



OFFICE OF THE CITY MANAGER

March 20, 2014

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Hack for Pasadena Results:

Over the weekend of March 15th and 16th, 2014 the City co-sponsored *Hack for Pasadena*, a two-day team collaboration event held on the campus of Pasadena City College (PCC) for techies, developers and data geeks using open data and hands-on problem solving to re-imagine the way the web, software apps, data and technology can shape the future of the City. Hack for Pasadena was part of CONNECT Weekend: A Weekend for Difference Makers & Disruptors sponsored by Innovate Pasadena.

According to Phillip Leclair, Chief Information Officer, One-hundred registered participants came together to compete for \$6,000+ in cash prizes, generously donated by Spokeo and Walla.by Financial, both Pasadena based companies, as well as Mucker Capital, Karlin Ventures, Lion Wells Capital and ESRI of Redlands, CA. Participants came from local area schools, including PCC, CalTech, Art Center, USC, Pasadena High School, and included technology and design professionals.

Teams formed around community challenges inspired by the personal experiences and interests shared by the participants along with newly released City data sets made available on the City's new Open Data portal at data.cityofpasadena.net. After two-days and nearly 30 hours of designing and building their web or mobile app prototype, the teams presented to a panel of highly qualified judges, representing Chairmen, CEOs, VPs and Investors from the local tech community. The majority of apps developed set out to solve traffic, transit, parking, health, finance, utility, economic development and community service challenges. The attached memorandum provides additional detailed information on the four apps that were selected and awarded prizes by the judges.

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2. Pasadena Idol Auditions:

The City of Pasadena's Human Services and Recreation Department will hold auditions for Pasadena Idol, a teen talent competition, on Saturday, March 22, 2014, at Paseo Colorado from 12:00 p.m. to 3:00 p.m.

This competitive program is for individuals at a beginner and intermediate level. Participants must be between the ages of 13 and 18, a City of Pasadena resident, a student in any Pasadena school public or private, or a participant in any City of Pasadena based program. Proof of residency is not required to audition, but will be requested if the participant qualifies for the workshops. I have attached a memorandum from Mercy Santoro, Director of Human Services and Recreation which provides additional detailed information on the audition selection and workshop process.

3. Rose Bowl Roundup – March 2014:

Please find attached the March 2014 Newsletter provided by Darryl Dunn, General Manager of the Rose Bowl. The Roundup features the milestones met and challenges faced in working toward a new, improved Rose Bowl Stadium for our city. The Roundup will keep you up to date on this plus the many exciting events that will be hosted by the stadium in 2014.

Respectfully submitted,



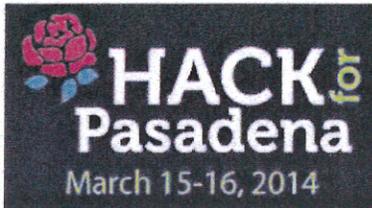
JULIE A. GUTIERREZ
City Manager

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Department of Information Technology

To: Michael Beck, City Manager
From: Phillip Leclair, Chief Information Officer 
Date: March 20, 2014
Subject: Hack for Pasadena Results



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Teams formed around community challenges inspired by the personal experiences and interests shared by the participants along with newly released City data sets made available on the City's new Open Data portal at data.cityofpasadena.net. After two-days and nearly 30 hours of designing and building their web or mobile app prototype, the teams presented to a panel of highly qualified judges, representing Chairmen, CEOs, VPs and Investors from the local tech community. The majority of apps developed set out to solve traffic, transit, parking, health, finance, utility, economic development and community service challenges.

Four apps were selected by the judges and awarded cash prizes along with opportunities to meet with venture capitalists.

Descriptions of the winning apps:

1. Best Application of City Data to Meet a Civic Need

Traffic Collision Analysis App: Uses City's traffic collision database and overlays time, weather, directional analysis and other factors to assess risk at traffic intersections.

