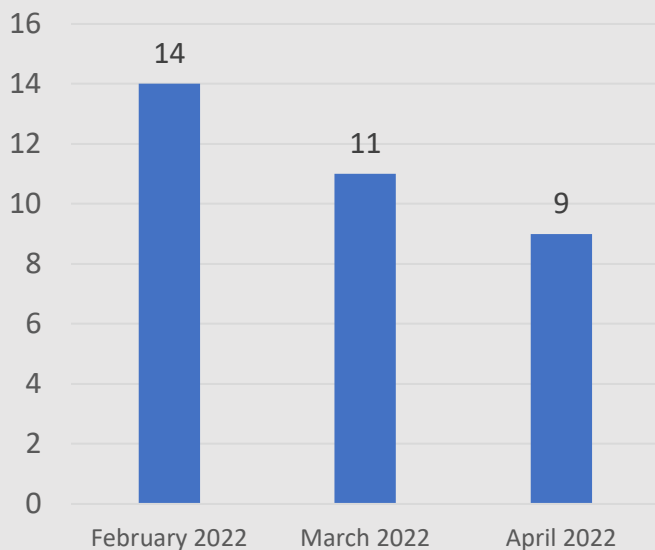




EVENT NUMBERS



February 2022	14
March 2022	11
April 2022	9
Grand Total	34



From Top: QIP, AeroTech/AeroMat, and Groom Expo

UPCOMING EVENTS - HIGHLIGHTS

April

- America's Got Talent – Season 17
- Art Center Graduation
- California Assn. for the Education of Young Children

May

- PUSD Graduations
- Air Sensors International Conference
- Fire & Climate Conference

ACCOLADES

Weird Al Biopic Film Shoot: “Matt and Peter!!!! What an awesome couple of days we had with you guys in Pasadena. I can't tell you how much fun everyone had and the footage that I saw was amazing. Just watching it all unfold on stage was pretty special. I think everyone is in for a ride on this one for sure. Peter and Stephen were both awesome of course, as if they were going to be anything else. So thank you for that, I truly appreciate all you guys have done for us, it was a very successful shoot.” **Dan Milner, Location Manager**



CVB

Definite Bookings (11): 3,418 room nights: (highlights below)

- Fire & Climate Conference, 692 room nights, May 2022
- AGT Season 17 Auditions, 965 room nights, April 2022
- Multiple short-term convention center events

YTD Definite Bookings (43): 11,478 room nights – 29% to Goal (40,000)

New Leads (50): 13,320 room nights: (highlights below)

- Informa Antibody Engineering Conference, 1,150 room nights, Dec 2023
- CAPIO Annual Conference , 1,070 room nights, May 2024
- California Int'l Antiquarian Book Fair, 723 room nights, Feb 2023
- Anime Pasadena, 640 room nights, Nov 2022



CONVENTION CENTER

Definite Bookings (highlights):

- ScaLE 20x: The Twentieth Annual Southern California Linux Expo (March 2023)
- University of Oregon-Admitted Students Reception (March 2022)
- Pasadena Festival of Women Authors (May 2022)
- SCE FCU Employee Training/Team Building Day (Oct 2022)
- Golden Futures 50+ Expo (May 2022)
- Daytime Emmy Awards added award show in ballroom (June 2022)
- LA County Fire Dept. Exam (Feb 2022)
- Patches and Pins (Feb 2022)



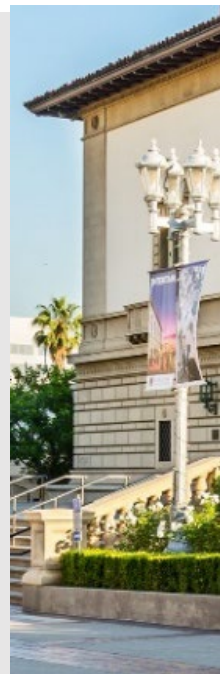
CIVIC AUDITORIUM

Definite Bookings:

- Girl Scouts of Greater Los Angeles Gold Awards (June 2022)
- Jeffrey Osborne (June 2022)
- Underwater Film Productions – Jack Harlow music video (Feb 2022)
- Staten Island Social Club film for Weird Al Yankovic Bio picture (Feb. 2022)

