

THE ROSE BOWL

Strategic Planning Process Underway



**The Rose Bowl's future is
in the hands of the
citizens of Pasadena!!**

**Call us. Tell us what you think.
(626) 577-3100**

LOOKING TOWARD THE FUTURE!

The RBOC and Pasadena Heritage held a Rose Bowl Stadium Open House on Saturday, January 20th. It was a huge success with well over 400 people from throughout the community in attendance. The purpose of the Open House was to familiarize the community with the Rose Bowl, its history and architectural heritage, and some of its operational challenges.

Concluding with the tour of the facility, a questionnaire was distributed that sought to gather perspectives from the community on the Strategic Planning process. We would like to share with you the results!!

HIGHLIGHTED SURVEY RESULTS

Overall Results

- **81%** had been to the Rose Bowl Stadium before
- **67%** indicated some knowledge about the history of the Rose Bowl Stadium
- **33%** indicated knowledge about the Strategic Plan

What Needs to Be Done

- **80%** indicated that new, improved seating was an important issue.
- **77%** indicated improved restrooms & concessions was an important issue.
- **76%** indicated that entrance & exiting from the Bowl was an important issue.
- **64%** indicated that incorporating a Rose Bowl Stadium museum was important.

For additional results PLEASE visit the Rose Bowl Stadium website!!!!!!

www.rosebowlstadium.com

To receive information electronically or in hard copy
Please Contact

Abie Curry at acurry@rosebowlstadium.com
so that we can update our database. Thank you!!!



YOUR SUPPORT MAKES ALL THE DIFFERENCE!!!

-Rose Bowl Stadium Staff

The Open House was co-sponsored by Linda Vista Anandale, The City of Pasadena, Pasadena Chamber of Commerce, Pasadena Neighborhood Coalition, Pasadena Convention Center and the NAACP.



COMMUNITY RECOMMENDED TOPICS FOR STRATEGIC PLANNING STUDY:

- **Community:** Importance of the Rose Bowl to Pasadena, preserving the Stadium as historic, public outreach, community use, have more Open House events, provide survey results, & host work shops more regularly.
- **Design:** Architectural design, maintain historical design, include preservation architects, review overall design, & review other facilities for ideas.
- **Finances:** Realistic cost benefit analysis, revenue vs. costs, review alternative revenue streams (Smaller events, raffles, hotel tax, ticket surcharge, corporate donations, state & federal funding).
- **Parking/Traffic:** Traffic flow (entering/exiting), multilevel parking, more effectively utilizing the metro line, golf course parking, noise & traffic impact on Arroyo neighborhoods.
- **Safety/Security:** Emergency evacuation, facility support, all safety issues, additional tunnels or alternative ways to enter stadium, & additional ramps.
- **Seating:** Try not to cut the number of seats, add cup holders, provide more leg room, theater seating or backs on the benches throughout, & partner with vendor to provide back rests for bench seats.
- **Other Suggestions:** Banquet/party rentals at the stadium, reduce the number of large events, make the field available for people to rent at a reasonable price, hosting conventions/auctions, remove Rose Bowl & Golf Course completely, keep the road safe, charge small admission fee for park use.

COMMUNITY RECOMMENDED EVENT IDEAS:

- Concerts
- International Soccer Games
- Youth Events
- 5-10k Walks/Charity events
- Tournaments
- Football Camps
- Tours
- Annual Open House
- Corporate Event Packages
- Fundraisers
- Conventions
- X-Game Conventions
- Summer musical festivals
- Flower garden shows
- Holiday special events (e.g. Halloween Haunted Stadium ore Easter Sunrise Service)
- More festival type events (ethnic festival, home improvement show, family festivals, documentary film festival)
- Summer theater series
- Car Shows
- Dog Shows/Horse Shows (Pet Shows)
- Sunday Church services

Note that not all responses were included, but please refer to the website to review the survey results.