Services and Recreation Department

DATE: October 3, 2013

TO: Michael Beck, City Manager

FROM: Mercy Santoro, Director – Human Services & Recreation

SUBJECT: NEIGHBORHOOD COMMUNITY GARDEN WORKDAY

Little Green Fingers, an innovative non-profit organization dedicated to creating sustainable gardens, invites you to work alongside your friends and neighbors to renovate a garden space in the Villa-Parke Head Start playground area on Saturday, October 12, 2013, from 8:00 a.m. to 12:00 p.m. at the Villa-Parke Community Center, 363 East Villa Street in Pasadena.

Patricia Ferber, ceramic's instructor, will be on hand to work with children in the auditorium to construct wind chimes for use in the garden. Breakfast and lunch will be served.

This project is funded by *First 5 LA* to provide healthy fruits and vegetables to young children and their families and is open to all ages, so please join us and help make Pasadena a greener and healthier place. Additionally, the *Pasadena Community Gardens Conservancy* has generously provided funding and is instrumental in the coordination of the project.

In August, two successful community meetings were held to solicit input in collaboration with the landscape architecture firm of *Dake Luna Consultants*. Our garden project would not have been possible without the continued support of the *Los Angeles Conservation Corps*, *Los Angeles Neighborhood Land Trust*, *The Better World Group, Inc.*, *Loma Linda University School of Public Health* and *City of Pasadena Human Services and Recreation Department*.

A future date for community gardening is in the works and will be publicized for the "official" community build on the Villa-Parke Community Center patio level. All community members are encouraged to apply for a garden plot, but preference will be given to families with children age 0-5 years.

For further details, please contact Rozanne Adanto at (626) 744-6522 or radanto@cityofpasadena.net.

To learn more about programs and services offered by *City of Pasadena*, go online to www.cityofpasadena.net.

MEMORANDUM - CITY OF PASADENA
DEPARTMENT OF PUBLIC WORKS

DATE: October 3, 2013
TO: Michael J. Beck, City Manager
FROM: Siobhan Foster, Director of Public Works
RE: Central Park Playground Grand Opening on Saturday, October 19

The Department of Public Works is pleased to announce the grand opening of the renovated Central Park playground. The public is invited to join Mayor Bill Bogaard, Councilmember Steve Madison, and other City officials on Saturday, October 19 to celebrate the grand opening and enjoy a morning of refreshments and fun activities for all ages. The program will begin promptly at 9:00 a.m.

The 9.2 acre Central Park, located at 275 South Raymond Avenue is Pasadena's first park and was constructed in the early 20th Century. The park retains historical character, and its architectural elements and style designed by Ralph Cornell in the 1926 Master Plan. Historic features of the park including lawn bowling, clubhouse, formal walkways, and stately trees are present to this date. Little has changed since its creation to respect the history of Central Park.

The \$412,000 playground renovation project includes the expansion of the playground in both size and play opportunity. New equipment includes separate play structures and swings for ages 2 – 5 and 5 – 12. A variety of freestanding play equipment is also included. New gathering places with picnic tables are available at the north and south ends of the playground. Additional work includes a decorative fence along Fair Oaks Avenue to separate the playground from the adjacent sidewalk, the removal of the meaning asphalt park walkways and replacement with new concrete walks, replacement drinking fountains, and additional shade trees in the project area.

DD Systems, Inc. completed the park improvements. Play equipment was supplied by Landscape Structures Inc.

For questions or additional information regarding the grand opening ceremony, please contact, Yesenia Alvarado, Public Information Coordinator at (626) 744-7033 or yvalvarado@cityofpasadena.net.





MEMORANDUM – CITY OF PASADENA
Human Services and Recreation Department

DATE: October 2, 2013
TO: Michael Beck, City Manager
FROM: Mercy Santoro, Director – Human Services & Recreation
SUBJECT: Drop-in, Public Use of Robinson Park Athletic Field

The Human Services and Recreation Department is expanding drop-in use hours at the Robinson Park Athletic Field. Currently, unscheduled use hours are offered at various times during weekday morning and afternoons, however this availability fluctuates depending on the needs of our local sports organizations and seasonal use. Beginning Sunday, October 29 through December 2013, the Department will establish Sunday drop-in recreation hours at the site from 9:00 a.m. to 4:00 p.m. Weekday hours will be from 8:00 a.m. to 2:00 p.m. during this timeframe.

