



OFFICE OF THE CITY MANAGER

December 12, 2013

To the Honorable City Council  
of the City of Pasadena

Mayor and Councilmembers:

**WEEKLY NEWSLETTER**

**1. Congressional Recognition of Excellence Awards:**

On November 8, 2013 U.S. House Representative Judy Chu, recognized four Pasadena Community Development Block Grant (CDBG) funded activities with Congressional Recognition of Excellence Awards. Only activities funded with CDBG dollars were eligible for the award.

According to William Huang, Director of Housing and Career Services the Congressional Recognition of Excellence Awards is a program designed to highlight for members of the U.S. House of Representatives and their constituents the important work being done in their districts with CDBG funds. I have attached a memorandum from Mr. Huang which highlights the four recognized awards here in Pasadena.

**2. La Loma Bridge Rehabilitation & Seismic Retrofit Project – Update:**

On June 5, 2013, the California Department of Transportation (Caltrans) notified the Department of Public Works that it is programming the additional \$5.33 million in federal funds needed for construction of La Loma Bridge Rehabilitation & Seismic Retrofit project. The total cost of the project is approximately \$16.8 million. The City has secured more than \$14.7 million in federal Highway Bridge Program (HBP) and High Priority Demonstration funds. These funds require a local match, which the City has appropriated in the FY 2014 Capital Improvement Program, totaling \$2.0 million.

In January 2010, per City Council direction, the Department of Public Works formed the La Loma Bridge Advisory Group (LLBAG) to provide input to City staff and to the consultant in the design of the project. The team developed a new design strategy to address a previously unknown earthquake

*City Hall*

*100 N. Garfield Avenue, Room 229*

*Mailing Address: P.O. Box 7115 • Pasadena 91109-7215*

*(626) 744-6936 • Fax (626) 744-4774*

*smermell@cityofpasadena.net*

fault running under the bridge. This design strategy preserves the historic fabric of the bridge, minimizes the visual impacts to the bridge, and effectively addresses the seismic loads.

The Department of Public Works, with the assistance of LLBAG, completed the revalidation of Environmental Impact Report/Environmental Assessment (EIR/EA) document and Engineering design, and is awaiting authorization from Caltrans to commence with the construction phase of the project. Authorization is expected by the end of January 2014. I have attached a memorandum from Siobhan Foster, Director of Public Works which provides additional information on the rehabilitation and seismic retrofit project bid process and anticipated reconstruction project timeline.

**3. Promotion to Encourage Project A.P.P.L.E. Donations:**

Pasadena Water and Power's Project A.P.P.L.E. (Assisting Pasadena People with Limiting Emergencies) program has helped thousands of Pasadena residents keep their lights on following a sudden job loss, severe illness or other financial emergency. According to Phyllis Currie, General Manager Water and Power, the program provides PWP customers in need with a one-time donation of \$100 towards their water and power bill. A portion of the funding for the program is provided by generous contributions from Pasadena residents and businesses.

To promote the program during this holiday season, any donation of \$5 or more via the Project A.P.P.L.E. PayPal donation link ([www.PWPweb.com/APPLE\\_Donations](http://www.PWPweb.com/APPLE_Donations)) will be entered into a drawing for a pair of Rose Parade tickets. The winning name will be drawn on December 26th at noon.

For more information about Project A.P.P.L.E. and other PWP bill assistance programs please visit [www.PWPweb.com/CARE](http://www.PWPweb.com/CARE) or call the PWP Answer line at (626) 744-6970.

**4. Developers See Pasadena as an Inland Version of Silicon Beach:**

Over the past 6 months, Economic Development staff, along with business leaders from Innovate Pasadena, have been working with the Rising Realty as they have assessed opportunities in Pasadena. The attached Los Angeles Times article highlights their recent acquisition of three buildings in Old Pasadena. This story, along with the upcoming news about their primary tenants, will help support the priorities set by Council in the Economic Development Strategic Plan that aims to strengthen Pasadena's innovation economy. For any questions related to this project, please contact Eric Duyshart, Economic Development Manager at (626)744-7353.

**5. Summer Day Camps 2014 Survey:**

The Human Services and Recreation Department is committed to offering the finest, most imaginative and innovative Day Camp Programs for all its sites. The Department will use information received from survey results to help determine the optimal start and end time for summer camps, what types of field trips and learning opportunities are of interest to better allocate our resources as well as ensure the investments are developed in part by our residents of all backgrounds and ages.

As staff gears up for summer, the Department of Human Services and Recreation is requesting interested parents and community members to fill out a survey. The surveys are available at all the City's Community Centers, City Hall Room N255, and the information booth in the Rotunda, and the Teen Center. The attached memorandum from Mercy Santoro, Director of Human Services and Recreations provides additional information on how to access the survey electronically and the survey return date.

