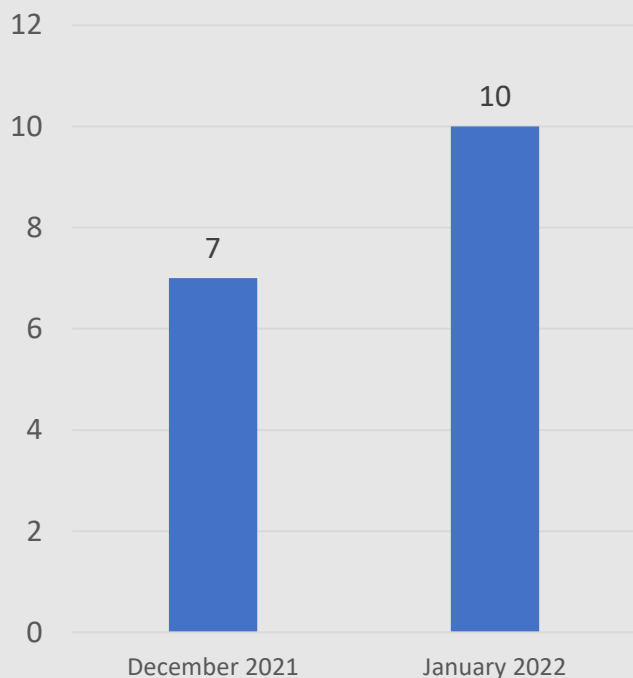




EVENT NUMBERS



Number of Events: 17

Attendance: 27,500



Anime Pasadena



Season's Screamings

UPCOMING EVENTS - HIGHLIGHTS

February

- Groom Expo West
Attendance: 4,700
- Chris Waller's Heart of a Champion Invitational
Attendance: 6,000
- 2022 Dancing World Concert
Attendance: 2,500

Mach

- QIP 2022 (Quantum Information Processing)
Attendance: 600
- AeroTech Americas Congress & Exhibition
Attendance: 1,000
- CA Speech-Language-Hearing Assn 2022 Conference
Attendance: 2,000

CLIENT SATISFACTION SURVEYS

The staff and service providers continue to provide exceptional customer service.

**"The PCC team is awesome."
- Michael Key, IMATS**

**Overall Event Average
Score: 3.88 out of 4.0**



CVB

Definite Bookings (9): 1,790 room nights

- Multiple short term convention center events
- Fire & Climate Conference, 692 room nights, May 2022
- XRX STITCHES, 500 room nights, November 2023
- Groom Expo, 333 room nights, February 2022

YTD –Definite Bookings (36): 8,891 room nights – 23% to Goal (40,00)

New Leads (41): 14,309 room nights (citywide highlights below)

- CA Coalition for Adequate School Housing, 1,425 room nights, Feb 2023
- CA Assn for Public Information Officers, 1,070 room nights, May 2024
- Antibody Engineering & Therapeutics, 1,150 room nights, December 2023
- CA Assn of Public Procurement Officials, 1,150 room nights, January 2025
- NAMCO Entertainment, 1,120 room nights, February 2023
- American Youth Soccer Organization, 1,338 room nights, March 2023



CONVENTION CENTER

Definite Bookings (highlights):

- State Bar Exam: Feb 2022
- 7-11 Tradeshow: April 2022
- CatCon: Oct 2022
- LA Buildings Expo: Oct 2022
- Crystal Ball: November 2022
- Anime-Pasadena: Nov 2022
- Davis Research Clinic: March/April 2022
- LA Assoc. of Health Underwriters: April 2022
- Actors Voice Over Expo: July 2022

On track to meet Convention Center revenueGoal.



CIVIC AUDITORIUM

Definite Bookings:

- Justin Lo Concert: January 2022
- Dance World Concert, February 2022
- AGT Season , March/April 2022(5 weeks)

New Leads:

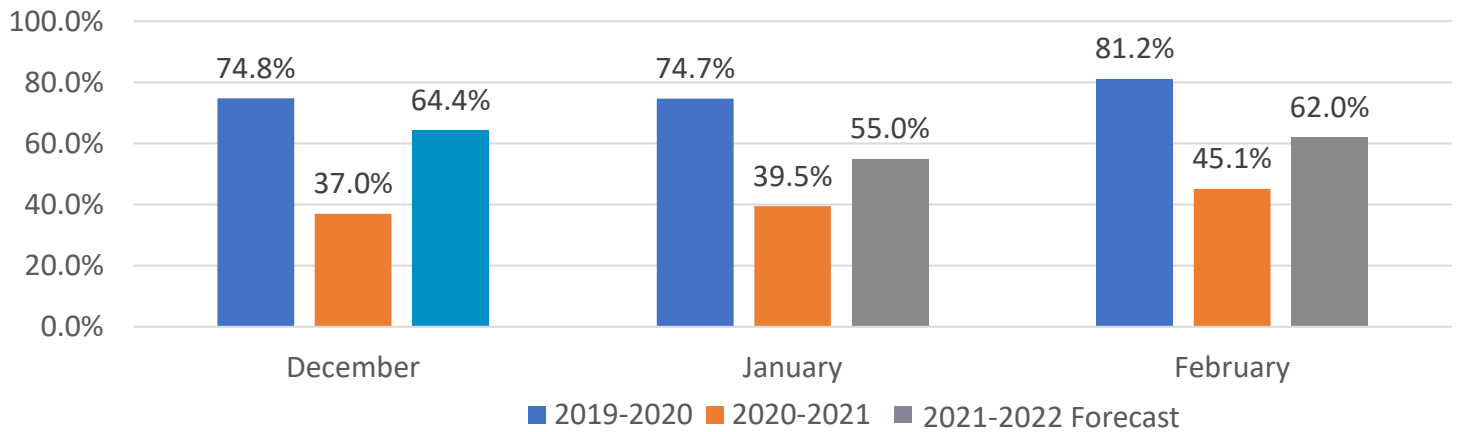
- Multiple filming opportunities, February 2022
- AGT Season , July/August/September 2022 (8-10 weeks)
- Games for Good Conference, November 2022
- Multiple Holiday Productions, November/December 2022