Staff will distribute door hangers advertising the open use of the field to area residents and churches. Flyers will be distributed as well and prominently posted on the City's website, along with an occasional announcement about a tournament or special program which will preempt drop-in use. Staff will also create banners to post on the gate facing Fair Oaks Avenue. Permits for organized sports activities will be offered after 5:00 p.m. beginning January 2014.

The field is primarily used by Pasadena-based youth sports organizations who meet the City's Council adopted residency requirements for athletic field allocation. A cursory analysis of users shows use by Pasadena non-profit sports organizations, private schools, PUSD and college athletic programs located in the city. These permitted users do not generate income for the City as they meet the current 60% residency requirement. A complete analysis of users will be provided in the coming week along with the income generated for rental and light fees.

Given the high volume of permitted use on Saturdays year round, open hours will be not be made available at this time. As the City's Athletic Field Allocation Policy review unfolds, discussion on setting policy for public use of the Robinson Park Athletic Field will be included. Policy will ensure a clear understanding City-wide of the intended uses of this field and ensure consistency in implementation for both the Department and general public. It should also be noted that the field is used on weekday afternoons by Pasadena private schools at no cost, as they meet the current criteria for field allocation.

Human Services and Recreation staff will continue to increase programming and availability of this athletic field and widely market these opportunities to the public. For more information on the field's open hours, please contact Darrell Walker at dwalker@cityofpasadena.net or 626-744-7530.



MEMORANDUM
LIBRARIES & INFORMATION SERVICES DEPARTMENT

Date: October 3, 2013

TO: Michael Beck, City Manager

FROM: Jan Sanders, Director, Libraries and Information Services

RE: We're very Social! See Us, Like Us, Follow Us



There are so many ways to connect today. At Pasadena Public Library we realize that we need to be on the cutting edge of communications in order to remain relevant with our residents. To keep current we have jumped into Social Media in a big way. We now have 10 active Facebook pages; one for each library site. Each has a unique audience reflecting its neighborhood. These have been well received and help us keep engaged and connected to the community. We currently have 2,246 total likes. To check them out go to:

Central Library and Library-wide announcements - www.facebook.com/pasadenalibrary

Allendale Branch Library - www.facebook.com/allendalebranch

Hastings Branch Library - www.facebook.com/hastingsbranch

Hill Avenue Branch Library - www.facebook.com/hillavenuebranch

La Pintoresca Branch Library - www.facebook.com/lapintorescabranch

Lamanda Park Branch Library - www.facebook.com/lamandaparkbranch

Linda Vista Branch Library - www.facebook.com/lindavistabranch

San Rafael Branch Library - www.facebook.com/sanrafaelbranch

Santa Catalina Branch Library - www.facebook.com/santacatalinabranch

Villa Parke Branch Library - www.facebook.com/villaparkebranch

We are also on Twitter, an online social networking and microblogging service. You can follow us on Twitter and retweet us at www.twitter.com/pasadenalibrary.

Following library events we post event photos on Flickr, a photo sharing website. To view our latest photos go to www.flickr.com/photos/pasadenalibrary.

We also post video of our major programs and events on You Tube, a video sharing website. To see us on You Tube and subscribe to our videos go to www.youtube.com/user/pasadenalibrary.

Our most recent foray into Social Media has been in the blogging area. We currently have a Directors blog, Kids blog, Teens blog and an Adult Services blog. Our blogs reflect the many voices of our blog contributors. To follow us on our blogs and engage in the conversation go to www.pasadena-library.net.

What's coming next? We don't know yet but our new Virtual Services Librarian Shauna Redmond is keeping abreast of all things Social and will guide us as we venture further into the growing field of Social Media.



September 2013



Honoring the Past ~ Preparing for the Future

ROSE BOWL ROUNDUP

The Rose Bowl Roundup is back featuring the milestones met and challenges we face as we work toward a new, improved Rose Bowl Stadium for our city. Find out about the exciting activities at the Rose Bowl Stadium and the people who make it all happen.

In this issue ...

