



## REGULAR MEETING OF THE BOARD OF DIRECTORS

Wednesday, March 22, 2023 at 4:00 pm  
Pasadena Convention Center – Room 211  
300 East Green Street, Pasadena, CA 91101

### AGENDA

#### **Board of Directors**

Tyron Hampton, Chair  
Phil Hosp, Vice-Chair  
Paul Leclerc, Treasurer  
Joseph Titizian, Secretary  
Joan Aarestad  
Pat Amsbry  
Scott Boone  
David Eads  
Kim Burbank  
Dave Klug  
Eleanor Lee  
Jeff Michael  
Blair Salisbury  
Mike Owen

#### **PCOC Staff**

Michael Ross, CEO

#### **PCOC Mission Statement**

The mission of the Pasadena Center Operating company (PCOC) is 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.

Copies of this agenda and past agendas are posted at Pasadena City Hall and available for download online at <https://www.visitpasadena.com/board-agendas/>.



**MEETING OF THE BOARD OF DIRECTORS**  
**Wednesday, March 22, 2023 at 4:00 pm**

**AGENDA**

- I. Call to Order**
- II. Roll Call**
- III. Introductions**
  - Dan Stenz, PCOC Board Member and Westin Hotel General Manager
  - Aaron Milam, RBOC Representative to the PCOC Board
- IV. Public Comment on Matters Not On the Agenda**
- V. Approval of January 25, 2023 Board Meeting Minutes: *Motion to Approve***
- VI. Executive Committee Report - Tyron Hampton**
- VII. FY24 Budget – Michael Ross, CEO**
- VIII. Directors Reports**
  - Financial Report, February, 2023 - Phuong Wong: *Motion to Approve*
  - Sales - Center, Civic, CVB – Kristin McGrath
  - Marketing Update – Christine Susa
  - Operations – Naz Sabripour
  - Ice Rink - Michael Ross
- IX. Chief Executive Officer Report - Michael Ross**
  - TBID Update
- X. Tournament of Roses Report – David Eads, CEO**
- XI. Rose Bowl Operating Company Report – Aaron Milam**
- XII. Adjournment: Next meeting: Wednesday April 26, 2023, at 4:00 pm**

A handwritten signature in black ink, appearing to read "T. Hampton".

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*Tyron Hampton, Chair, Board of Directors*

I HEREBY CERTIFY that this Agenda, in its entirety, posted on the City of Pasadena rotunda area bulletin board at 100 N. Garfield Ave., and on [www.pasadenacenter.com](http://www.pasadenacenter.com) this 21st day of September 2021 by 3:00 p.m.

A handwritten signature in blue ink, appearing to read "Margie Christ".

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*Margie Christ, Recording Secretary*



Convention Center  
Civic Auditorium  
Ice Skating Center  
Convention & Visitors Bureau

## **OFFICIAL MINUTES**

### **BOARD OF DIRECTORS MEETING**

Wednesday, January 25, 2023  
4:00 p.m.

Pasadena Convention Center  
300 E. Green Street  
Pasadena, CA 91101

**I. Call to Order:**

Chairman Tyron Hampton, called the January 25, 2023, Pasadena Center Operating Company (PCOC) Board of Directors Special Meeting to order at 4:09 p.m.

**II. Roll Call:**

Roll call was taken and recorded by Margie Christ. A quorum assembled.

**Board Members**

Tyron Hampton, Chair  
Phil Hosp Vice-Chair  
Paul Leclerc, Treasurer  
Joseph Titizian, Secretary  
Joan Aarestad  
Pat Amsbry  
Scott Boone  
David Eads (absent)  
Kim Burbank (absent)  
Dave Klug  
Eleanor Lee  
Jeff Michael  
Blair Salisbury  
Mike Owen

**PCOC Staff**

Michael Ross, *CEO*  
Kristin McGrath, *CVB Executive Director*  
Naz Sabripour, *Convention Center Executive Director*  
Phuong Wong, *Director of Finance*  
Margie Christ, *Director of Human Resources*  
Christine Susa, *Director of Marketing & Communications*

**RBOC**

Richard Schammel, *RBOC Representative* (absent)

**City Staff**

Lesley Cheung, *Assistant Attorney, City of Pasadena*

**III. Public Comment On Matters Not On the Agenda**

(None)

**IV. Approval of December 7, 2022 Special Board of Directors Minutes**

It was moved by Pat Amsbry and seconded by Scott Boone, to approve the December 7, 2022, Special Board of Directors Minutes as submitted. The motion unanimously carried. *Absent: Kim Burbank; David Eads.*

**V. Executive Committee Report – Tyron Hampton**

Chair Tyron Hampton said that there would be no Executive Committee report as the January, 2023 Executive Committee meeting was cancelled due to lack of quorum.

**VI. Letter of Credit Supporting the PCOC Bonds – Vic Erganian, City Treasurer**

Vic Erganian, City Treasurer directed the Board's attention to the memo from the City of Pasadena Department of Finance to the Mayor through the Finance Committee, dated January 23, 2023. He reported that the recommendation outlined in the memo was approved by the City Council at their

meeting on Monday, January 23, 2023. Further, he pointed out that the Bank of America letter of credit supporting outstanding bonds (which helped finance the Conference and Convention Center), must be extended in order for the bonds to be remarketed. Finally, he pointed out that the fee would be reduced by 9 basis points (.09%). There was a question as to who held the bonds. Vic Erganian responded that they were held by investment firms. Another question was raised as to whether it made any sense to turn the bonds in, to which Vic Erganian replied that the rates were so low that it does not make financial sense.

## **VII. Directors Reports**

- **Financial Report, December 2022 - Phuong Wong**

Phuong Wong provided an update on the PCOC financials. Operating revenue was \$6.6 million, which was \$3.2 million better than budget. Operating expenses were \$4.1 million, \$401,000 better than budget. Net operating income was \$2.4 million which was \$2.3 million better than budget.

TOT revenue collected through December 2022 was \$6.2 million which was \$446,000 better than budget. Debt service expense was \$5.5 million, which was \$326,000 better than budget. Net gain was \$769,000.

