



MEETING OF THE BOARD OF DIRECTORS
Wednesday, March 27, 2024 at 4:00 pm – Room 211

AGENDA

Board of Directors

Tyron Hampton, Chair
Phil Hosp, Vice-Chair
Kim Burbank, Treasurer
Joseph Titizian, Secretary
Joan Aarestad
Pat Amsbry
Scott Boone
David Eads
Marlon Gonzalez
Dave Klug
Eleanor Lee
Jeff Michael
Blair Salisbury
Dan Stenz

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.

MEMBERS OF THE PUBLIC MAY PARTICIPATE IN THE OPEN SESSION PORTION OF

THE MEETING AS FOLLOWS: 1) By submitting public comment of any length to the following email: publiccomment@pasadenacenter.com up to two hours prior to the start of the meeting. Please be aware that this email address will not be checked within the two hours prior to the start of the meeting or, 2) During the meeting, by submitting comments in writing to the Recording Secretary, or by raising their hand to be recognized to speak at the appropriate time.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call 626/793-2122. Notification 72 hours prior to the meeting will enable the PCOC to make reasonable arrangements to assure accessibility to this meeting. Language translation services are available for this meeting by calling (626) 793-2122 at least 72 hours in advance. Habrá servicio de interpretación disponible para éstas juntas llamando al (626) 793-2122 por lo menos con 48 horas de anticipación.



MEETING OF THE BOARD OF DIRECTORS
Wednesday, March 27, 2024 at 4:00 pm – Room 211

AGENDA

- I. Call to Order**
- II. Roll Call**
- III. Public Comment on Matters Not on the Agenda**
- IV. Introduction of Marlon Gonzalez, General Manager, Dena Hotel - Tryon Hampton**
- V. Approval of January 24, 2024 Board Meeting Minutes: *Motion to Approve***
- VI. Executive Committee Report - Tyron Hampton**
 - FEMA Reimbursement
- VII. FY24 Revised Budget - Michael Ross, Phuong Wong: *Motion to Approve***
- VIII. Directors Reports**
 - Financial Report, February 2024 - 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**
 - Update – Restoration of the Civic Auditorium façade including waterproofing and painting and replacement of the outside stairs.
 - Schedule – PCOC Finance Committee Meeting
- XI. Tournament of Roses Report – David Eads, CEO**
- X. Rose Bowl Operating Company Report – Aaron Milam**
- XI. Adjournment: Next meeting: Wednesday April 24, 2024 at 4:00 pm**



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/>.

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

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.

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

Margie Christ, Recording Secretary



Convention Center
Civic Auditorium
Ice Skating Center
Convention & Visitors Bureau

OFFICIAL MINUTES

BOARD OF DIRECTORS MEETING

Wednesday, January 24, 2024
4:00 p.m.

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

I. Call to Order:

Chairman Tyron Hampton, called the January 24, 2024 Pasadena Center Operating Company (PCOC) Board of Directors Special Meeting to order at 4:07 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 (absent)

Kim Burbank

Joseph Titizian, Secretary (absent)

Joan Aarestad

Pat Amsbry

Scott Boone (absent)

David Eads

Dave Klug

Eleanor Lee

Jeff Michael

Blair Salisbury (joined at 4:15, during item VI)

Dan Stenz

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* (absent)

RBOC

Aaron Milam, *RBOC Representative*

City Staff

Lesley Cheung, *Assistant Attorney, City of Pasadena*

III. Public Comment On Matters Not On the Agenda

(None)

IV. Approval of September 27, 2023 Board of Directors Meeting Minutes

It was moved by Jeff Michael and seconded by Kim Burbank, to approve the September 27, 2023, Board of Directors Meeting Minutes as submitted. The motion unanimously carried. *Absent: Scott Boone; Blair Salisbury; Joe Titizian.*

V. Executive Committee Report – Tyron Hampton

Tyron Hampton, Chair, told the Board of Directors that Michael Ross, CEO, gave the Executive Committee an update on the Civic Auditorium restoration project that would be reviewed and considered for approval in item VII of this Board of Directors meeting agenda.

VI. FY 2023 Audit – Lance, Soli & Lunghard, LLP, Brandon Young, Partner and Christian Townes, Partner: *Motion to Accept*

Christian Townes, Partner, Lance, Soli & Lunghard LLP reviewed the “Independent Auditors’ Report” for the Pasadena Center Operating Company Fiscal Year Ending June 30, 2023, that had previously been provided to the Board of Directors. It was moved by Pat Amsbry and seconded by Joan Aarestad to accept the audit as presented. The motion unanimously carried. *Absent: Scott Boone; Joe Titizian.*

VII. Restoration of the façade and stairs, including waterproofing and painting of the Civic Auditorium – Michael Ross, CEO: *Motion to Approve*

It is recommended that the PCOC Board:

1. Find that the proposed action is exempt from the California Environmental Quality Act (“CEQA”) pursuant to State CEQA Guidelines Section 15301 (Existing Facilities);
2. Accept the proposal dated December 21, 2023, submitted by Spectra Company in response to the plans and specifications for the Restoration of the Civic Auditorium façade including waterproofing and painting and replacement of the exterior stairs and reject all other proposals, and authorize the CEO to enter into a contract for an amount not-to-exceed \$1,289,618.29, which includes the base contract amount (\$1,172,380.29) and a contingency of 10% (\$117,238.00) to provide for any necessary change orders.