6. **Rose Bowl Roundup – December 2013:**

Please find attached the December 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,



**STEVE MERMELL**  
Assistant City Manager

/attachment



## HOUSING DEPARTMENT

DATE: December 5, 2013  
TO: Michael J. Beck, City Manager  
FROM: William K. Huang, Director of Housing and Career Services  
SUBJECT: Congressional Recognition of Excellence Awards

On November 8, 2013, Rep. Judy Chu recognized four Pasadena Community Development Block Grant (CDBG) funded activities with Congressional Recognition of Excellence Awards. Only activities funded with CDBG dollars were eligible for the award.

**Maintenance Assistance and Services to Homeowners (MASH)** – This program, operated by the City of Pasadena Housing and Career Services Department, was recognized for serving about 50 long-term unemployed persons at any given time with temporary City employment and on-the-job training opportunities. Annually, MASH paints, stabilizes lead based paint, and if necessary, constructs ADA ramps for about 20-24 homes for low income owners.

**Mike Antonovich Dental Clinic** – As part of the City of Pasadena Public Health Department, this new program was honored because it provides critically needed dental care for low income individuals including persons with HIV/AIDS.

**La Pintoresca Teen Education Center** – This City of Pasadena Human Services and Recreation Department facility was deemed award worthy due to its dedication to providing teens with a variety of educational programs and activities. The site includes a state of the art computer lab, silk screening set up, and other teen oriented equipment.

**Chef's Center of California Solar Project** – This nonprofit operated small business kitchen incubator was recognized for its new photovoltaic solar system which reduces its carbon footprint and electrical usage enabling more financial resources to flow back into programs that support their fledgling business clients.

The Congressional Recognition of Excellence Awards is a program designed to highlight for members of the U.S. House of Representatives and their constituents the important work being done in their districts with CDBG funds. The program was conceived of by the City of Pasadena Housing and Career Services Department and carried out in conjunction with other Los Angeles County jurisdictions administering CDBG programs. The awards program was piloted throughout the County in 2013 and 2014.

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

**DATE:** December 12, 2013

**TO:** Michael J. Beck, City Manager

**FROM:** Siobhan Foster, Director

**RE:** La Loma Bridge Rehabilitation & Seismic Retrofit Project – Update

---

On June 5, 2013, the California Department of Transportation (Caltrans) notified the Department of Public Works that it is programming the additional \$5.33 million in federal funds needed for construction of La Loma Bridge Rehabilitation & Seismic Retrofit project. The total cost of the project is approximately \$16.8 million. The City has secured more than \$14.7 million in federal Highway Bridge Program (HBP) and High Priority Demonstration funds. These funds require a local match, which the City has appropriated in the FY 2014 Capital Improvement Program, totaling \$2.0 million.

The La Loma Bridge has spanned the lower Arroyo Seco for almost 96 years, and is in need of repair to meet current seismic standards. The Department of Public Works, in cooperation with Caltrans and the Federal Highway Administration (FHWA), is proposing to rehabilitate the existing structure to meet current seismic codes to protect this historic resource.

In January 2010, per City Council direction, the Department of Public Works formed the La Loma Bridge Advisory Group (LLBAG) to provide input to City staff and to the consultant in the design of the project. The team developed a new design strategy to address a previously unknown earthquake fault running under the bridge. This design strategy preserves the historic fabric of the bridge, minimizes the visual impacts to the bridge, and effectively addresses the seismic loads.

The Department of Public Works, with the assistance of LLBAG, completed the revalidation of Environmental Impact Report/Environmental Assessment (EIR/EA) document and Engineering design, and is awaiting authorization from Caltrans to commence with the construction phase of the project. Authorization is expected by the end of January 2014. Public Works plans to advertise the project for bids in March 2014 and present the construction contract to City Council for award in May 2014. The anticipated start of construction is Summer 2014 with expected completion by December 2015.

Additionally, on Tuesday, December 3, 2013, the Department of Public Works held a mandatory pre-proposal conference for the Request for Proposals for Construction Management Services for the La Loma Bridge Seismic Retrofit & Reconstruction project. The conference was well attended with representatives from approximately 22 firms. Proposals are due on Friday, December 20, 2013.

Public Works will evaluate the proposals and develop a shortlist of consultants, who will be invited to interview in January 2014. Two members of LLBAG, Andrea Rawlings and Ann Scheid, will participate in the interviews and assist the Public Works selection committee with the final selection. Following the interviews, Public Works staff will commence negotiations with the top ranked consultant. The Department anticipates bringing the Construction Management Services contract award for to the City Council for consideration in March 2014.

latimes.com/business/la-fi-property-report-20131212,0,7796562.story

**latimes.com**

## **Developers see Pasadena as an inland version of Silicon Beach**

**Entrepreneur David Sacks and Rising Realty have bought three century-old buildings in Old Pasadena and plan to transform them into a hub for tech start-ups.**

By Roger Vincent

5:00 AM PST, December 12, 2013

Historic Old Pasadena, a restored section of the city's downtown bustling with shops and restaurants, is getting more high-tech. advertisement

Three older buildings at a busy intersection on Raymond Avenue will be transformed into a hub for budding technology firms in a real estate development backed by a prominent Silicon Valley entrepreneur and investor.