TBID assessment was \$2 million which was \$50,000 better than budget. CVB expenses were \$1.3 million, resulting in a net gain of \$799,000 which was \$69,000 better than budget.

The total net gain for the company was \$3.9 million, which was \$3.1 million better than budget.

There was a question about whether the large amount of this gain would hold up through the second half of the year. Michael Ross, CEO said that expenses are typically higher in the second half of the year, so net gain for Fiscal Year 2023 was expected to be strong, but not \$4 million. Further, Michael Ross reminded the Board that there are always significant repair projects, for example the current underground plumbing for about \$275,000. There was another question about the status of the Civic Auditorium Capital Improvement Project. Michael Ross reported that the bids were expected to be finalized this June. He said that scheduling the project around America's Got Talent's bookings will result in a target start date of November, 2023. Finally, he said that the whole project, including interior, exterior, and scaffolding is expected to be \$2 million. It will be financed by the low interest loan obtained from the City of Pasadena earlier this fiscal year. A final question was asked about the status of the sound system project. Michael Ross reported that the final pieces are expected to be delivered any day.

It was moved by Scott Boone and seconded by Phil Hosp, to approve the December, 2022 financials as submitted. The motion unanimously carried. *Absent: Kim Burbank; David Eads.*

- **Sales – Kristin McGrath**

Kristin McGrath, Executive Director of the CVB directed the Board to the information previously provided about the CVB, Center and Civic Auditorium activity. She said that definite hotel room nights achieved to date in FY23 are 17,208 to an annual goal of 40,000 (43%). Further, she said 18 new leads, equaling 10,879 room nights, were issued to the hotel community in December. She said two large blocks are from scientific associations which is a key target market for Pasadena. Kristin pointed out that hotel occupancy was 66% in December which is better than 2021, but still behind 2019 (75%). She said ADR was good at \$190, which was lower than 2021 (\$201), but just a little bit higher than 2019 (\$189). She went on to point out some highlights of the sales team as displayed in the exhibits.

There was a question as to whether it is possible to identify the impact of new Rose Bowl Stadium events. Kristin responded that yes, there is an industry benchmarked program into which event specific information can be entered, to extrapolate data about the impact of an event on spending in the city.

- **Operations – Naz Sabripour**

Naz Sabripour, Executive Director of the Convention Center, directed the Board directors' attention to the materials that had previously been provided. She reviewed the highlights with the group.

- **Marketing Update – Christine Susa**

Christine Susa, Director of Marketing, directed the Board to the information previously provided about marketing and communications efforts. She reviewed some of the activities of the sales and marketing teams for the CVB.

- **Ice Rink - Michael Ross**

Michael Ross, CEO reported that the Ice Rink activity has continued to be very strong. He directed the Board to the information previously provided about the ice rink.

**VIII. Chief Executive Officer Report - Michael Ross, CEO**

Michael Ross reported that the TBID petitions have been received and we are currently over the 50% threshold (81%) allowing the PCOC to submit to the City Council for approval, which will increase the TBID assessment 1% (3.89% total) effective July 1, 2023, and another 2% (4.89% total) effective July 1, 2024.

Michael Ross further reported that the GM's at the Westin (Siamak Nassirpour) and Sheraton (Carlos Mendoza) have left their positions for other opportunities.

**IX. Tournament of Roses Report - David Eads, CEO**

David Eads being absent, there was no ToR report.

**X. RBOC Report – Richard Schammel (absent)**

Richard Schammel being absent, there was no RBOC report.

Michael Ross, CEO said that because RBOC meetings conflict with PCOC meetings, Richard Schammel had resigned as the RBOC representative to the PCOC Board. He said that another representative will be nominated.

**XI. Adjournment**

On order of the Chair, the Board Meeting adjourned at 5:35 p.m.

**Approved for the Board of Directors By:**

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**Tyron Hampton**  
**Chair, Board of Directors**

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**Joe Titizian**  
**Secretary, Board of Directors**

**Respectfully submitted by:**

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**Margie Christ, Recording Secretary**

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**Date**

Budget - FY2024	FY2020 ACTUAL  RESULTS	FY 2021 ACTUAL  RESULTS	FY 2022 ACTUAL Unaudited RESULTS	FY2023 REVISED  BUDGET	FY2024 PROPOSED  BUDGET
<b>Facilities</b>					
Revenue					
Convention Center	\$ 1,962,000	\$ 470,000	\$ 1,836,000	\$ 2,300,000	\$ 2,380,000
Other Rentals & Commissions	1,852,000	298,000	1,212,000	1,900,000	2,090,000
Civic Auditorium & Ex Hall C	893,000	214,000	766,000	1,200,000	1,200,000
Facility Restoration Fees	101,000	5,000	66,000	125,000	130,000
Food service commission	1,118,000	102,000	651,000	900,000	900,000
Parking Garage	862,000	-	1,232,000	1,600,000	1,800,000
Ice Skating Center	1,820,000	264,000	2,797,000	2,900,000	3,000,000
Investment Earnings	226,000	75,000	24,000	25,000	25,000
<b>Total Facilities Revenue</b>	<b>8,834,000</b>	<b>1,428,000</b>	<b>8,584,000</b>	<b>10,950,000</b>	<b>11,525,000</b>
					5.2%
Expenses					
Convention Center / Civic	5,964,000	2,965,000	4,881,000	7,300,000	8,140,000
Parking Garage	-	-	142,000	400,000	400,000
Ice Skating Center	1,346,000	354,000	1,312,000	1,800,000	1,990,000
Debt Service - Loans	548,000	492,000	322,000	466,000	275,000
<b>Total Facilities Expenses</b>	<b>7,858,000</b>	<b>3,811,000</b>	<b>6,657,000</b>	<b>9,966,000</b>	<b>10,805,000</b>
<b>Facilities Revenue / (Expenses)</b>	<b>976,000</b>	<b>(2,383,000)</b>	<b>1,927,000</b>	<b>984,000</b>	<b>720,000</b>
				9.0%	6.2%
<b>Transient Occupancy Tax / Debt Service</b>					
Transient Occupancy Tax	8,684,000	4,181,000	9,751,000	10,800,000	11,832,000
Debt Service - Bonds & Allowance	10,133,000	10,453,000	10,899,000	11,027,000	11,832,000
<b>TOT Surplus (Shortfall)</b>	<b>(1,449,000)</b>	<b>(6,272,000)</b>	<b>(1,148,000)</b>	<b>(227,000)</b>	<b>-</b>
					10%
<b>Convention Visitors Bureau</b>					
TBID Assessment	2,961,000	1,369,000	3,189,000	3,600,000	4,000,000
Convention Visitors Bureau Expenses	2,614,000	1,080,000	2,235,000	3,000,000	3,690,000
<b>Convention Visitors Bureau</b>	<b>347,000</b>	<b>289,000</b>	<b>954,000</b>	<b>600,000</b>	<b>310,000</b>
					11%
<b>Grant Funds / Loans</b>					
Shuttered Venue Operators Grant	-	-	2,130,000	-	-
ARPA - Tourism Stimulus Grant	-	-	475,000	-	-
Loan_City of Pasadena	-	-	-	-	2,500,000
<b>Grant / Loan Funds</b>	<b>-</b>	<b>-</b>	<b>2,605,000</b>	<b>-</b>	<b>2,500,000</b>
<b>Total Revenue</b>	<b>20,479,000</b>	<b>6,978,000</b>	<b>24,129,000</b>	<b>25,350,000</b>	<b>27,357,000</b>
<b>Total Expenses</b>	<b>20,605,000</b>	<b>15,344,000</b>	<b>19,791,000</b>	<b>23,993,000</b>	<b>26,327,000</b>
<b>Net Gain / (Loss):</b>	<b>(126,000)</b>	<b>(8,366,000)</b>	<b>4,338,000</b>	<b>1,357,000</b>	<b>1,030,000</b>
<b>Capital Assets / Improvements</b>					
Capital Expenditures	700,000	500,000	550,000	750,000	2,500,000



