

# PCOC BOARD OF DIRECTORS JUNE DIRECTORS REPORT HIGHLIGHTS



## CVB

### Definite Bookings: 222 room nights

- CAPPO Board Meeting: July 2021 – 35 room nights
- Mid-Summer Scream: August 2021 – 104 room nights
- IHACI Tradeshow: November 2021 – 83 room nights

### Rebooked Definite: 4,935 room nights:

- The Institute for Functional Medicine: April 2022 – 440 room nights
- CA Nurse Practitioners: April 2022 – 395 room nights
- Great Minds in STEM: October 2023 – 4,100 room nights

### New Leads: 7,112 room nights (highlights below)

- Confidential TV Production: December 2021 – 1,529 room nights
- Sci-Fi Fantasy LA: February 2022 – 158 room nights
- Association for Training on Trauma: April 2022 – 698 room nights
- KP Sales Effectiveness Forum: June 2022 – 374 room nights
- Hydrogen and Fuel Cell Seminar: 526 room nights
- Christmas Con: August 2022 – 285 room nights
- Society for the History of Technology: October 2022 – 475 room nights
- Lightbox: October 2022 – 2,740 room nights



## CONVENTION CENTER

### Definite Bookings:

- LA County Fire Department Exam: June 2021
- Equipo Vision: July 2021
- Escalent Car Clinic: June 2021

### Contracts Issued:

- Escalent Car Clinic: June 2021
- International School of LA Graduation: June 16, 2021
- BrideWorld Expo: September 2021



## CIVIC AUDITORIUM

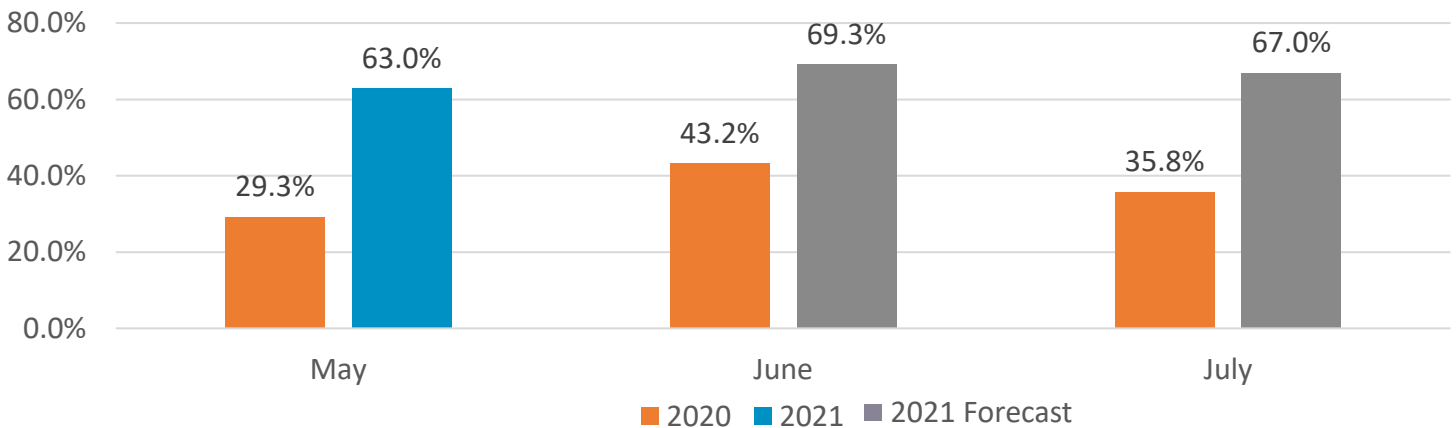
### New Leads:

- Confidential TV Show: December 3-13, 2021
- OWN Celebration of Fatherhood: May 2022
- Infinity Commercial: July 2021
- Art Center Graduation – April 2022
- Art Center Graduation & Art Show: September 2022