- ❖ Buy a Rose Bowl Brick
- ❖ Forward Progress
- ❖ Local hiring and Parsons' project status reports
- ❖ Renovation history: 2010 to the present
- ❖ Public tours update
- ❖ Welcome Jens Weiden
- ❖ Rose Bowl Stadium Legacy Campaign — bricks!
- ❖ Rose Bowl Stadium Premium Seating
- ❖ UCLA beats Cornhuskers, 41-21

[FACEBOOK](#)

[TWITTER](#)

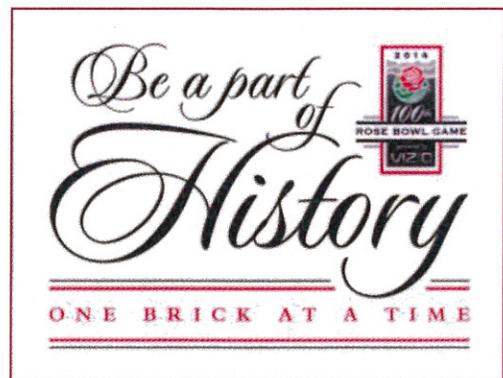
[YOU TUBE](#)

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

ROSE BOWL STADIUM "BRICK" CAMPAIGN



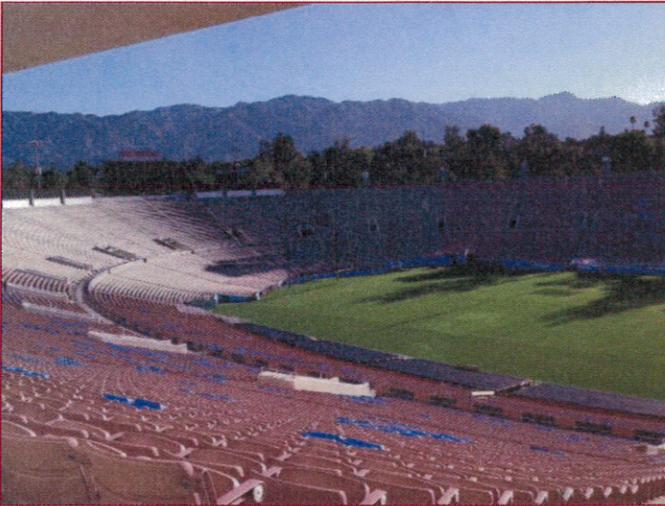
Donor Plaza rendering



BUY A BRICK
[MORE HERE](#)

Rose Bowl Roundup

FORWARD PROGRESS



Bowl ready for Bruins, August 29



Typical seat cushion for sale, August 29



New audio speakers, August 29



Level C ready for customers, August 29

By August 30, 2013, all work on the Pavilion and the Concourse was completed by contractors Kone, Clark, KAR, and ProMedia. All work was conducted around the monthly Flea Market on August 11, 2013. Final design for the work to be constructed in 2014 continues with 100% drawings submitted for review on August 22 and reviewed on August 27. This package includes:

2014

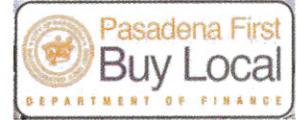
- ❖ Complete field wall and historic hedge restoration at east and west sidelines
- ❖ Construct two new public restrooms in tunnels 23A and 28A for field-level seating areas
- ❖ Modify existing tunnels 7A and 15A for use as field-level exit paths
- ❖ Construct new south electrical substation and set/connect to 17KV switch and transformer
- ❖ Reconfigure maintenance work areas under stadium at south end to accommodate new restroom and substation structures
- ❖ Gate A improvements
- ❖ Court of Champions & The Donor Plaza

The final Issued-for-construction drawings and specifications were issued on September 9. [➤ MORE](#)

Rose Bowl Roundup

LOCAL HIRING

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 since September 2012:



- ❖ 237 Pasadena residents have worked on the project; the original project goal was 75-100
- ❖ \$2,388,277 in certified wages have been paid to those workers
- ❖ \$4,471,489 in local subcontracting and procurement have been awarded to Pasadena businesses
- ❖ \$6,471,489 the total for contracting for local subcontracting and procurement, separate from the BBM led work

MORE LOCAL HIRING ACTIVITIES

With the renovations almost complete, it's worthwhile to look back just two years before the renovations began. The work is archived in monthly status reports. The August status report, will be the final one delivered by owner's agent, Parsons. To track the progress of the stadium renovation, visit the archived [monthly status reports](#).

We've come a long way. The improved Rose Bowl features a 185-square foot, tri-level pavilion, which includes luxury suites and premium seating areas, and new press box and new scoreboards, including a throw-back, classic scoreboard and video board.

And while you will feel the pride seeing all the improvements, you can take pride in the dozens of enhancements to the stadium that you can't see. New fire alarm and security systems have been installed, along with P.A. systems and structural improvements.

