

President's Letter: Annual Report 2022-23
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The Rose Bowl Legacy Foundation has achieved remarkable success over the past year, solidifying its status as a key pillar in preserving the rich history of this iconic venue. One of the standout events that showcased the Foundation's commitment was the *Party of the Century* at the Rose Bowl, a gala celebration that brought together supporters and patrons to commemorate the historic venue's significance. This event not only served as a testament to the Foundation's dedication to preserving the Rose Bowl's legacy but also as a major fundraising success.

One of the most significant milestones the Rose Bowl Legacy Foundation reached was the completion of its ambitious \$40 million goal in gross donations before the venue's 100th birthday. This achievement is a testament to the unwavering support of the community and donors who recognize the cultural and sporting importance of the Rose Bowl Stadium. This accomplishment not only secures the financial future of the venue but also ensures its continued ability to host world-class events.

Continuing their remarkable journey of success, in early July, the Rose Bowl Stadium was awarded a substantial \$3 million for vital infrastructure improvements, such as upgrades with the main gas and water lines at the National Historic Landmark. This generous funding is a testament to the ongoing commitment to maintaining the iconic venue's status as a world-class sporting and entertainment destination. With these funds at their disposal, the Rose Bowl Stadium is set to embark on key infrastructure projects that will not only enhance the visitor experience but also ensure the long-term viability of this historic site. This financial injection represents a significant step forward in the stadium's efforts to modernize and preserve its legacy, further cementing its position as a cherished and well-maintained landmark.

The Rose Bowl Legacy Foundation's commitment to engaging with the community was exemplified by its collaboration with Learfield and PO3 Agency to host a youth football camp coached by 30 top NFL players who volunteered their time. This event not only showcased the Foundation's dedication to fostering the love of football but also its ability to bring together influential figures to make a meaningful impact on the community.

In early June, the Legacy Foundation announced the dedication statue of the late and great UCLA Legendary football Coach Terry Donahue, a reminder of the Foundation's dedication to preserving the history of the Rose Bowl Stadium. This tribute not only acknowledges Coach Donahue's significant contributions to the sport but also serves as an inspiration to future generations. The Rose Bowl Legacy's achievements over the past year underscore its vital role in preserving the legacy and spirit of America's Stadium.