



REGULAR MEETING OF THE BOARD OF DIRECTORS

Wednesday, September 27, 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
Kim Burbank, Treasurer
Joseph Titizian, Secretary
Joan Aarestad
Pat Amsbry
Scott Boone
David Eads
Dave Klug
Eleanor Lee
Jeff Michael
Blair Salisbury
Dan Stenz
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.

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, September 27, 2023 at 4:00 pm – Room 211

AGENDA

- I. Call to Order**
- II. Roll Call**
- III. Public Comment on Matters Not on the Agenda**
- IV. Approval of June 28, 2023 Board Meeting Minutes: *Motion to Approve***
- V. Executive Committee Report - Tyron Hampton**
- VI. Directors Reports**
 - Financial Report, August 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**
 - Civic waterproofing and painting Project
 - Upcoming Events
- X. Tournament of Roses Report – David Eads, CEO**
- XI. Rose Bowl Operating Company Report – Aaron Milam**
- XII. Adjournment: Next meeting: Wednesday December 16, 2023 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, June 28, 2023
4:00 p.m.

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

I. Call to Order:

Chairman Tyron Hampton, called the June 28, 2023, Pasadena Center Operating Company (PCOC) Board of Directors Special Meeting to order at 4:12 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 (absent)
Joseph Titizian, Secretary (absent)
Joan Aarestad
Pat Amsbry
Scott Boone
David Eads
Kim Burbank
Dave Klug
Eleanor Lee
Jeff Michael (absent)
Blair Salisbury
Dan Stenz
Mike Owen

PCOC Staff

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

RBOC

Aaron Milam, *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 June 28, 2023 Board of Directors Meeting Minutes

It was moved by Phil Hosp and seconded by Joan Aarestad, to approve the June 28, 2023, Board of Directors Meeting Minutes as submitted. The motion unanimously carried. *Absent: Paul LeClerc; Jeff Michael; Joe Titizian.*

V. Executive Committee Report – Tyron Hampton

- FY24 Board Committees
 - Pat Amsbry – Executive Committee: *Motion to Approve*
It was moved by Phil Hosp and seconded by Joan Aarestad, to accept Pat Amsbry as a new member of the Executive Committee. The motion unanimously carried. *Absent: Paul LeClerc; Jeff Michael; Joe Titizian.*

- **Current Assignments**
 - Tyron Hampton told the Board of Directors that Phil Hosp, Paul LeClerc and Blair Salisbury are scheduled to be transitioning off the board. He explained that Paul LeClerc is retiring in September.
- **CEO Review**
 - Tyron Hampton told the Board of Directors that the committee had completed the FY 2023 CEO review, and that it was available to any member who requested it.

VI. Directors Reports

- **Financial Report, May 2023 – Michael Ross**

In Phuong Wong's absence, Michael Ross provided an update on the PCOC financials. Operating revenue through May, 2023 was \$11.97 million, which was \$1.8 million better than budget. Operating expenses were \$7.8 million, \$625,000 better than budget. Net operating income was \$4.2 million which was \$2.4 million better than budget.

TOT revenue collected through May, 2023 was \$10.7 million which was \$601,000 better than budget. Debt service expense was \$10.7 million, which was \$25,000 better than budget. The result was break even, which is \$626,000 better than budget.

TBID assessment was \$3.7 million which was \$277,000 better than budget. CVB expenses were \$2.6 million, resulting in a net gain of \$1.1 million which was \$300,000 better than budget.

The total net gain for the company was \$5 million, which was \$3.4 million better than budget.

There being no questions, it was moved by Pat Amsbry and seconded by Scott Boone, to approve the March 31, 2023, financial audit as presented. The motion unanimously carried.
Absent: Paul LeClerc; Jeff Michael; 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 FY23 are 30,847 to an annual goal of 40,000 (77%). Further, she said 18 new leads, equaling 18,764 room nights over the next 24 months, were issued to the hotel community in May and June. She noted that ADR continues to be healthy. 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 questions regarding activity that Kristin McGrath addressed.