David Sacks, who was instrumental in the launch of two \$1-billion Internet companies, has joined Los Angeles developer Rising Realty Partners in a project to turn three century-old buildings into offices for tech firms.

The builders hope to spur more young tech businesses to set up shop in Pasadena, which has a long history as a center of science and technology but trails the Westside's Silicon Beach as a magnet for high-tech start-ups.

"We're bringing density of tech use to Pasadena," said Nelson Rising, chief executive of Rising Realty. "There's not a lot of density there now."

Rising Realty and Sacks paid \$10.4 million for the three-building complex at the southwest corner of Raymond and Holly Street. The sellers were Cambra Realty and Angelo Gordon & Co.

The buildings in the complex formerly known as Old Pasadena Plaza were erected between 1895 and 1914 in the city's original commercial center.

There is one nine-story tower and two smaller structures that house restaurants Cafe Bizou and Chado Tea Room.

Past uses of the buildings include an automotive repair shop and a mortuary, according to Rising Realty. The tall tower was a storage facility for decades.

The yet-to-be-named tech center is set to open next summer after a multimillion-dollar renovation to substantially boost the property's Internet capacity and speed. Wi-Fi service will extend across Holly Street to Memorial Park so tenants can work outdoors if they wish.

There will also be a "co-working" office where individuals can rent space to work in a shared environment.

"The basic idea is to make it as easy as possible to get entrepreneurs started and then graduate to their own space," Sacks said.

He has experience getting tech companies started. Sacks was the founding chief executive off Yammer, which was acquired by Microsoft Corp. in 2012 for \$1.2 billion. He was the first chief operating officer of PayPal, which was acquired by eBay Inc. in 2002 for \$1.5 billion.

He was also an early investor in such notable tech companies as Facebook Inc., Twitter Inc., Uber, Space Exploration Technologies Corp., Palantir Technologies, Houzz Inc. and Airbnb Inc.

A mutual friend introduced Sacks to Nelson and Christopher Rising, a father-son development team that is also transforming the historic PacMutual office complex in downtown Los Angeles into a center for creative businesses.

Sacks' role in the Pasadena project will be investor and co-developer.

"It's fun to have a vision of what a building could be and then transform it," he said. "That's what we do in the start-up world as well — have a vision of something that doesn't exist and then try to create it."

Pasadena is a tech hot spot but doesn't really compete with Silicon Beach for businesses, said real estate broker Tom Majich of Industry Partners, who was not involved in the deal.

"The Westside has a lot of consumer tech" companies such as Google Inc., Snapchat Inc. and YouTube, he said. "Pasadena is more industrial tech with research coming out of JPL, Caltech or the Art Center College of Design."

The Jet Propulsion Laboratory, Caltech and tech incubator Idealab have already helped spawn more than 311 companies in Pasadena, according to local advocacy group Innovate Pasadena.

With those institutions and the shops, restaurants and housing, Old Pasadena is poised to incubate more start-up businesses, Majich said.

"A lot of people say Pasadena is a bit disconnected from Westside tech as a negative, but it's a totally different market," Majich said. "The goal is to not drag Snapchat from Venice. It's to develop new firms."

Christopher Rising said monthly rents at the new complex will run from about \$2.35 to \$2.50 a square foot, which is similar to rates charged at other office buildings in Pasadena.

He plans to expose the old brick walls and ceilings, moves that are popular with a lot of technology and creative companies that don't like traditional office space.

The complex is near a stop on the Gold Line rail service, which connects Pasadena with downtown Los Angeles and is set to be extended east to Montclair. Work is also underway on extending rail service from downtown L.A. to Santa Monica.

"By 2015," Rising said, "you will be able to take the train from Pasadena all the way to Silicon Beach."

