



Events

Golden State Tattoo Expo

- September 15 - 20
- Exhibit Halls AB and Ballroom

Bride World Expo

- September 25 - 26
- Exhibit Hall A

Methodist Hospital Foundation – Crystal Ball

- October 7 - 10
- Ballroom

Northview High School Homecoming

- October 16
- Conference Center – Lower Level

7 – 11 Franchise Owners Association of SoCal Tradeshow

- October 25 - 26
- Exhibit Hall B



Golden State Tattoo Expo Ribbon Cutting



Methodist Hospital Crystal Ball (Photo from 2019)

Client Satisfaction Surveys

The staff and service providers continue to provide superb service.

“Gianna was terrific and took care of us. There was another written exam taking place in the ballrooms and she ensured that both testing processes were streamlined and organized. She was extremely helpful and I appreciate her care in ensuring social distancing.

Overall Event Average Score

4.0

Out of 4

Guidelines

The Center continues to adjust to new health orders. Changes to the mask requirements have been made, masks are required for all individuals regardless of vaccination status, in all indoor public settings, venues, gatherings and businesses. In addition, proof of vaccination or a negative COVID-19 test will be required for indoor events with 1,000 or more individuals, per local and state health order.



VenueConnect 2021: Overcoming staffing shortages as events return



Instawork Editorial
Aug 10, 2021 · 5 min read



While safety protocols may still be in place, Americans are once again able to dine indoors, go to the movies, and even attend large events and conferences — welcome news for venue owners and managers, who were hit hard by earlier lockdowns.

In a panel at VenueConnect 2021 moderated by Instawork VP of Hospitality Partnerships Marc Caplan, we heard from Naz Sabripour, Executive Director of the Pasadena Convention Center; Sal Ferrulo, Executive Vice President at Centerplate, Inc., a Sodexo company; and Chris Bigelow, founder and owner of the Bigelow Companies. The accomplished crew shared strategies for venues that are gearing up for the events and conference seasons ahead.

In their conversation, they touched on everything from the industry forecast to the changes they've been seeing in the labor market to hiring and retaining loyal team members — here's a brief preview of their session.

Recovering business, but not enough staff

Sabripour, Ferrulo, and Bigelow all shared cautious optimism about the outlook for events and conferences in the next year. At the Pasadena Convention Center, Sabripour said, a slow but steady trickle of events over the summer and fall is set to be followed by a packed schedule in early 2022 (particularly for consumer shows). She's heard the same thing from other convention centers as well.

But labor shortages continue to be a major obstacle in the way of doing business. Ferrulo shared that it's taking Centerplate two to three times as long to find enough staff for an event.

"[Before-COVID] you could probably recruit enough people in a month's time... now, it's taking us two or three months to pull the levers." -Sal Ferrulo, Executive Vice President at Centerplate, Inc.

To ensure they're not too shorthanded, the company has often turned to flexible staffing through Instawork to supplement their core crew.

The panelists noted that many long-time hospitality workers have left the industry altogether. Sabripour pointed to a recent Wall Street Journal article that profiled hospitality workers laid-off during lockdowns who have since turned to more stable professions — and who don't plan to come back.



Around the country, Bigelow said, operators have told him that “core staff and hourly supervisors are saying, ‘You know what, I don’t want to be in the food business anymore. For about a year now, I’ve had weekends off, I’ve spent time with my family... maybe food and beverage isn’t a great business to be in.’”

“It’s that group in the middle that’s got that talent that we’ve lost,” Ferrulo agreed.

And in the meantime, venues, events businesses, and catering companies are trying to adapt.

Making do with smaller staffs — for now

As businesses slowly grow their staffs, they’ve found a number of ways to make things work with fewer employees. One of the best ways to do that, panelists agreed, was to embrace more self-serve models.

When events first started to come back, many of Centerplate’s clients were opting for pre-portioned individual servings to reduce the amount of contact attendees had with one another. But as time goes on, they’ve been adopting lower-lift service methods like buffet-style catering, Ferrulo said.

