

**Pasadena Tourism Business
Improvement District**

**TBID
ANNUAL
REPORT**

FY22



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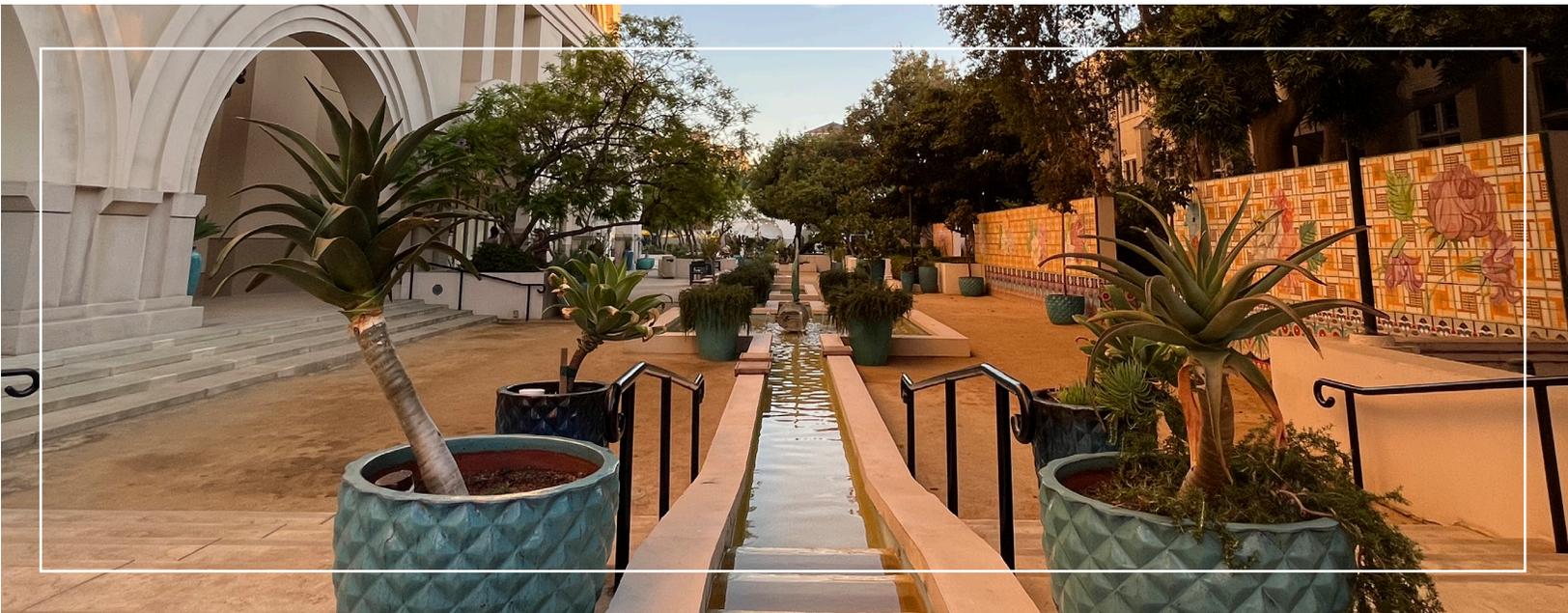
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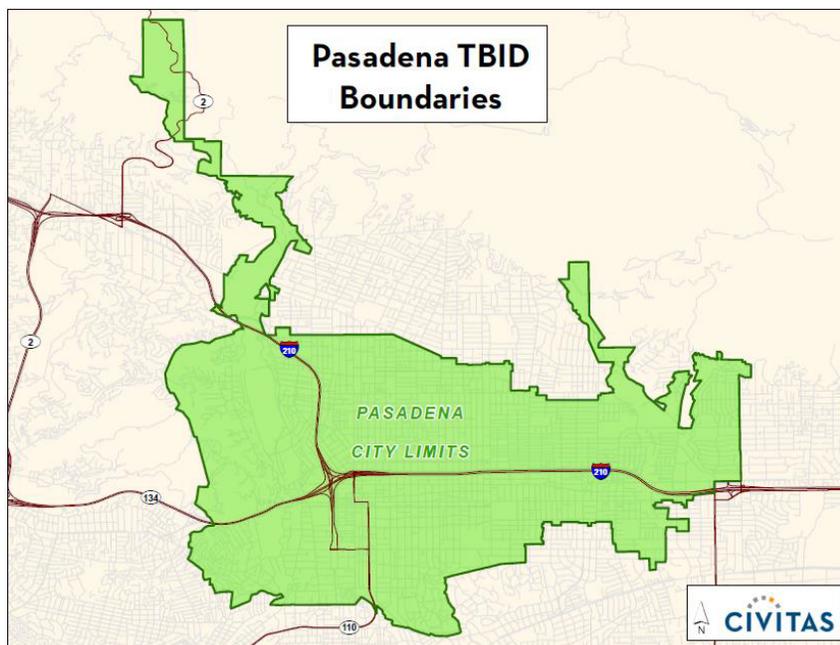
PASADENA TBID