2. Most Accessible Implementation of Technology to Engage the Community

Utility Conservation App: A group of Pasadena High School freshmen in the App Academy developed an electric and water consumption calculator based on daily activities to help individuals contribute to conservation efforts.

3. This is the Start of Something Really, Really Special!!

Go Play Pasadena/A Billion Steps App: “Biggest Loser” type game to help fight the child obesity epidemic through organizing weight loss competition between schools.

4. Most Innovative and Creative Use of the ESRI ArcGIS Software

Urban Harvester App: Ending hunger in Pasadena by connecting residents and businesses with homegrown and excess food supplies to local food banks and soup kitchens.

All team entries and winners will be showcased on the Hack for Pasadena website www.hackforpasadena.com in the coming days. Also, a full timeline of the event, including many photos taken throughout is available through Twitter @hackforpasadena or by visiting <http://bit.ly/Hack4Pasadena>.

Over the next few months, Department of Information Technology staff plan to follow-up with each of the teams to discuss the feasibility of continuing to develop their Apps for community benefit.

The City wishes to thank the many sponsors and supporters that made the event a success, including Innovate Pasadena, PCC, ESRI, tw telecom, Impex Technologies, AllianceIT, NTT Data, Tyler Technologies, Walla.by Financial, Mucker Capital, Karlin Ventures, Lions Well Capitalists and all the mentors and volunteers.

For more information about the event and the Apps developed, please contact Michael Royer, IT Manager – Enterprise Computing at 626-744-7929.



MEMORANDUM – CITY OF PASADENA
Human Services and Recreation Department

DATE: March 19, 2014

TO: Michael Beck, Manager

FROM: Mercy Santoro, Director – Human Services & Recreation

SUBJECT: PASADENA IDOL AUDITIONS

The City of Pasadena's Human Services and Recreation Department will hold auditions for Pasadena Idol, a teen talent competition, on Saturday, March 22, 2014, at Paseo Colorado from 12:00 p.m. to 3:00 p.m.

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60 talented youth will be chosen from the auditions to attend three workshops lead by our co-sponsors to help develop their performing skills and vocal technique as well as be educated in different aspects of the music industry. At the conclusion of these workshops, 10 youth will be selected to compete for the **Pasadena Idol 2014 Title** at Paseo Colorado on August 23, 2014. Co-sponsors for this popular event include Paseo Colorado, Los Angeles College of Music, and local production companies Swartz Section, S Claz Productions, Mike Towns Sounds, Y.B.A.G. and Dena Magazine.

This free event was created as a *Youth Month* activity and has grown every year since being introduced at Victory Park in 2007. This is the fourth year it is being held at Paseo Colorado, Garfield Promenade.

For more information please contact dmendoza@cityofpasadena.net. For more information about the City of Pasadena, go online to www.cityofpasadena.net.



March 2014



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. The *Roundup* will keep you up to date on this plus the many exciting events that will be hosted by the stadium in 2014.

In this issue ...

- ❖ Forward progress: Inside & at the Stadium's front door
- ❖ Financial update
- ❖ Pasadena First/Buy Local
- ❖ Live Nation likes the Rose Bowl; booking more concerts!
- ❖ Introducing Mike Forrester
- ❖ Shakespeare Club welcomes queen and court; buys a brick
- ❖ Rose Bowl Stadium Legacy Campaign: Bricks on sale!
- ❖ Rose Bowl Stadium Tours: Become a docent
- ❖ Rose Bowl Stadium Premium Seating

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

**BUILD A MEMORY
FOR MOM!!**



ORDER BY MARCH 21st to present mom with a personal message engraved in stone and preserved at the Rose Bowl Donor Plaza!

Dedicate a Rose Bowl Brick this Mother's Day in her honor!

(855) ROSE-BWL (767-3295)

www.rosebowlbricks.com

Rose Bowl Roundup

FORWARD PROGRESS

2014 construction is on schedule inside and at the front door

There are lots of activities on the Rose Bowl Stadium March schedule, among them the monthly Flea Market (15,524 attendees this month,) a Huntington Hospital event, the Pasadena Croquet Meet, the Pasadena Triathlon and filming in the locker rooms and tunnels. Meanwhile, the bowl, concourse, and donor plaza construction activities continue right on schedule.