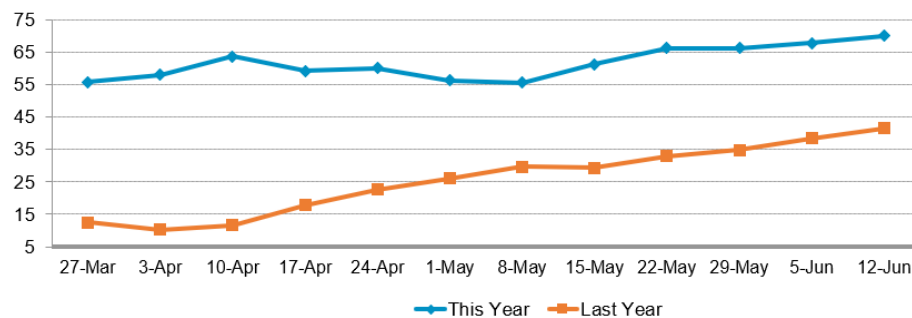




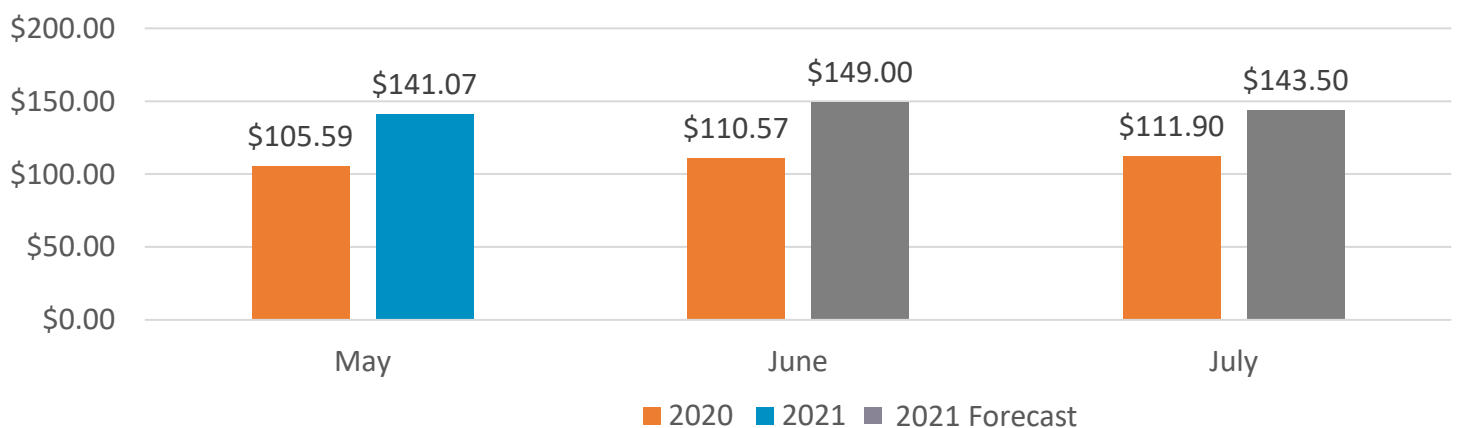
## Hotel Occupancy



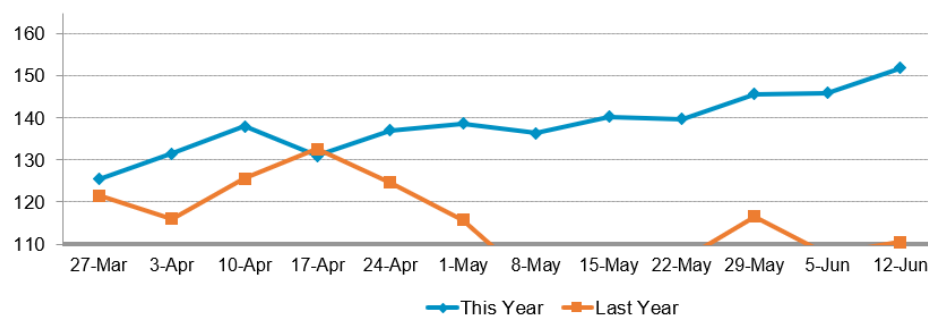
## Weekly Occ (%) - Mar 27, 2021 to Jun 12, 2021