ABOUT

Developed by the Pasadena Center Operating Company and approved by the Pasadena City Council, the Pasadena Tourism Business Improvement District (PTBID) is an assessment district proposed to provide specific benefits to payors, by funding targeted marketing and sales promotion efforts. This approach has been used successfully in over 100 California destinations to provide the benefit of additional room night sales to payors.

BOUNDARIES

There were no changes to the boundaries within the PTBID for FY22 and there are no proposed changes to the boundaries within the PTBID for FY23. The PTBID will include all lodging businesses, existing and in the future, available for public occupancy within the boundaries of the City of Pasadena. The boundary, as shown in the map below, currently includes twenty-five (25) lodging businesses. A listing of lodging businesses within the proposed PTBID can be found in the appendix.



CHANGES TO ASSESSED BUSINESSES

The Sheraton Pasadena was closed for eighteen (18) months from May 2020 - September 2021 (two months in fiscal year 2022). The Hotel Constance closed at the beginning of the pandemic (spring 2020) and did not reopen in FY22.

For FY23 we are aware of at least one change in assessed businesses. The Pasadena Hotel & Pool (formerly The Hotel Constance) opened as of September 1, 2022.

ASSESSMENT

There is no change in the method and basis of levying the assessment.

ASSESSMENT

There is no change in the method and basis of levying the assessment. The annual assessment rate is 2.89% of gross short-term room rental revenue on lodging businesses. Based on the benefit received, the assessment shall not be collected on stays of more than thirty (30) consecutive days; and stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty. Assessed businesses which are delinquent in paying the assessment shall be responsible for paying any delinquencies, penalties and interest as stated in the TBID Management District Plan.

COLLECTION

The City is responsible for collecting the assessment on a monthly basis (including any delinquencies, penalties and interest) from each lodging business located in the PTBID.

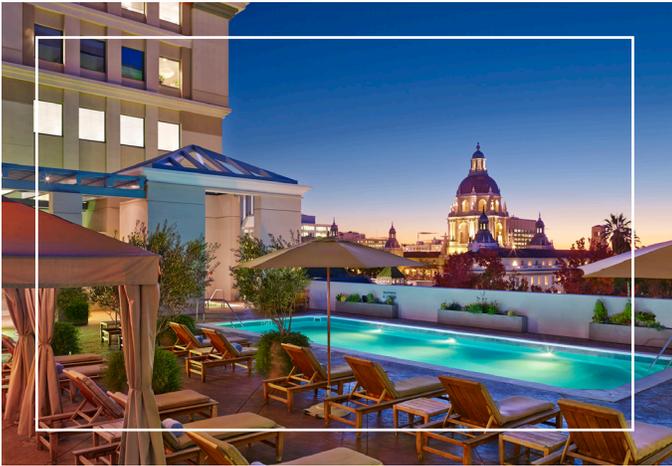
DURATION

The PTBID has a five (5) year life, beginning July 1, 2018 through June 30, 2023. Once per year, beginning on March 1, there is a thirty (30) day period in which lodging business owners paying more than fifty percent (50%) of the assessment may protest and initiate a City Council hearing on PTBID termination.

MANAGEMENT

The PCOC serves as the PTBID's Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with this Plan and must provide annual reports to the City Council.