Representatives of Onyx Architects gave an overview of the review of incoming bids for the project. It was moved by Joan Aarestad and seconded by Jeff Michael to approve the above recommendation. The motion unanimously carried. *Absent: Scott Boone; Joe Titizian.*

VIII. Directors Reports

• **Financial Report, December 2023 – Phuong Wong: *Motion to Approve***

Phuong Wong provided an update on the PCOC financials. Operating revenue through December 2023 was \$6.8 million, which was \$1.4 million better than budget. Operating expenses were \$4.6 million, \$618,000 better than budget. Net operating income was \$2.2 million which was \$2.1 million better than budget.

TOT revenue collected through December, 2023 was \$6.4 million which was \$163,000 better than budget. Debt service expense was \$5.3 million, which was \$775,000 better than budget. The result was a net gain of \$1.1 million, which was \$938,000 better than budget.

TBID assessment was \$2.1 million which was \$120,000 better than budget. CVB expenses were \$1.4 million, resulting in a net gain of \$723,000 which was \$569,000 better than budget.

The total net gain for the company was \$723,000, which was \$569,000 better than budget.

There being no questions, it was moved by Joan Aarestad and seconded by David Eads, to approve the December 31, 2023, financial audit as presented. The motion unanimously carried. *Absent: Scott Boone; Joe Titizian.*

• **Sales – Kristin McGrath**

Kristin McGrath, Executive Director of the CVB directed the Board of Directors to the information previously provided about the CVB, Center and Civic Auditorium activity. She said that definite hotel room nights achieved to date in FY24 are 22,525, 56% of the 40,000 room annual goal. Further, she said 47 new leads, equaling 29,463 room nights over the next 24 months, were

issued to the hotel community in the second quarter. She noted that ADR continues to be healthy, although hotel occupancy dipped in the second quarter as compared to the prior year. Kristin directed the Board's attention to several pages in the meeting package that had been sent previously, about the variety of activities the CVB sales team has had in recent months.

There were some general questions regarding activity that Kristin McGrath addressed.

- **Marketing Update – Kristin McGrath**

Kristin McGrath 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, specifically the healthy responses to the social media activities, and the New York Times, Vogue and Shondaland media articles.

- **Operations – Naz Sabripour**

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

- **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.

IX. Chief Executive Officer Report - Michael Ross, CEO

(Nothing else to report)

X. Tournament of Roses Report - David Eads, CEO

David Eads reported that the 2024 Rose Parade and Rose Bowl Game were both very successful.

XI. RBOC Report – Aaron Milam

Aaron Milam general updates about the Rose Bowl Operating Company.

XII. Adjournment

On order of the Chair, the Board Meeting adjourned at 5:45 p.m.

Approved for the Board of Directors By:

Tyron Hampton
Chair, Board of Directors

Joe Titizian
Secretary, Board of Directors

Respectfully submitted by:

Margie Christ, Recording Secretary

Date

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Revised FY2024 Budget				REVISED FY2024 ADOPTED BUDGET
	FY 2022 ACTUAL RESULTS	FY2023 ACTUAL RESULTS	FY2024 ADOPTED BUDGET	
Facilities				
Revenue				
Convention Center	\$ 1,836,000	\$ 2,889,000	\$ 2,380,000	\$ 2,885,000
Other Rentals & Commissions	1,212,000	2,164,000	2,090,000	2,020,000
Civic Auditorium & Ex Hall C	766,000	1,582,000	1,200,000	1,500,000
Facility Restoration Fees	66,000	137,000	130,000	130,000
Food service commission	651,000	918,000	900,000	1,075,000
Parking Garage	1,232,000	2,028,000	1,800,000	2,000,000
Ice Skating Center	2,797,000	3,165,000	3,000,000	3,100,000
Investment Earnings	24,000	102,000	25,000	25,000
Total Facilities Revenue	8,584,000	12,985,000	11,525,000	12,735,000
				10.5%
Expenses				
Convention Center / Civic	4,881,000	6,689,000	8,140,000	8,141,000
Parking Garage	142,000	312,000	400,000	400,000
Ice Skating Center	1,312,000	1,756,000	1,990,000	1,990,000
Debt Service - Loans	322,000	169,000	275,000	275,000
Total Facilities Expenses	6,657,000	8,926,000	10,805,000	10,806,000
				0.0%
Facilities Revenue / (Expenses)	1,927,000	4,059,000	720,000	1,929,000
				167.9%
Transient Occupancy Tax / Debt Service				
Transient Occupancy Tax	9,751,000	11,300,000	11,832,000	11,700,000
Debt Service - Bonds & Allowance	10,899,000	11,300,000	11,832,000	11,700,000
TOT Surplus (Shortfall)	(1,148,000)	-	-	-
Convention Visitors Bureau				
TBID Assessment	3,189,000	4,030,000	4,000,000	4,000,000
Convention Visitors Bureau Expenses	2,235,000	3,242,000	3,690,000	3,750,000
Convention Visitors Bureau	954,000	788,000	310,000	250,000
Grant Funds / Loans				
Shuttered Venue Operators Grant	2,130,000	-	-	-
ARPA - Tourism Stimulus Grant	475,000	-	-	-
Loan_City of Pasadena	-	-	2,500,000	2,500,000
Grant / Loan Funds	2,605,000	-	2,500,000	2,500,000
Total Revenue	24,129,000	28,315,000	27,357,000	28,435,000
Total Expenses	19,791,000	23,468,000	26,327,000	26,256,000
Net Gain / (Loss):	\$ 4,338,000	\$ 4,847,000	\$ 1,030,000	\$ 2,179,000
Capital Assets / Improvements				
Capital Expenditures	\$ 550,000	\$ 750,000	\$ 2,500,000	\$ 2,500,000