## Hotel ADR (Average Daily Rate)



## Weekly ADR - Mar 27, 2021 to Jun 12, 2021



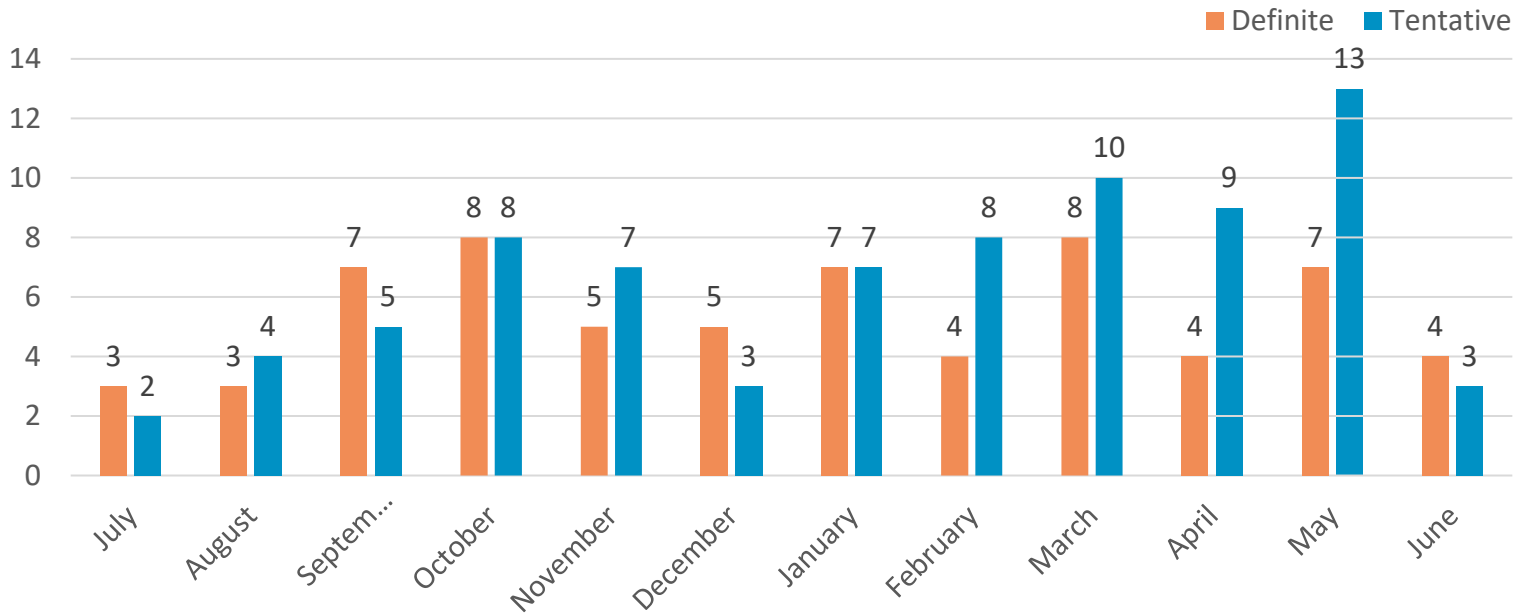


## Hotel Update

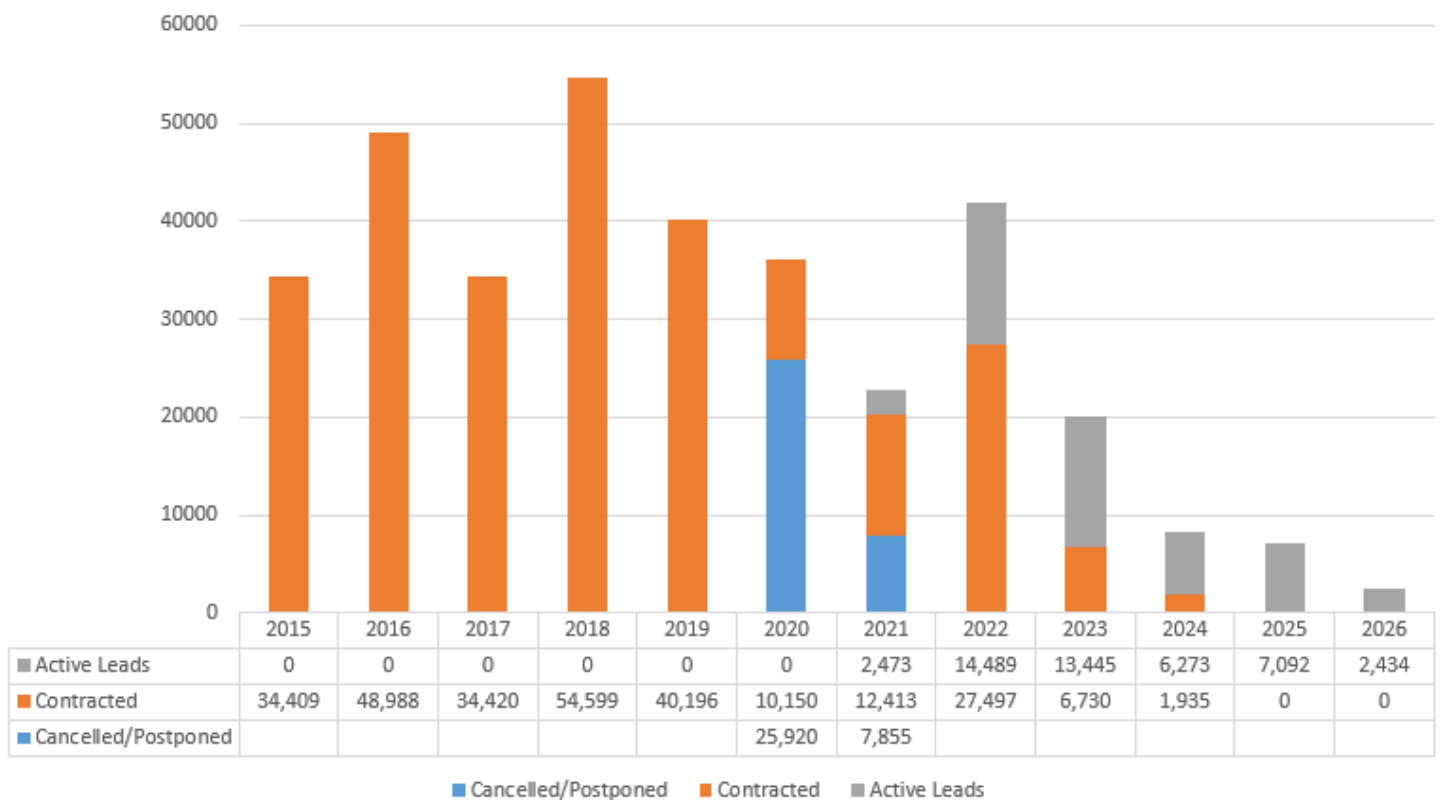
**Sheraton Hotel** - Sold at Auction on May 20th and the sale is anticipated to close at the end of June. New owners are the Monarch Group based in La Jolla, CA. They have also selected a new management company. Re-opening date is still to be announced.



## Current Status on Future Events thru June 2022



## Contracted Room Nights & Active Leads 2015-2026





### TOURISM OVERVIEW AND OUTLOOK

The travel industry is a critical economic engine in Pasadena. Each year, over 3.5 million visitors arrive in Pasadena generating \$700 million visitor spending and injecting over \$120 million in state and local tax revenues. The tourism industry supports over 6,000 local jobs and is the eighth largest employer in the Pasadena (Tourism Economics).

The COVID-19 pandemic brought the tourism industry to a standstill with catastrophic declines in 2020 & 2021 compared to 2019. No sector within our industry has been unaffected and travel and tourism in every community across the country has suffered.



The industry is not expected to fully recover until 2024. Analysts forecast travel demand to return to pre-pandemic levels in late 2023, and for revenue per available room to reach full recovery in 2024 (Tourism Economics).

“The next stage of the U.S. travel recovery has commenced,” said Adam Sacks, president of Tourism Economics. “An effective vaccine rollout and generous fiscal stimulus will drive the fastest single-year economic expansion in nearly 40 years. Leisure-travel demand is gathering strength, with substantial recovery in sight for many markets.”