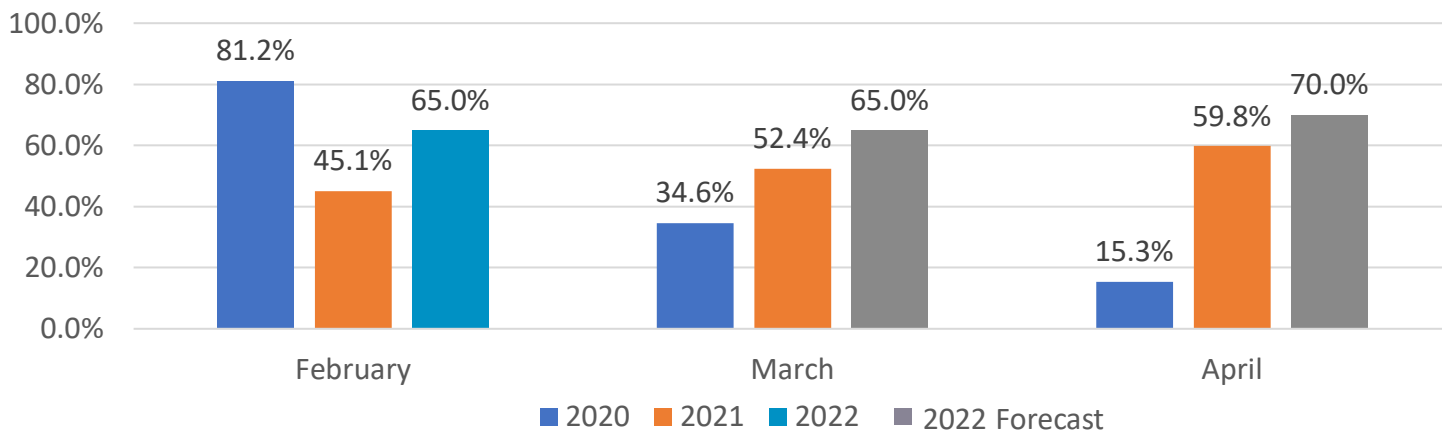
New Leads:

- New Commencement Ceremonies (June/Nov 2022)
- World Class Cheer (Dec 2022)
- America's Got Talent Live Summer 12, NBC broadcasts (Aug. 9 - Sept. 14)
- Rig Nation Awakening Church (June 2022)
- AltaMed Health Services meeting (May 2022)
- Mughal-e-Azam : The Musical; 5 shows (MAY 2023)
- Alton Brown Talk (Dec 2022)
- Moscow Ballet's Great Russian Nutcracker (Dec 2022)