FY22 ACCOMPLISHMENTS

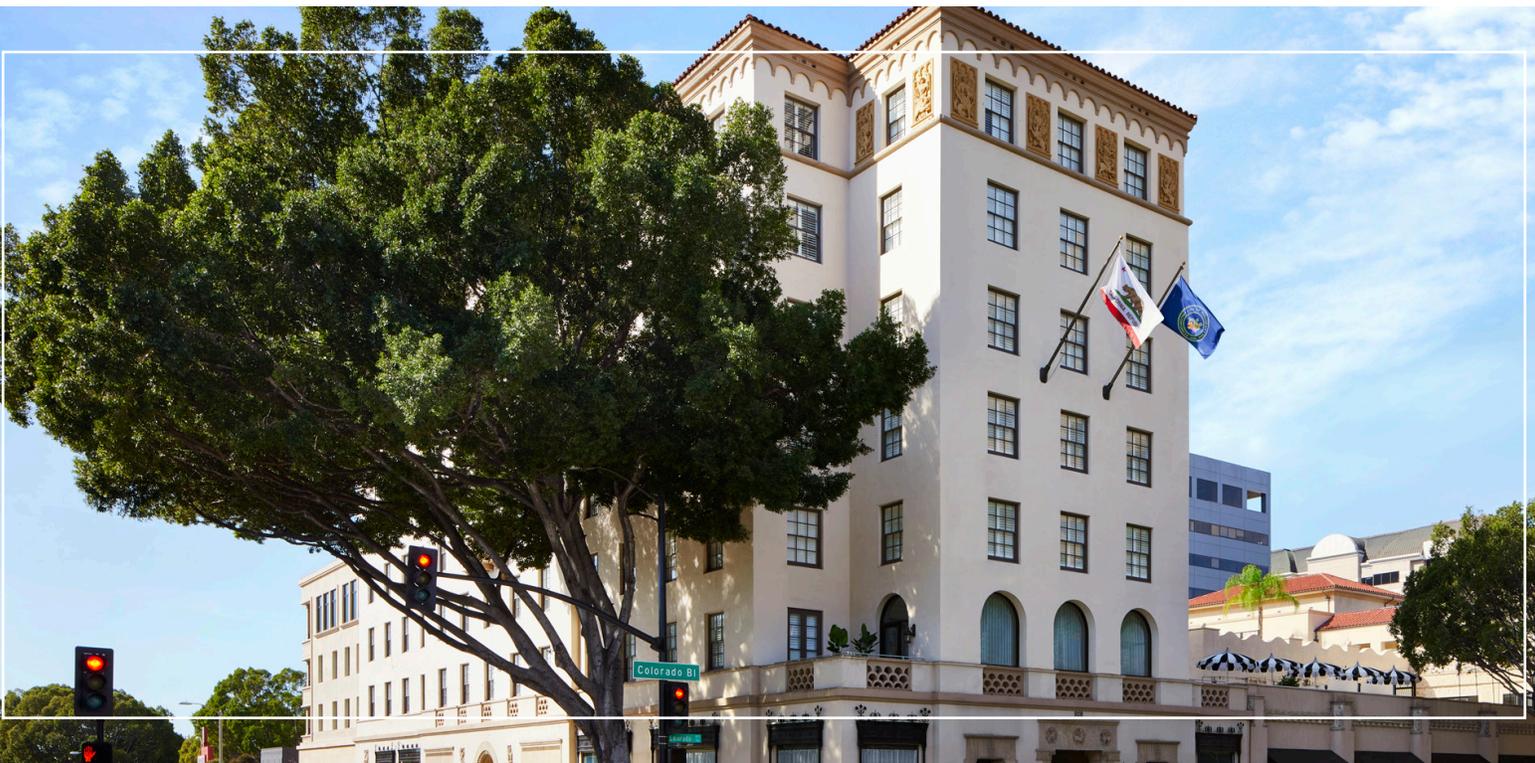


Despite the hardships of the past two years due to the COVID-19 pandemic, the Pasadena Convention & Visitors Bureau (Visit Pasadena) worked tirelessly to fuel tourism recovery efforts. Early in the fiscal year, marketing efforts capitalized on pent up travel demand by attracting leisure travelers for overnight visitation. Sales efforts reenergized as restrictions loosened by reconnecting in person at face-to-face trade events and promoting Pasadena as back and ready for business.

HOTEL TRENDS

Recovery is well underway. Hotel performance indicators including occupancy, average daily rate, and revPAR are all trending in a positive direction.

	Occupancy	Average Daily Rate (ADR)	Revenue Per Available Room (RevPAR)	Revenue
FY22	65.6%	\$190.10	\$124.65	\$107.2M
FY21	49.0%	\$130.63	\$64.02	\$49.0M
FY20	65.1%	\$178.28	\$116.03	\$104.0M
FY19	78.4%	\$189.60	\$148.58	\$130.2M



MEETINGS AND SALES

ROOM NIGHTS BOOKED FOR FUTURE BUSINESS

The Pasadena Convention & Visitors Bureau continued to support the economic vitality of the destination by securing hotel bookings.

Highlights include:

- Academic Senate for California Curriculum Institute, July 2024, 880 room nights
- Fire & Climate Conference, 692 room nights, May 2022
- Groom Expo, 333 room nights, February 2022
- NISAR Science Community Workshop – 1,000 room nights
- Lightbox Expo, October 2022, 2,740 room nights
- STITCHES, 500 room nights, November 2023

22,057
room nights



CITYWIDE CONVENTIONS

Visit Pasadena hosted 15 citywide conventions who brought tremendous economic value to the city and 18,600 room nights in Pasadena.

