



January 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. While the renovation is 80% complete, key projects will be launched this year. The *Roundup* will keep you up to date on this and on the many exciting events that will be hosted by the stadium in 2014. We will also continue to feature the relevant activities at the Rose Bowl Stadium and the people who make it all happen.

In this issue ...

- ❖ Forward progress
- ❖ Renovations are paying off
- ❖ Stadium access during construction
- ❖ Pay as you go
- ❖ One Direction — a third concert added!
- ❖ 2014 Rose Parade, Rose Bowl Game® and BCS — success!
- ❖ Four-team college football playoff replaces the BCS system
- ❖ What next for the Rose Bowl Stadium?
- ❖ Legacy commemorative bricks March 1 deadline
- ❖ Rose Bowl Stadium tours
- ❖ Rose Bowl Stadium Premium Seating
- ❖ UCLA update

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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](#).

FORWARD PROGRESS

An exciting year of construction in 2014

2013 was a banner year for the Rose Bowl Stadium.

After an outstanding landmark 100th Rose Bowl Game, the Rose Bowl Stadium marked the end of the Bowl Championship Series with an exciting game and received praises all around for the beautifully renovated stadium and gorgeous field of play. The two games generated an estimated \$6 million in revenues.

Excitement of a different sort commenced as Margo Mavridis and her team on January 13 headed back into construction mode.

Purchase your brick: March 1 is the deadline to purchase bricks in time for installation for 2014 football season.



Rose Bowl Roundup

During 2014 noteworthy construction of the next \$13 million phase will substantially complete the renovation project and produce many changes that will be visible to all who go down into the Central Arroyo as the front door to the stadium is refurbished. Areas of work include:

- Leveling and upgrading the two “driveways” off of Seco Street
- Upgrading the median between and inserting a bioswale for water retention
- Upgrading the Gate A apron with the Tournament of Roses rose design
- Refurbishing Gate A
- Refurbishing Court of Champions by removing and reinstalling the “Hall of Fame” plaques to permit accommodate 30 more years of plaques and installing a bas relief feature on the wall.
- Modifying tunnels 7A, 15A, 23A, and 28A to allow for guest egress
- Adding restrooms in tunnels 23a and 28a
- Fencing off the entire south end of the stadium as a “construction zone” to clear the areas for crews
- Adding a field hedge on the east and west sideline walls, removing seats to allow guest egress onto field behind hedges; at times north and south sidelines will be affected as well

RENOVATIONS ARE PAYING OFF

The renovation, launched in 2010, proved to be a complicated and difficult task, but when January 2014 rolled in the stadium became the national stage for two of the biggest college football games in the nation. The response to the renovations has been overwhelmingly positive. Fans, teams, guests and dignitaries were impressed with the improvements that had been made. In addition to the estimated \$6 million in game revenues, the improvements promise to make the Rose Bowl economically viable in the future as a major source of tourism and ultimately tax dollars for the city.

Stadium access during construction

Ongoing construction means that those entering and leaving the Rose Bowl will be taking a new route. All stadium access will be through Gate C and then proceeding clockwise around the concourse to get to admin, or counter-clockwise around the concourse to access the Pavilion, Bristol Farms or Sodexo’s offices. If you plan to visit the stadium and need access to any of these areas, please call 626-577-3100.

PAY AS YOU GO

The 2014 construction is the last of renovations for which the stadium has cash-in-hand and will mark the completion of the majority of the planned upgrades. There will be smaller improvements in the future as donations come in through the Legacy Connections fundraising campaign. Stadium General Manager Darryl Dunn notes: *“Interest in the stadium is at an all-time high. The improvements have been enthusiastically received by event users and are paying off. The goal all along has been to enable the stadium to be able to be viable in the future, and we are trending toward being successful, however we do have a long way to go.”*

Completion of overall project

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.

The 2014 capital improvement program budget was amended 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.

 [Details](#)

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ONE DIRECTION — A THIRD CONCERT ADDED!

Unprecedented booking: One Direction adds third concert in September

Because of “overwhelming demand” from fans of the hot new boy band, Live Nation has added a third show to the September 2014 Rose Bowl appearance. This is the first triple concert event at the stadium. Few acts are able to fill the gigantic stadium with fans. Pink Floyd played two shows in a row in 1994.



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

This is great news for fans and better news for the Rose Bowl Stadium because the back-to-back-to-back concerts will also mean triple the revenue for the stadium in a year in which field events are largely blacked out because of construction for ongoing renovation.