“I think we’re going to do more and more buffets, because we’re not going to have the staff that we need,” he explained. “There’s been lots of discussion around how to modify the menus to require less labor.”

Bigelow shared that some venues are even turning to automation to ease the burden on their workers. At a handful of soccer stadiums, he said, “their highest volume stands are ghost stands,” where vending machines hand out bottled beer. Others have pared down their menus to make it easier for the employees preparing the food, and some have gone cashless to streamline the checkout process.

“Having less cashiers and having the customer do more of the work is just going to continue to grow,” Bigelow said. But while useful in the short term, “the technology isn’t cheap,” he added.

In the end, automation isn’t really a sufficient substitute for long-term personnel solutions like hiring and retaining more workers.

Winning over new workers while retaining your existing crew

Ultimately, short-staffed companies must figure out how to appeal to potential employees. One of the most important tactics right now is increasing pay, the panelists agreed. In some markets, Ferrulo said, venue and events workers applying to new jobs are seeing as much as a 30% increase in pay. Eventually, Bigelow predicted, this will pay off.

“I think [employees will] say, ‘Okay, I’ve had a nice sabbatical, but now I want to get that extra spending money, so I’ll go back,’” Bigelow said.

To offset these higher labor costs, as well as higher raw costs, events and catering companies will likely have to increase their prices. While this can seem daunting — no one wants to price themselves out entirely, after all — it’s so widespread that companies shouldn’t be scared off, Sabripour explained.

“If you go to Subway or Rubio’s, there’s easily a \$2 increase on every single item, so it’s all across the board,” Sabripour said. “It’s grocery stores as well, department stores... everything’s just at a higher price point.”

And although new hires are critical, you can’t forget about the team that has been by your side. If long-time staff see new hires reaping all the benefits, they can become resentful.



“You have this core group of staff that may have carried you through the last year and a half... but then we're trying to attract more people who have been reluctant to come back, and they're almost getting rewarded for it with bonuses and incentives,” Caplan explained. “How do you make the people that stuck with you feel valued when you're offering all these crazy things to attract new people?”

Some major companies are going to great lengths to retain their team. Ferrulo highlighted that certain McDonald's locations are offering emergency childcare, while Marriott has instituted a policy for managers where schedules are split so that none of them have to work for more than 40 hours a week.

Even though most events and catering companies probably wouldn't be able to pull off the same exact thing, they can offer a similar benefit: flexible schedules. This is critical right now, Bigelow believes, because many employees who are returning after extended leaves are saying “I may only work three days a week instead of seven.”

Indeed, flexibility is a major perk for U.S. workers — in fact, one 2019 survey found that 83% of workers would choose a job that provided flexible hours over one that didn't. It's one of the main reasons employers find so many qualified professionals by posting on Instawork: with the freedom to pick up shifts whenever and wherever works best for them, workers flock to the app.

Of course, perhaps the most important thing you can do to retain workers is treating them well. Top professionals on Instawork, for example, are rewarded with Instawork Gold — a program that offers bonuses, early access to shifts, and quicker payment. Businesses will need to find their own ways to incentivize employees, or they risk losing them, Ferrulo cautioned.

“The biggest challenge I think we as a group are going to face is re-instilling that loyalty,” he said.

After a long and challenging past eighteen months, it makes sense that venues, events companies, and caterers might be nervous about the road that lies ahead — but the good news is that the hardest part is likely over. If you're proactive in your hiring and retention efforts, it's only a matter of time before you build up a staff that will allow your business to thrive again. And if you need help with that, Instawork is happy to assist.

https://blog.instawork.com/venueconnect-2021-overcoming-staffing-shortages-as-events-return?dm_i=3W0H,1BVH7,7EO1QZ,4TF9W,1



Ice Rink Highlights July/August/September

- The ice rink has restarted nearly all of its programs and returned to a full operation schedule. There has been an increase in private rental sessions, film & video shoots, and the public sessions have been very busy.
- Summer skating school group class semester had over 660 skaters. This is the largest summer enrollment since 2013 and the second largest summer enrollment in the history of PISC.
- August, we completed the remaining 5 weeks of the 2020 Spring Lil Kings program with about 60 of the original skater participants.
- The ice rink and accounting departments have been setting-up and training for the new Dash software program to replace our current software.
- The annual Pasadena Figure Skating Club (PFSC) competition was held September 17-19 with nearly 400 skaters.