	/----- Year - to - Date Through				February 2023		/	
	Actual		Budget	Actual vs. Budget	Prior Year	CY vs. PY	% Change CY vs. PY	
				Fav / (unfav)				
Operating Revenue								
Convention Center	\$ 1,965,000	\$ 1,415,000	\$ 550,000	\$ 918,000	\$ 1,047,000	\$ 114.1%	\$ 2,300,000	
Other rentals & Commissions	1,378,000	1,130,000	248,000	471,000	907,000	192.6%	1,900,000	
Subtotal Center revenue	3,343,000	2,545,000	798,000	1,389,000	1,954,000	140.7%	4,200,000	
Civic Auditorium & Facility Fees	1,149,000	669,000	480,000	189,000	960,000	n/a	1,325,000	
Food Service Commission	526,000	620,000	(94,000)	235,000	291,000	123.8%	900,000	
Parking Garage	1,260,000	875,000	385,000	652,000	608,000	93.3%	1,600,000	
Ice Skating Center	2,387,000	1,847,000	540,000	1,958,000	429,000	21.9%	2,900,000	
Total Operating Revenues	8,665,000	6,556,000	2,109,000	4,423,000	4,242,000	95.9%	10,925,000	
Investment Earnings	17,000	17,000	-	13,000	4,000	30.8%	25,000	
Total Revenues:	8,682,000	6,573,000	2,109,000	4,436,000	4,246,000	95.7%	10,950,000	
Center Operating Expenses								
Convention Center	4,170,000	4,650,000	480,000	2,945,000	(1,225,000)	-41.6%	7,300,000	
Parking Garage	178,000	237,000	59,000	72,600	(105,400)	-145.2%	400,000	
Ice Skating Center	1,091,000	1,168,000	77,000	795,000	(296,000)	-37.2%	1,800,000	
Total Center Operating Expense	5,439,000	6,055,000	616,000	3,812,600	(1,626,400)	-42.7%	9,500,000	
Operating Results:	3,243,000	518,000	2,725,000	623,400	2,619,600	420.2%	1,450,000	
Debt Service - Loans	119,000	119,000	-	183,000	64,000	35.0%	466,000	
Net Gain/(Loss)	\$ 3,124,000	\$ 399,000	\$ 2,725,000	\$ 440,400	\$ 2,683,600	609.4%	\$ 984,000	
TOT / Bonds Debt Services								
Transient Occupancy Tax	8,125,000	7,600,000	525,000	5,542,000	2,583,000	46.6%	10,800,000	
Debt Services & Allowance	8,122,000	8,712,000	590,000	8,059,000	(63,000)	-0.8%	11,027,000	
Net Gain / (Loss)	\$ 3,000	\$ (1,112,000)	\$ 1,115,000	\$ (2,517,000)	\$ 2,520,000	-100.1%	\$ (227,000)	
Convention Visitors Bureau								
TBID Assessment	2,666,000	2,600,000	66,000	1,832,000	834,000	45.5%	3,600,000	
Convention Visitors Bureau Expenses	1,861,000	1,762,000	(99,000)	1,163,000	(698,000)	-60.0%	3,000,000	
Net Gain / (Loss)	\$ 805,000	\$ 838,000	\$ (33,000)	\$ 669,000	\$ 136,000	20.3%	\$ 600,000	
Grant Funds								
Shuttered Venue Operator Grant	-	-	-	1,103,000	(1,103,000)	n/a	-	
American Rescue Plan Act Grant	-	-	-	201,000	(201,000)	n/a	-	
Total Grants	\$ -	\$ -	\$ -	\$ 1,304,000	\$ (1,304,000)	n/a	\$ -	
Total PCOC								
Total Revenue	\$ 19,473,000	\$ 16,773,000	\$ 2,700,000	\$ 13,114,000	\$ 6,359,000	48.5%	\$ 25,350,000	
Total Expenses	15,541,000	16,648,000	1,107,000	13,217,600	(2,323,400)	-17.6%	23,993,000	
Total Net Gain / (Loss)	\$ 3,932,000	\$ 125,000	\$ 3,807,000	\$ (103,600)	\$ 4,035,600	-3895.4%	\$ 1,357,000	