The good revenue news continues. Currently, the Rose Bowl is negotiating with Live Nation for an additional summer concert. This could also involve multiple nights in August. The RBOC board was asked to approve the concert(s) as displacement events and required permits. *Stay tuned.*

2014 ROSE PARADE, ROSE BOWL GAME® AND BCS — SUCCESS!

Tournament of Roses® showcases Rose Bowl Stadium

“It was the 100th Rose Bowl Game, the 125th anniversary of the Rose Parade and the 100th anniversary of Tournament House. It was, truly, a memorable year,” said R. Scott Jenkins, president of the 2013 Tournament of Roses. He added that while the parade was a bit shorter, it was more interactive and animated than prior years and the bands and equestrian groups were outstanding this year.

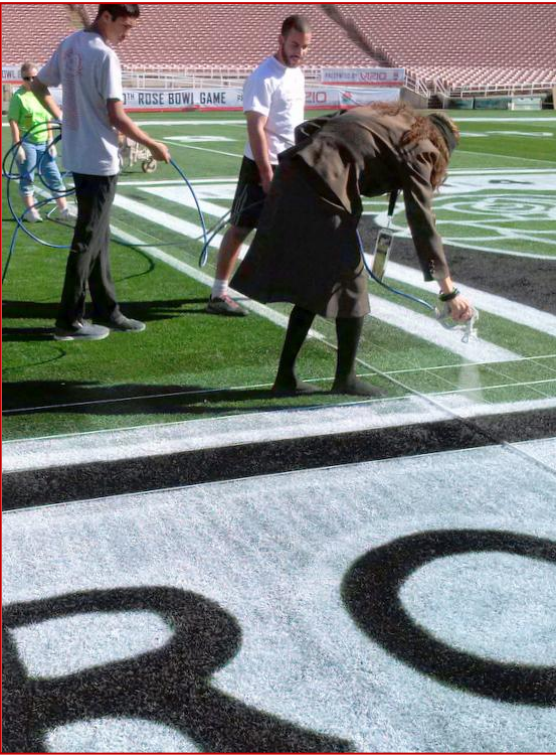


2014 Sweepstakes Trophy Winner, Dole Packaged Foods, “Sunrise at the Oasis” (Photo courtesy of Tournament of Roses)

We agree!

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Passion, strength, tradition and honor — The Rose Bowl Game®



Rose Bowl Stadium administrative assistant Arnetta Love joins the turf crew to paint the field for the 100th Rose Bowl Game.



Michigan State 100th Rose Bowl Game champions (Photo courtesy of Tournament of Roses)

The Tournament of Roses hosted the champions of its partner conferences, the Big Ten and Pac-12: Michigan State University and Stanford University — in a historic edition of The Granddaddy of Them All®, the 100th Rose Bowl Game®.

This marked the sixth meeting all-time between the Spartans and Cardinal and the first Rose Bowl Game matchup between these teams.

As always, the turf looked spectacular as the No. 4 BCS-ranked Michigan State Spartans and the No. 5 BCS-ranked Stanford Cardinal, champions of their respective Conferences gave fans a great game with the Spartans coming out victorious. And Jenkins noted that it was biggest demand for tickets in many years. Jenkins has handed the baton over to Richard L. Chinen (*pictured below on page 5*) who will be president of the 2015 Tournament of Roses Association. Chinen announced “Inspiring Stories” as the theme for the 2015 Rose Parade.

2014 BCS National Championship ushers out an era Florida State defeats Auburn in exciting finale

The BCS era ended with an exciting matchup on January 6, when the Florida State Seminoles crafted an amazing comeback to defeat the Auburn Tigers, 34-31, in the 16th and final BCS National Championship.

Florida State head coach Jimbo Fisher and the players took turns hoisting the crystal trophy and with that sealed the end of the BCS system as well.

The Seminoles’ win ended the SEC’s championship dominance and put themselves and the Atlantic Coast Conference back on top for the first time since the 2000 Sugar Bowl, which served as the BCS national championship that year. The SEC enjoyed a winning streak that included seven straight national titles for the conference.



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FOUR-TEAM COLLEGE FOOTBALL PLAYOFF REPLACES THE BCS SYSTEM

The new playoff system

Next year, the four-team College Football Playoff replaces the Bowl Championship Series. Here's how it will work:

- Instead of using a standings formula to determine the top two teams, a 13-member committee will select and seed the top four teams. No. 1 will play No. 4 and No. 2 will play No. 3.
- The winners of the semifinal games will then meet for the national championship.
- There will be six bowls participating in the hosting of semifinal games on a rotating basis, including the Cotton Bowl, Chick-fil-A Bowl, Orange Bowl, Sugar Bowl, Fiesta Bowl and Rose Bowl Game.
- The Rose Bowl and Sugar Bowl will host the first semifinal games next season on January 1.
- The first national championship of the College Football Playoff era will be at AT&T Stadium in Texas.

WHAT NEXT FOR THE ROSE BOWL STADIUM?

Now that the BCS has ended, what is next for the Rose Bowl Stadium?

