



FROM THE EXECUTIVE DIRECTOR

Dear Partners,

We hope you are healthy and doing well during this challenging time.

As the COVID-19 global pandemic has severely impacted the local tourism industry, the Pasadena Convention & Visitors Bureau has taken a leadership role to sustain our industry during this time and position Pasadena for a strong recovery.

We hope in the coming months we will continue to see upward growth in all sectors of our local economy.

Rest assured, while we all are faced with operating with smaller teams and lower budgets, our team remains focused and determined in our sales and marketing activities.

Visit Pasadena's mission as a destination marketing organization is more important than ever to ensure Pasadena can rebound from the crisis.

We thank each of you for your hard work and dedication over the past few months. Together, we will get through this crisis.

Sincerely,



Jeanne Goldschmidt
Executive Director



JULY 2020 SALES ACTIVITY

- 3** definite bulletins totaling 1,500 room nights
- 3** canceled bulletins totaling 455 room nights
- 3** lead bulletins totaling 2,187 room nights
- 9** lost bulletins totaling 5,599 room nights
- 4** revised bulletins totaling 1,432 room nights

FEATURED STORY PARTNERSHIP APPROACH TO SALES

The events, meetings, and conventions industry is largely a relationship business. Our Sales team has reached out and spoken directly with every client on our books through 2023. We are actively communicating with our clients, showing our support and willingness to work with them through this crisis, and listening to how their events may be changing in the future.

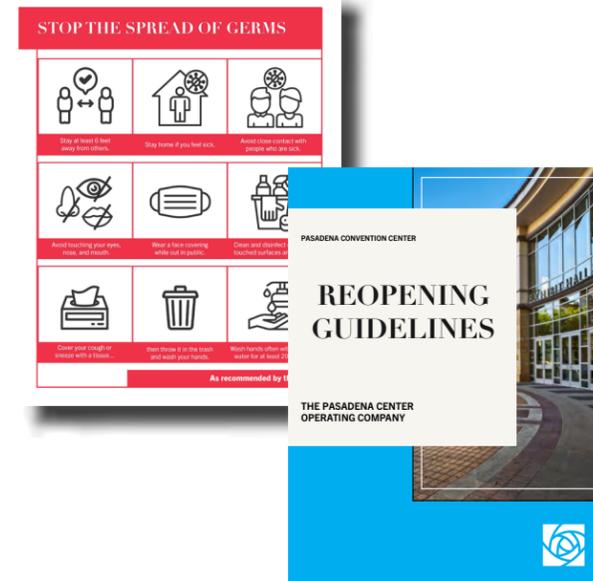
As reopening large meetings in 2020 remains uncertain, the Sales team is now working on moving business into 2021. Some groups/meetings are willing to wait until August before cancelling or postponing. Others are contemplating a hybrid meeting with both a physical event and some attendees participating virtually.

The Center sales team has added 17 new tentative events for the convention center and civic auditorium for future dates. We are encouraged that our clients are still booking and finalizing their meetings and events.

COMMITMENT TO HEALTH AND SAFETY

When we reopen, the Pasadena Convention Center pledges to exceed standard protocols when it comes to the health and safety of our guests. In collaboration with Pasadena Public Health, the Pasadena Convention Center has developed a detailed reopening plan that includes detailed protocols, procedures, and systems that create a safe environment for our employees and guests.

The Pasadena Convention Center has committed to certifying its facilities with a new accreditation program (GBAC STAR Facility) from the Global BioRisk Advisory Council, a division of ISSA—the Worldwide Cleaning Industry Association, to safely resume face-to-face events and assuage attendee concerns. The Global BioRisk Advisory Council (GBAC) STAR accreditation is recognized as the gold standard of safe venues and provides training and guidance on outbreak prevention, response, and recovery.