Capital Improvements Programs

Fiscal Year 2023

Projects	Location	@ 2/28/23		Over / (Under)	Status
		Budget Amount	Actual Amount		
General Facility Maintenance Repair including Civic, Ice Rink, Conference Ctr, Exhibition Hall and Waterproofing / Painting Civic exterior	General	750,000.00	350,000.00 <sup>(1)</sup>	(400,000.00)	
		750,000.00	350,000.00	(400,000.00)	

Notes: (1) \$50,000 - Remove and replace Ice Rink dehumidifier wheel  
\$25,000 - Emergency Civic Sprinkler Repair  
\$275,000 - Emergency pipe repair

**Major repairs and purchases in the pipeline:**  
Simpleview - CVB software  
Ice Rink Compressor repair  
Civic roof repairs  
Purchase Forklift  
Purchase Receptacles





PASADENA  
CENTER OPERATING COMPANY

# DIRECTORS REPORT

March 2023

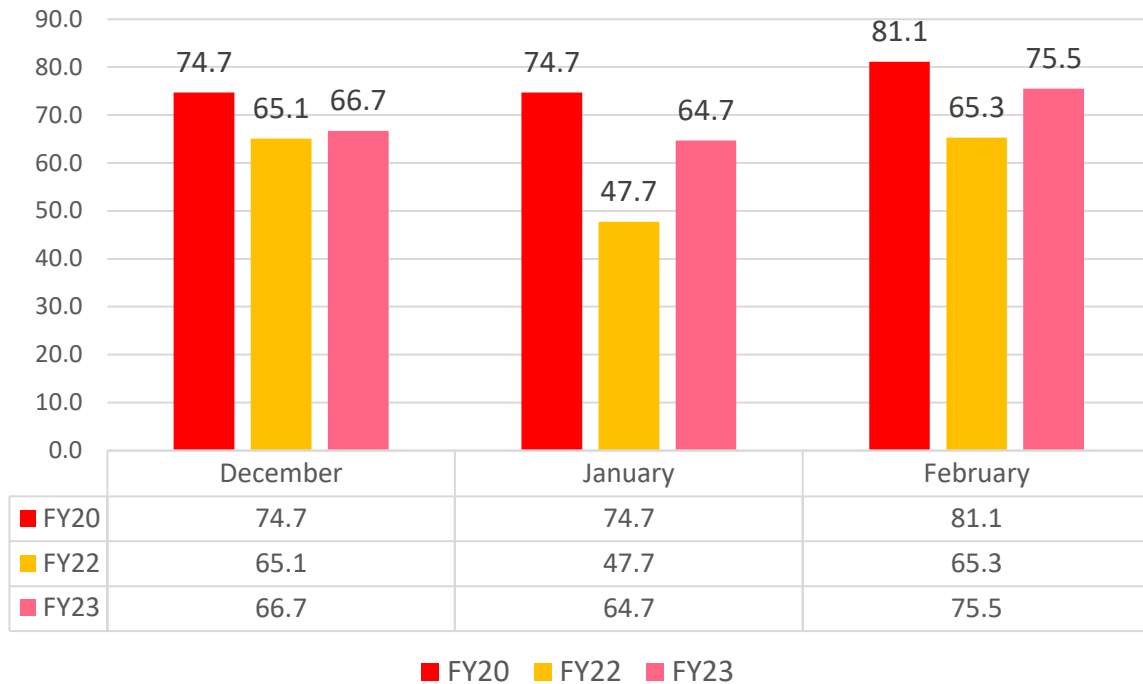
PASADENA



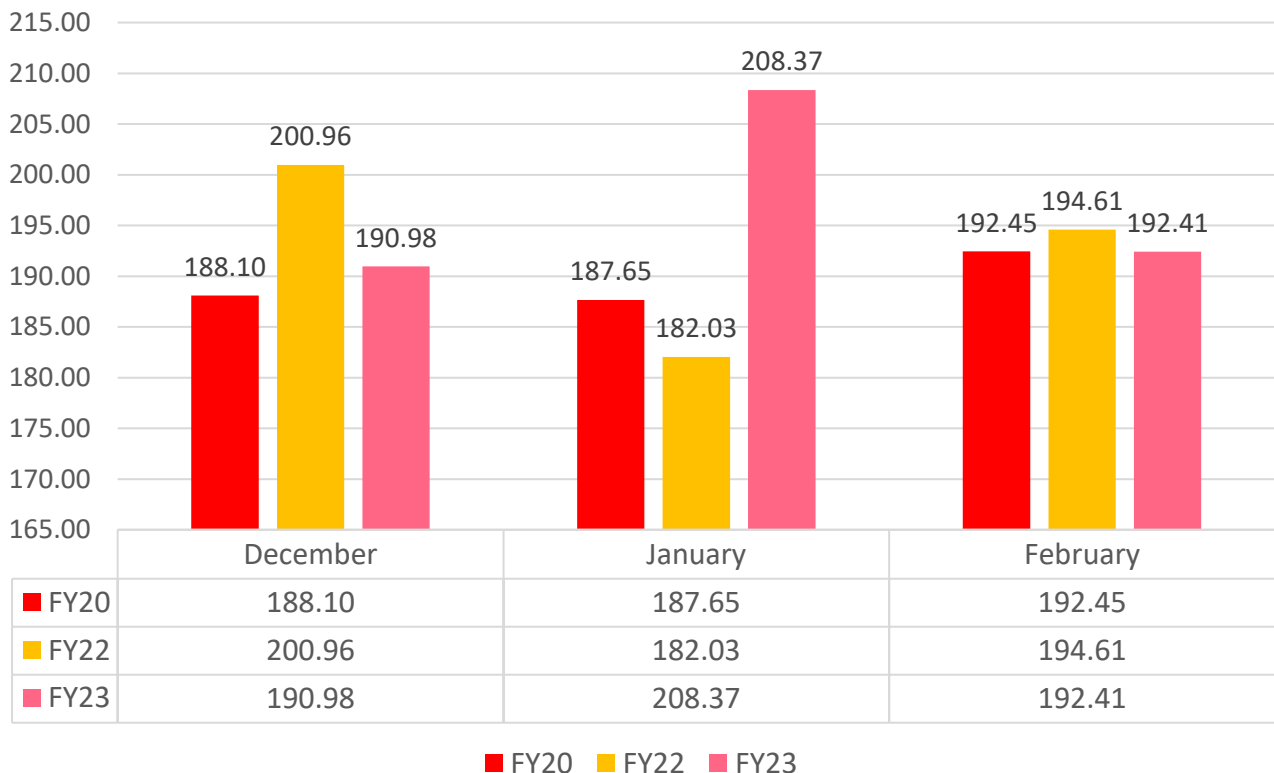
# DIRECTORS REPORT

## VISIT PASADENA UPDATE

### HOTEL OCCUPANCY (%)



### HOTEL ADR (AVERAGE DAILY RATE \$)



Source: STR

# DIRECTORS REPORT

## SALES UPDATE

### CVB

#### January & February Bookings:

**10 bookings; 5271 total room nights**

**6 of the 10 bookings are repeat clients**

**YTD 53% to FY23 goal of 40,000 total room nights (21,230 rooms)**

#### Highlights:

- Southern California Linux Expo, 711 total rooms, March 2023