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	Year - to - Date Through		February 2024				FY 2024 Adopted Budget
	Actual	Budget	Actual vs. Budget	Prior Year	CY vs. PY	% Change CY vs. PY	
			Fav / (unfav)		Fav / (unfav)		
Operating Revenue							
Convention Center	\$ 1,887,000	\$ 1,568,000	\$ 319,000	\$ 1,965,000	\$ (78,000)	-4.0%	\$ 2,380,000
Other rentals & Commissions	1,301,000	1,286,000	15,000	1,378,000	(77,000)	-5.6%	2,085,000
Subtotal Center revenue	3,188,000	2,854,000	334,000	3,343,000	(155,000)	-4.6%	4,465,000
Civic Auditorium & Facility Fees	1,078,000	817,000	261,000	1,149,000	(71,000)	n/a	1,330,000
Food Service Commission	797,000	605,000	192,000	526,000	271,000	51.5%	900,000
Parking Garage	1,199,000	1,110,000	89,000	1,260,000	(61,000)	-4.8%	1,800,000
Ice Skating Center	2,353,000	2,178,000	175,000	2,387,000	(34,000)	-1.4%	3,000,000
Total Operating Revenues	8,615,000	7,564,000	1,051,000	8,665,000	(50,000)	-0.6%	11,495,000
Investment Earnings	17,000	17,000	-	17,000	-	0.0%	25,000
Total Revenues:	8,632,000	7,581,000	1,051,000	8,682,000	(50,000)	-0.6%	11,520,000
Center Operating Expenses							
Convention Center	4,688,000	5,315,000	627,000	4,178,000	(510,000)	-12.2%	7,989,000
Parking Garage	216,000	262,000	46,000	180,281	(35,719)	-19.8%	396,000
Ice Skating Center	1,271,000	1,298,000	27,000	1,097,000	(174,000)	-15.9%	1,947,000
Total Center Operating Expense	6,175,000	6,875,000	700,000	5,455,281	(719,719)	-13.2%	10,332,000
Operating Results:	2,457,000	706,000	1,751,000	3,226,719	(769,719)	-23.9%	1,188,000
Debt Service - Loans	-	-	-	108,000	108,000	100.0%	275,000
Net Gain/(Loss)	\$ 2,457,000	\$ 706,000	\$ 1,751,000	\$ 3,118,719	\$ (661,719)	-21.2%	\$ 913,000
TOT / Bonds Debt Services							
Transient Occupancy Tax	8,249,000	8,154,000	95,000	8,125,000	124,000	1.5%	11,832,000
Debt Services & Allowance	7,062,000	8,105,000	1,043,000	7,199,000	137,000	1.9%	11,832,000
Net Gain / (Loss)	\$ 1,187,000	\$ 49,000	\$ 1,138,000	\$ 926,000	\$ 261,000	28.2%	\$ -
Convention Visitors Bureau							
TBID Assessment	2,738,000	2,666,000	72,000	2,666,000	72,000	2.7%	4,000,000
Convention Visitors Bureau Expenses	1,928,000	2,415,000	487,000	1,859,000	(69,000)	-3.7%	3,750,000
Net Gain / (Loss)	\$ 810,000	\$ 251,000	\$ 559,000	\$ 807,000	\$ 3,000	0.4%	\$ 250,000
Total PCOC							
Total Revenue	\$ 19,619,000	\$ 18,401,000	\$ 1,218,000	\$ 19,473,000	\$ 146,000	0.7%	\$ 27,352,000
Total Expenses	15,165,000	17,395,000	2,230,000	14,621,281	(543,719)	-3.7%	26,189,000
Toal Net Gain / (Loss)	\$ 4,454,000	\$ 1,006,000	\$ 3,448,000	\$ 4,851,719	\$ (397,719)	-8.2%	\$ 1,163,000

Capital Improvements Programs

Fiscal Year 2024

Projects	Location	Budget Amount	2/29/2024	Over / (Under)	Status
			Actual Amount		
Exterior Waterproofing / Painting Civic exterior	Civic	<u>2,300,000.00</u>	<u>-</u>	<u>(2,300,000.00)</u>	
General Facility Maintenance Repair including Civic, Ice Rink, Conference Ctr	General	<u>200,000.00</u>	<u>69,000.00</u>	<u>(131,000.00)</u>	
		<u>2,500,000.00</u>	<u>69,000.00</u>	<u>(2,431,000.00)</u>	

Notes: (1) \$69,000; equipment purchase.