- **Marketing Update – Christine Susa**

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.

- **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.

- **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.

VII. Chief Executive Officer Report - Michael Ross, CEO

- **TBID Collection Update**

Michael Ross explained that the City of Pasadena has a relationship with AirBNB, and so collection of the TOT assessment and new TBID taxes on those short term rentals would be managed by the City's system already in place. Michael Ross said however that the City does not have relationships with other short term rental platforms such as VRBO, so the owners are responsible for quarterly reporting and payment of taxes on the honor system. Those amount to about 30% of all short term rentals. Michael Ross said that in the Executive Committee meeting held earlier, a discussion ensued about how to resolve this situation. He said that suggestions were made including partnering closely with the Home Sharing Network which has relationships with many of these short term rental owners.

VIII. Tournament of Roses Report - David Eads, CEO

David Eads reported that planning for the Rose Parade and the Rose Bowl Game were in process and would be wrapped up by September in time for execution of the plans.

IX. RBOC Report – Aaron Milam

There was no RBOC report.

X. Adjournment

On order of the Chair, the Board Meeting adjourned at 5:30 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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| | /----- Year - to - Date Through August 2023 / | | | | | | FY 2023 Revised Budget |
|-------------------------------------|----------------------------------------------------------------------------------|--------------------|----------------------|-------------------|---------------------|-----------------------|---------------------------|
| | Actual | Budget | Actual vs. Budget | Prior Year | CY vs. PY | % Change CY vs. PY | |
| | | | Fav / (unfav) | | Fav / (unfav) | | |
| Operating Revenue | | | | | | | |
| Convention Center | \$ 335,000 | \$ 317,000 | \$ 18,000 | \$ 341,000 | \$ (6,000) | -1.8% | \$ 2,380,000 |
| Other rentals & Commissions | 178,000 | 278,000 | (100,000) | 184,000 | (6,000) | -3.3% | 2,085,000 |
| Subtotal Center revenue | 513,000 | 595,000 | (82,000) | 525,000 | (12,000) | -2.3% | 4,465,000 |
| Civic Auditorium & Facility Fees | 38,000 | 177,000 | (139,000) | 64,000 | (26,000) | n/a | 1,330,000 |
| Food Service Commission | 185,000 | 120,000 | 65,000 | 47,000 | 138,000 | 293.6% | 900,000 |
| Parking Garage | 253,000 | 240,000 | 13,000 | 180,000 | 73,000 | 40.6% | 1,800,000 |
| Ice Skating Center | 483,000 | 400,000 | 83,000 | 518,000 | (35,000) | -6.8% | 3,000,000 |
| Total Operating Revenues | 1,472,000 | 1,532,000 | (60,000) | 1,334,000 | 138,000 | 10.3% | 11,495,000 |
| Investment Earnings | - | - | - | - | - | #DIV/0! | 25,000 |
| Total Revenues: | 1,472,000 | 1,532,000 | (60,000) | 1,334,000 | 138,000 | 10.3% | 11,520,000 |
| Center Operating Expenses | | | | | | | |
| Convention Center | 1,021,000 | 1,236,000 | 215,000 | 891,000 | (130,000) | -14.6% | 7,989,000 |
| Parking Garage | 44,000 | 59,000 | 15,000 | 39,948 | (4,052) | -10.1% | 396,000 |
| Ice Skating Center | 291,000 | 305,000 | 14,000 | 259,000 | (32,000) | -12.4% | 1,947,000 |
| Total Center Operating Expense | 1,356,000 | 1,600,000 | 244,000 | 1,189,948 | (166,052) | -14.0% | 10,332,000 |
| Operating Results: | 116,000 | (68,000) | 184,000 | 144,052 | (28,052) | -19.5% | 1,188,000 |
| Debt Service - Loans | - | - | - | 31,000 | 31,000 | 100.0% | 275,000 |
| Net Gain/(Loss) | \$ 116,000 | \$ (68,000) | \$ 184,000 | \$ 113,052 | \$ 2,948 | 2.6% | \$ 913,000 |
| TOT / Bonds Debt Services | | | | | | | |
| Transient Occupancy Tax | 2,110,000 | 2,110,000 | - | 1,868,000 | 242,000 | 13.0% | 11,832,000 |
| Debt Services & Allowance | 1,790,000 | 2,013,000 | 223,000 | 1,336,000 | (454,000) | -34.0% | 11,832,000 |
| Net Gain / (Loss) | \$ 320,000 | \$ 97,000 | \$ 223,000 | \$ 532,000 | \$ (212,000) | -39.8% | \$ - |
| Convention Visitors Bureau | | | | | | | |
| TBID Assessment | 725,000 | 667,000 | 58,000 | 625,000 | 100,000 | 16.0% | 4,000,000 |
| Convention Visitors Bureau Expenses | 455,000 | 569,000 | 114,000 | 306,000 | (149,000) | -48.7% | 3,750,000 |
| Net Gain / (Loss) | \$ 270,000 | \$ 98,000 | \$ 172,000 | \$ 319,000 | \$ (49,000) | -15.4% | \$ 250,000 |
| Total PCOC | | | | | | | |
| Total Revenue | \$ 4,307,000 | \$ 4,309,000 | \$ (2,000) | \$ 3,827,000 | \$ 480,000 | 12.5% | \$ 27,352,000 |
| Total Expenses | 3,601,000 | 4,182,000 | 581,000 | 2,862,948 | (738,052) | -25.8% | 26,189,000 |
| Toal Net Gain / (Loss) | \$ 706,000 | \$ 127,000 | \$ 579,000 | \$ 964,052 | \$ (258,052) | -26.8% | \$ 1,163,000 |