Leisure travel is expected to rebound first in 2021, starting in Q2 and building through the course of the year. As vaccinations across the country continue to progress, cases decline, and restrictions loosen locally, leisure travel optimism is powering forward. Nearly 70% of Americans now say they are ready to travel, 62% say they will take a leisure trip this summer saying they feel safe traveling outside of their community. Travel bookings and reservations are increasing, as is daydreaming and trip planning (Destination Analysts).

### RECOVERY REQUIRES SUPPORT

Tourism is essential to the economy, providing an indispensable source of job creation. It is a resilient industry that can support our nation, state, and local economies. Tourism has shown to be one of the fastest industries to recover in the aftermath of a crisis and its reactivation will help restore jobs and businesses. Visit Pasadena is preparing plans for programs to drive visitor spending and get Pasadena back to work quickly.

**At the state level, we have seen \$95M committed to Visit California and the City of Los Angeles has committed \$5M to LA Tourism in marketing stimulus dollars.**

**If provided with marketing stimulus dollars, Visit Pasadena could immediately invest in a robust tourism recovery campaign. This would allow us to bring back full-time positions earlier than budgeted, as well as market and advertise Pasadena as being open and ready to welcome back tourism to our vibrant destination. This effort would deliver much-needed revenue to our hotels, restaurants, attractions and retail.**



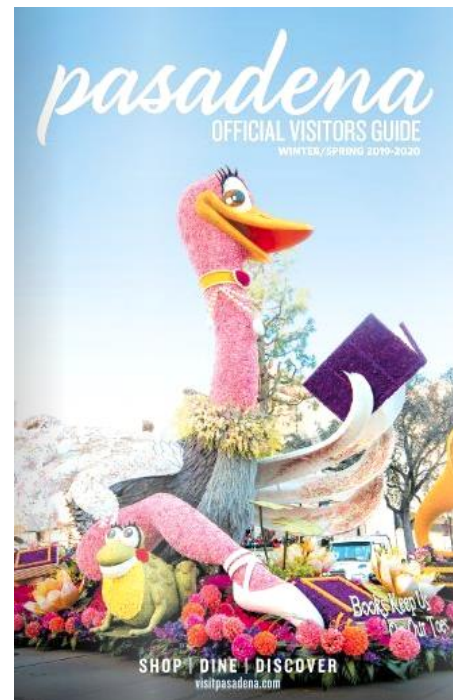
## TOURISM STIMULUS PLAN

Visit Pasadena has developed a Tourism Recovery Plan (Marketing Plan) with a strategic leisure and group marketing campaign focused on drive market and short-haul domestic travelers to support destination recovery, increase hotel business, and bring much needed visitors to museums, restaurants and retail.

With an additional investment from the City of Pasadena, below are a few opportunities Visit Pasadena would be able to optimize quickly and get Pasadena back into the market and stimulate the economy in time for Summer and Fall travel seasons.

### Pasadena Official Visitors Guide

The Pasadena Official Visitors Guide is a high-quality publication. This year the guide will prominently feature the Rose Bowl on its cover and will showcase our Pasadena restaurants who have been severely impacted during the pandemic. Visitors can explore all the Pasadena has to offer including local events, attractions, districts, restaurants and retail. The guide is polybagged with Los Angeles Magazine and Pasadena Magazine and is distributed in local regional airports, welcome centers, hotels throughout Los Angeles, and to meeting attendees.



### Expedia Media Campaign

Deliver placements within valuable hotel and vacation planning content across Expedia owned sites utilizing display and native and targeted to Southern California users actively searching for travel across Expedia, Orbitz, Travelocity and the Expedia network



### Tripadvisor Media Campaign

Reach audiences within the Tripadvisor platform and their extended partner network with display, native and video. Targeted to California users actively searching for travel across TripAdvisor properties



### Sojern Media Campaign

Leverage leading travel-data programmatic solution with 80+ data partnerships and an opportunity to target active travel planners and drive conversions.



### Epsilon Conversant Media Campaign

Reach high-value visitors across their devices utilizing advanced AI. Conversant measures the impact of marketing dollars within the destination.