PASADENA
CENTER OPERATING COMPANY

DIRECTORS REPORT

March 2024

PASADENA

DIRECTORS REPORT SALES

CVB

January- February Definite Bookings:

19 Bookings; 16,797 Total Room Nights

9 of the 19 bookings are repeat clients

YTD 98% to FY24 goal of 40,000 total room nights (39,385 rooms)

Highlights:

- America's Got Talent S19 Live – Aug 2024, 2157 rooms
- Techno Security & Digital Forensics Conference – Sept 2024, 794 rooms
- Textile Exchange Conference – October 2024, 2463 rooms
- Govt Microcircuit Applications & Critical Tech – Mar 2025, 1380 rooms
- Assn of Public Health Laboratories – March 2025, 2185 rooms

January - February New Leads:

40 new leads; 24,225 total room nights

Highlights:

- Am Society for Healthcare Human Resources Admin, April 2025, 1720 rooms
- American Assn for Aerosol Research, Sept 2026, 1330 rooms
- Great Minds in STEM Conference, Oct 2026, 3385 rooms
- Seismological Society of American, April 2026, 1462 rooms



CONVENTION CENTER

Definite Bookings (17):

Highlights:

- Sodexo, February 2024
- Escalent, February 2024
- Southwestern School of Law, February 2024
- KP, Bernard J Tyson School of Medicine, April 2024
- Garan-Beafagio, LLC – May 2024
- Ticket Out Incorporated – August 2024

CIVIC AUDITORIUM

Definite Bookings (8):

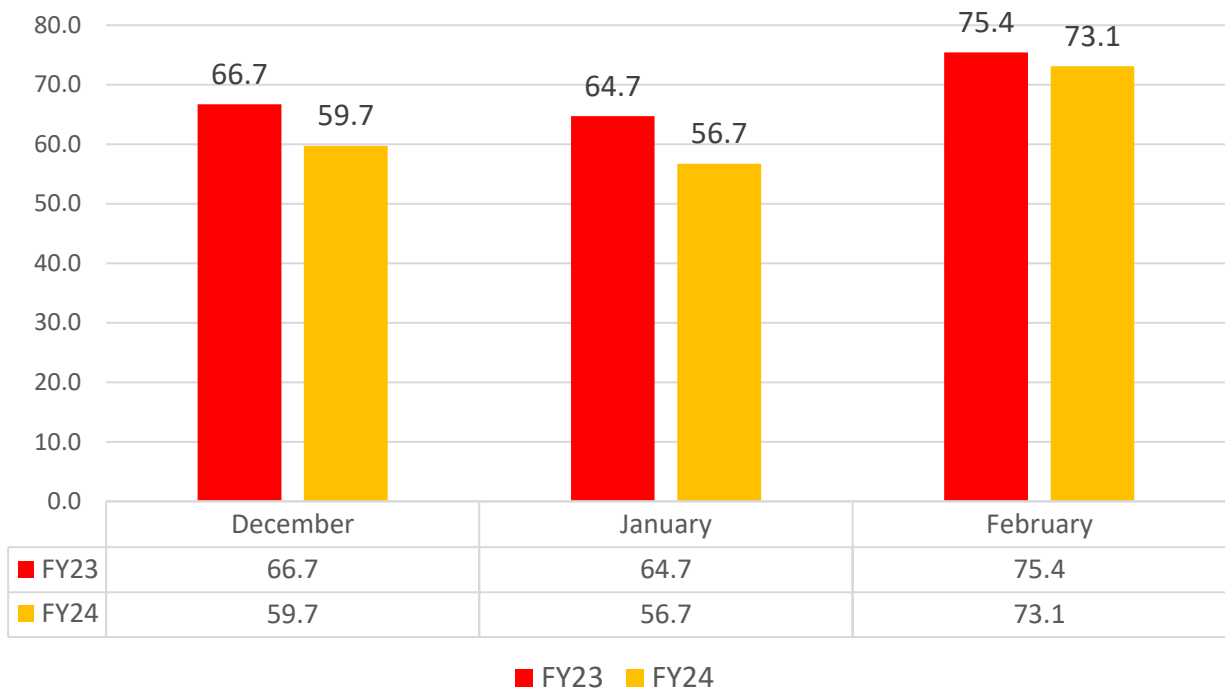
Highlights:

- TGM Productions, February 2024
- Los Angeles Ballet, May 2024
- Western University of Health Science, May 2024