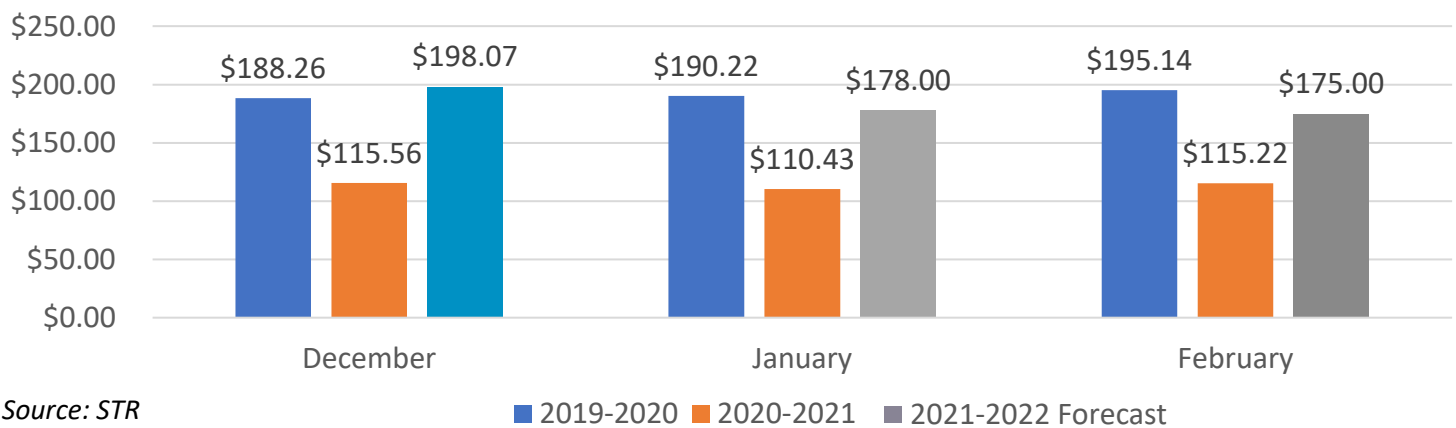
DIRECTORS REPORT VISIT PASADENA UPDATE



Hotel Occupancy

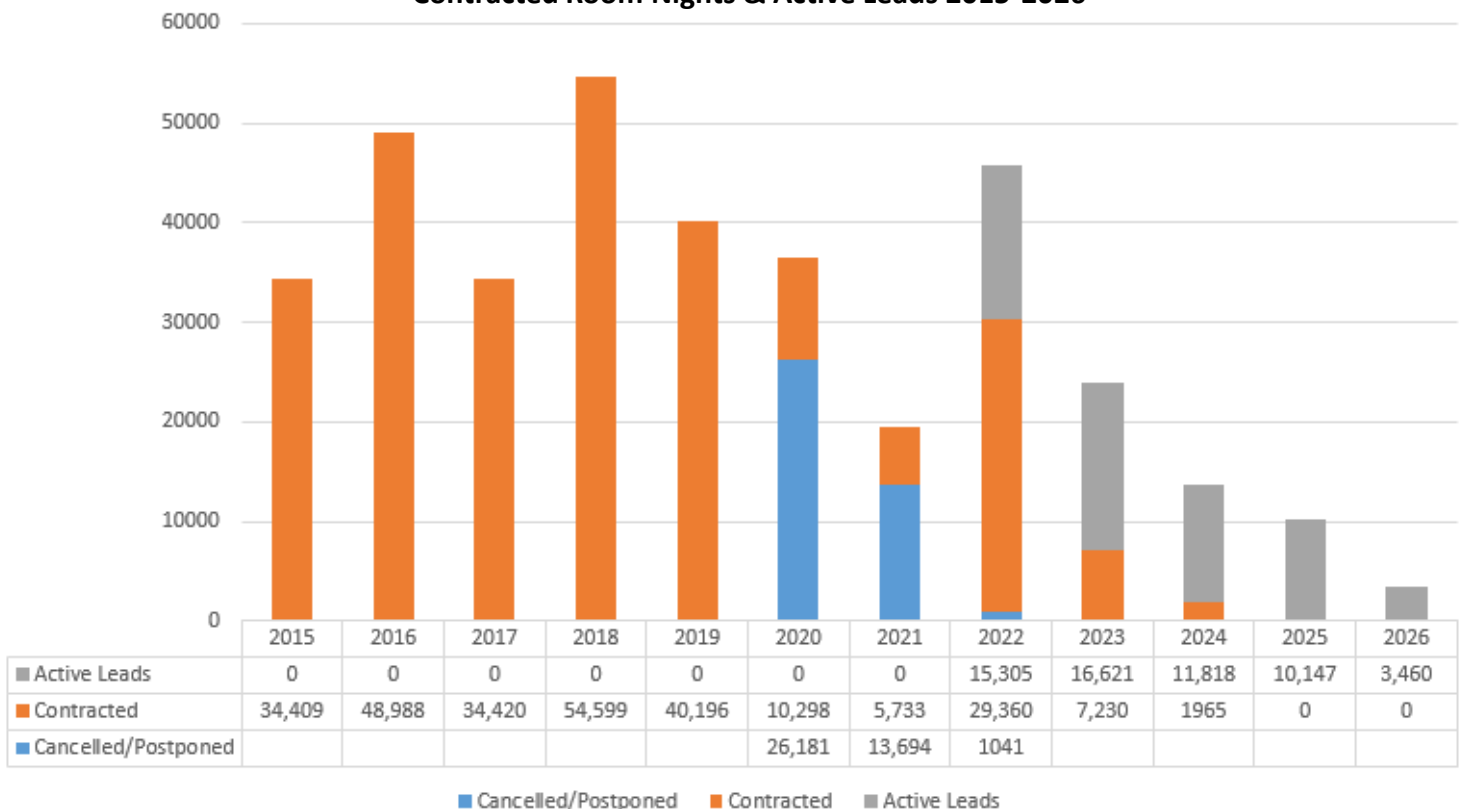


Hotel ADR (Average Daily Rate)