[roger.vincent@latimes.com](mailto:roger.vincent@latimes.com)

Twitter: @rogervincent

Copyright © 2013, [Los Angeles Times](#)



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

DATE: December 11, 2013

TO: Michael Beck, City Manager

FROM: Mercy Santoro, Director – Human Services & Recreation

SUBJECT: **SUMMER DAY CAMPS 2014 SURVEY**

---

The Human Services and Recreation Department is committed to offering the finest, most imaginative and innovative Day Camp Programs for all its sites. The Department is using the information from the survey results to help determine the optimal start and end time for summer camps, what types of field trips and learning opportunities are of interest to better allocate our resources as well as ensure the investments are developed in part by our residents of all backgrounds and ages. As we gear up for summer, we are requesting interested parents and community members fill out a survey. The surveys are available at all the City's Community Centers, City Hall Room N255, and the information booth in the Rotunda, and the Teen Center. The electronic link below is available in both English and Spanish:

<https://www.surveymonkey.com/s/COPSummerCamp2014Survey>

This survey is being shared with all our users, parents at Pasadena Unified School District, All of the Commissions under the purview of Human Services and Recreation, other service providers such as the Senior Center and the Flintridge Center, Northwest Programs, Options Head Start Program, Neighborhood Connections, the Department's website and to the City's Youth Council to assist with distribution. **The survey must be completed on line or returned to a Community Center or City Hall by December 20, 2013.**

Surveys are available in English and Spanish. If residents have additional questions or prefer to get staff help to take the survey, please contact Kenny James at 626 -744-7509 or [kjames@cityofpasadena.net](mailto:kjames@cityofpasadena.net). We appreciate your input to help us prepare for an awesome summer!

December 2013



*Honoring the Past ~ Preparing for the Future*

## ROSE BOWL ROUNDUP

The *Rose Bowl Roundup* is back to feature milestones met and challenges we face as we work toward a new, improved Rose Bowl Stadium. Find out about the exciting activities at the stadium and those who are making it all happen.

### In this issue ...

- ❖ Everything's coming up roses and bricks!
- ❖ Rose Queen and Court, Terry Donahue & John Robinson
- ❖ 125th Rose Parade floats — Decorate them, view them
- ❖ R. Scott Jenkins, president for 2013-2014 tournament year
- ❖ The Rose Bowl Game®: Michigan State vs. Stanford
- ❖ BCS: # 1 Florida State to play Auburn
- ❖ Forward Progress: stadium staff looks to 2014
- ❖ One Direction appearing September 12-13
- ❖ Rose Bowl Stadium Legacy Campaign — Get your brick now!
- ❖ Rose Bowl Stadium Tours — new winter schedule
- ❖ Rose Bowl Stadium Premium Seating
- ❖ UCLA's Jim Mora re-ups
- ❖ Rose bowl game® unveils all-century-class

[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](#).

## EVERYTHING'S COMING UP ROSES — AND BRICKS!

*Tournament of Roses and Legacy Connections collaborate on the Rose Bowl Brick Campaign*



As you go about town you might have noticed posters announcing the Rose Bowl "Brick" campaign.

The Old Pasadena Business District (OPMD) is supporting the Rose Bowl Brick campaign in a big way. As you stroll around Old Pasadena you will spot Rose Bowl Brick Campaign posters displayed in many restaurant and shop windows.

*The History*  
**ONE BRICK AT A TIME**  
**LEGACY CONNECTIONS**  
 AND  
**PASADENA TOURNAMENT OF ROSES**  
 PRESENT  
**THE BRICK CAMPAIGN**  
 at the  
**ROSE BOWL STADIUM**  
 PURCHASE A BRICK  
 OR  
 GIFT A BRICK  
 AT  
**WWW.ROSEBOWLBRICKS.COM**  
 OR  
**(855)ROSE-BWL**

