



## THE NELSON C. RISING LEGACY BRIDGE AT THE ROSE BOWL STADIUM

Nelson Rising is a graduate of UCLA, a scholarship football player, and life-long Bruins supporter. He is a long-time resident of the San Gabriel Valley (currently Pasadena) and an original founding supporter of the Rose Bowl Legacy Foundation.

As a veteran of over 40 years in the real estate industry and the Co-founder and Chairman of Rising Realty Partners, he has led two large publicly traded real estate companies, chaired the Federal Reserve Bank of San Francisco and the Grand Avenue Committee in Downtown Los Angeles. He has built some of the most iconic buildings and new communities in California and the West.

Nelson is recognized by the Los Angeles Business Journal as one of the 500 most influential people in Los Angeles. In recognition of his civic leadership, he has the distinction of having a street named after him in San Francisco: Nelson Rising Lane. Nelson has also served as a top political strategist to some of the most powerful elected officials in the United States, including legendary Los Angeles Mayor Tom Bradley and he has chaired campaigns for California Governor and the U.S. Senate.

Co-founded with his son Christopher, Rising Realty Partners is credited with kick-starting the revitalization of historic buildings in Downtown Los Angeles (DTLA) into creative office buildings, attracting new and unique businesses back to the region. The company currently owns some of the most well-known properties in Downtown Los Angeles including: 1 California Plaza; The CalEdison DTLA; The Trust Building; The Park DTLA and West 7 Center.

Prior to forming Rising Realty Partners, Nelson was President & CEO of MPG Office Trust, Inc. and Chief Executive Officer of Catellus Development Corporation. Most notable of the many Catellus developments is Mission Bay in San Francisco, the largest mixed-use development in the history of the city.

Nelson was also a senior partner of Maguire Thomas Partners, where he was the partner-in-charge of the Library Square development in DTLA, which included the 73-story, 1.3 million square foot US Bank Tower (at the time the tallest office building West of the Mississippi) and the 54-story, 1.4 million square foot Gas Company Tower. He was also partner-in-charge of Playa Vista, one of the largest and most complicated multi-use developments in the history of Los Angeles.

Nelson has also served as Chairman of the Grand Avenue Committee, and real estate advisor to and negotiator for the Joint Powers Authority, which oversaw the Grand Avenue Project. Nelson currently serves on the Board of Directors and Executive Committee of The Irvine Company. He also serves on the board of Foley Timber & Land Company and the W.M. Keck Foundation. Nelson is also a Life Member of the California Institute of Technology Board of Trustees.

A former Chairman of the Board of the Federal Reserve Bank of San Francisco, Nelson is recognized as an authority in corporate and public finance. He is Chairman Emeritus of Washington, DC-based Real Estate Roundtable, which brings together leaders of the nation's top publicly-held and privately-owned real estate efforts to jointly address key national policy issues relating to real estate and the overall economy. He practiced law at O'Melveny & Myers prior to entering the real estate industry.

***Donations to the Rose Bowl Legacy Foundation in honor of the Nelson C. Rising Legacy Bridge are tax deductible and directly impact the preservation, protection and enhancement of the Rose Bowl Stadium's future as a National Historic Landmark.***