#### Visit California

Leverage Visit California's resources and reach to target active California travelers with dedicated e-newsletters, digital media partnerships, Visitors Guide and more



#### Discover Los Angeles

Leverage any Los Angeles Tourism & Convention Board co-op opportunities if available. They recently launched a LA ♥ Advertising Co-op with other Los Angeles destinations to drive bookings for hotels. They also launched a "Comeback" recovery advertising campaign.



#### Streetlight Banner Campaign

Develop a local streetlight banner campaign that brightens and activates the city's main thoroughfares showcasing the city's dynamic shopping and dining experiences for visitors and locals.



#### dineLA

Utilize the popular dineL.A. program to support local restaurants with a dedicated e-mail blast to 52k subscribers.



#### Buxton Media Campaign

Using Buxton's Predictive Marketing Model, identify which customers to target and place marketing messages in front of these customers.



#### Digital Outdoor Billboards

Bulletin and digital billboards in a few strategic locations along highways and primary arteries in Los Angeles and surrounding drive markets.

Location possibilities: Coachella/Palm Springs, Ventura, Santa Clarita, San Diego, 210 Pasadena

# PASADENA CONVENTION & VISITORS BUREAU

## TOURISM STIMULUS PLAN



<b>STAFFING (6 months funding)</b>	<b>Cost</b>
Add back (3) Full-time positions	125,000
<b>STAFFING TOTAL</b>	<b>125,000</b>

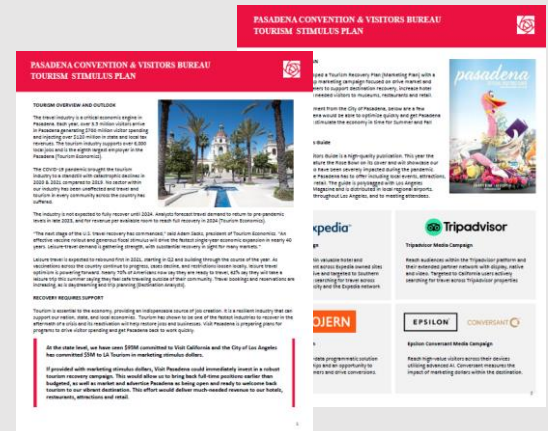
<b>MARKETING OPPORTUNITIES</b>	<b>Cost</b>
<b>Digital Advertising</b>	
Tripadvisor	10,000
Expedia	30,000
Sojern multi-channel direct to active travelers	15,000
Epsilon-Conversant (conversions and economic impact)	50,000
Buxton targeted to potential and returning visitors display and video	35,000
Visit California advertisement (e-mail newsletter)	8,500
Visit California Website	6,500
Discover Los Angeles Co-Op	15,000
dine L.A. advertisement (e-mail newsletter)	5,000
<b>Print Advertising</b>	
Pasadena Official Visitors Guide	50,000
Visit California Visitors Guide Print Ad	25,000
AAA Westways Co-Op Ad	20,000
Los Angeles Magazine, Shop Small Dine Local Ad (TBD)	15,000
Los Angeles Visitors Guide Print Ad	10,000
<b>Outdoor Advertising</b>	
Outdoor Digital Billboards	40,000
Local Streetlight Banners Campaign	15,000
<b>MARKETING OPPORTUNITIES TOTAL</b>	<b>350,000</b>

<b>STIMULUS RECOVERY PLAN TOTAL</b>	<b>\$475,000</b>
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## Visit Pasadena Tourism Stimulus Plan

On Monday, June 14, 2021, the Pasadena City Council approved a segment of the American Rescue Plan Act of 2021 to fund a \$475,000 Pasadena Tourism Stimulus Recovery Plan. The plan will allow the Pasadena Convention & Visitors Bureau to bring back key full time staff positions and implement a multi-layered marketing campaign to attract visitors to the destination and increase visitor spending to local hotels, restaurants, retail, and cultural attractions.



## Visitors Center

We are pleased to share that the Pasadena Visitors Center has reopened its doors and phone lists to help welcome back visitors. Our knowledgeable staff will be on site Monday – Friday, 9:00 am to 4:00 pm to assist guests with travel questions, highlight attractions, and recommend activities and restaurants during their stay.