- **Inside the stadium** ... the field walls have been demolished, and the west sideline field wall has been formed and concrete poured. The east wall is formed and concrete should be poured as you read this. Concrete is being poured in what will soon be the new restrooms in tunnels 23A and 28A. And, the Court of Champions is getting a facelift.
- **At the Stadium's front door** ... Excavation and grading of the Donor Plaza is complete and forming of the planter walls is underway. Meanwhile our first round of Rose Bowl Legacy bricks is in production for installation this summer at the new plaza outside Gate A.



East field wall concrete pour

[Details](#)



Donor Plaza foundation preparation for planter wall



Gate A demolished & rough grading

THE ROAD TO THE ROSE BOWL ...

Arroyo Boulevard improved for a more gracious entry to the stadium

Work along Arroyo Boulevard leading to the Rose Bowl Stadium entrance is moving along nicely. This project is being coordinated with the Rose Bowl Operating Company (RBOC) renovations to improve the Rose Bowl Stadium on-site entryway. The project consists of repairing settled asphalt concrete pavement and concrete curb and gutters as well as installing a vegetated swale, electrical conduits, additional street lighting and landscaping the median islands along Arroyo Boulevard. The swale storm water system entails placement of drain pipes in the median island between the two legs of Arroyo Boulevard. When completed, patrons

Rose Bowl Roundup

and visitors will take a smoother and more beautiful path to the front door of America's Stadium ... to the Donor Plaza that will hold the fans and community members' engraved Rose Bowl Legacy Bricks.

FINANCIAL UPDATE

The key projects inside and at the front door that will move forward in 2014

After reviewing work bids and the overall project budget, staff identified \$1.4 million available in contingency funding to complete project elements from the larger project.

- **A new 17kV electrical system** will provide additional reliability and extend its useful life for at least 10 additional years. The estimated cost for this work is \$260,000.
- **Transfer of east field lights to the new electrical system.** The entire field, south end, locker rooms, media center, concession offices, administrative offices and Pavilion are all fed from the new electrical loop. This will allow the sports lighting to be on the same service which will supply redundancy and more reliable service. This work will be moved up in the project timeline and will cost an estimated \$425,000.
- **Concourse improvements, Pavilion elements** are the remaining project elements recommended to be completed by the end of 2014 and all estimated costs for this work include a 15% contingency. Costs total \$715,000.

In Summary ... Funding of \$168.8 million was approved January 2013 by the RBOC and City Council for the continuation of the Rose Bowl Stadium renovation funds are currently being put to good use. The estimated cost to achieve substantial completion of the overall project is \$181.5 million. The additional \$12.7 million in project costs beyond the approved \$168.8 million will be funded as additional cash resources are received and available.

To date, 22 bid packages have been awarded and 95% of the renovation has been completed on schedule since work began in January, 2010.

PASADENA FIRST BUY LOCAL

As of February 3, 2014, 238 Pasadena residents have been hired by contractors on this project totaling \$2.4 million in wages. This represents 10.2% of the certified construction payroll.

[Details](#)



WHERE WE ARE: ON A STRONG REVENUE PATH

Live Nation likes the Rose Bowl Stadium

If revenues can be increased and sustained the Rose Bowl Stadium should achieve the solid financial footing being pursued by the RBOC.



Certainly the fans of One Direction are doing their share! Receiving "overwhelming demand" from fans Live Nation has added an unprecedented third concert in September for the hot new boy band One Direction. The One Direction concerts will be held on Sept. 11, 12 and 13, and are expected to generate significant revenue for the stadium. Tickets and sales are doing well.