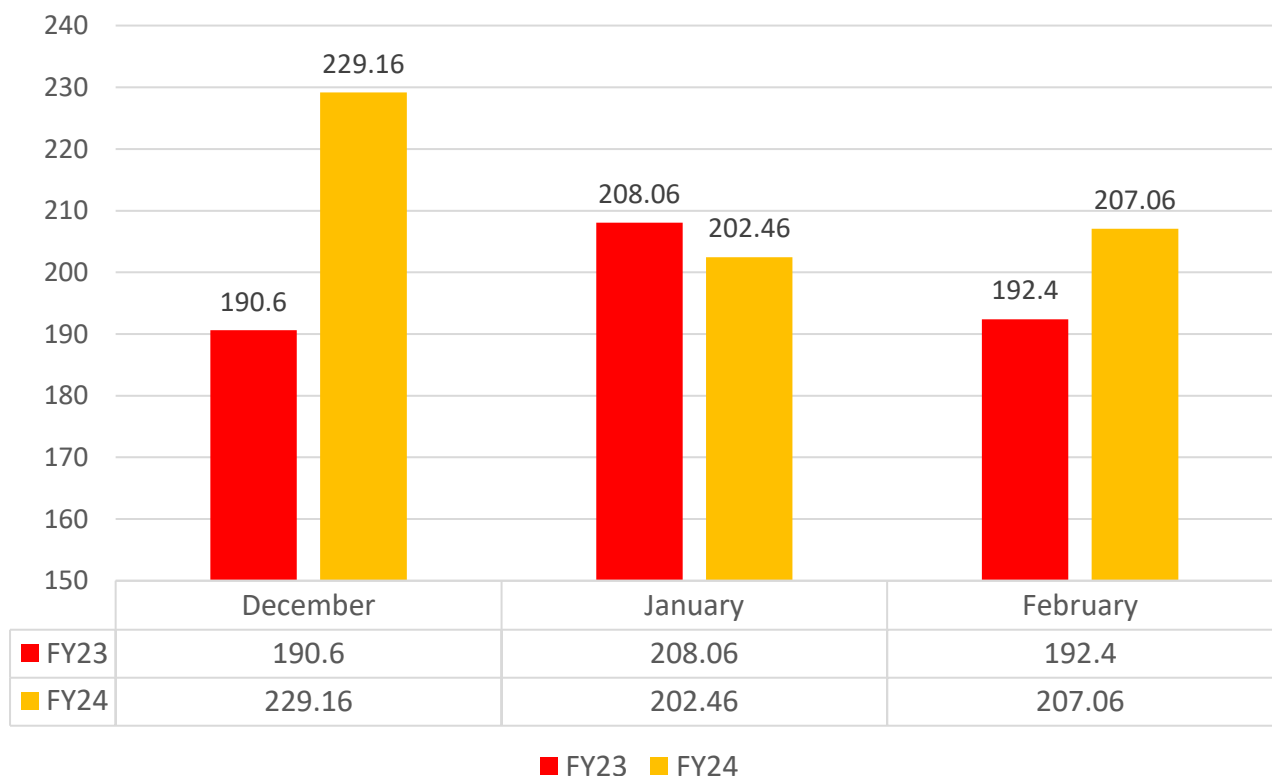
DIRECTORS REPORT

VISIT PASADENA UPDATE

HOTEL OCCUPANCY (%)



HOTEL ADR (AVERAGE DAILY RATE \$)