- California Transit Assn 57 Annual Conference, 620 total rooms, November 2023
- GAGE/SAGE Science Workshop, 847 total rooms, March 2023

#### January & February New Leads:

**63 new leads; 38,781 total room nights**

#### Highlights:

- California Stormwater Quality Assn, 1690 rooms, Sept 2025
- Textile Exchange, 710 rooms, October 2024
- 2023 NOBULL Crossfit Games, 1235 rooms, May 2023



### CONVENTION CENTER

#### Definite Bookings (6):

##### Highlights:

- Sharpe Hierarchy Meeting, March 2023
- NBC Universal Photo Shoot, April 2023
- Harambee Ministries, May 2024
- National Notary Association, April, May & June 2023

### CIVIC AUDITORIUM

#### Definite Bookings (4):

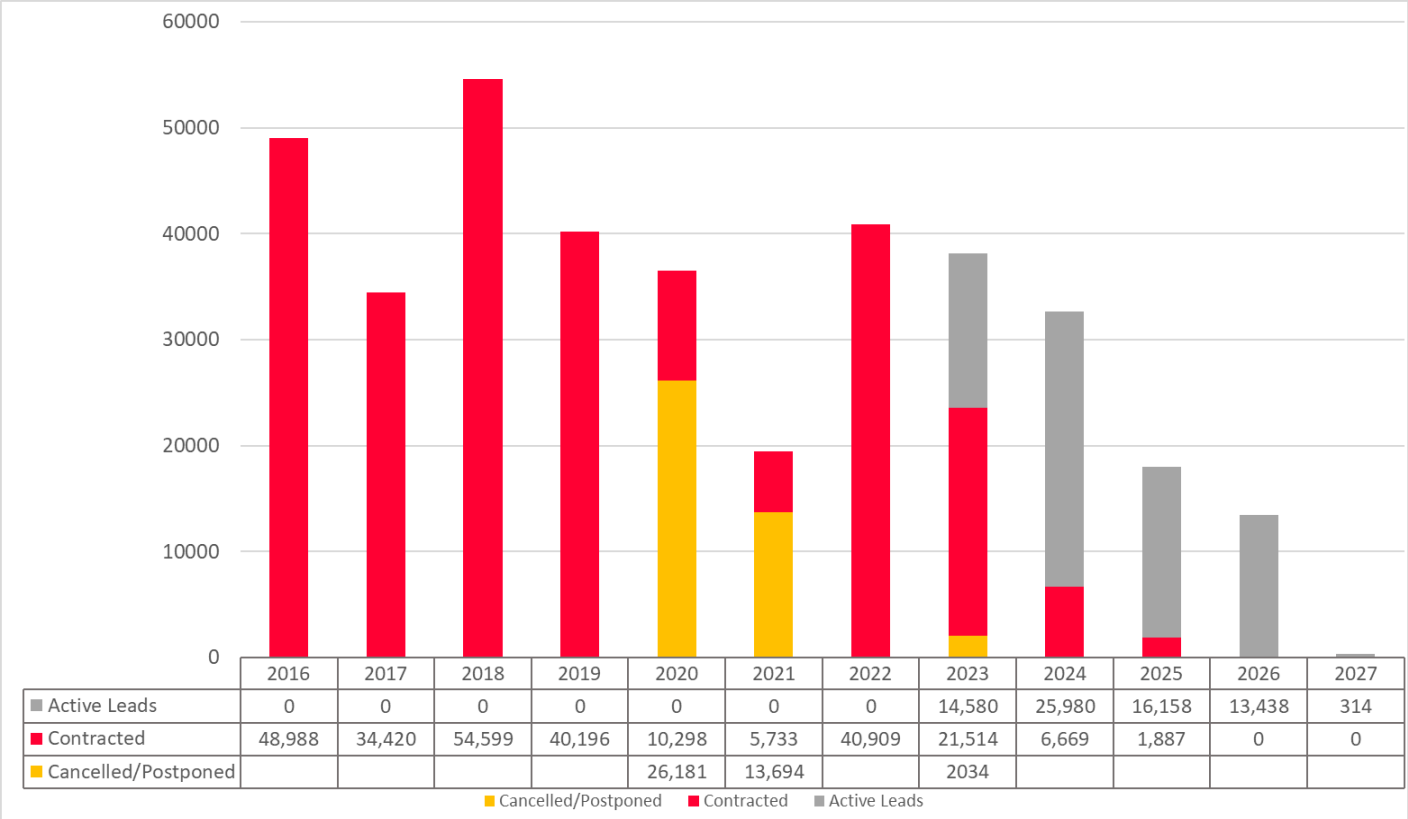
- US District Court Naturalization Ceremony, April, May & June 2023
- De Yun She Global Tour, October 2023



# DIRECTORS REPORT

## SALES UPDATE

### CONTRACTED ROOM NIGHTS & ACTIVE LEADS 2015-2027



**NOTES:**

- Short term demand remains healthy.
- Marketing to ensure Pasadena remains top of mind as conference organizers search for options remains a key tactic.