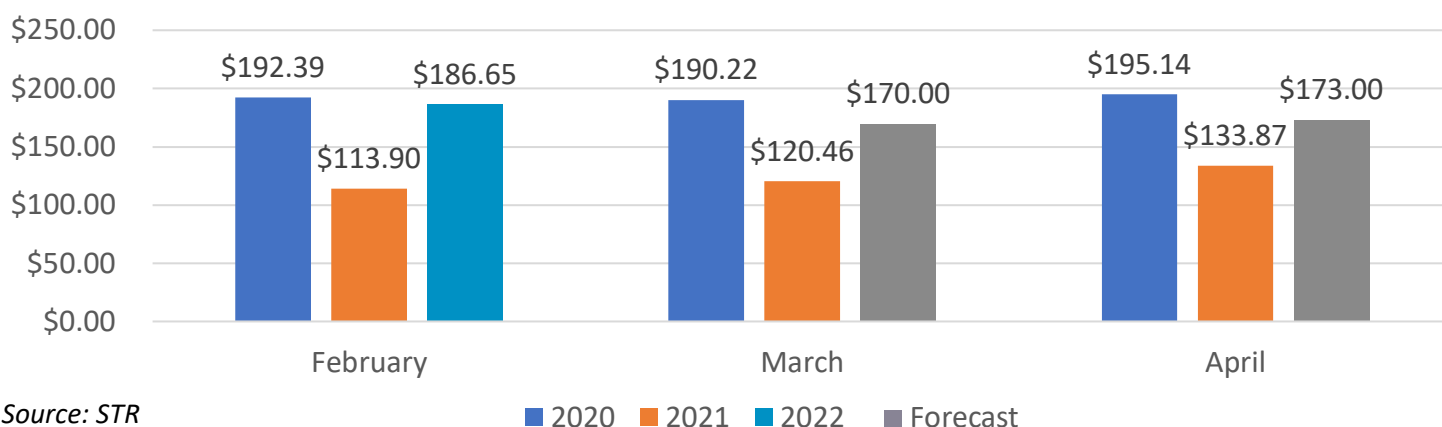




Hotel Occupancy

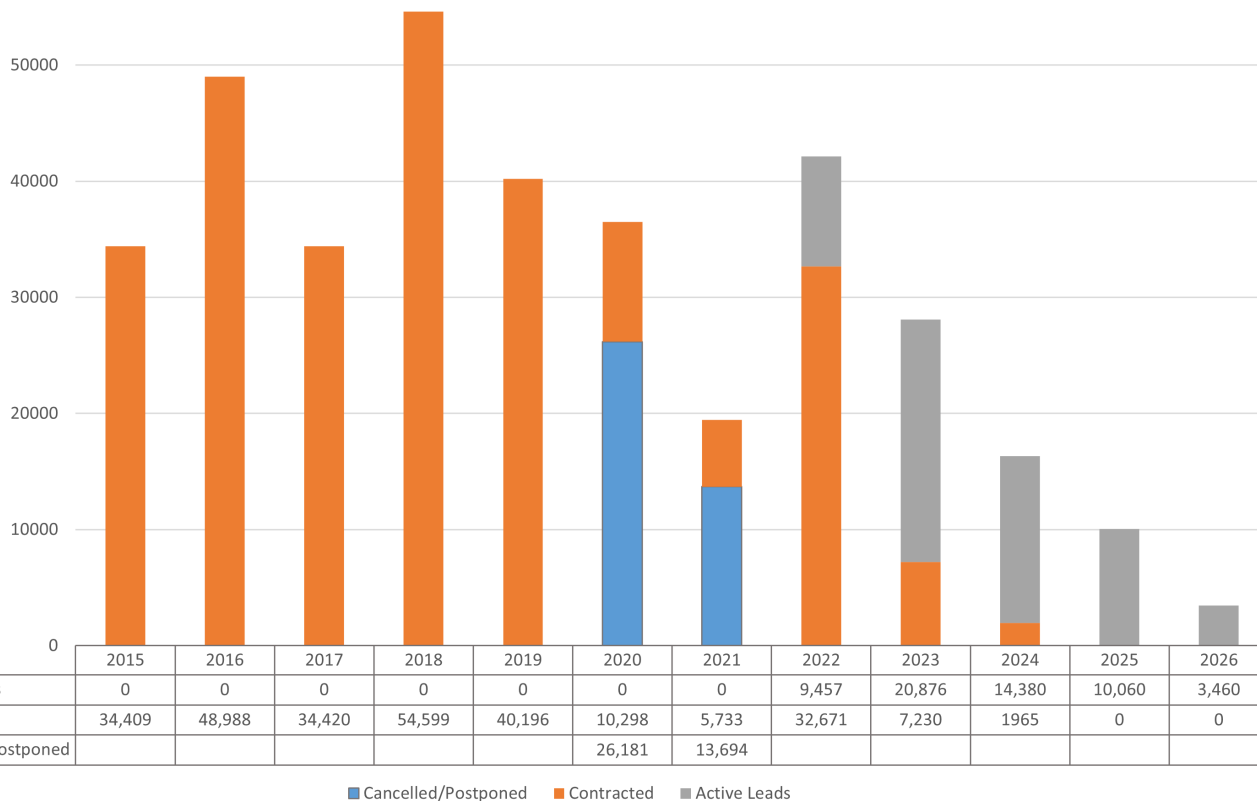


Hotel ADR (Average Daily Rate)



Source: STR

Contracted Room Nights & Active Leads 2015-2026





CalSAE Seasonal Spectacular (Sacramento, CA)

Karalee Adams, Sales Manager, was joined by Sam Kim, Hyatt Place and Eric Salazar, Sheraton at the California Society of Association Executive's premier event, Seasonal Spectacular. The event is the largest annual industry tradeshow on the West Coast and allows our team to connect with association meeting planners.



Tradeshows and Industry Events

The Sales Team has started a robust schedule of industry tradeshows and events to reconnect with meeting planners and promote Pasadena.

	Location	Dates
Smart Meetings Regional	West Hollywood	February 23
MPI WeCon	Huntington Beach	
Destinations Showcase	DC	March 25
Global Meetings Industry Day West Coast Alliance	Phoenix	April 7
CalSAE Elevate	Squaw Creek	April 25-27
Northstar Meetings West	Denver	May 5-7
HelmsBriscoe	Las Vegas	May 9-11
PCMA EduCon	New Orleans	June 5-8
MPI World Education Congress	San Francisco	June 21-23
Venue Connect	Phoenix	July 18-21
CESSE ACCESSE	Richmond	July 19-21
Destinations International	Toronto	July 19-21
Meetings Today	Denver	July 24-27
Connect Marketplace	Detroit	August 8-10
ASAE Annual Meeting	Nashville	August 20-23



MPI WeCon



MPI WeCon



Visit California Outlook Forum

Christine attended the Visit California Outlook Forum which provided an overview of the work that the state is doing to reinvigorate the tourism economy. President and CEO Caroline Beteta urged the industry to embrace this unpredictable, ever-changing moment and be ready for anything. This message of possibility and taking action was amplified by the conference's 87 speakers who delivered 26 powerful sessions.



CalTravel Spring Board Meeting

Christine also attended the CalTravel Spring Board Meeting in Oceanside. Christine took over the Board seat for Visit Pasadena. The meeting is an opportunity to discuss pressing issues/topics, and provide updates on advocacy efforts, committee work, and upcoming events.

California Travel Association (CalTravel) is the influential, unified voice of the travel and tourism industry in California. It protects and advances the interests and investments of California's travel industry through advocacy, collaboration, and education.



Digital Stats

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

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



February / March Ice Rink Highlights

- The rink continues to see an increase overall revenue and skating school group class registrations.
- Our early spring skating school group class semester has over 1,075 skaters – the highest-ever group class semester in PISC history.
- Since the Winter Olympic Games, we continue to see an increase in public skating attendance.
- As part of the Olympic wave, we hosted an “Intro to Curling” session put on by the Hollywood Curling Club. There were nearly 90 participants and staff for the 2-hour event.
- We recently began our annual 6-week “Little Kings” sessions with 85 hockey players ages 5-9. Our three sessions were again the first to sell-out for all 13 rinks that host the Little Kings programs.

1,075
Skating School
Skaters