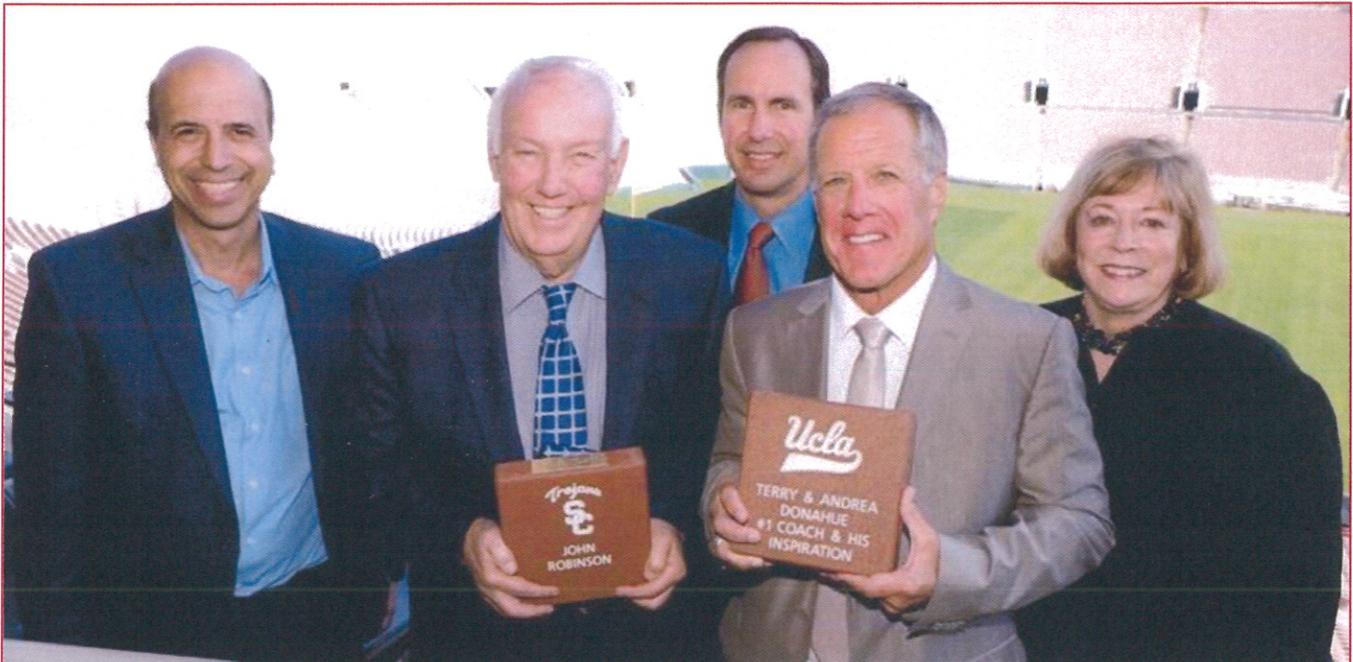
## Rose Bowl Roundup

"We're happy to support a stadium that means so much to so many people," said Steve Mulheim, president of the Old Pasadena Management District. OPMD will be purchasing a brick to be placed in the Donor Plaza at the front door of the stadium.

On the east side of town Robin's Wood Fire BBQ is supporting the campaign as well. And all around town, patrons at the wonderful Smith Brothers restaurants are receiving brick campaign cards.

There is great support from individuals and neighborhood associations as well. Linda Vista Annandale Association and East Arroyo Residents Association—the neighborhoods surrounding the bowl were among the first to buy a brick. So did the West Pasadena Neighborhood Association. These neighborhoods supported the "Plan B" renovation that is now being enjoyed by stadium patrons

Individuals are purchasing their brick and inscribing it with a personal message. Joan Hearst, West Pasadena Residents' Association board member says, "I really have been waiting a long time and I was so excited to be able to purchase a brick for my family and know that we are supporting the Rose Bowl. Upgrading the stadium is important to the City of Pasadena."



*Coaches Robinson and Donahue with Rose Bowl general manager Darryl Dunn, left, City Manager (Pasadena) Michael Beck, back center, and Andrea Van de Kamp, right (Photo by Carmen Porto)*

Former head football coaches Terry Donahue, UCLA, and John Robinson, USC, were presented with commemorative bricks by Pasadena City Manager Michael Beck and, Rose Bowl Stadium General Manager Darryl Dunn as part of the Brick Campaign to celebrate the 100th Rose Bowl Game to be played on January 1, 2014 at the Rose Bowl Stadium. The coaches will also have a personalized brick that will be incorporated into the iconic plaza in front of Gate A, leading to the main entrance of the stadium.

## ROSE QUEEN AND PRINCESSES

"Rose Queen Ana Marie Acosta and the six Rose Princesses for 2014 are exceptional young women," said Tournament of Roses President Scott Jenkins. "In their roles representing the Tournament of Roses and the City of Pasadena, the Royal Court members are symbols of hope for the future, and I know they will inspire many young girls during the next few months."

## Rose Bowl Roundup

The queen and her court were able to take time out of their busy schedule to enjoy a memorable evening at the Tam O'Shanter when the restaurant hosted the 2014 Royal Court. The young women were thrilled when John Van de Kamp, Chairman of the Board of Lawry's Restaurants, presented Queen Ana and her court with commemorative bricks as part of the Rose Bowl Brick Campaign during the special dinner.



*San Gabriel Valley's finest:* Pictured left to right: Scott Jenkins, President of the Tournament of Roses Association; Richard R. Frank, President and CEO of Lawry's Restaurants; The Royal Court; John Van de Kamp; Andrea Van de Kamp, campaign chairman of Legacy Connections, which is spearheading the Brick Campaign.

[MORE](#)

## 125 YEARS OF DREAMS COME TRUE

*America's New Year Celebration<sup>®</sup>, the Rose Parade*

"In New York, people are buried in snow," announced Professor Charles F. Holder at a Valley Hunt Club meeting. "Here our flowers are blooming, and our oranges are about to bear. Let's hold a festival to tell the world about our paradise." And so they did.

By 1895 the festival had grown too large for the Valley Hunt Club to handle and the Tournament of Roses Association was formed to take charge. And now, 125 years later, we are set to enjoy yet another great New Year's Day celebration.