Figure Skating Club Competition Photos



Public Skating Session

PCOC BOARD OF DIRECTORS SEPTEMBER DIRECTORS REPORT HIGHLIGHTS



CVB

Definite Bookings (5): 164 room nights - Multiple small convention center events

Rebooked Definite (2): 1,288 room nights:

- Franchise Expo, October 2021, 32 room nights
- Power Morphicon, August 2022, 1,256 room nights

New Leads (42): 28,863 room nights (highlights below)

- American Choral Directors Western Region, February 2024, 1,455 room nights
- All Hazards Incident Mgmt Teams Assn, March 2023, 1,269 room nights
- CA Assn for Behavioral Analysis, February 2024, 1,510 room nights
- The National Wildlife Federation, June 2022, 794 room nights
- Amer. Public Power Assn, April 2023, 1,170 room nights
- Great Minds in STEM, October 2024, 3,385 room nights
- Great Minds in STEM, October 2025, 3,385 room nights
- Breeders Cup, November 2023 or 2024, 4,500 room nights
- CalTech(USNCTAM Convention). June 2026, 2,300 room nights
- Abundance 360 Summit, January 2023, 1,059 room nights
- Big Brothers Big Sisters of America, June 2023, 2,121 room nights



CONVENTION CENTER

Definite Bookings:

- IMATS Tradeshow, January 2022
- SoCal Linux Expo, March 2022
- All Olympia Gymnastics Competition, November 2022
- Equipo Vision, September 2021
- IBEW Meetings, October, November, December 2021

New Leads:

- Multiple car research clinics
- Grand Jury Empanelment events
- LA County and City of Pasadena meetings and exams
- 2022 Spring Graduations



CIVIC AUDITORIUM

Definite Bookings:

- Taco Bell Commercial, August 2021
- Celtic Women on Tour, May 2022
- G3 Real Entertainment Group Presents: The Funky Divas

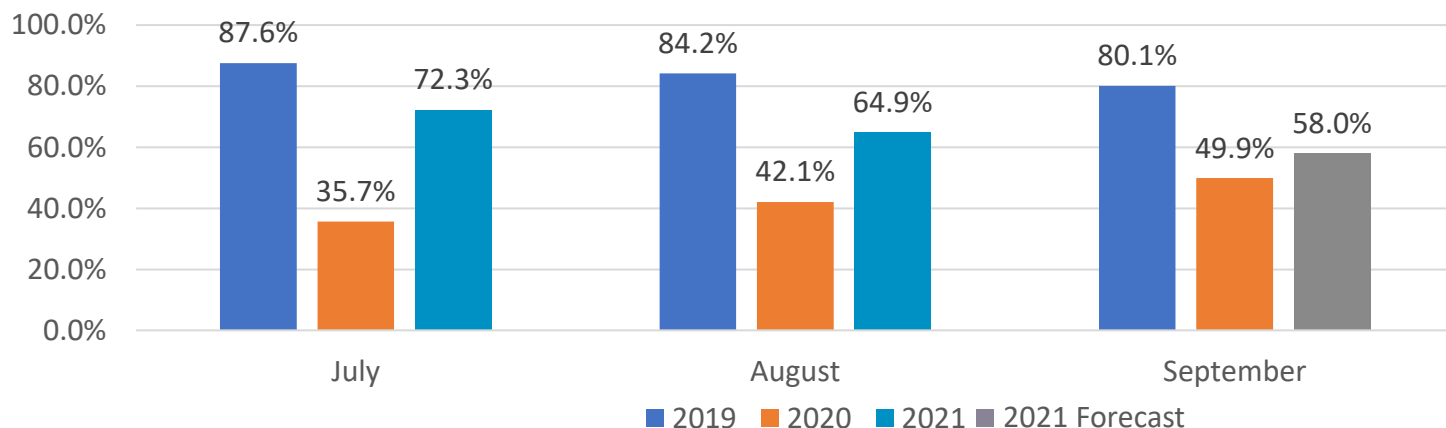
New Leads:

- RiverDance (5 Shows), February 2022

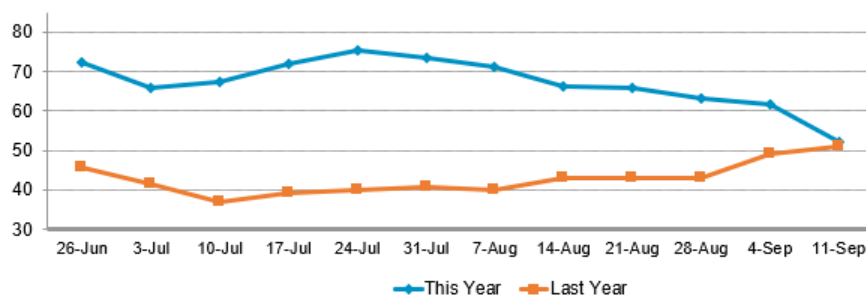




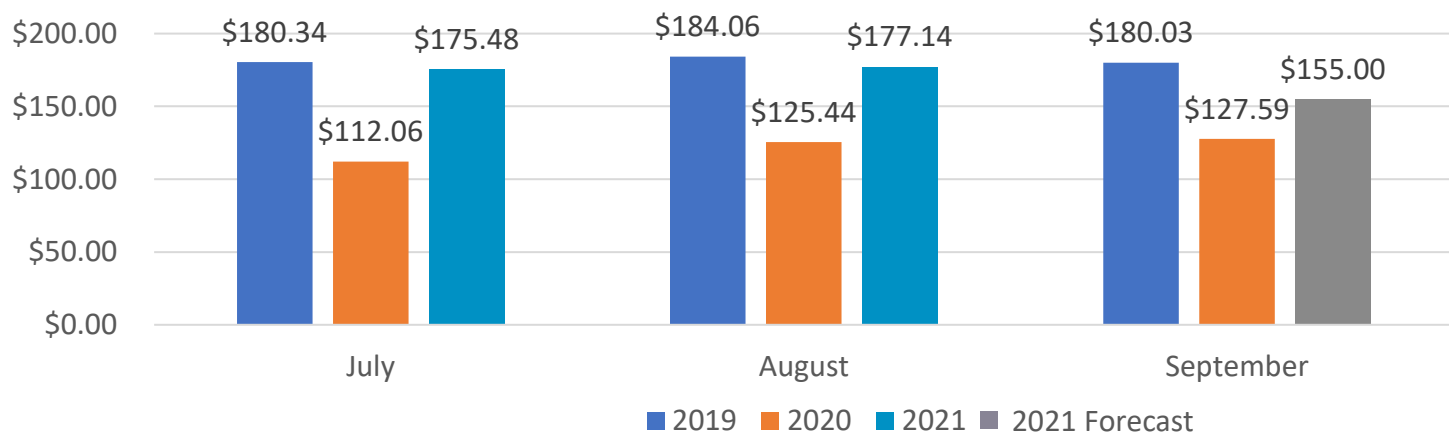
Hotel Occupancy



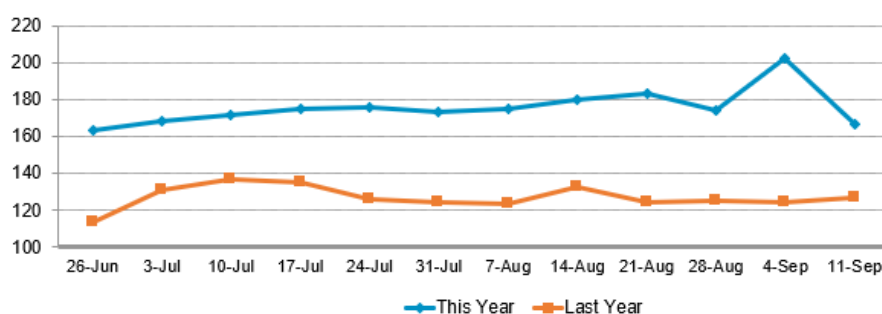
Weekly Occ (%) - Jun 26, 2021 to Sep 11, 2021