# DIRECTORS REPORT

## SALES UPDATE

### PCMA CONVENING LEADERS

Convening Leaders is a premier industry event that brings together over 3,000 business event professionals to explore, through education, research and networking, how business events generate economic and social legacies for businesses and communities. Kristin McGrath represented Visit Pasadena at the conference and hosted a client dinner with representatives from the following companies: Scientific Societies, Strategic Meetings International, AMR Management Services, Consumer Healthcare Products Assn and National Assn of State Technology Directors.



### MPI SACRAMENTO CHAPTER – CRAB FEED

On February 15th, Karalee Adams hosted a table at the annual Sacramento/Sierra Nevada Chapter event. Guests of Visit Pasadena included: California Conference Directors for Environmental Health, Associated Builders and Contractors of Northern CA, AMG – Advocacy & Management Group, Judicial Council of CA, and State Assn of County Retirement Systems.



### SHOWCASE

Formerly known as Destination Showcase, Showcase is a one-day event that connects 100+ destination organizations (CVBs) with conference and business event organizers in the Washington, DC area. Matt Hourihan attended and met with close to 30 meeting professionals including representatives of NTCA The Rural Broadband Association, American Land Title Assn, AARP, American Association of Physics Teachers, and the National Defense Industrial Association.





# DIRECTORS REPORT

## SALES UPDATE

### MEETINGS MARKETING CAMPAIGN NO ROSE COLORED GLASSES

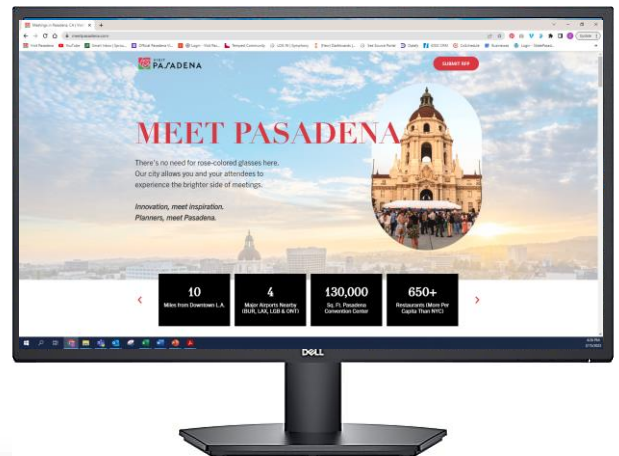
Visit Pasadena launched a digital marketing campaign in January to increase awareness for Visit Pasadena as a meetings destination and support the sales team's 40K booked room nights annual goal.

The website and creative showcases Pasadena as a fun, safe, walkable, inspirational destination with a great downtown, global cuisine, iconic landmarks, warm/friendly people, and creative/innovative culture.

#### Campaign elements

- Facebook ads
  - 97,690 impressions
  - 1.19% CTR (avg CTR travel/hosp .89%)
- LinkedIn
  - 32,050 impressions
  - 1.48% CTR (avg CTR travel/hosp .39%)
- LinkedIn Lead Gen
  - 25,742 impressions
  - .39% CTR (avg CTR .39%)
- Display
  - 191,954 impressions
  - .20% CTR (avg CTR travel/hosp .15%)
- Monthly email campaign (Visit Pasadena owned)
- Monthly email campaign (Northstar Travel Group)

**333,000**  
Impressions





# DIRECTORS REPORT MARKETING & COMMUNICATIONS

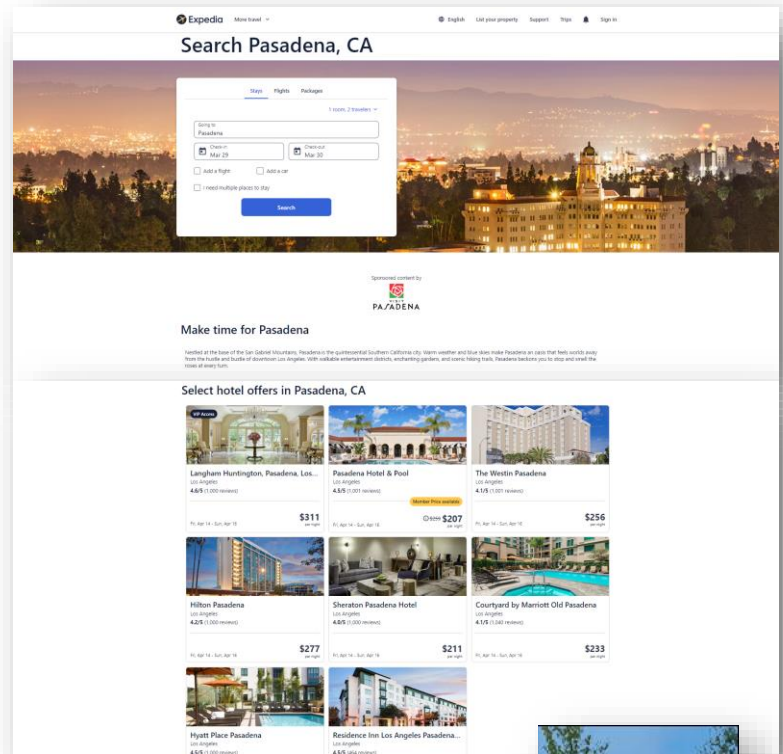
## ADVERTISING CAMPAIGN

Visit Pasadena continues to distribute ads featuring its "Make Time for Pasadena" campaign across digital, native, display, and retargeting ads. Digital ads were placed with Datafy and through social media and Google platforms via Perceptive. Print ads will be distributed in AAA Westways and Visit California.

Visit Pasadena also partnered with Visit California for their "What If" co-op campaign. These ads were distributed placed on Expedia and TripAdvisor's websites as native and a landing page.