ROSE BOWL STADIUM TOUR PROGRAM

The Public Tour Program has been operating for over two months. The tour staff has welcomed over 2,000 guests, showing them the iconic stadium's beauty and history. Take a tour and of the newly refurbished stadium you will see hundreds of beautiful photos and program covers depicting the people and events that define the Rose Bowl Stadium, truly, making the stadium a living, breathing museum.



TOUR INFORMATION

- ❖ Thursday-Sunday, 10 a.m. to Noon, and 2 p.m. to 4 p.m.
- ❖ Adult: \$17.50
- ❖ Kids (5-12) / Senior (65+) / Military with ID: \$14.50
- ❖ Exceptions: no tours on days of UCLA home games or Flea Market

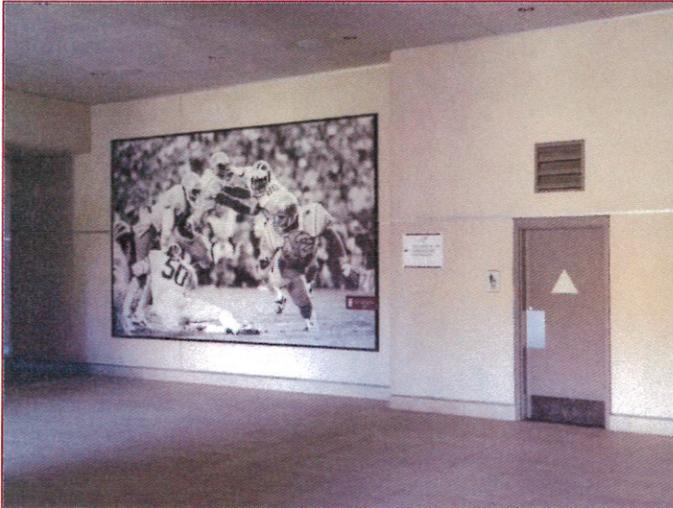
Group tours will be offered for 20 or more. Guided tours last approximately 90 minutes and depart from Gate A, which is located on Rose Bowl Drive. Parking is free in lot F. Be sure to check the Tours Page of the Rose Bowl Stadium website for changes. To book your Rose Bowl Stadium tour, call 626-275-2714.

MORE

Rose Bowl Roundup

ROSE BOWL STADIUM'S STORIED HISTORY

Tour, learn and feel the history



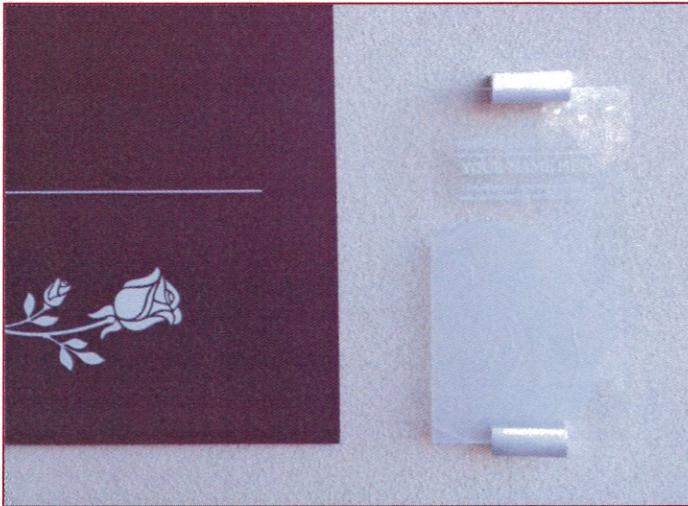
Level C branding artwork, August 29



Level C branding artwork, August 29



Level C branding artwork, August 29



Level C sponsorship opportunity, August 29

The annual Rose Bowl Game, five Super Bowls, three Bowl Championship series title games, two World Cup soccer finals and Olympics held at the Rose Bowl Stadium through the decades attests to the fact that it is one of the top sports venues in the world.

Now you can see those memorialized in the stadium's new Pavilion through historic photos, program covers and a historic timeline. Be sure to tour the stadium and "feel the history."

And check out the below box to find out how you can purchase an historic photo and contribute to the sustainability of the Rose Bowl.

Rose Bowl Roundup

Own a photo in the famed stadium pavilion

People seeking a way to contribute to the renovation and upkeep of the Rose Bowl Stadium can now purchase an historic photo and have a donor recognition plaque installed beside the historic photo. If you would like to know more about this rare opportunity contact Megan Bowen, Legacy Connections, at mbowen@rosebowllegacy.com or 626-397-4147

With the renovations approaching 85% completion, the Rose Bowl Operating Company (RBOC) increasingly will focus on ways to generate the resources necessary to maintain, improve and secure the future of the Stadium. And that's where Cory Shakarian and his Premium Seating team will come in and Jens Weiden, the stadium's new Chief Revenue Officer. Be sure to read all about Jens ...