Dedicated Tournament volunteers travel around the world to find the people and organizations that make each and every parade memorable—an ingenious mix of flowers, music, dance that convey renewal and assurance. Every year, the Tournament of Roses makes dreams come true and this year is no exception ...

- **The McQueen Marching Band from Reno Nevada, who last performed here in 2009**, is looking forward to performing in this year's parade and is busy raising funds for the trip.
- **One lucky teacher from Helena, Montana** will ride in the 125th Rose Parade thanks to Farmers Insurance and its Thank Montana Teachers initiative. The Montana teacher who receives the most votes for their proposal on the ThankMontanaTeachers.com web site will be invited to ride on this year's float saluting the nation's teachers.
- **The New Buffalo Soldiers, from Shadow Hills, California**, return this year, one of the 16 outstanding equestrian units, riding in the 125th Rose Parade<sup>®</sup> presented by Honda. The Men of Company H, 10th U.S. Cavalry, strive to educate and enlighten people of all ages about the contributions of black men on the American western frontier.



## Rose Bowl Roundup

### And in Pasadena, California ... decorate a float

Each year community members and visitors are invited to decorate floats for the Rose Parade by float builders happy to have help from organized groups or individuals.

[MORE](#)

### View floats being created

During the final stages of preparation a variety of seeds, bark, fruits and vegetables, grasses and, of course, flowers are being applied to the floats by experienced professionals and hard working volunteers.

[MORE](#)



Western Asset's 2012 Tournament of Roses parade float

## “DREAMS COME TRUE”

*Hometown boy makes good: R. Scott Jenkins is living his dream*

Since his confirmation as president for the 2013-2014 Tournament year, R. Scott Jenkins has been a busy man and loving it. This is an auspicious year for the Tournament of Roses Association, and Jenkins is proud to be providing leadership for the 125th Rose Parade® presented by Honda and the 100th Rose Bowl Game® presented by VIZIO on Wednesday, Jan. 1, 2014.

He is the perfect man for the job. He dedicated hours of service through the decades as he pursued his dream of presiding over a Tournament year. It is fitting that he selected “Dreams Come True” as the theme for the 125th Rose Parade.

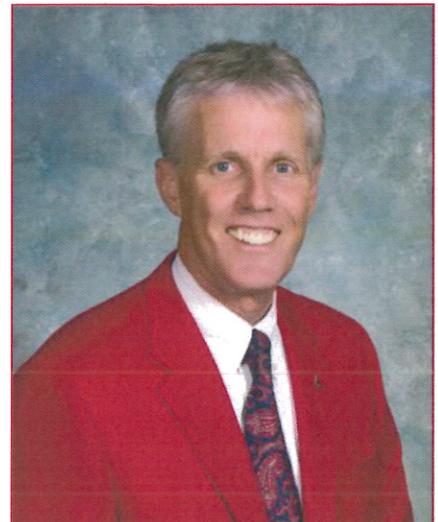
He says, “The 2014 theme is a reminder that not only is it possible to reach seemingly impossible goals, but that by boldly pursuing those goals, we have actually attained them,” said Jenkins. “Dreams have come true and continue to come true as a result of imagination, passion, creativity and hard work. And regardless of size or scope, dreams fuel the stories of our lives.”

Jenkins has been a volunteer member of the Tournament of Roses Association since 1982 and was elected to the Executive Committee in 2003. Throughout his extensive Tournament career, Jenkins has served on many committees and was chair of four: Formation Area, Float Entries, Queen and Court, and Services and Properties committees, as he realizes his dream of presiding over this wonderful worldwide New Year’s tradition.

Professionally, Jenkins is a Partner with Hahn and Hahn Lawyers focusing on corporate and real estate law. In addition to a busy law career, he has always donated generously of his time to worthy causes.

Jenkins served as president and trustee of the San Marino Unified School District, president and director of the Los Angeles Regional Food Bank, president and trustee of the San Marino Schools Foundation, chair of the Citizens Oversight Committee for the San Marino Schools Modernization Project, and elder at the San Marino Community Church.

He is currently president of the Foundation of San Marino Community Church, a board member at Forest Lawn Memorial – Parks & Mortuaries, and general counsel of the Western Justice Center Foundation. He is also active in the Pasadena Rotary Club, Twilight Club, and Caltech Associates.



## Rose Bowl Roundup

Born and raised in Pasadena, Jenkins attended Pasadena High School. He received his A.B. in Economics from the University of California, Berkeley, and earned his J.D. from the University of Southern California.

He currently lives in San Marino with his wife, Cindy; they have two grown daughters, Courtney and Lindsay. Scott enjoys golf, weight-training, and reading. The Jenkins regularly participate in church mission trips to Africa and in August of 2012, they led an expedition to the summit of Mt. Kilimanjaro in Tanzania.