- Association of CA Water Agencies, Nov. 28-Dec. 2, 2021, 1,218 room nights
- Barbershop Harmony Conference, Jan. 10-16, 2022, 539 room nights
- CA Public Procurement Officers, Jan. 30-Feb 2, 2022, 804 room nights
- SoCal Kindergarten Conference, Feb. 24-26, 2022, 203 room nights
- Caltech QIP, March 7-11, 2022, 792 room nights
- AeroTech, March 15-17, 2022, 600 room nights
- AeroMat, March 15-17, 2022, 700 room nights
- CA Speech Language/Hearing Assoc., March 23-26, 2022, 1,453 room nights
- CA Nurse Practitioners Conference, Mar. 29-Apr. 3, 2022, 395 room nights
- HCSRN Annual Conference, April 11-14, 2022, 867 room nights
- CAAEYC 2022, April 28-May 1, 2022, 714 room nights
- Air Sensors International May 10-13, 2022, 909 room nights
- Leading Age California, May 15-18, 2022, 966 room nights
- Fire and Climate Conference, May 22-26, 2022, 692 room nights
- American Astronomical Society, June 11-16, 2022, 1,433 room nights



MEETING PLANNER EVENTS

Visit Pasadena sales team has been working hard to reframe mindsets and assure potential clients that Pasadena is a safe, welcoming, and modern destination. The team participated in trade shows, appointment shows and networking events to help bring awareness to Pasadena and its offerings.

- Smart Meetings SoCal Regional
- Destinations International
- Prestige Global Meetings Partner Conference
- HelmsBriscoe Annual Partner Meeting
- PCMA Educon
- CalSAE Elevate



SITE INSPECTIONS

In person site inspections are the optimal way for meeting planners to experience our destination and our meeting facilities. The sales team resumed in-person site visits providing inspections for 31 clients.

LEISURE TOURISM MARKETING



TOURISM RECOVERY ADVERTISING - ADVENTURE AWAITS CAMPAIGN

Tourism has proven 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 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 multi-layered campaign ran from June to November 2021 and included an “Adventure Awaits” campaign on popular travel platforms (Expedia, Tripadvisor, Sojern), social media sponsored content (Facebook and Instagram) as well as other supporting activities.

1.58M

paid media
impressions

TOURISM SUMMER ADVERTISING – EXPERIENCE SUMMER CHILL

Visit Pasadena launched the “Sunshine and Roses” campaign in the Spring of 2022 to reframe perspectives and traveler sentiment, moving away from COVID and safety regulations, and transitioning to a more fun, upbeat tone to highlight Pasadena and rebuild the community. The campaign positioned Pasadena as a sunny, bright, and welcoming location with lots of food, outdoor activities, and Instagram-worthy spots to explore.

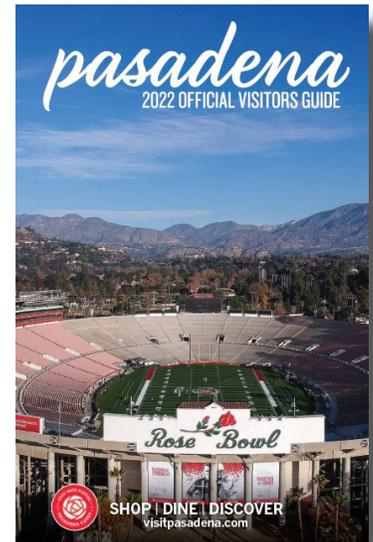
2.56M

paid media
impressions

THE PASADENA OFFICIAL VISITORS GUIDE

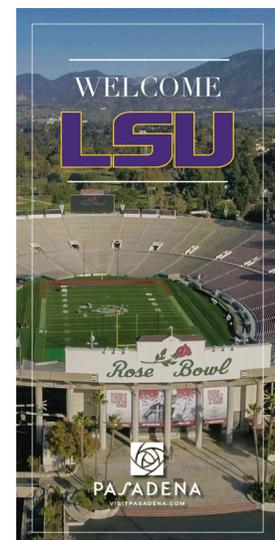
The Pasadena Official Visitors Guide is the definitive information source for leisure and business visitors to Pasadena and Southern California. The guide was published in November 2021 reaching people as they plan their trips and once they arrive. This year, the guide prominently celebrated the Rose Bowl Stadium's Centennial; the return of the Tournament of Roses; and Pasadena's exciting restaurant community.

- 100,000 copies and digital edition
- Distributed in 20+ hotels in Pasadena and Los Angeles and regional airports
- California Welcome and Visitor Centers (Los Angeles, Oceanside, Pismo Beach, Barstow, San Francisco, Oxnard, Santa Monica and Venice Beach)
- Distributed at the Pasadena Convention Center, to meeting planners and to convention attendees
- Distributed in more than 100 locations in Pasadena and the San Gabriel Valley
- 20,000 copies per issue delivered to Los Angeles magazine subscribers
- 10,000 copies per issue delivered to Pasadena magazine subscribers
- The guide prominently celebrates the Rose Bowl Stadium's Centennial; the return of the Tournament of Roses; and Pasadena's exciting restaurant community.



