

Vectis DC: Touch Down For The Rose Bowl



The Situation: Vectis DC was retained to help the Rose Bowl Operating Company work to enhance Federal homeland security protection and potential funding for preservation and expansion of some of this National Landmark.

The Strategy:

- Conduct extensive research on funding opportunities
- Implement hands-on engagement
- Articulate compelling “story” for decision-makers
- Engage Congressional and White House contacts

The Result: Secured a provision in the annual Homeland Security appropriations bill to provide additional funding for National Landmark stadiums, including the Rose Bowl.