Capital Improvements Programs

Fiscal Year 2024

| Projects | Location | Budget Amount | 8/31/23 | 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, Exhibition Hall and Waterproofing / Painting Civic exterior | General | <u>200,000.00</u> | <u>-</u> | <u>(200,000.00)</u> | |
| | | <u>2,500,000.00</u> | <u>-</u> | <u>(2,500,000.00)</u> | |

Notes: (1)



DIRECTORS REPORT

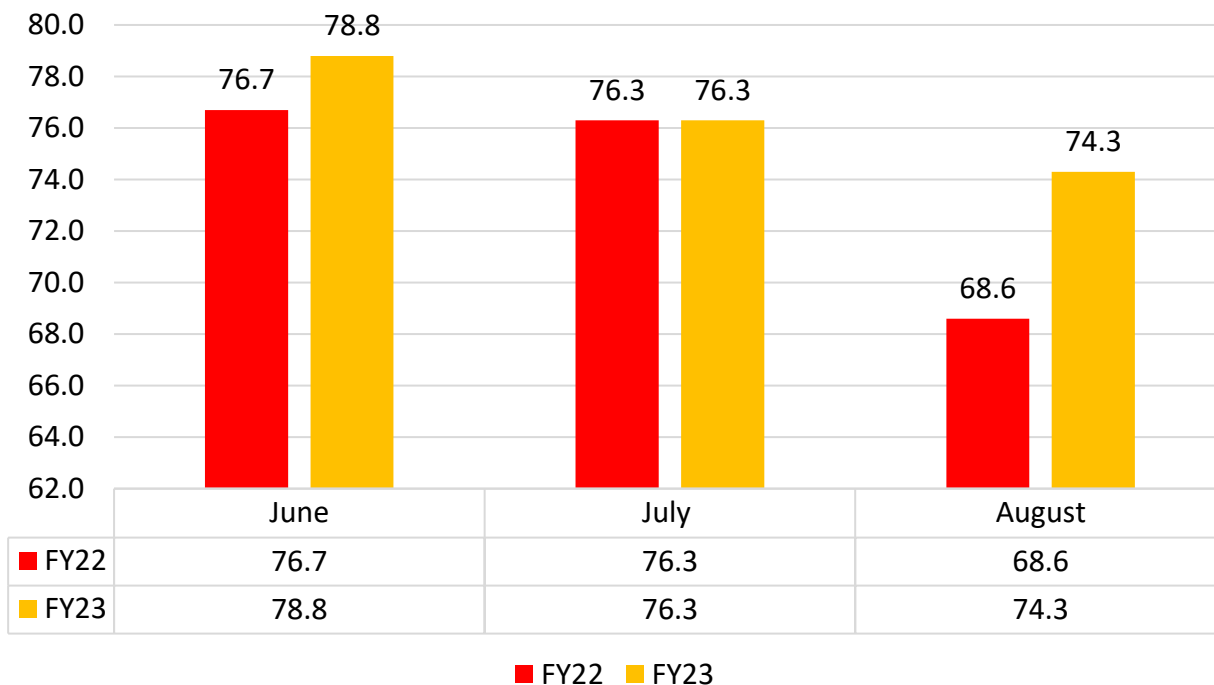
September 2023

PASADENA

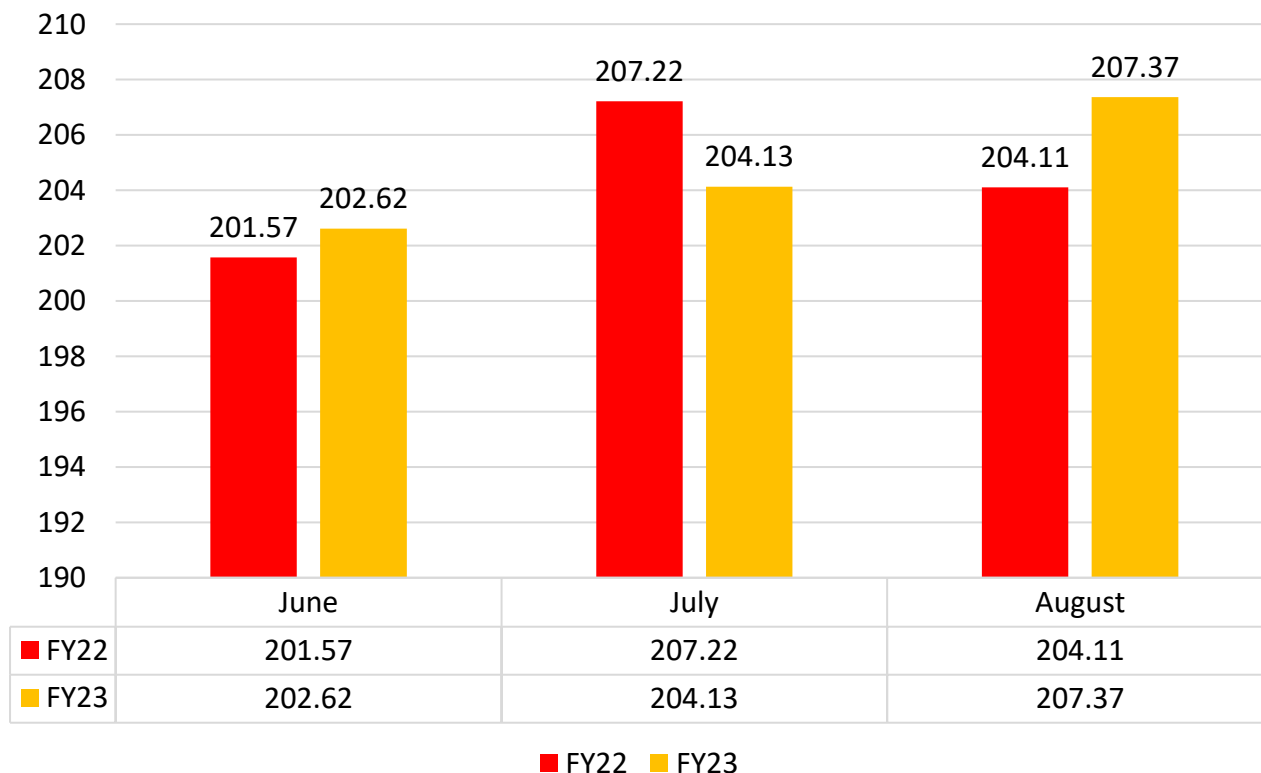
DIRECTORS REPORT

VISIT PASADENA UPDATE

HOTEL OCCUPANCY (%)