[More information](#)

Rose Bowl Roundup

**REMINDER ... COMING UP ... AMERICAFEST 2014
PRESENTED BY HONDA — DON'T MISS IT!**



Photo by Chuck Hudson

This year's Americafest 4th of July celebration will be the 88th 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 Bowl 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 followed by Southern California's best fireworks display. Tickets are nominally priced and as always, active military and their families are admitted free.

You can help ensure the financial stability of this important community tradition by giving a tax deductible donation. Marilynne Kennedy Wilander, Chair of 2014 fundraising effort, says "We appreciate donations in any amount; every dollar helps us reach our goal."

Rose Bowl Roundup

INTRODUCING MIKE FORRESTER

Rose Bowl Stadium's senior director of Premium Seating sales

To say that Premium Seating's Director of Sales, Mike Forrester, is well traveled is an understatement. Born and raised in New Jersey, Mike enjoyed a great childhood on the Jersey Shore living in Red Bank. But once he left home to attend Georgetown University, Mike crisscrossed the United States living and working in Washington, D.C; Oklahoma; Denver, Ft. Worth; and Dallas to name a few.

He has loved sports his whole life. "I have to say my favorite was football, a game I played from age 8 through college."

Mike attended Georgetown on an academic and football scholarship. He might have pursued a career playing professional football, but an injury put an end to that. "My parents always backed my brother Scott and me in pursuing our dreams. He became an actor-writer-producer in Hollywood. I took a degree in marketing and pursued a career in my first love, sports."

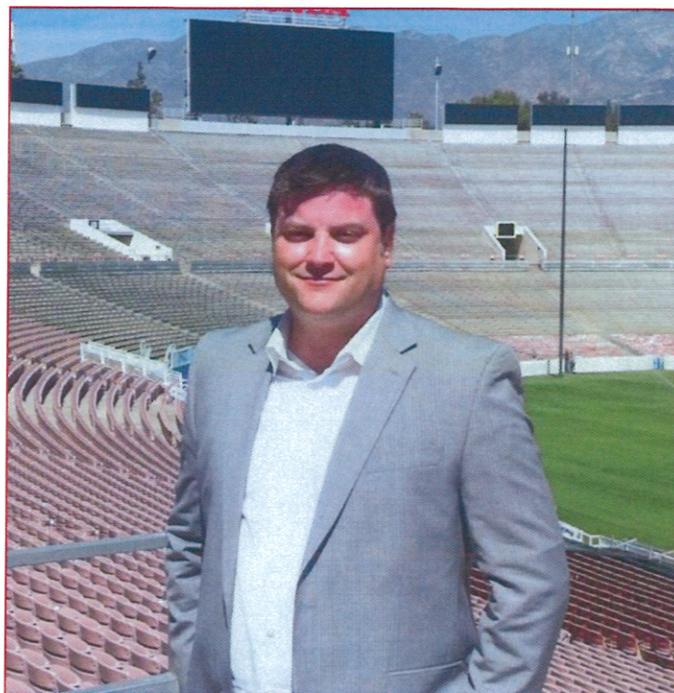
Mike's first job was not in football but in Women's Tennis, taking him to Denver. The job was particularly interesting to him because it enabled him to take his chocolate Lab, Macy, with him. "I always knew I could not accept the first offer because my only contract stipulation was the dog. In negotiations I was able to finagle permission to have Macy travel with me to our events across the country."

"The job was going great, but the dog got mange. So I had to take her to the Vet for weekly "dips." And that's how I got to know Vet Tech Hilary. I really got to like her and thought of what good vet service I could have. After a month or so I asked her out. And, well, here we are married 14 years with year old twin boys, Cash and Boone." Sadly, Macy has since passed on, but the dog-loving Forresters now have a Pointer mix, Virgil.

After traveling for so many years Mike is glad to be living in Pasadena and proud to be working at the Rose Bowl Stadium. "It's a great place to be!" He joined the Rose Bowl staff in May, 2012 as the Premium Sales Manager, coming from Dallas where he was Senior Sales Manager for the Dallas Cowboys. Mike was part of the record-breaking sales team for the Cowboys when they moved to AT&T Stadium. In his five years as Sales Manager for the Cowboys he helped the team generate over \$500 million in premium seating sales.