WELCOME LSU

To help welcome LSU alumni and visitors for the UCLA vs. LSU football game at the Rose Bowl in September, the destination services and marketing teams put together welcome packages at each hotel that consisted of visitor resources, visitor guides, team color beads, and digital marketing pieces. The team also placed window clings with QR codes linked to the official Visit Pasadena website at ~50 major restaurants in Old Pasadena and the surrounding area. A special welcome video was also filmed outside the Rose Bowl and shown at the Visitor Center for guests coming in for additional travel assistance and resources.





FESTIVAL ACTIVATIONS AT ROSE BOWL

To compliment the summer-long music festivals hosted at Brookside at Rose Bowl Stadium, Visit Pasadena participated as welcome station at Cruel World Festival, Just Like Heaven, Palomino Festival, Head in the Clouds, and This Ain't No Picnic, providing visitor resources to concert attendees. The activation included giveaways, a photo op wall with matching information table, lounge area, and offered souvenir merchandise available for purchase.

VISITOR HOTLINE

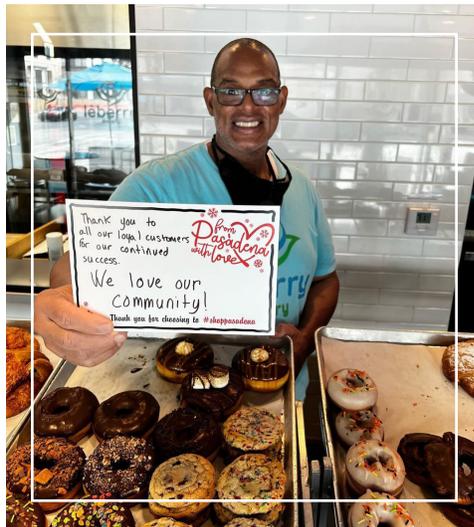
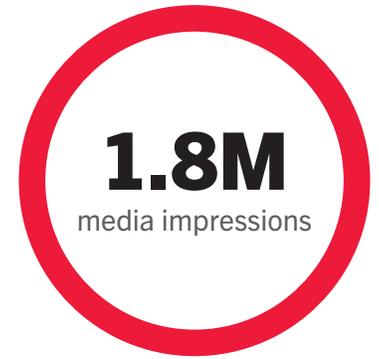
After a year of silence due to the 2020 parade and game not taking place in Pasadena, the phone lines at the Pasadena Visitor Hotline rang again. The hotline assisted visitors coming to the city for the Tournament of Roses. Local experts helped guests with driving and transportation directions, lodging and reservations, street closures, attractions and events, dining options, and more.



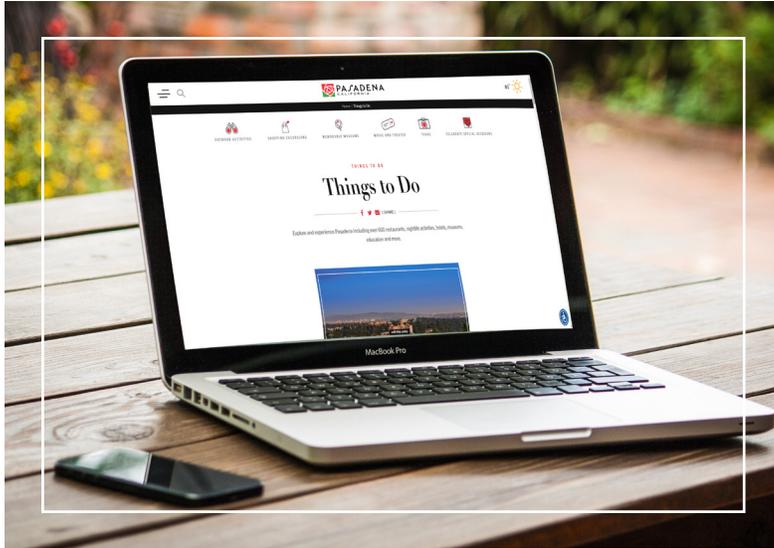
LOCAL BUSINESS SUPPORT - FROM PASADENA WITH LOVE

The City of Pasadena and Pasadena Convention and Visitors Bureau partnered to host a "From Pasadena With Love" holiday campaign to coincide with Small Business Saturday. On Small Business Saturday, the holiday shopping campaign featured 26 welcome stations at small businesses across Pasadena. Shoppers got a chance to win Pasadena-branded swag and experiences including tickets to the Rose Parade, music festival passes, museum admissions, gift certificates and merchandise. The campaign continued with social media takeovers and digital ads promoting local restaurants and shops.