### PASSION, STRENGTH, TRADITION AND HONOR

*It's Michigan State vs. Stanford in The Rose Bowl Game®*

**This year we will be treated to a great game between Michigan State and Stanford in the 100th Rose Bowl Game®.** It's been 26 years since Michigan State has played in the Rose Bowl Game®. After handing Ohio State its first loss in 24 games, Michigan State Coach Mark Dantonio exclaimed, "It's something we've dreamed about a long time." The first Tournament of Roses football game January 1, 1902 was the first post-season football game in the nation. But a lopsided Michigan victory over Stanford prompted the Tournament to set football aside until it grew in popularity and it was permanently reinstated in 1916 as part of the Tournament's traditions.

The exclusive agreement among the Tournament of Roses Association, the Big Ten Conference and the Pac-12 Conference was born in 1946. The first game played under the agreement took place on January 1, 1947. The pact is the oldest intercollegiate postseason bowl agreement between two major conferences in the United States.

This collegiate classic has been the occasion of many firsts but this year's game will be a first and only 100th Rose Bowl Game®!

[MORE](#)

### IT'S AUBURN VS. FLORIDA STATE IN BCS GAME

*Auburn rolls the tide and defeats Missouri; Florida State trounces Duke, 45 - 7*

**Just after the Iron Bowl's fantastic finish,** Auburn athletic director Jay Jacobs was telling all who would listen that it "would be 'un-American' and a disservice to the nation" if one-loss Auburn was left out of BCS contention if they were able to defeat Missouri in the finals.

They did.

Number 2 ranked Auburn is going to be the SEC team playing in the BCS against Number 1 ranked Florida State in Pasadena January 6, 2014.



### FORWARD PROGRESS

*Stadium management looks ahead to 2014*

**While so many others are preparing for the Rose Bowl Game® and BCS game,** Margo Mavridis and her construction team will be gearing up to make the Rose Bowl Stadium even better immediately after the January flea market. The work will consist of new east and west sideline walls, field level utilities and connections, set and connect electrical substations, new south end restroom facilities and renovation and reconfiguration of existing office spaces below the south end of the bowl.

Additionally, there will be installation of the new brick donor plaza with planter walls will be installed, Gate A structures will be renovated, and associated utilities and architectural in the Court of Champions will be improved.

## Rose Bowl Roundup

At the November Rose Bowl Operating Company (RBOC) board meeting, Bernards | Barton Mallow submitted the monthly status report summarizing the bid packages for 2014 work.

Also General Manager Darryl Dunn submitted the renovation project update noting that the estimated cost to achieve substantial completion of the overall project remains at approximately \$181.5 million. Project costs above the \$168.8 million (about \$12.7 million) will be funded as additional cash resources are received and made available.

### Legacy Donor Plaza and Court of Champions

The RBOC voted to amend the 2014 capital improvement program budget by \$2 million to include the Rose Bowl Donor Plaza and Court of Champions. These two new Legacy Capital Improvement Projects will be tracked separately and are not included in the overall project budget.

[MORE](#)

## THE BOYS ARE BACK IN TOWN

*One Direction will play a second show next September at Rose Bowl Stadium*

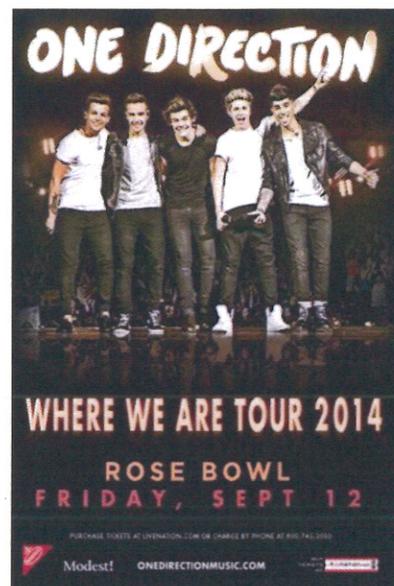
Receiving “overwhelming demand” from fans, the hot new boy band has booked two shows for September 12 and 13, 2014 at the Rose Bowl Stadium. This is the first double concert event at the stadium since Pink Floyd played two shows in a row in 1994.

The Rose Bowl performances are the only California performances announced in California for One Direction’s Where We Are 2014 North American stadium tour promoted by Live Nation.

Live Nation executive vice president of booking Rich Best said that pre-sales demand showed that the double booking was necessary in order to meet the public demand. Great news for fans and great for the Rose Bowl Stadium because the back-to-back concerts will also mean double the revenue for the stadium in a year in which concert dates are largely blacked out because of construction for ongoing renovation.