In February 2014, Mike was promoted to the Senior Director of Premium Sales with the Rose Bowl Premium Seating where he oversees day-to-day sales and operations of the Terry Donahue Pavilion.

Mike is looking forward to a great 2014. "Under Cory Shakarian, we went from just under \$2 million to over \$7 million in 18 months. This year we hope to continue growing our fan base, especially with the new College Football Playoff Game, a unique draw for clients. "We will have more than a month after teams match up until the game, so people will be able to make travel plans, just as they do now for the Rose Bowl Game." Mike is also pleased with how well the One Direction concert sales are going. "All Premium Seating clients have first dibs on special events tickets. A lot of our clients purchased tickets for their daughters and purchased extra tickets that they donated to their schools."



Mike Forrester

Rose Bowl Roundup

Mike and Hilary love being in southern California. "It is great to be here near my brother. And my parents are loving it, too." Retired now and living in Myrtle Beach, Florida, the senior Forresters recently visited and had a great time with their Southern Californian sons.

The Rose Bowl Stadium is happy to have him here as well, welcoming his enthusiasm and expertise.

LIVING THE TRADITION

Shakespeare Club holds its 62nd annual Royal Court luncheon

The community pride and support for the traditions of the Tournament of Roses and the Rose Bowl Stadium continues at the Shakespeare Club.

On February 4, the Club welcomed The Tournament of Roses 2013 queen and her royal court to their Annual Royal Court luncheon, which has been held at the Shakespeare Club since 1952.

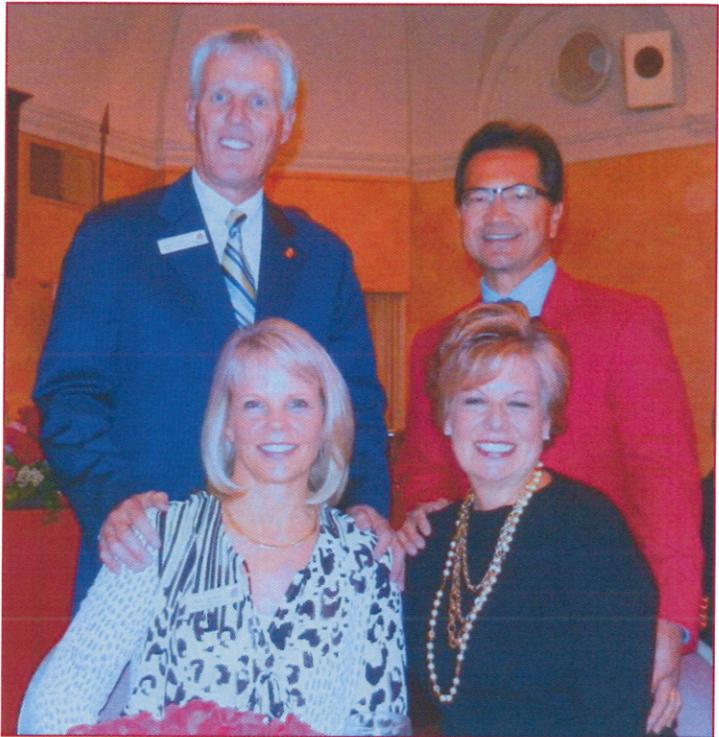
The afternoon began with a social hour as Club Members and Guests were able to meet and chat with the Queen, her Court and the many Tournament Presidents there.

Also attending was 2013-2014 Tournament President Scott Jenkins and his wife Cindy and the 2014-2015 President Richard Chinen and his wife Kim.

Jenkins shared highlights of events leading up to and including the 125th parade and 100th game. He introduced the Royal Court and presented each member of the court with a beautiful rose charm from the Shakespeare Club.

Richard Chinen spoke of the past year and of the many events and traveling that he and his wife are looking forward to this year.

