

THE ROSE BOWL

Strategic Planning Process Update



Memorial Service was held at the Rose Bowl Stadium for our fallen Pasadena Fire Fighters on June 25, 2007

Our desire is to provide information To you electronically. Starting next month we will be distributing The newsletter via email; if you would like to continue to receive the newsletter please contact Abie Curry at acurry@rosebowlstadium.com with your email address so that we can update our database. Thank you!!!

LOOKING TOWARD THE FUTURE!

The immediate next step in the Strategic Plan process is the environmental review for the proposed improvements plan, which is currently underway as directed by the RBOC and City Council. In addition, funding has been allocated for the environmental review and the completion of a comprehensive financial plan to fund the proposed improvements to the stadium. The RBOC and City Council agreed to split \$250,000 for this effort.

The project objectives are: to improve public safety, maintain the National Historic Landmark status, create long term revenue streams for reinvestment in stadium, enhance facility operations, and enhance fan's experience.

COMMUNITY OPEN HOUSE
OCTOBER 13, 2007
TIME: TBD



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

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

Scoping Session

The Scoping Session for the Rose Bowl Stadium Renovation Project is scheduled for Thursday, July 19, 2007, beginning at 6:00 p.m. in the Rose Bowl Press Box. EIP Associates, the environmental consultant retained by the City of Pasadena for the project represented by Senior Environmental Manager Alison Rondone, will be present for the session and will facilitate the public discussion.

The purpose of the scoping session is to provide the community with an opportunity to understand what is being analyzed in the environmental document.

The California Environmental Quality Act (“CEQA”) encourages early consultation (referred to as “scoping”) by Lead Agencies (in this case the City of Pasadena) with any person or organization it believes will be concerned with the environmental effects of the proposed project. Many public agencies find that early consultation solves many potential problems that would arise in more serious forms later in the review process. Further, scoping is helpful to agencies in identifying the range of actions, alternatives, mitigation measures, and significant effects to be analyzed in depth in an EIR and in eliminating from detailed study issues found not to be important.

A SUCCESSFUL COMMUNITY OPEN HOUSE ON JANUARY 20, 2007



UPCOMING COMMUNITY EVENTS 2007:

- Keep an eye out for our Locker Room Civic Grand Opening scheduled for August 20, 2007!!!
- Drum Corp International Championships on August 9th, 10th and 11th
- Community Open House hosted by the RBOC and Pasadena Heritage: Saturday, October 13
- UCLA FOOTBALL SEASON STARTS SEPTEMBER 8TH!!!!!!
- Come enjoy the World Famous FLEA MARKET every second Sunday of the Month

Visit the website @ www.rosebowlstadium.com for more great events