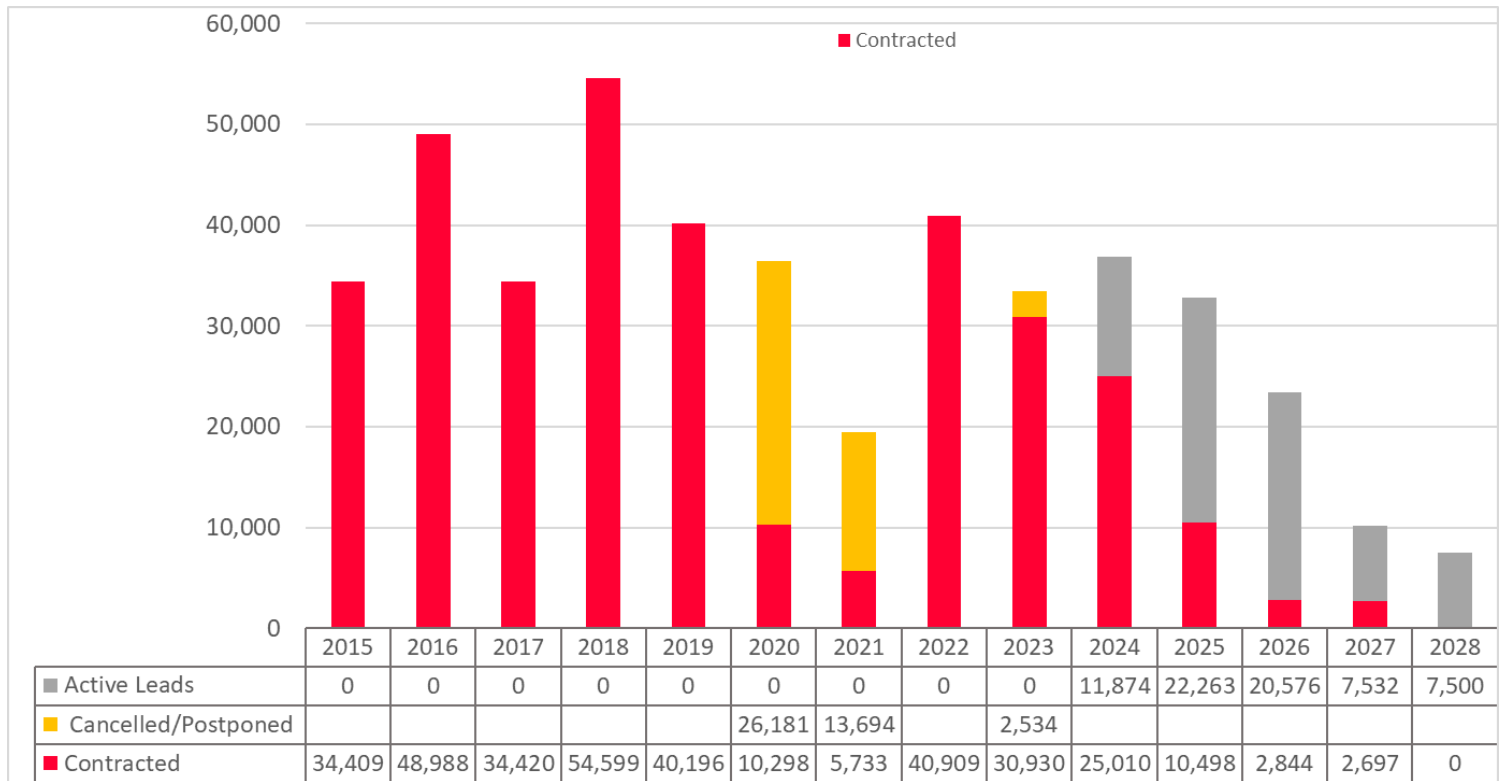


Source: STR

DIRECTORS REPORT

SALES

CONTRACTED ROOM NIGHTS & ACTIVE LEADS 2015-2027



NOTES:

- Activity for 2024 remains strong. 2000 room nights have been placed on the books since January, and the tentative funnel has over 11,000 room nights remaining in it.
- We are very happy to report robust activity for 2025. Approximately 8000 hotel room nights have been contracted for that year within the last 60 days. Prior to the pandemic, odd years have typically not been as strong for Pasadena.

DIRECTORS REPORT SALES

IPEC: INDEPENDENT PLANNERS ED CONFERENCE

Debbie Vail represented Visit Pasadena at IPEC 2024 in January. IPEC is a hosted buyer show that includes two days of pre-scheduled meetings, insightful educational presentations, and various networking opportunities for independent business event planners.

SACRAMENTO KINGS CLIENT EVENT

On February 7th, Visit Pasadena hosted 11 Sacramento based clients at the Golden One Center to watch the Sacramento Kings play the Detroit Pistons. Representatives from the following organizations were in attendance:

- Leading Age CA
- CA State Association of Counties
- Assn for CA Water Agencies
- Community College League of CA
- SYSL Partners (Association Management Co)
- Head Start California
- California College of Emergency Physicians
- State Association for County Retirement Systems

WASHINGTON DC CLIENT EVENT

On March 20th Visit Pasadena partnered with five other similar sized destination marketing organization to host a client event at The Hay-Adams Hotel. A sample of the potential clients in attendance include:

- American Physical Society
- Association of Clean Water Administrators
- Association of Metropolitan Planning Organizations
- Governors Highway Safety Association
- American Public Human Services Association
- American Horticultural Society
- American Jail Association
- Volkswagen Group of America

YOU ARE INVITED TO
Top of the Hay
VIP Luncheon

WEDNESDAY, MARCH 20
11:30 A.M. – 1:30 P.M.

THE HAY-ADAMS HOTEL

800 16TH STREET NORTHWEST, WASHINGTON, D.C. 20006

REGISTRATION AND NETWORKING FROM 11:30 A.M. – NOON,
LUNCH TO BEGIN AT NOON.

The event takes place at one of Washington's finest venues, the Hay-Adams Hotel. Enjoy networking with other planners, stunning panoramic cherry blossom views, and a custom menu inspired by local ingredients.

This non-transferable, exclusive invitation is for the intended recipient only.



DIRECTORS REPORT

MARKETING & COMMUNICATIONS

VISIT PASADENA ONLINE STORE THREADS OF PASADENA

The official Visit Pasadena Online Store recently launched as a visitor resource and to showcase some of Pasadena's local artists and small businesses. The store offers delightful Pasadena-themed souvenirs designed by local artists such as limited-edition enamel pins showcasing the blooming roses of the Rose Parade, postcards illustrating the Colorado Street Bridge and City Hall.

The first "Threads of Pasadena" line features a collaborative effort with local brand Pasadena CLSC, (pronounced classic), by the grandson of Matthew "Mack" Robinson and great-nephew of Jackie Robinson, Pasadena CLSC. The merchandise line leads with a "Smell the Roses" campaign, with artwork by Dennis Robinson to celebrate the city's beauty. Items include crew neck sweatshirts, t-shirts, socks, and hats.

ETOURISM SUMMIT AWARDS (eTSY)

Visit Pasadena has been named a finalist for two eTSY Awards. The eTSYs recognize the best innovation and creativity employed by tourism marketing organizations to inspire and draw visitors.

There are 18 total categories and Visit Pasadena is a finalist for Best Experiential Marketing Campaign (Pasadena Egg Hunt) and Best Viral Campaign (Pasadena as Taylor Swift Albums.) The full list of finalists can be found at etourismsummit.com.