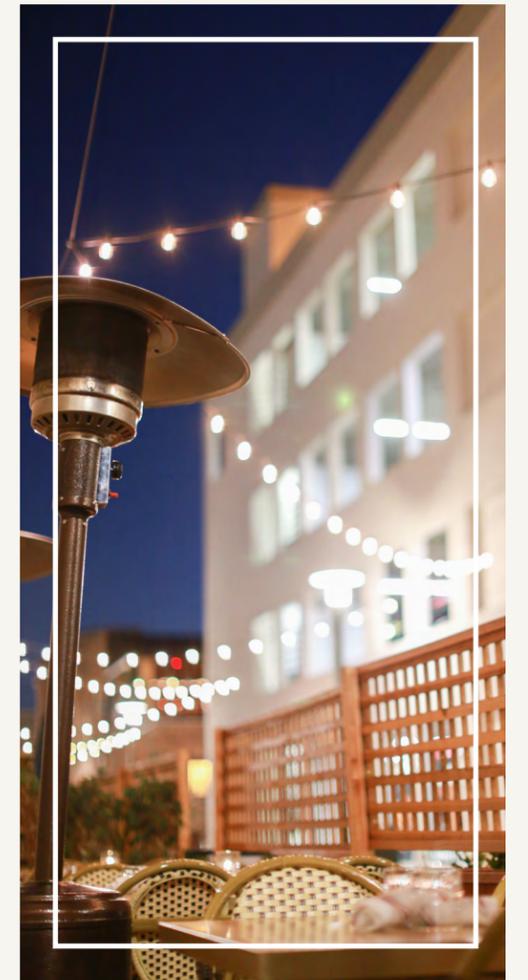
TOURISM PARTNER RESOURCE

We hosted two Tourism Marketing Partner Meetings to connect with our local hotels, museums, performing arts and districts during the COVID-19 crisis. We encouraged our partners to begin to develop their reopening plans and shared best practices. We also presented insights into the hospitality industry locally and nationally, as well as marketing tips.

The Pasadena CVB also meets weekly with our local partners: Pasadena Economic Development, Old Pasadena, Playhouse Village, South Lake Avenue District and the Pasadena Chamber of Commerce to support local businesses and collaborate on efforts to bring visitors back to Pasadena safely.

FEATURED STORY OUTDOOR DINING GUIDE

The Pasadena Convention & Visitors Bureau will continue to support local restaurants during the ongoing COVID-19 crisis with the recent release of the Pasadena Outdoor Dining Guide. In addition, the Marketing and Communications team continues to work closely with the City of Pasadena to establish three online directories to support the ongoing operations and reopening of its business community. “Dine Pasadena” and “Shop Pasadena” promote local restaurants and small retail businesses open for business. “Connect Pasadena,” provides a list of educational and engaging content from Pasadena businesses and cultural institutions. The directories have received nearly 30,000 pageviews and feature over 300 Pasadena businesses.



TOURISM PARTNER MARKETING SUPPORT

Visit Pasadena continues to support our tourism partners' efforts during this crisis. As our museums and partners have closed, all have turned to virtual experiences. In addition to the "Connect Pasadena" directory, Visit Pasadena shared our partners' activities to our 25,000 followers. We have supported the following activities:

- Rose Bowl Live TV
- Rose Bowl Stadium Virtual AmericaFest
- Rose Bowl Stadium Tribeca Drive-In Series at Rose Bowl Stadium
- Pasadena Heritage Virtual Colorado Street Bridge Celebration
- Pasadena Heritage Virtual Pub Crawl
- Pasadena Symphony Play at Home
- USC Pacific Asia Museum's Action at PAM
- Boston Court Book Club
- Tournament of Roses and Kidspace Children's Museum's Rose Bud Parade
- Pasadena Village Branding
- Playhouse Live
- "Travel Safely" messaging to wear a mask and practice social distancing
- "Support Pasadena Businesses, Shop Local, Dine Local"
- "We Are In This Together" messaging
- "Support Nonprofit" messaging with links to donation pages



MANAGING FOR RECOVERY

Visit Pasadena has taken necessary measures to react to the COVID-19 health crisis that is causing tremendous disruption in the tourism and meetings/conventions industry.