Hotel ADR (Average Daily Rate)



Weekly ADR - Jun 26, 2021 to Sep 11, 2021



Source: STR

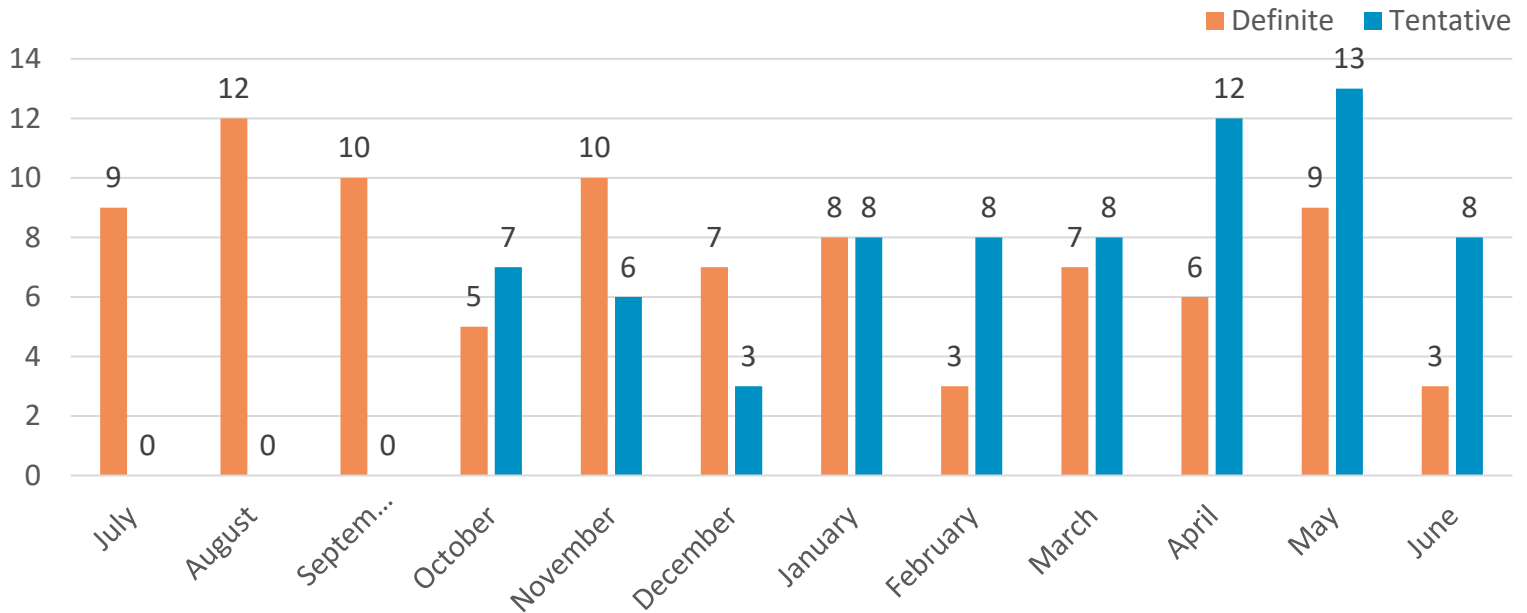


Hotel Update

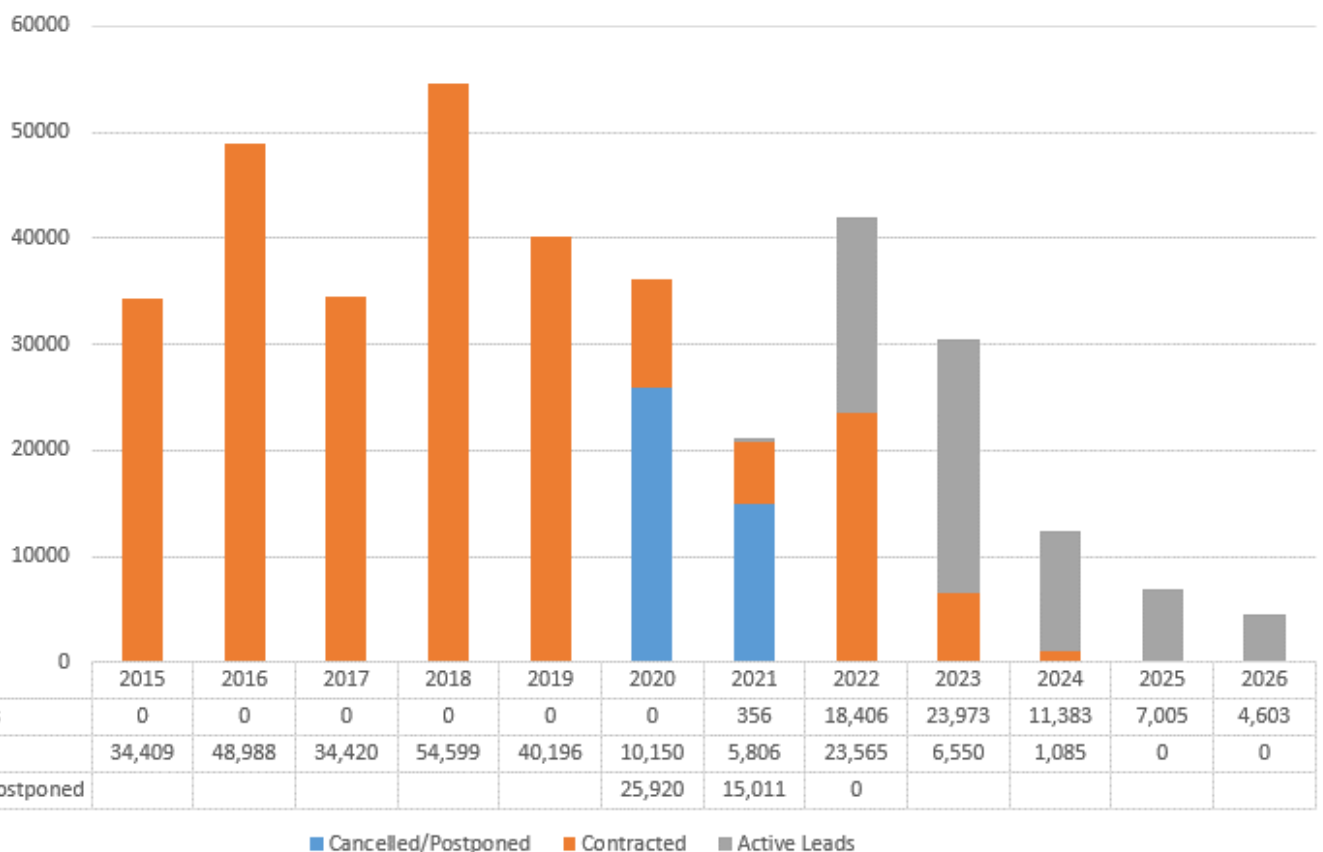
Sheraton Hotel - Opened September 1, 2021.
Hotel Constance – Remains closed at this time.



Current Status on Future Events thru June 2022



Contracted Room Nights & Active Leads 2015-2026





Let's Meet There – US Travel

The US Travel Association launched the “Let’s Meet There” campaign to support business travel and professional meetings and events. The segment’s revival is crucial to the travel economy.

