

NFL FAQ's

- Q. Why should Pasadena and the Rose Bowl be interested in attracting the NFL, even on a temporary basis?
- A. An NFL team, playing temporarily at the Rose Bowl, would assist in closing the funding gap in the Rose Bowl renovation project, currently estimated at \$20 million, and provide a huge boost towards securing the Bowl's economic future for the long-term, as the preferred Los Angeles area venue for football, soccer and concerts. In addition, this opportunity would bring a significant activity to the City, thereby supporting local businesses during a difficult economic period and generating revenues that would be used to support City services to residents.
- Q. What will be the term of the agreement be if the NFL is approved to play "temporarily" at the Rose Bowl?
- A. An agreement with an NFL team would likely be for a three year period, but possibly up to five depending upon the projected completion date of a permanent stadium. The EIR would limit the maximum term an NFL team could play at the Rose Bowl to five years. Additionally, it's anticipated that any team/NFL would not want to play at a temporary venue for more than a couple of years and therefore would be highly motivated to complete the new permanent stadium as quickly as possible.
- Q. Why is there a \$20 million funding gap for the Rose Bowl Renovation project?
- A. On October 11, 2010, the City Council approved the \$152 million dollar renovation and financing plan for the Rose Bowl Stadium, including 30-year lease extensions with UCLA and the Tournament of Roses which made financing the project possible. Even with these agreements, the projected gap was caused by a combination of increases in material costs, unforeseen construction challenges related to the renovation of a 90 year-old structure and impacts on the financing associated with disruptions in the municipal bond market.



Q. Won't having the NFL in Pasadena just mean more traffic in the Rose Bowl area?

A. Yes. The NFL events would be held primarily on Sundays, which is the lightest traffic day of the week. In addition, the tenant would also be motivated to provide a positive experience for fans, hence a detailed traffic plan would be developed that would focus on getting access to the stadium from all directions, public transit, provide pre-paid parking, which quickens entry into the stadium and utilize technology so fans would get to the stadium as quickly as possible.

Q. Won't a NFL team attract a rowdy crowd?

A. Not any more than any other sporting event. The Rose Bowl is accustomed to playing host to some of the most significant events viewed throughout the world. The stadium is well known for safety and security management.

Q. What are Pasadena's plans to protect the neighborhoods surrounding the Rose Bowl should the NFL start playing there?

The City's Police, Transportation, and Public Works departments, along with Parsons Engineering will provide planning along with viable options that will protect the neighborhoods while providing the tenants and patrons with the needed access to and from the stadium. This planning will integrate use of shuttles and the Gold Line light rail system.

Q. Will Brookside Golf Course be impacted should the NFL play at the Rose Bowl?

A. The golf course will be parked, however, given its importance to the City and reputation as one of the finest golf courses in Southern California, the maintenance of the course will continue to be a top priority for Rose Bowl and Golf Course management. It will remain an integral part of the overall Rose Bowl experience.



Q. How will the Tournament of Roses/UCLA/Flea Market be affected?

A. The NFL will schedule its events around the UCLA schedule. The Tournament of Roses and Flea Market scheduling will remain in large part, unaffected.

Q. Why is the NFL the choice? Aren't there other ways the Rose Bowl could survive and thrive?

A. There are several reasons why we believe the NFL is a good fit for the Rose Bowl. First of all, the historic Rose Bowl was built as a collegiate football stadium and we would like to see that tradition continue for another hundred years. In addition, the City of Pasadena has made it clear that, though it wants to see the stadium preserved for generations to come, it doesn't want to tie up taxpayer dollars in doing so. The NFL offers the rare kind of financial opportunity to close a financial gap in funding over a temporary period of time. If the NFL does come to the Rose Bowl, the stadium would be used for up to only 25 displacement events per year, which would be significantly less than many stadiums and arenas throughout the country.

Q. What is the timetable if the City of Pasadena and the NFL decide to proceed?

A. It is unclear at this time when an NFL team might relocate to the Los Angeles area and in doing so seek a temporary venue to play home games while the permanent stadium is being built elsewhere. The earliest a full NFL season could be played at the Rose Bowl would be in the fall of 2013.