Chinen shared his theme for the 2015 Rose Parade; "Inspiring Stories" and related the inspiring stories of many people he has already met.



2013-2014 Tournament President Scott and Cindy Jenkins, left, and 2014-2015 Tournament President Richard and Kim Chinen (Photo by Shirley Bone, Shakespeare Club Publicity chairman)

SHAKESPEARE CLUB PURCHASES A ROSE BOWL LEGACY BRICK

The Rose Bowl Legacy Campaign and the Tournament of Roses are carrying on the brick campaign, offering those with memories and inspiring stories of their own to commemorate them with a brick laid into the beautiful rose design in the Donor Plaza in front of Gate A, the Rose Bowl Stadium's front door.

Shakespeare Publicity Chair Shirley Bone said "You know, the Shakespeare Club recently purchased a Rose Bowl Brick. We are honored to be a part of the Rose Bowl Renovation and history and wish all involved in the renovation continued success."

- ☛ [More information about the Tournament of Roses](#)
- ☛ [More information about the Rose Bowl Legacy Campaign](#)

Rose Bowl Roundup

THE SHAKESPEARE CLUB

Living the tradition — Supporting the community

One of the oldest traditions of The Shakespeare Club is their association with the Tournament of Roses. In 1897 they contributed towards prizes and served picnic lunches to visitors. They entered their first float, a decorated carriage in 1906 and had four prize winning floats in 1929-1932.

The Shakespeare Club is proud of their philanthropic involvement and cultural traditions within the Pasadena Community. The Club consists of a diverse group of energetic women who enjoy the many social, philanthropic and theatrical opportunities that this organization has to offer.

The Club accepts new members year-round and encourages those who may be interested in joining to contact Membership Chairman, Candy Campbell 626-483-9028.

☞ [More information about the Shakespeare Club](#)

ROSE BOWL LEGACY

Focus on commemorative bricks

The first installation of commemorative bricks is slated for this July. Stay tuned for the date. And, remember, the Rose Bowl Legacy Brick Campaign will continue throughout 2014 with special focus on the community. Bricks sold throughout 2014 will be installed in 2015.

☞ [Details](#)



ROSE BOWL STADIUM TOURS

Take a tour — buy a brick

If you'd like to see the ongoing Rose Bowl renovations you can! Renovations at the stadium's front door are now in progress, why not stop by and take a look. And, while you're there, why not take a tour?

The tour ticket booth is located outside of Gate B. Just a few steps from there you will find construction crews building the beautiful new donor plaza where commemorative bricks will be laid in a beautiful rose pattern. Have you purchased your brick?



Rose Bowl Roundup

Docents needed to lead tours

The Rose Bowl Stadium is seeking volunteer docents for the Tour Program! If you have a passion for Pasadena, history, or sports, contact them to find out how you could participate.

Public Tour hours are Thursday through Sunday at 10:30 a.m. and 12:30 p.m.

For more information visit tours@rosebowlstadium.com or to book your tour, contact Emily Kain at (626)275-2714.

ROSE BOWL STADIUM PREMIUM SEATING

Great football, great events at the Rose Bowl Stadium

2014 Premium Seating at the Rose Bowl Stadium is on sale now with UCLA home games against Oregon, Stanford and USC! And don't miss the first year of the College Football Playoffs with the Rose Bowl Game also being a new semifinal playoff game with two of the top four teams in the country!



The Rose Bowl Stadium will have some of the biggest events in Southern California this summer, so make sure to grab your seats and be a part of the action! We are on sale now with Premium Seating for the One Direction concerts September 11-13. Premium Seating gives you the best seats at the Rose Bowl Stadium with luxury amenities for the biggest events in the country. Inventory is limited so call today! at the Rose Bowl Stadium with luxury amenities for the biggest events in the country. Inventory is limited so call today!

[Details](#)

ROSE BOWL RENOVATION & IMPROVEMENT PROJECT 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