Let’s Meet There will seek to elevate the economic importance of PMEs—and the fact that it is possible to resume PMEs safely—to state and local policymakers, as well as the Centers of Disease Control and Prevention, to encourage a reassessment of guidance for PMEs. As stated in a review of current best evidence led by scientists at The Ohio State University, PMEs have the advantage of being structured and well-organized large gatherings where mitigation factors can be enforced to protect the health and safety of those in attendance.

[Download Fact Sheet: Data to Support the Safety of Travel for Professional Meetings and Events.](#)



Meet What's Possible - Visit California

For the first time, Visit California is leading a coalition of industry partners in developing a statewide brand for professional meetings and events, a vital segment of the travel industry that has been decimated by the pandemic. The block grant would support industry requests to extend this promotional work beyond June 2022. The campaign will include activations at IMEX, Taste of CA, Northstar Leadership Forum, PCMA-Convene Leaders, Super Bowl VIP events, and PCMA-Destination Showcase & Visionary Awards.

The campaign message - Californians share a wholly unique lifestyle and attitude that celebrates diversity and champions an anything-is-possible mindset. Here California's abundance brings variety of venue, landscape and experience together with unbridled sunshine and a welcoming spirit. That's why California is a magnet for meetings of all types and sizes. California has a steadfast commitment to stewardship and success and an open invitation to meet what's possible.





Pasadena Welcomes LSU

Visit Pasadena gave a warm welcome to LSU Tiger fans as they traveled to Pasadena for their first-time visit playing UCLA at the iconic Rose Bowl Stadium.

- Sponsored travel article post on LSU alumni website featuring restaurant, shopping and activities not to be missed while they are in town
- Provided LSU and UCLA beads for front line staff at restaurants and bars
- Hosted welcome tables at hotel properties with signage and travel brochures and guides
- A message from Mayor Victor Gordo to Pasadena restaurants and shops be prepared to welcome LSU fans for the busy weekend.
- Welcome video message with PCOC Chair Tyron Hampton



Digital Stats

	YTD
Website Pageviews	230,983
Website Unique Visitors	120,859

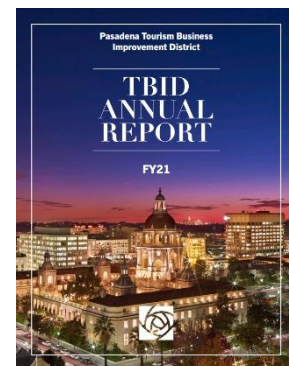
	YTD
Social Media Followers	66,861
Social Media Impressions	446,715

DIRECTORS REPORT TBID ANNUAL REPORT HIGHLIGHTS



TBID ANNUAL REPORT

Though the last fiscal year has been challenging, Visit Pasadena supported our local tourism industry in its recovery. Throughout the year, we continued to position Pasadena as the destination of choice for tourism and meetings; marketed our local hotels, restaurants and businesses; competed for convention and meeting business; and advocated for the industry at the state and national level.



Meetings and Conventions

	Occupancy	ADR	RevPAR	Revenue
FY22 Forecast	67.33%	\$154.88	-	-
FY21	48.9%	\$126.35	\$63.05	\$49,946,079
FY20	63.8%	\$166.28	\$114.00	\$102,330,042

**Note: The Sheraton and Hotel Constance were closed during FY21 reducing the hotel supply in the market*

Meeting Campaigns

Visit Pasadena produced e-mail campaigns to continually connect with meeting planners during the pandemic. The campaigns provided important COVID updates, additional safety protocols, virtual tours, as well as showcased outdoor venues, group tours, and experiences



Clean & Safe Video

To prepare for our public reopening, we created a video highlighting our new health safety enhancements/protocols.



Virtual Convention Center Tours

The CVB produced a six-part virtual site inspection experience as an alternative to an in-person site visit.