The winners will be announced on April 4th on the final day of the eTourism Summit. The eTourism Summit is a premier meeting of digital marketing practitioners and thought leaders working within the tourism industry.



DIRECTORS REPORT MARKETING & COMMUNICATIONS

SPRING CAMPAIGN – WHAT'S SO GREAT ABOUT PASADENA?

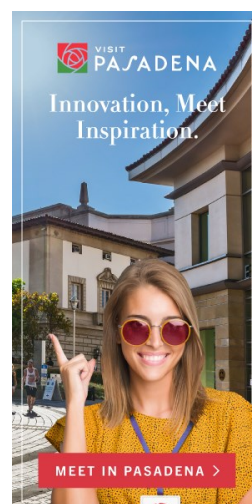
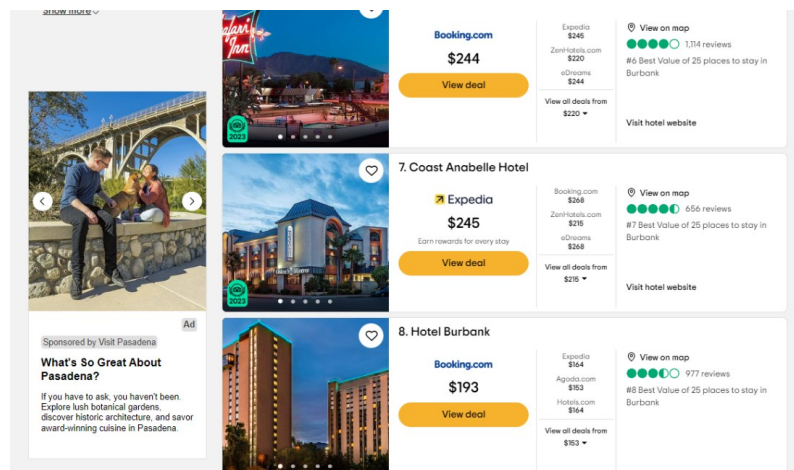
The new advertising campaign features a tongue-in-cheek approach to the recent NY Times 52 Top Destinations article and the SF Gate counter article, by asking "what's so great about Pasadena?" and juxtaposing it with delicious food imagery, exciting events, and stunning views. Ads end with a cheeky "if you have to ask, you haven't been" encouraging viewers to discover the city for themselves.

Ad Placements

- TripAdvisor
- Expedia
- Google
- Social
- Adara

MEETINGS – INNOVATION, MEET PASADENA

Meetings marketing continues with "Innovation, Meet Pasadena" to promote science and professional meetings at the Pasadena Convention Center directing to the meetpasadena.com landing page.



DIRECTORS REPORT

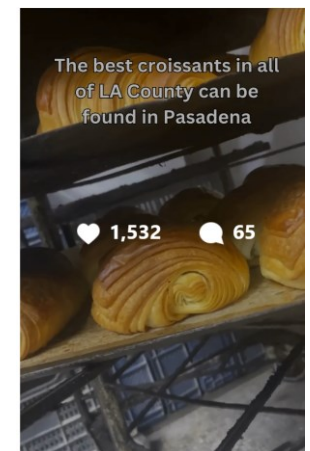
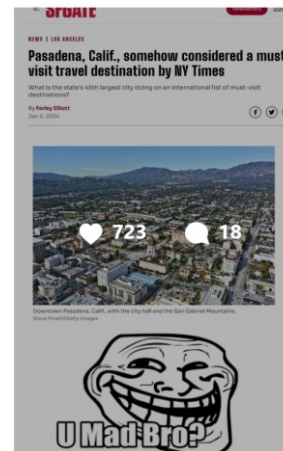
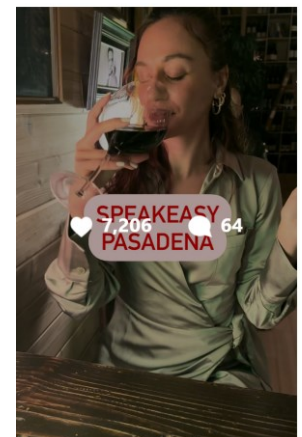
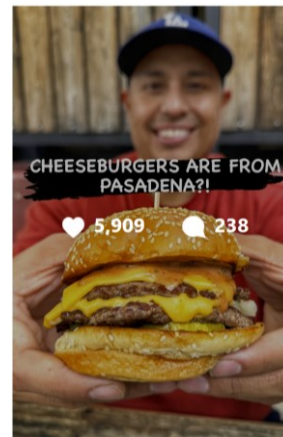
MARKETING & COMMUNICATIONS

SOCIAL MEDIA

Visit Pasadena is utilizing Crowdriff Creator Studio to increase production of b-roll as well as fully-edited videos for reels and social media posts, averaging ~150 posts per month. Collaborator posts have also been extremely successful.