JENS WEIDEN IS UPBEAT

*The Rose Bowl Stadium's new Chief Revenue Officer
dives in with enthusiasm*

Jens Weiden is upbeat. "It is amazing that the city of Pasadena gets a five-hour television commercial worldwide. Every year!" Of course, he is referring to the Rose Parade and Rose Bowl Game™.

Jens is the Rose Bowl Stadium's new — and first! — chief revenue officer. And he's very enthusiastic about his move to the Rose Bowl from the Bay Area, where he left a successful six-year stint as the marketing manager for the San Francisco Giants organization.

Jens loved working for the "business arm" of the Giants, which he describes as entrepreneurial. He believes this experience will help him in his huge task at the Rose Bowl Stadium. "We made money and handed it off to the Giants."

He handled non baseball events — big and small — for AT&T Park. "It was a beautiful venue, and I learned a lot about how to market a sports complex as a venue for many things other than sports."

There were things done there that he foresees as possibilities for the Rose Bowl.

"One thing we created was a running race, known as the *Giant Race*. It was a charity event that he and his group promoted and produced, during which attendees received a bobble head, finisher medal, commemorative shirt and a finish on the field. This event grew to 3,000 runners in the second year, 10,000 in the third and 19,000 in August of this year. The event raised over \$250,000 for charity.

He also has plans for more intimate events that will showcase the stadium's new Pavilion. "I see the Rose Bowl Stadium as the premier event venue in Southern California, and not just for football. Corporate holiday parties, conventions, birthday parties, company picnics ... the sky's the limit."

Jens also credits the new private event opportunities to the new Pavilion, "Most people think of events at the Rose Bowl taking place on the field, but if you ask most private-event clients they're looking for beautiful spaces. Our Pavilion is just that and happens to have one of the most famous views in the world."



Rose Bowl Roundup

Jens has always been enthusiastic in his endeavors, which are always centered in sports. He grew up playing baseball in Sandpoint, Idaho, with his dad (an assistant coach), mom, brother and sister in toe. "My family was always there," says Jens of his father, Bill, mother, Trudie, brother, Kip, and sister, Callie. "If you ask my brother and sister, they were 'there' following me around the state to play baseball a little TOO much."

He credits his upbringing in Sandpoint as integral to his career success. He learned how to develop strong relationships living in the small town, in which everyone knew everyone else.

Jens was 24-Hour Fitness' manager of Entertainment Marketing for its Signature Club locations that featured such iconic athletes as Shaquille O'Neil, Lance Armstrong and Magic Johnson. "I really enjoyed working with those outstanding athletes, but there were other aspects of the job I especially enjoyed. For example, we sponsored the television program 'Biggest Loser.' We saw some of those people change their lives; it was amazing."

Also, he managed a handful of golf courses in the Bay Area before taking his job with the Giants. Jens' first job out of school was with American Golf, for which he was general manager of the Monarch Bay Golf Course. At that time he reported to a fellow named Dave Sams, who now manages Pasadena's Brookside Golf Club and Course.

"I've come full circle in a way. It was great to meet up with Dave again. And, I'm really enjoying working with the Rose Bowl staff." He was thrilled to be able to bring his family to southern California.

He met his wife Raelene at college about 11 years ago, while both were attending St. Mary's College. The couple now has an 11-month-old boy, Parker. They live in Glendale and love Southern California.

"We are looking to build our life here, and I am enjoying the challenge of bringing the much needed revenue to this wonderful stadium."

ROSE BOWL LEGACY "BRICK" CAMPAIGN

The Rose Bowl Stadium's front door gets some sprucing up for the 100th Game

The long awaited Rose Bowl Brick Campaign is up and running. "This is something that people have been asking for and so we are thrilled to be launching this program," said Andrea Van de Kamp, Legacy Campaign Director. "The bricks will enable fans and community members to make their mark at our iconic stadium. They can choose to purchase a brick with a personal message in remembrance of a person, event or game, a special memory."



Buying a brick allows you to have your personalized brick incorporated into the iconic plaza in front of Gate A, leading to the main entrance of the stadium pictured below.