The recovery is expected to be gradual and may take years. Visit Pasadena's recovery efforts will continue throughout FY21 to sustain the industry, support the Pasadena community, and build a foundation for the future.

Visit Pasadena's mission as a destination marketing organization is more important than ever to ensure Pasadena can bounce back from the crisis.

MEASURED FISCAL RESPONSE

- All expenditures have been cut or significantly reduced so the organization can live within its financial means.
- All operations have been evaluated and non-essential projects and spending have been strictly limited to maintain projects that will secure our future success.
- All paid marketing efforts were paused during the crisis and will be reinstated strategically as travel reopens and consumer sentiment improves.
- Staffing reductions have been required to respond to the financial situation.

SEIZING OPPORTUNITIES DURING THE RECOVERY

- The planning and production of marketing materials and content continue so we can relaunch a robust leisure travel campaign in key markets when the time is right.
- We will maintain close contact with our current clients and provide for their ongoing needs as they plan meetings under continued uncertainty.
- Ongoing sales efforts continue in booking future business.

TAKING THE LEAD

- We will demonstrate leadership and advocate for the reopening of business meetings and conventions. The Pasadena CVB and Pasadena Convention Center have joined CalTravel's Convention Center Coalition to make evident our readiness to reopen and provide detailed best practices for reopening large venues.

SERVE AS A COMMUNITY RESOURCE

- We will engage with hotels and tourism partners on a weekly basis to share industry trends, best practices, reopening guidelines, and recovery efforts.
- We will support the Pasadena tourism and hospitality industry with free marketing opportunities via directories of virtual content, restaurants and retailers that offered safe alternatives to in-person experiences. The Pasadena Outdoor Dining Guide, Connect Pasadena, Dine Pasadena and Shop Pasadena directories encourage residents and visitors to stay engaged and to support local restaurants and retail businesses.





PASADENA CONVENTION AND VISITORS BUREAU

Jeanne Goldschmidt, Executive Director
Christine Susa, Director of Marketing & Communications
Jessica Yeh, Marketing Specialist

PASADENA CENTER OPERATING COMPANY

Michael Ross, Chief Executive Officer

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OUR MISSION

To promote Pasadena as a meeting and travel destination in an effort to maximize economic impact through the development of meetings, conventions, entertainment events and tourism by providing professionally managed facilities and first-class service.

300 E. Green St.
Pasadena, CA 91101
(626) 795-9311
visitpasadena.com

RESOURCE LINKS

LOCAL

City of Pasadena

The City of Pasadena provides relevant and timely updates on health orders, reopening guidelines, business resilience resources and tools.

[City of Pasadena Business Resources](#)
[City of Pasadena Updates](#)

RESEARCH

U.S. Travel Association

The U.S. Travel Association provides latest US travel data, forecasts, and federal relief resources:

[U.S. Travel Association Industry Research](#)
[U.S Travel Association CARES Act Resources](#)

Visit California

Visit California is closely monitoring the COVID-19 outbreak and tourism recovery for the state of California. Their industry website provides key resources for industry partners.

[Visit California Resources](#)

CalTravel

CalTravel leads tourism advocacy efforts at the state-level. Their website provides their advocacy efforts, reopening guidelines, destination reopening plans and other resources.

[CalTravel Resources](#)

STR COVID-19 Updates

STR is the leading data expert for the global hotel industry. Scroll to the “Press Releases and Articles” section of their COVID-19 Updates page, for a weekly U.S. hotel results.

[STR COVID-19 Updates](#)

Tourism Economics Industry Impact

In April, Oxford Economics, in coordination with its Tourism Economics subsidiary company reported on the latest developments in travel and the economy to help plan during the crisis and inevitable recovery.

[Tourism Economics Report](#)