DIRECTORS REPORT TBID ANNUAL REPORT HIGHLIGHTS



Shop Small, Dine Local

We worked closely with the City of Pasadena to encourage people to shop small and dine spotlighting Pasadena restaurants and businesses



Staycations Campaign

We implemented a staycation campaign to encourage locals and visitors from nearby cities in Southern California to stay in Pasadena



Pasadena 626 Day

Visit Pasadena and City of Pasadena launched the Pasadena 626 Day campaign celebrating Pasadena businesses and receiving 5 million impressions.



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 Tourism Stimulus Plan.

Financials

Income	Budget Allocated	Actuals
TBID Assessment	\$2,132,000	\$1,369,000

Expenditures	Allocated	
Staffing	\$1,317,000	\$1,006,000
Administration Expenses	\$42,000	\$23,000
Advertising	\$187,000	\$66,000
Trade Shows and Activities	\$93,000	(\$11,000)
Events and Sponsorships	\$130,000	(\$23,000)
Familiarization Activities	\$16,000	-
Sales Calls and Travel	\$53,000	-
Promotional Expenses	\$255,000	\$51,000
Total Expenditures	\$2,093,000	\$1,112,000

TBID Fund Reserve	\$39,000	\$257,000
FY21 TBID Fund Balance	\$587,000	\$844,000

*Unaudited



Tourism Stimulus Plan Update

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.

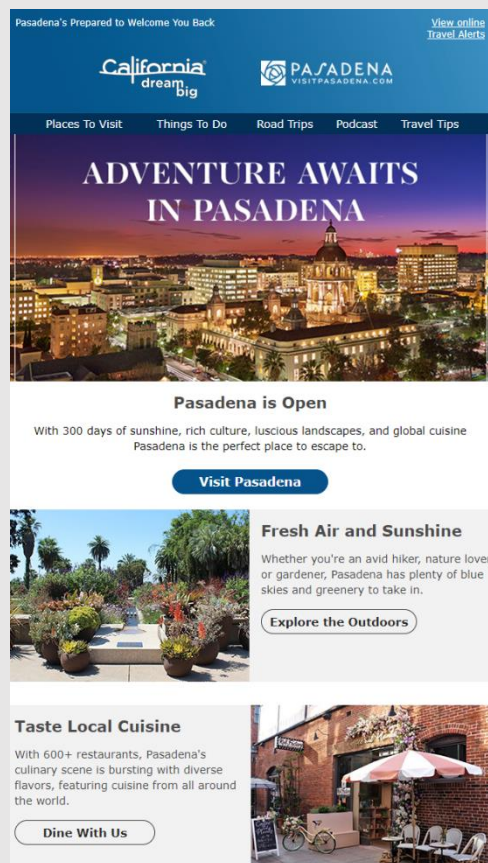
The initial multi-layered campaign included:

- Advertising on popular travel platforms, Expedia and Tripadvisor
- Targeted advertising to active travel planners using Sojern
- Visit Pasadena sponsored a dedicated e-newsletter to Visit California's 170,000+ opt-in subscribers.

661,000+
impressions

\$5 Million
Predicted economic impact

3,000+
Confirmed travelers



Visit Pasadena Welcomes Two Seasoned Industry Professionals

Karalee Adams has joined the Visit Pasadena team as California State Association Sales Manager. Adams brings extensive tourism meetings experience. Adams most recently served as Sales Account Manager overseeing the Northern California and Pacific Northwest Region for San Mateo/Silicon Valley CVB. Her tourism career spans 24 years including Sales Manager positions with Northern California hotels for Sunstone Hotels and La Quinta Inns. She has also served in various leadership positions with CalSAE, SGMP, and MPISSN. She was awarded MPISSN Supplier of the Year for 2018-2019.



Jacky Jabourian joins Visit Pasadena as Destination Services Manager. Jabourian brings 20 years of tourism experience. Prior to joining Visit Pasadena, Jabourian served as Director of Destination Sales and Director of Client Services for Los Angeles Tourism & Convention Board. She also brings tremendous experience from Los Angeles hotels including the W Hotel Hollywood, Mandarin, Viceroy, Beverly Hilton, Fairmont Miramar, and Mondrian.