## Museum Promotional Video

Councilmember and PCOC Board Chair Tyron Hampton helped promote the reopening of museums throughout Pasadena. In the video, he interviews Kidspace Children's Museum CEO Lisa Clements and their work to reopen the museum to families safely. The video was distributed on Visit Pasadena channels and KPas.



## Tourism Marketing Partner Meeting

The Visit Pasadena team will meet with Tourism Marketing Partners in June to share our Tourism Recovery Plans, a tourism outlook and provide a roundtable for partners to share their latest news and reopening plans.





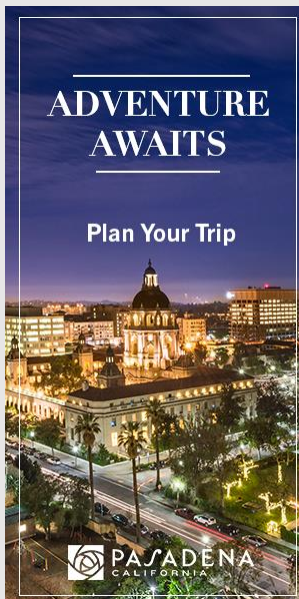


## Tourism Advertising

Visit Pasadena has swiftly launched its tourism recovery advertising campaign to attract visitors and drive business to local hotels, restaurants, retail and cultural institutions just in time for the busy summer travel season.

The initial multi-layered campaign includes:

- Advertising on popular travel platforms, Expedia and Tripadvisor
- Targeted advertising to active travel planners using Sojern
- Social media advertising on Facebook and Instagram
- Pasadena Official Visitors to prominently feature the Rose Bowl on the cover and showcase our Pasadena restaurants who have been impacted by the pandemic.
- As a part of the Tourism Stimulus Recovery, Visit Pasadena will sponsor a dedicated e-newsletter to Visit California's 180,000+ opt-in subscribers.



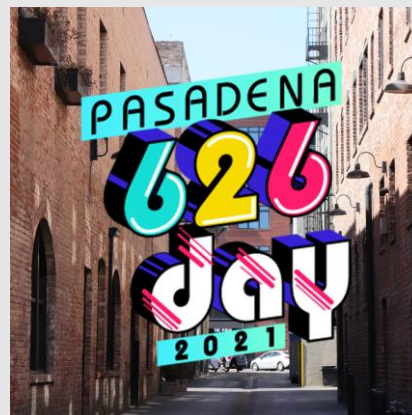


## Pasadena 626 Day

The City of Pasadena and the Convention & Visitors Bureau are planning a citywide marketing campaign to encourage locals and visitors to support small businesses and cultural institutions.

On Saturday, June 26, 2021 (6/26), the City and CVB will host the Pasadena 626 Day to welcome back people to its unique shops, hip dining scene, and culturally-rich museums and institutions. The Pasadena 626 Day will be a day-long event on social media and all businesses are encouraged to participate!

- Businesses throughout Pasadena can offer special discounts or promotions to drive business
- Social media activations
- Pasadena swag giveaways



**JOIN THE FUN!**  
Fill out the survey by tagging your favorite locations and use #Pasadena626Day for a chance to win a bag full of Pasadena swag.

**BEST AL FRESCO SPOT**

**BEST HAPPY HOUR**

**BEST MUSEUM**

**DATE NIGHT MEAL**

**BEST PLACE FOR A BEER**

**BEST RETAIL SHOP**

**PASADENA'S GREATEST INVENTION (CIRCLE ONE)**  
☐ ☐

**MY FAVORITE THING ABOUT PASADENA IS...**

Search @VisitPasadena for more 626 Day stickers to add to your story

**PASADENA**  
[visitpasadena.com](http://visitpasadena.com) | [cityofpasadena.net](http://cityofpasadena.net)

## Digital Stats

	March	Growth (month over month)	FY21 YTD
Social Media Followers	67,631	5%	67,631
Website Pageviews	73,004	29%	577,862
Website Unique Visitors	38,460	32%	305,334

Campaign Pages	Pageviews
Shop Pasadena	3,290
Dine Pasadena	21,767
Connect Pasadena	3,956
Outdoor Dining	23,870
626 Day	1,294
<b>Total</b>	<b>54,213</b>



- August 14 – 15
- Exhibit Hall ABC and Ballroom

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## Meal Distribution Programs

We are grateful for our staff in stepping up to support our community in this time of crisis. PCOC and Centerplate have served over 82,800 meals in the community so far!