Source: STR

Contracted Room Nights & Active Leads 2015-2026



Date	Day	Occ	ADR	Rev PAR	Supply	Rooms Sold	Room Revenue
12/29/2017	Fri	83.8%	\$313.07	\$262.43	2,312	1,938	\$606,738
12/30/2017	Sat	94.5%	\$393.88	\$372.07	2,312	2,184	\$860,234
12/31/2017	Sun	98.6%	\$446.85	\$440.47	2,312	2,279	\$1,018,376
1/1/2018	Mon	94.8%	\$422.38	\$400.46	2,192	2,192	\$925,862
1/2/2018	Tues	49.9%	\$223.24	\$111.33	2,312	1.153	\$257,401
							\$3,668,611
12/29/2018	Sat	83.6%	\$296.20	\$247.76	2,513	2,102	\$622,620
12/30/2018	Sun	87.7%	\$374.53	\$328.47	2,513	2,204	\$825,456
12/31/2018	Mon	99.6%	\$438.41	\$436.66	2,513	2,503	\$1,097,332
1/1/2019	Tue	91.4%	\$420.12	\$383.85	2,513	2,296	\$964,604
1/2/2019	Wed	50.1%	\$184.64	\$92.51	2,513	1,259	\$232,467
							\$3,510,012
12/29/2019	Sun	80.3%	\$283.42	\$227.55	2,557	2,053	\$581,854
12/30/2019	Mon	87.2%	\$378.88	\$330.28	2,557	2,229	\$844,531
12/31/2019	Tue	99.6%	\$494.35	\$492.61	2,557	2,548	\$1,259,604
1/1/2020	Wed	95.2%	\$448.66	\$426.90	2,557	2,433	\$1,091,580
1/2/2020	Thu	50.1%	\$182.76	\$91.63	2,557	1,282	\$234,303
							\$4,011,872
12/29/2020	Tue	33.5%	\$115.91	\$38.81	2,192	734	\$85,076
12/30/2020	Wed	35.8%	\$118.62	\$42.48	2,192	785	\$93,115
12/31/2020	Thu	44.0%	\$121.72	\$53.59	2,192	965	\$117,462
1/1/2021	Fri	39.4%	\$122.66	\$48.29	2,192	863	\$105,851
1/2/2021	Sat	39.1%	\$114.30	\$44.74	2,192	858	\$98,067
							\$499,571
12/28/2021	Tue	56.1%	\$201.53	\$113.04	2,503	1,404	\$282,943
12/29/2021	Wed	61.6%	\$282.29	\$174.02	2,503	1,543	\$435,573
12/30/2021	Thu	75.4%	\$398.27	\$300.26	2,503	1,887	\$751,544
12/31/2021	Fri	96.0%	\$484.66	\$465.10	2,503	2,402	\$1,164,150
1/1/2022	Sat	87.8%	\$448.81	\$393.95	2,503	2,197	\$986,046
1/2/2022	Sun	38.6%	\$210.59	\$81.36	2,503	967	\$203,643
							\$3,823,899



Media Coverage

Recovery Looks Good for Pasadena Center Operating Company

STAFF REPORT

Published on Wednesday, December 1, 2021 | 2:54 pm



Pasadena Convention Center. Photo courtesy Pasadena Convention Center

The Pasadena Center Operating Company is confident it will meet or exceed its 2021 (TOT) and Tourism Business Improvement

City Hosts First Citywide Convention Since Start of Pandemic

Citywide Convention brings business to local restaurants and hotels as Visit Pasadena hosts first citywide convention since onset of pandemic

Published on Friday, December 10, 2021 | 8:59 am



Mayor Victor Gordo welcomes the crowd to the ACWA Fall 2021 Conference and Exhibition



Pasadena Visitor Hotline

From December 28th – 31st, Visit Pasadena will host the 37th Annual Visitor Hotline. Visit Pasadena’s knowledgeable team of local experts answered hundreds of questions about the Rose Parade, Rose Bowl Game, parking, tickets, dining, accommodations, and things to do in Pasadena.



From Pasadena With Love Holiday Shop Local Campaign

Visit Pasadena was pleased to collaborate with City of Pasadena Economic Development to launch the “From Pasadena, with Love” holiday campaign.

The campaign was covered by KCAL-9, CBS-2, KNX 1070, NBC-LA and local dailies. Between earned media coverage, online organic content and campaign ads, including ads on social media, "From Pasadena, with Love" generated nearly 1.8 million impressions and \$172k in publicity value. Anecdotally, the City received positive feedback from businesses who expressed that they had a better Small Business Saturday than expected or that their sales were through the roof exceeding their targets for the month, as a result of the citywide marketing campaign.



Digital Stats

	YTD
Website Pageviews	775,854
Website Unique Visitors	397,882

	YTD
Social Media Followers	69,737
Social Media Impressions	1,358,679



Ice Rink Highlights December/January

- Rink revenue in December was the highest-ever December revenue in PISC history.
- Public sessions were back to pre-pandemic levels with 4 days over 1,000 skaters during school holidays, additional private rentals, and increased registrations for skating school and our adult in-house league.
- Winter skating school group class semester has 905 skaters – the highest winter semester total since 2016.
- On January 10, we hosted the Chinese-American Federation press conference to celebrate Chinese New Year and support the upcoming Winter Olympics in Beijing. After speeches from elected Chinese officials, the Chinese Counsel General, and others, 100 guests were treated to exhibition skating performances from PISC skaters.
- We sold 32 new rink memberships as part of our annual promotion from Dec. 1 – Jan. 15.



Holiday decorations and skating at PISC.



The Chinese American Federation press conference and skating exhibition marking Lunar New Year and the Beijing Winter Olympics.