The campaign theme, "From Pasadena, with Love," showed local love for the city while highlighting feelings of gratitude for the public's ongoing support of the local business community. Pasadena's holiday shop local campaign was covered by KCAL-9, CBS-2, KNX 1070, NBC-LA and local dailies.



DIGITAL EFFORTS



WEBSITE

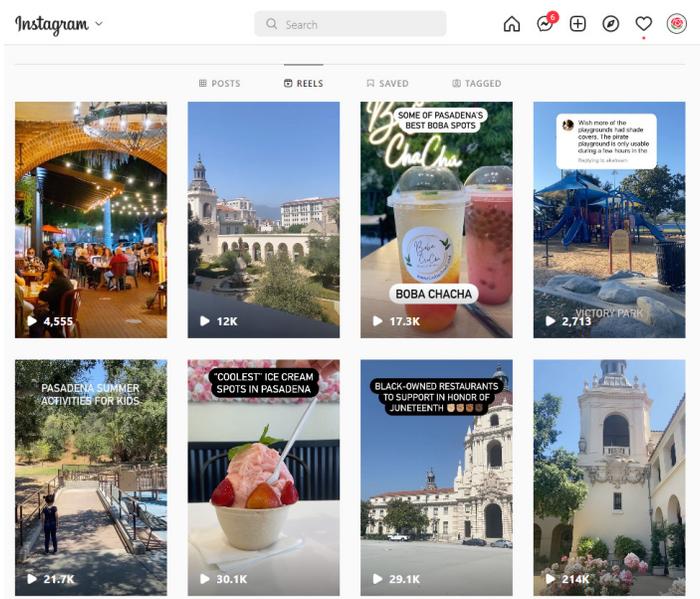
The Visit Pasadena website was given a major overhaul in FY21 to modernize the design, improve user experience, and optimize searchability. Since then, Visitor preferences continue to favor mobile-first, digital-focused search methods to find information. The CVB is constantly updating and iterating the Visit Pasadena website to align with user trends. Some additions include new filters, targeted blog content, visual icons, and implementing page heirarchies.

SOCIAL MEDIA

Search trends have begun to transition to social media and non-DMO websites. To adapt, the CVB has begun utilizing social media channels and video content to engage with and entertain potential audiences. Instagram Reels have been gaining momentum and Tiktok is becoming a popular search tool for younger demographics.

1.50M
website pageviews
(17% increase)

71.7k
social media followers
(9.03% increase)



FY22 FINANCIALS

The FY22 forecasted TBID assessment revenue was \$2.7 million. TBID assessment revenue actualized at \$3.189 million. Due to the uncertainty of the COVID-19 pandemic, the slow return of tourism and events at the beginning of the fiscal year and a COVID-19 surge in the Winter months, it was difficult to predict revenues would come in \$489k higher than expected. The Sheraton Pasadena reopened in September 2021 and Hotel Constance did not reopen during the fiscal year. Visit Pasadena faced similar staffing challenges seen in the tourism industry nationwide and required more time than expected to fill positions. At the beginning of the fiscal year, Visit Pasadena was able to fund leisure advertising to support travel recovery utilizing support from the City of Pasadena's allocation of \$475,000 in ARPA Tourism Recovery Funds.

INCOME	BUDGET	ACTUALS
TBID Assessment	\$2,700,000	\$ 3,189,000
ARPA Tourism Recovery Funds	\$475,000	\$ 475,000

EXPENDITURES	ALLOCATED	ACTUALS
Staffing	\$1,560,000	\$1,267,000
Administration Expenses	\$17,000	\$77,000
Advertising	\$279,000	\$522,000
Trade Show Activities	\$122,000	\$141,000
Events and Sponsorships	\$144,000	\$184,000
Familiarization Activities	\$22,000	\$8,000
Promotional Expenses	\$131,000	\$33,000
Total Expenditures	\$2,275,000	\$2,232,000

TBID Reserve Fund	\$270,000	\$319,000
FY22 TBID Carry Forward	\$630,000	\$1,113,000
Note: Carry-forward includes Sales & Marketing - 24.3% and Administration Expenses - 10.2%.		

FY23 IMPROVEMENTS & ACTIVITIES

The PTBID is designed to provide specific benefits directly to payors by increasing room night sales and revenue therefrom. Marketing and sales promotions will increase overnight tourism and market payors as tourist, meeting and event destinations, thereby increasing room night sales and revenue therefrom.