### Vaccination Center - MPOD

- Service began on January 5, 2021
- 950 meals provided/delivered

### Shower of Hope Meal Program

- Program began on April 8, 2020
- Program ended on May 26, 2021
- 2,710 meals provided/delivered

**82,823**

Meals

**2,320**

Staff Hours

**\$94,610**

In Kind Service



## Around the Center

- Rehiring of operational team members; will continue to rehire as the number of events increase
- Departmental training on de-escalation, safety, and enhanced cleaning and disinfecting.
- Continued projects around the complex from painting to miscellaneous repairs







**PASADENA NOW**

# Pasadena Center Operating Co. Scheduled to Present Budget To City Council Monday

STAFF REPORT

Published on Monday, June 14, 2021 | 5:40 am



The Pasadena Center Operating Company will present an optimistic picture for fiscal year 2022 to the City Council at its budget hearing Monday, projecting a strong third and fourth quarter.

The meeting is scheduled to begin at 1:30 p.m. Monday.

The Pasadena Convention Center and Civic Auditorium will fully reopen for public events on Tuesday. The first half of fiscal year 2022 starting July 1 will feature small meetings, consumer shows and tradeshow. Business is expected to boom in January and beyond in 2022 with larger consumer shows, corporate meetings and several conventions.

The Pasadena Ice Skating Center reopened on April 26 and is already seeing business return to pre-pandemic levels. Hotel occupancies and rates also continue to increase.

“We are doing everything possible to bring back tourism and convention business to our community,” said City Councilmember Tyron Hampton, board chair of the PCOC. “We have 14 citywide conventions booked for the year which will generate close to 20,000 hotel room nights. New events are being added daily and we feel confident the future is bright for the PCOC and the Pasadena hospitality community.”





Due to the pandemic, the PCOC will lose \$9 million, which includes a Transient Occupancy Tax (TOT) shortfall of \$7.1 million in fiscal year end 2021, according to statement released on Sunday. The PCOC will self-finance these losses using its rainy-day reserve funds.

Back in 1983, the city established the use of TOT to preserve the city-owned asset and stabilize the PCOC and its critical role in bringing consistent overnight visitors and infusing their dollars into the local community.

In 2006, the City Council unanimously approved the use of TOT funds to finance the expansion and modernize the Pasadena Convention Center, which opened in 2009. In 2016, the amount of TOT allocated to the PCOC was capped to cover only the debt service for the expansion of the Convention Center, plus an additional \$500,000 annually for maintenance, repairs and capital improvements to the city-owned facility. The remainder of TOT goes to the city's general fund.

The PCOC has successfully reduced expenses over the past 15 months at the Convention Center, the Pasadena Civic Auditorium, the Pasadena Convention & Visitors Bureau and the Pasadena Ice Skating Center by more than \$7.6 million. The company put away money over the course of 10 years into its emergency fund in case of major disruptions to operations. The pandemic has made it necessary to use these funds.

"We're optimistic about the next fiscal year for the Pasadena Center Operating Co. Though this has been an unprecedented year, we see a path to recovery," said Michael Ross, CEO of PCOC. "We have a strong team in place that has been working hard through the pandemic in preparation and is ready to meet the challenges ahead. And we have a robust tourism recovery plan to support our hotels, restaurants, retail and cultural institutions."

For 15 months, business at the Convention Center and Civic Auditorium was devastated by state regulations that prohibited most indoor gatherings including more than 300 scheduled events. The Convention Center was able to host some essential events, including the L.A. County Vote Center for the Presidential Elections; city essential interview and testing events; jury empanelment; filming and television productions such as "America's Got Talent," commercials for Buick, Evian, and a TBS show.

The PCOC was scheduled to make its presentation last week, but due to time constraints the presentation was held off until this week. Presentations by the Transportation Department and the Pasadena Community Access Corp. were also rescheduled to Monday which will include a full schedule, including presentations by the Water and Power, Planning, Public Works and Fire departments.