Tickets for both shows went on sale at 10 a.m. Dec. 7 at [Live Nation](#) and [Ticketmaster](#)

*One Direction band members Niall Horan, Zayn Malik,  
Liam Payne, Harry Styles and Louis Tomlinson*



## ROSE BOWL LEGACY “BRICK” CAMPAIGN

*In celebration of the 100th edition of the Rose Bowl Game*

**Certainly, Michigan State and Stanford fans will be purchasing bricks.** But it’s not too late for everyone throughout the Pasadena community to support the Rose Bowl Stadium by purchasing a brick to commemorate a memory, a loved one, a special time spent down in the central Arroyo.

This is a great opportunity to have your brick laid at the stadium’s front door in the beautiful Donor Plaza. The Plaza is located right in front of Gate A, leading to the main entrance of the stadium. Here bricks of varying size and finishes will be incorporated into the mosaic Tournament Rose design and plaza. Bricks will range in price from \$100 to \$425 with optional incentives including replicas and display cases. Brick purchases are tax deductible.

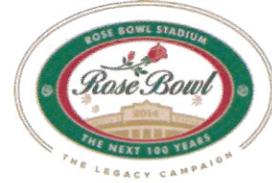
## Rose Bowl Roundup

 MORE



Mark your memory at the Rose Bowl Stadium.

 BUY A BRICK: MORE



## ROSE BOWL TOURS

*New winter tour hours now in effect*

The Rose Bowl Stadium Public Tour hours are now Thursday through Sunday at 10:30 a.m. and 12:30 p.m. The tour ticket booth hours, located outside of Gate B, will be from 10 a.m. to 12:30 p.m. Pre-booked, private tours will still be offered seven days a week.



It's a busy time of year, however, so be sure to check the [Stadium's website](#) at for the most up-to-date information available. Any further questions, contact Emily Kain at (626)275-2714 or Kayla Kilpatrick (626) 275.2704. They'll be happy to answer any questions.

## ROSE BOWL PREMIUM SEATING

*Annual revenue approaches \$7 million, with 80% of premium inventory sold*

Excitement continues to grow around the 100<sup>th</sup> Rose Bowl Game on January 1, 2014 and the final BCS National Championship Game on January 6, 2014. Rose Bowl Premium Seats offer an opportunity to see both of these world class events in the best Southern California sports experience.

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



*Club Lounge interior with food (Photo by Carmen Porto)*

## Rose Bowl Roundup

Those purchasing 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

[MORE](#)

### CROSS-TOWN RIVALRY REVS UP

*Mora stays on at UCLA; USC hires Steve Sarkisian as new head coach*

**Twenty-one points and two in a row and LA football is all new.** Within hours of USC's hiring of Steve Sarkisian and Interim Coach Ed Orgeron's exit, UCLA Athletic Director Dan Guerrero announced that Coach Jim Mora had re-upped his contract that would extend through the 2019 season. Additional incentives announced were promises to increase pay for assistant coaches and improvements to UCLA's program facilities. UCLA announced plans for a \$50 million football facility that includes a locker room, eight room and meeting rooms as Spaulding Field where the team practices. They launched a fund raising campaign for the facility in October.

Mora has an 18-8 record since joining UCLA two years ago and two consecutive victories over USC. UCLA won the Pac-12 South Division in 2012 and finished the 2013 season 9-3 and is awaiting a bowl invitation for this year.

### ROSE BOWL GAME UNVEILS ALL-CENTURY CLASS

In commemoration of the 100<sup>th</sup> Rose Bowl Game, the Tournament of Roses created a special program to honor great players and coaches throughout the history of *The Granddaddy of Them All*.

Members of the Football Writers Association of America (FWAA) selected one Rose Bowl Game representative from each decade to comprise an All-Century Class.

- 1900s-1910s: George Halas, Great Lakes Navy
- 1920s: Ernie Nevers, Stanford
- 1930s: (tie) Don Hutson, Alabama, and Howard Jones, USC
- 1940s: Charley Trippi, Georgia
- 1950s: Woody Hayes, Ohio State
- 1960s: John McKay\*, USC
- 1970s: Archie Griffin\*, Ohio State
- 1980s: Bo Schembechler, Michigan
- 1990s: Ron Dayne, Wisconsin
- 2000s: Vince Young, Texas
- 2010s: Montee Ball, Wisconsin

\* The panelists, spanning media outlets across the country, also nominated one overall player and one overall coach who best captured the Passion, Strength, Tradition and Honor of the Rose Bowl Game. They are Archie Griffin, Ohio State (All-Century Player) and Coach John McKay, USC (All-Century Coach.)

[MORE](#)



### SPECIAL THANKS

The *Roundup* appreciates the help of volunteer Chuck Hudson, who does a fabulous job of laying out the Rose Bowl Roundup newsletter, and the Pasadena Museum of History, which often provides historic photos free of charge.

## 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*