### Display, Online Video, Native, Social

- Targeted audiences based on previous visitation, behavior, and competitor destinations.
- Reach precise audiences with an integrated programmatic advertising strategy



Advertising in AAA Westways

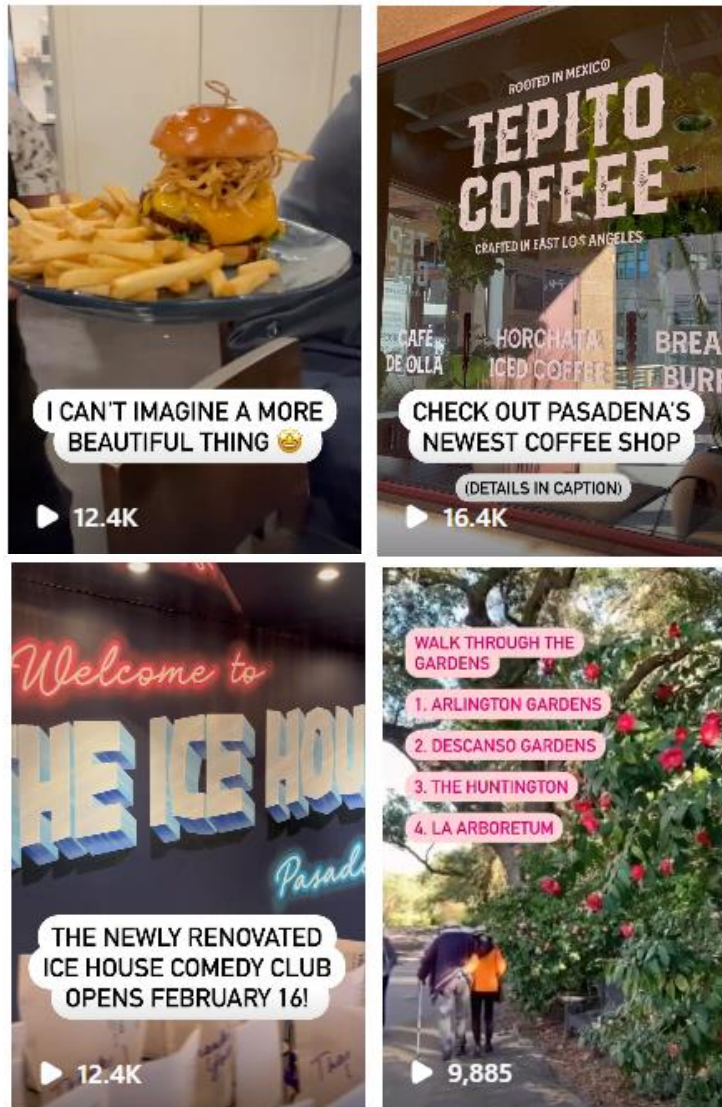
# DIRECTORS REPORT

## MARKETING & COMMUNICATIONS

### SOCIAL MEDIA

Visit Pasadena is continuing to evolve its social media tactics, utilizing more reels (video) to highlight events, showcase diversity, and campaigns around the city as well as new happenings at local institutions and districts:

- **Cheeseburger Week**
  - 12.45k views
  - 307 likes
- **Tepito Coffee**
  - 16.4k views
  - 438 likes
- **Ice House opening Teaser**
  - 12.4k views
  - 535 likes
- **Valentine's Day Activities**
  - 9.8k views
  - 381 likes
- **One Colorado Valentine's Day**
  - 5.2k views
  - 152 likes
- **Kidspace Butterfly Season**
  - 1.2k views
  - 20 likes



### DIGITAL STATS JANUARY/FEBRUARY

	Jan	Feb
Website Pageviews	631,013	123,596
Website Users	356,211	62,915

	Jan	Feb
Social Media Followers	72,648	72,934
Social Media Impressions	200,810	244,948



# DIRECTORS REPORT

## MARKETING & COMMUNICATIONS

### TRAVMEDIA INTERNATIONAL MARKETPLACE

Anna Yan represented Visit Pasadena at TravMedia International Marketplace, the leading global networking event connecting the travel industry with top journalists, editors, influencers and broadcasters.

- 24 prescheduled one-on-one appointments
- Networking Brunch with Dotdash Meredith
- Visit California New York Media Mission



### VISIT CALIFORNIA DESTINATION MIXER

Christine Susa and Anna Yan participated in a Destination Mixer with Visit California. The event connected our team with Visit California staff who promote travel to the state internationally and domestically. Christine and Anna presented with guest comedian, Johnny Loquasto from the Ice House Comedy Club. Other destinations represented included Discover Los Angeles, Santa Monica Tourism, Visit Santa Clarita, and Discover Torrance.



### TOURISM MARKETING PARTNER MEETING

Visit Pasadena hosted a Tourism marketing Partner Meeting in February to showcase the CVB's recent achievements and activities to promote the destination. Stakeholders shared upcoming happenings in their respective business, attraction, district, and school.



# DIRECTORS REPORT MARKETING & COMMUNICATIONS

## INDIVIDUAL MEDIA VISITS



### THE SUNDAY TIMES IRELAND EDITION

#### VICKI NOTARO, SUNDAY TIMES IRELAND

Visit Pasadena hosted Vicki Notaro of the Sunday Times Ireland (67,989 circulation). The travel story is a Los Angeles feature aimed at couples looking for a culturally and socially exciting trip. Vicki and her husband experienced The Langham Huntington, a wine tasting at Monopole, dined at Bar Chelou, and The Ice House Comedy Club.



### Smartmeetings

#### MORGAN SALTZ, SMART MEETINGS

Visit Pasadena hosted Morgan Saltz of Smart Meetings to cover a story on Pasadena Meetings. During her stay Morgan stayed at The Westin, visited the Groom Expo at the Pasadena Convention Center, Giggles and Grooves show at the Pasadena Civic Auditorium, and the Melting Pot Food Tours.