REEL HIGHLIGHTS

- **Cheeseburger Week Metro Crawl (Collab with @bestoflafood)**
 - 429k views
 - 5.9k likes
- **Pasadena Speakeasys (Collab with @darianysantana)**
 - 171k views
 - 7.2k likes
- **Croissant Meme**
 - 39.3k views
 - 1.5k likes
- **SF Gate Clap Back Video**
 - 25.5k views
 - 723 likes
- **Visitor Hotline**
 - 30k views
 - 312 likes
- **Rose Bowl Flea Market**
 - 15.1k views
 - 269 likes



	Jan	Feb	FYTD
Website Pageviews	268,959	148,811	1,592,309
Website Users	126,815	73,500	1,592,309

DIGITAL STATS (JAN – FEB 2024)

	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rates	Video Views
All Platforms	79,645	1,468	301	2,318,622	53,854	2.3%	168,960
Instagram – Visit Pasadena	36,694	1,231	193	520,276	22,542	1.7%	151,151
Facebook – Visit Pasadena	26,544	192	103	176,120	31,101	4.3%	15,588

DIRECTORS REPORT

MARKETING & COMMUNICATIONS

MEDIA HOSTING



GETAWAY AUSTRALIA

Visit Pasadena hosted the television crew of [Getaway Australia](#). Getaway is Australia's longest-running and most popular holiday and travel television program. They filmed a 5-minute story on Pasadena featuring: The Rose Bowl Flea Market, Pie N Burger and The Langham.



KATHERINE RODEGHIER, THE DAILY HERALD

Visit Pasadena hosted Katherine Rodeghier, a freelance journalist. She will be writing a travel story on Pasadena in her bi-monthly column in The dailyherald.com, the website of the Chicago Daily Herald. The Daily Herald has a reach of 840k.



LAURA PULLMAN, THE SUNDAY TIMES

Visit Pasadena hosted Laura Pullman for The Times/The Sunday Times. The Times is a British daily newspaper (circulation: 365,880, readership: 4.2M) targeting an affluent readership aged 35 and above. Her story will feature her California road trip with her family and include: The Langham, Kidspace Children's Museum, The Huntington, and La Grande Orange.

EARNED MEDIA

	Number of Articles YTD	Readership YTD
Visit Pasadena Travel	40	266M
Visit Pasadena and PCOC	188	316M

DIRECTORS REPORT CONVENTION CENTER

EVENT STATS

	Number of Events	Attendance
January	15	27,376
February	12	23,315

FEATURED EVENTS

- Kevin Hart – Brand New Material
- 2024 Southern CA Kindergarten Conference
- CHEERpros
- Pasadena Comic Con
- CalABA 42nd Annual Western Regional Conference on Behavior Analysis
- Groom Expo West 2024
- Sodexo Employee Business Resource Groups – National Leadership Summit
- State Bar of California February 2024 Exam



CHEERpros



Civic Auditorium - East Side Facade

FACILITY HIGHLIGHTS

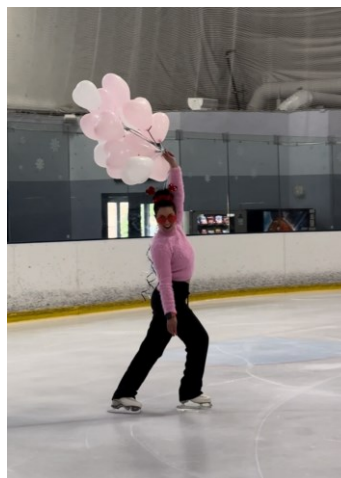
- Implementation of a new CMMS for the Engineering Department – MaintainX. Utilization of MaintainX has made the submission and tracking of service/work order requests more efficient and effective.
- In March, our Guest Services Manager, James Glen, and our Event Operations Manager, Heather Peron attended IAVM's GuestX Conference in Inglewood, CA at SoFi Stadium. James and Heather participated in the educational sessions that were shaped and developed by today's industry experts.
- Recent application submission utilizing the City's PWP business rebate program. The application specifically pertained to the LEDs installed in the meeting rooms of the Conference Center Building.
- The Civic Auditorium Building Façade project is underway. Spectra entered into a contract with PCOC on February 29th. Spectra has initiated investigative efforts to address repair needs and water intrusion issues. Additionally, PCOC, Onyx Architects and Spectra have secured approval of paint colors and concrete cast samples from the City's Design and Historic Preservation section.

DIRECTORS REPORT

ICE SKATING CENTER

ICE SKATING CENTER HIGHLIGHTS

- Victory Hockey hosted a Winter Camp from January 3rd through January 5th and a hockey clinic on January 15th.
- On Martin Luther King's Day, the 2-hour Public Session had a total of 580 Admissions and 399 Skate Rentals.
- On February 9th, the rink celebrated National Pizza Day with a few of the Public Sessions attendees.
- On Valentine's Day, the rink celebrated by providing a photo-op for the Public Session attendees.
- On President's Day, the 2-hour Public Session had a total of 302 Admissions and 229 Skate Rentals.



Valentine's Day



National Pizza Day

GROUP RESERVATIONS

(Private Rentals, Field Trips, Fundraisers, Broomball Events)

	Number of Events	Participants
January	15	810
February	10	554



Pasadena High School

SKATING SCHOOL REGISTRATIONS

	Number of Skaters
2023-24 Winter Semester	1,001
2024 Early Spring Semester	905

HOCKEY ADULT LEAGUE REGISTRATIONS

	Number of Divisions	Number of Teams	Number of Skaters
2024 Winter Season	5	29	457



USC Figure Skating Club