Premium 8" x 8" legacy bricks (\$425—\$350) take center stage as they will create the iconic rose pattern. The 4" x 8" (\$100) bricks will make up the plaza bands surrounding the rose. Premium rose brick options also include a keepsake replica brick. Replica bricks are made of the same material and inscribed with the same personal message as the installed stadium brick (premium replicas will be rose red). Become part of history "one brick at a time" to ensure the Rose Bowl's future for generations to come.

[MORE](#)

Rose Bowl Roundup

ROSE BOWL PREMIUM SEATING

A new era opens at college football's most prized and iconic venue

The Legends Sales & Marketing team continues to post new sales of Suites, Loge Boxes and Club Seats. The quality and comfort to be found in the beautifully restored Rose Bowl Stadium Pavilion are being welcomed by UCLA fans who are excited to support a promising UCLA team. Overall annual revenue of the project is now approaching \$7M as the Legends team has now sold approximately 80% of the available premium inventory.



Most Luxury Suites, Loge Boxes and Club Seats are sold on a three-year season ticket basis; however, limited individual game inventory has become available exclusively for this season.

Good News! For the first time ever UCLA Fans can purchase premium seats on an individual basis.

New Club Seats include cushioned outdoor seating and access to the 15,000-square-foot Club Lounge and four full direct cash bars.

The new four-person Loge Boxes are located at midfield and offer private tables with built-in 12-inch LED monitors, all-inclusive upscale food and beverages, direct cash bar access and use of the exclusive indoor Loge Box Lounge.

New Luxury Suites consist of 16- and 24-person private indoor spaces with upscale food and beverages, flat-screen TVs, air conditioning, outdoor cushioned seating with drink rails, and private entrances with elevators and escalators.

Those purchasing individual Premium Seating will enjoy VIP parking, access to air conditioned lounges, outdoor cushioned seats in the shade of the Pavilion with more legroom and access to full bars prior to, during and after games.

To find out more information about Premium Seating and how to secure the very best Rose Bowl Stadium experience call (626) 585-6800 or click the link below.

 [MORE INFORMATION](#)

BRUINS TAKE THEIR WINS AND HEAD INTO PAC-12 PLAY

Bruins Beat Nebraska 41-21 and New Mexico 59-13

The Bruins traveled to Nebraska to play the Cornhuskers in Memorial Stadium and at the end of the first half it didn't look good for the Bruins.

It was a tough game for the Bruins because, six days earlier, teammate Nick Pasquale was killed in his hometown, struck by a car. The team came out wearing jerseys with patches of Pasquale's No. 36. The Husker's also wore the No. 36 with decals on their helmets, as they controlled the first half of the game. But at the urging of Coach Mora, the Bruins slowed down, focused on the game and played with energy and passion and showed what Pasquale had meant to them. And they won — big.

Interviewed after the game, quarterback Brett Hundley said, "The first half there was so much emotion; I'm not going to lie." But he said that after the first half the team was able to refocus and play the kind of football necessary to win.

Watching that game, UCLA fans' chests had to swell with pride when the announcer noted that the 18 points was the biggest deficit overcome by a Nebraska opponent in Lincoln since 1996.

Rose Bowl Roundup

On September 21, the Bruins met New Mexico at home and rolled up a total of 692 yards. For the second time in three games they scored more than 50 points. Yet there were a lot of mistakes — interceptions, turnovers, bad handoffs and penalties.

So while Coach Mora generally was pleased with the team's offensive performance, the Bruins will be heading into Pac-12 play (and tougher opponents) focused on not repeating the mistakes. The Bruins have a tough schedule having to play at No. 5 Stanford and No. 2 Oregon.

Ranked No. 13 the Bruins (3-0) will have to wait 11 days before opening conference play against Utah in Rice-Eccles Stadium, October 3 @ 7 p.m.

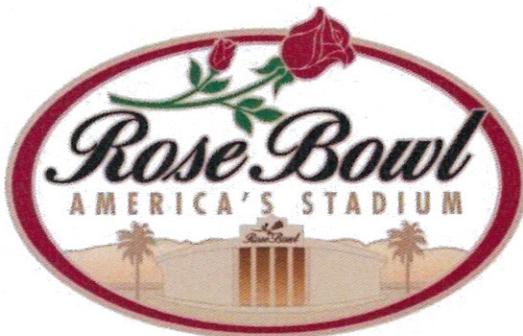
ROSE BOWL RENOVATION & IMPROVEMENT PROJECT

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