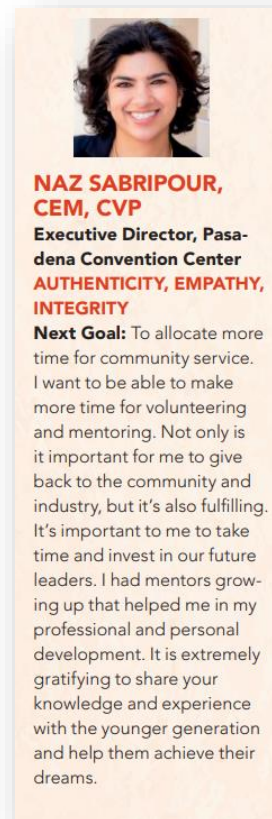
### AFAR

#### NNEKA OKONA, AFAR, FREELANCE

Visit Pasadena hosted Nneka M. Okona, a Nigerian American freelance writer based in Atlanta, for a travel story about Black History in Pasadena, for AFAR and other publications. She also has bylines in Conde Nast Traveler, Yes! Magazine, and Imbibe Magazine. During her visit, she visited locations of Jackie Robinson and Octavia Butler including Vroman's Bookstore, Octavia's Bookshelf, and The Huntington's archive of Octavia Butler.

# DIRECTORS REPORT MARKETING & COMMUNICATIONS

## MEDIA COVERAGE



## NAZ SABRIPOUR RECOGNIZED AS INDUSTRY LEADER

Smart Meetings, a national media company for meeting professionals, has announced Naz Sabripour, CEM, CVP, Executive Director of the Pasadena Convention Center, was awarded a [Smart Woman in Meetings Industry Leader Award](#). The accolade came as part of Smart Meetings' eighth annual feature of women who inspire others in the hospitality industry.

The feature showcases the stories of women who have overcome challenges, added value and found their passion in the meetings industry. The feature aims to celebrate and empower women during Women's History Month and beyond.



# DIRECTORS REPORT

## MARKETING & COMMUNICATIONS

### MEDIA COVERAGE

Pasadena Convention Center Executive Director Naz Sabripour Earns Smart Woman in Meetings Award  
Pasadena Now (Readership: 161,895)

Council to Open Public Testimony on Renewal of Tourism Business Improvement District, This Time for a 10-Year Term  
Pasadena Now (Readership: 161,895)

How the Pasadena Convention Center and its Food Producer Teamed Up to Feed Over 100 People in Need  
Pasadena Now (Readership: 161,895)

AlienCon brings close encounters to the Pasadena Convention Center  
Pasadena Star-News (Readership: 138,842)

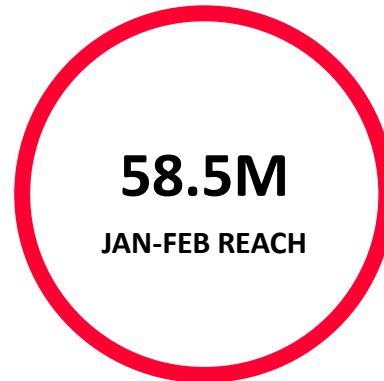
What's new in Pasadena, California  
Travel Mole (48,708)

How Octavia Butler Inspired a Black-Owned Pasadena Bookstore  
Los Angeles Times (Readership: 25,625,094)

9 Gardens Hidden in Unexpected Places Around L.A.  
Los Angeles Times (Readership: 25,625,094)  
Mention: Arlington Garden

Woman Set to Fulfill Dream of Opening Up Black-Owned Bookstore  
NBC Los Angeles (Readership: 1,331,246)

Neighborhood Food Guide: The 14 Best Restaurants and Tacos in Pasadena  
LA Taco (Readership: 245,183)



The Royce Wood-fired Steakhouse - Beverly Press & Park LaBrea News  
Beverly Press & Park LaBrea News (Readership: 18,571)

Collectors flock to the 55th California International Antiquarian Book Fair  
Pasadena Weekly (Readership: 10,638)

How to Celebrate Valentine's Day in L.A.  
L.A. Parent (Readership: 15,585)  
Mention: Perle Restaurant, The Raymond, Giggles & Grooves Valentine's Day Edition

Pasadena CVB earns Smart Meetings prize  
Pasadena Weekly (Readership: 10,638)

What's New in Pasadena, California: January 2023  
Southern California Life Magazine (Readership: 5,492)

California: Golden Moments | Smart Meetings  
Smart Meetings (Readership: 24,141)

# DIRECTORS REPORT CONVENTION CENTER

## EVENT NUMBERS

	Number of Events	Attendance
January	14	28,439
February	17	22,848
March	22	31,885 (forecast)



*AlienCon*

## HIGHLIGHTED EVENTS

- CHEERpros
- Pasadena Comic Con
- Heart of a Champion Invitational 2023
- Los Angeles Radiological Society – Mid Winter Meeting
- The 55th CA International Antiquarian Book Fair
- Dancing with the Stars
- AlienCon
- America's Got Talent



*Antiquarian Book Fair*

## CLIENT SATISFACTION

Thank you, Gianna. Chief Harris was very pleased with the facilities and the meeting was a success. It was a pleasure working with you and your staff.

- Marcia Taglioretti, Pasadena Police Department, All Hands Meeting

**3.83/4**

**Overall Event  
Average Score**



*Pasadena Comic Con*

## FACILITY UPDATES

- The emergency repair of the boiler hot water line was completed on March 6th.
- The use of electric-powered leaf blower began on February 28 in accordance with the new ordinance/ban on gas-powered leaf blowers.



# DIRECTORS REPORT CIVIC AUDITORIUM

## EVENTS

- Into the Woods, Pasadena Playhouse and PUSD
- XiaoGuo Stand-Up Comedy Tour
- 2023 NAACP Image Awards
- Giggles & Grooves “Valentine’s Edition” with Lil Duval and Darnell Jones presented by local promoter Marcus Washington (Crème of the Crop Productions)
- Sean Healy presents OneUs a Kpop concert
- Yoga Lin World Tour



*NAACP Image Awards*



*Into The Woods production*



*NAACP Image Awards*



*Yoga Lin World Tour*



*ONEUS 1<sup>st</sup> World Tour ([source](#))*



# DIRECTORS REPORT

## ICE SKATING CENTER UPDATE

### ICE SKATING CENTER HIGHLIGHTS

- Public sessions remained very busy during Jan-Feb. We had over 1,200 public session skaters during the Presidents' holiday weekend sessions.
- Extra freestyle, stick time, and pick-up sessions are still popular during our holiday schedules.
- Early Spring skating school group classes already have over 1,050 skaters - not including the 5-week beginner classes that start next week.

**1,050**

Early Spring  
Skaters