The first three sites have been awarded for the championship games for 2014–2017. AT&T Stadium in Arlington, Texas, with a capacity of more than 100,000 (including standing room), will host the first title game on Jan. 12, 2015.

The 2016 and 2017 title games were recently awarded to the University of Phoenix Stadium, Glendale, Ariz., and Raymond James Stadium, Tampa, Fla.

If the Tournament of Roses and City of Pasadena choose to participate in the future, they must bid to host the national championship. They did not submit a bid for the first three title games because, said Libby Wright, chair of the Rose Bowl Management Committee, bowl organizers spent most of their energy planning for the 2014 Rose Bowl Game and the BCS national championship.

The title game is now up for an annual, Super Bowl-type bidding, and any of the six major bowls can bid for a title game in years when they are not hosting a

semifinal. That could hurt the Tournament of Roses, adds Wright, because "you have to raise more money, you have to have more partners than we're accustomed to." However, Tournament of Roses organizers plan to meet about a title-game bid this month, and organize an application for the 2019-20 championship game. "We feel that for the brand of the Rose Bowl Game, it's critical that in the next 12 years, we're part of that," Wright said.



Tournament of Roses 2014 Executive Committee: (front row, from the left): Sally Bixby, Mike Matthiessen, Scott Jenkins, Rich Chinen, Brad Ratliff; (second row, from the left): Lance Tibbet, Gerald Freeny, Laura Farber, Robert Miller Top row: Darryl Hallie, Lily Harada, Esther Campos Ball, Barbara Kuntz and Laurie Stiver (Photo courtesy of Tournament of Roses)

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LEGACY COMMEMORATIVE BRICKS MARCH 1 DEADLINE

Become part of history “one brick at a time” to ensure the Rose Bowl’s future for generations to come!



The Legacy Campaign team is working hard to get the word out to the community

about the Rose Bowl Brick Campaign. This is a great opportunity for everyone throughout the Pasadena community to have a brick at the stadium’s front door. And, it is a way for each and every individual to support our stadium. Premium 8” x 8” legacy bricks (\$425—\$350) take center stage as they will create the iconic rose pattern. 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). Brick purchases are tax deductible.



Purchase your brick: March 1 is the deadline to purchase bricks in time for installation for 2014 football season.

[Details](#)

ROSE BOWL STADIUM TOURS

New winter tour hours now in effect



Den 2 Tiger Cub Scouts get ready to tour the Rose Bowl Stadium (Photo by Kayla Kilpatrick)

The Rose Bowl Stadium is seeking volunteer docents for our tour program! If you have a passion for Pasadena, history, or sports, they’d love for you to join them.

The Rose Bowl Stadium public tour hours are now Thursday through Sunday at 10:30 a.m. to 12:30 p.m.



The tour ticket booth hours, located outside of Gate B, will be from 10 a.m. to Noon. Pre-booked, private tours will still be offered seven days a week.

It’s a brand new year and though there will be a lot of construction work going on you will still be able to tour the key areas of interest at the stadium. Tours will always be closed on Flea Market Sundays.

[Details](#)

Any further questions or to book your tour, contact Emily Kain at (626)275-2714. She will happily answer your questions.

Rose Bowl Roundup

ROSE BOWL STADIUM PREMIUM SEATING

Rose Bowl CEO and General Manager Darryl Dunn is pleased that the new premium seating pavilion is already generating revenue for the city. In 2013 they projected selling 60% of inventory but sold over 80%. Premium seating sales generated more than \$7 million in stadium revenues during the 2013 UCLA football season and 100th Rose Bowl Game on January 1, 2014.



Also Contributing to the revenues was the sold-out JAY-Z and Justin Timberlake 2013 summer concert, the 2013 Gold Cup Soccer matches and the fantastically entertaining 2014 BCS National Championship on January 6, 2014. 2014 and the 2015 Rose Bowl Game promises to be even more lucrative. The stadium has booked the superstar boy band One Direction for multiple nights in September, which should help begin to pay off the stadium's debt. The 2015 Rose Bowl Game will be part of the new College Football Playoff and the game itself will be a National Championship semifinal game.

Cory Shakarian and his Legends' Global Sales Team urge you to consider the 2014 UCLA football season quickly because the Bruins have home games against Stanford, Oregon and USC. Season and individual tickets are available. For more information visit rosebowlpremiumseating.com or call 626.585.6800

UCLA UPDATE

UCLA Bruins looking forward to a strong 2014 season

In the 2013 face-off with cross-town rival, USC, UCLA coach Jim Mora's Bruins made it a two in-a-row victory savoring a 35-14 win over USC. This was UCLA's first victory on USC's home field since 1997. Many think that UCLA now has "the" Los Angeles football program, and Coach Mora is currently on the recruiting trail looking for the best high school players across the nation. He also has exciting quarterback Brett Hundley for the 2014 season. Go Bruins!

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



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