Below is a summary of activities to be provided for fiscal year 2022-2023. For more details, Visit Pasadena has developed the FY23 Marketing Plan designed to increase overnight visitation and room night sales at assessed lodging businesses.

LEISURE MARKETING

The leisure travel marketing plan includes a mix of paid advertising, media relations, digital marketing and social media. The goal of these tactics will be to reach our target audience during each of the five stages of leisure travel.

Leisure Advertising

- Run a strategic marketing campaign focused on domestic travelers to support destination recovery, increase hotel business, and position Pasadena for long-term success.
- Deliver digital and print advertising in magazines and newspapers, television/video ads, and radio ads targeted at potential visitors
- Leverage co-ops with Visit California

Digital Marketing Efforts

- Continue establishing VisitPasadena.com as the trusted visitor resource via optimized website content
- Increase social media engagement by encouraging audience interaction and providing entertaining content
- Ensure diversity, equity and inclusion is being exemplified on website and social media; and be mindful of sensitive content

Visitor Services

- Publish promotional materials such as the Pasadena Visitors Guide, Pasadena Summer Experience guide, brochures, flyers and maps
- Operate the Pasadena Visitors Center to provide visitors with information designed to improve the visitor experience

Strategic Partnerships

- Partner with key tourism partners to leverage opportunities including the Tournament of Roses, Rose Bowl Stadium, City of Pasadena Economic Development, Districts: Old Pasadena, Playhouse Village, South Lake Ave, Caltech, JPL, ArtCenter, Pasadena City College, City of Astronomy Partners, and Innovate Pasadena

BUSINESS EVENTS MARKETING & SALES

Client Facing Industry Events

Participate in a variety of regional and ational traditional trade shows, as well as appointment shows, to promote the destination and conduct one-on-one sales conversations with meeting planners.

Customer Site Tours

Encourage and offer personalized tours for prospective planners that give a behind-the-scenes, in-depth look at the city of Pasadena and showcase the best the destination has to offer.

Industry Associations

Hold membership in local and national industry associations, become involved by serving on committees/boards, and attend industry meetings to increase contact with prospective clients.

Sales Prospecting

Prospect for new business through contacts made at tradeshow, industry events, and through data research to identify potential meetings for Pasadena. In addition, each sales manager will conduct outside sales calls to increase lead production. Sales efforts monitored weekly, reported monthly and annually.

Meetings Advertising

Strategically advertise to meeting planners with a mix of email, digital, social media, lead generation campaigns and tradeshow marketing.

Rose Bowl Operating Company Alliance

Work closely with the Rose Bowl Operating Company to sell and promote citywide events and private event opportunities for the Rose Bowl thru joint sales efforts.

Past efforts have included:

- Hosting clients and media at concerts and sporting events
- Sponsor festival booths at summer music festivals
- Media and marketing support for citywide events
- Support the efforts of the Rose Bowl Legacy Foundation



BUDGET FY23

The cost of providing improvements and activities for FY23 is consistent with the TBID Management District Plan. The annual budget is \$3.6 million, which includes \$2.6 million allocation to sales and marketing, \$315,000 for administrative costs, and \$360,000 held in reserve. The remaining \$339,000 is a contingency to offset any unforeseen marketing conditions in the year and or is a carry-forward allocated to sales and marketing expenditures.

INCOME	BUDGET	PERCENTAGE
TBID Assessment	\$3,600,000	100.0%

EXPENDITURES	BUDGET	PERCENTAGE
Staffing	\$1,232,000	34.2%
Administration Expenses	\$315,000	8.8%
Advertising	\$612,000	17.0%
Trade Show Activities	\$345,000	9.6%
Events and Sponsorships	\$242,000	6.7%
Familiarization Activities	\$58,000	1.6%
Promotional Expenses	\$97,000	2.7%
Total Expenditures	\$2,901,000	80.6%

TBID Reserve Fund	\$360,000	10.0%
FY23 TBID Carry Forward	\$339,000	9.4%
Note: S&M - 5.2%; Admin - 4.2%		

APPENDIX 1 - ASSESSED BUSINESSES

	ADDRESS	CITY	STATE	ZIP
Ace Motel	2870 E. Colorado Blvd.	Pasadena	CA	91107
Astro Hotel	2818 E. Colorado Blvd.	Pasadena	CA	91107
Caltech - The Athenaeum	1200 E. California Blvd.	Pasadena	CA	91125
Courtyard Marriott Pasadena	180 N. Fair Oaks Ave.	Pasadena	CA	91105
GreenTree Pasadena Inn	400 S. Arroyo Pkwy	Pasadena	CA	91105
Hilton Pasadena	168 S. Los Robles Ave.	Pasadena	CA	91101
Hotel Le Reve Pasadena	3321 E. Colorado Blvd.	Pasadena	CA	91106
Howard Johnson	1599 E. Colorado Blvd.	Pasadena	CA	91107
Hyatt Place	399 E. Green St.	Pasadena	CA	91105
Hyland Inn	2462 E. Colorado Blvd.	Pasadena	CA	91107
Lincoln Motel	1559 Lincoln Ave.	Pasadena	CA	91103
Pasadena Hotel & Pool	928 E. Colorado Blvd.	Pasadena	CA	91106
Pasadena Lodge	2855 E. Colorado Blvd.	Pasadena	CA	91107
Pasadena Rose & Crown Hotel	1203 E. Colorado Blvd.	Pasadena	CA	91106
Pasadena Rose Inn	2097 E. Colorado Blvd.	Pasadena	CA	91107
Pasadena Travelodge	2131 E. Colorado Blvd.	Pasadena	CA	91107
Ramada Inn by Wyndham Pasadena	2156 E. Colorado Blvd.	Pasadena	CA	91107
Residence Inn Pasadena	21 W. Walnut St.	Pasadena	CA	91103
Rodeway Inn & Suites	2860 E. Colorado Blvd	Pasadena	CA	91107
Saga Motor Hotel	1633 E. Colorado Blvd	Pasadena	CA	91106
Sheraton Pasadena	303 Cordova Street	Pasadena	CA	91101
Super 8 Motel	2863 E. Colorado Blvd	Pasadena	CA	91107
La Casa Inn	2800 E. Colorado Blvd	Pasadena	CA	91107
Equity Corporate Housing (National Corp Housing)	No address			
Vacation Living Rentals	Various addresses			

FY22 BOARD

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Phillip Hosp

PCOC Vice-Chair, At Large

Paul LeClerc

Treasurer, The Langham Huntington, Pasadena

Joe Titizian

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Kim Burbank

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Enima Darakjy

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David Eads

Tournament of Roses

David Klug

City Manager Representative

Eleanor Lee

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Mike Owen

Courtyard by Marriott Pasadena

Blair Salisbury

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Kristin McGrath

Executive Director, Visit Pasadena

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Executive Director, Pasadena Convention Center

Christine Susa

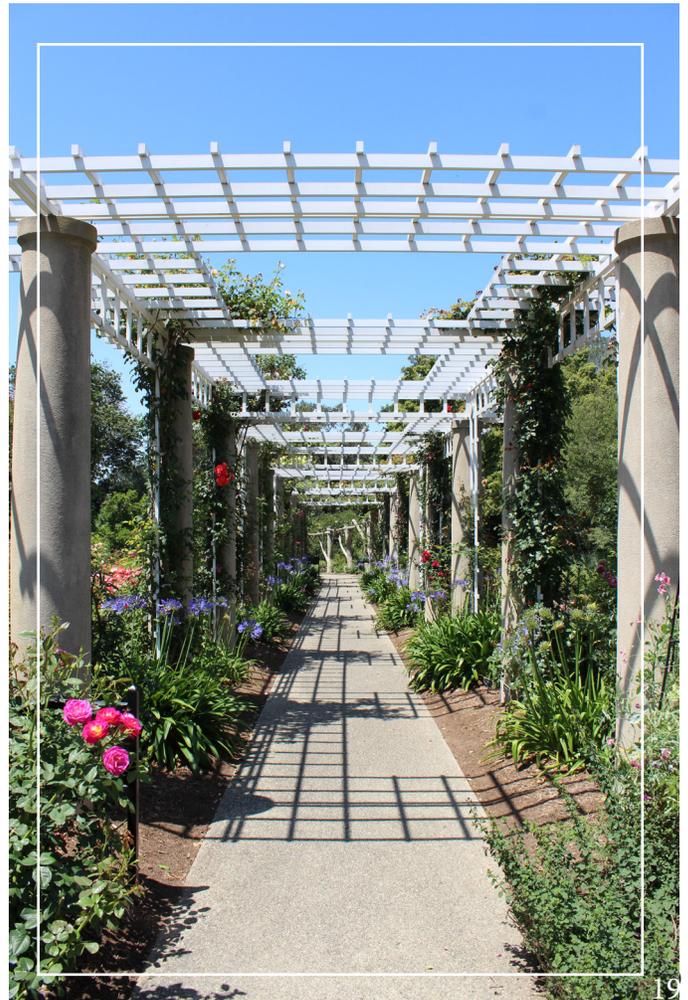
Director of Marketing & Communications

Margie Christ

Director of Human Resources

Phuong Wong

Director of Finance





PASADENA
CONVENTION & VISITORS BUREAU