HOTEL ADR (AVERAGE DAILY RATE \$)



Source: STR

DIRECTORS REPORT SALES

CVB

July 1 – September 20 Bookings:

24 bookings; 6855 total room nights

12 of the 24 bookings are repeat clients

YTD 17% to FY24 goal of 40,000 total room nights (6855 rooms)

Highlights:

- Cognitive Development Society – March 2024, 815 total rooms
- Solution Tree RTI at Work Institute – Nov 2023, 819 total rooms
- SCaLE:Linux Expo – March 2024, 669
- Flowserve Corp – Sept 2024, 320 total room night

July 1 – Sept 20th New Leads:

59 new leads; 35,561 total room nights

Highlights:

- Power Morphicon 2024 – August 2024, 1256 total rooms
- Fuel Cell Seminar – Feb 2025, 1087 total rooms
- California Speech Language Hearing – March 2025, 1450 total rooms
- Am Soc for Pharmacology and Experimental Therapeutics, April 2025, 2180 total rooms



CONVENTION CENTER

Definite Bookings (39):

Highlights:

- Green Technology, October 2023
- Institute of Heating & Air Conditioning Industries, Nov 2023
- Notary Assn, October, Nov and Dec 2023
- CheerPros, January 2024
- 7-11 Franchise Owners Assn of SoCal, April 2023
- NY Empire State Tattoo, Sept 2024



CIVIC AUDITORIUM

Definite Bookings (13):

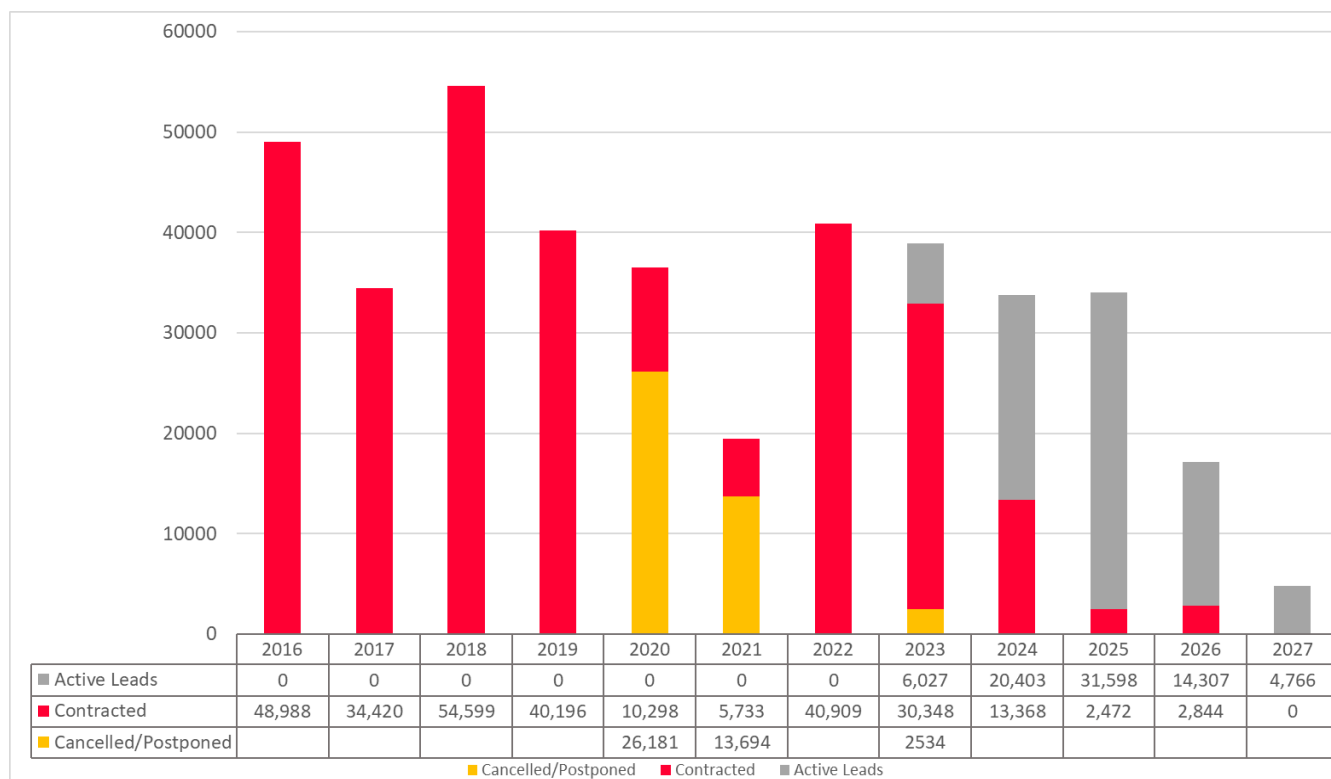
Highlights:

- Hong Tao Tze Foundation, October 2023
- Live Nation, October 2023
- Breeders' Cup Post Position Draw, November 2023
- Gay Men's Chorus of LA, June 2024

DIRECTORS REPORT

SALES

CONTRACTED ROOM NIGHTS & ACTIVE LEADS 2015-2027



NOTES:

- While this chart notes room night activity in calendar year format, please note that we ended FY23 (July 1, 2022 – June 30, 2023) with 35,797 total definite room nights booked – 87% to goal. Details are available in our FY23 TBID Annual report.
- Future pace is stronger now than a year ago. In Sept 2022, we had 10,263 definite room nights on the books for 2023. As of Sept 1, 2023, we have 13,368 total rooms already definite for 2024.
- Future lead pace is also stronger than a year ago. In Sept 2022, the lead funnel for 2024 was 21,316 total room nights. This year, looking forward to 2025, we have 31,598 total rooms in the pipeline.

DIRECTORS REPORT SALES

CESSE LEADERSHIP CONFERENCE

Matt Hourihan represented Pasadena at the Annual CESSE (Council of Engineering and Scientific Societies Executives) Leadership Conference, July 11-13, in Detroit, MI. Engineering and Scientific association is a key vertical for Pasadena, as it aligns perfectly with our local intellectual capital. Historically we have had a strong working relationship with CESSE, but this was our first in-person CESSE event post-pandemic. In addition to meeting with several scientific assn leaders, we sponsored a Board Breakfast that included podium time during the conference.



CVENT CONNECT

Visit Pasadena added Cvent Connect to their annual tradeshow schedule for the first time in FY24. Debbie Vail conducted 14 scheduled appointments and 13 "drop by" conversations for a total of 27 client interactions during the five-hour tradeshow that took place on July 26th. Based on the quality of the planners in attendance, we will plan to attend again in FY25 and schedule an additional person to staff the booth to assist with "walk-up" foot-traffic. The evening prior to the tradeshow, Visit Pasadena was honored for being selected as a 2023 Hospitality Professional Excellence Awards Finalist.



ASAE EXPO

Visit Pasadena was joined by the Westin Pasadena at the annual meeting and expo of the American Society of Association Executives. The event took place in Atlanta over the dates of August 5-8. Pasadena was one of the 603 exhibitors at the conference. We made contact and had conversation with 67 event planners and have received 3 Requests for Proposals as of mid-Sept.



DIRECTORS REPORT

MARKETING & COMMUNICATIONS

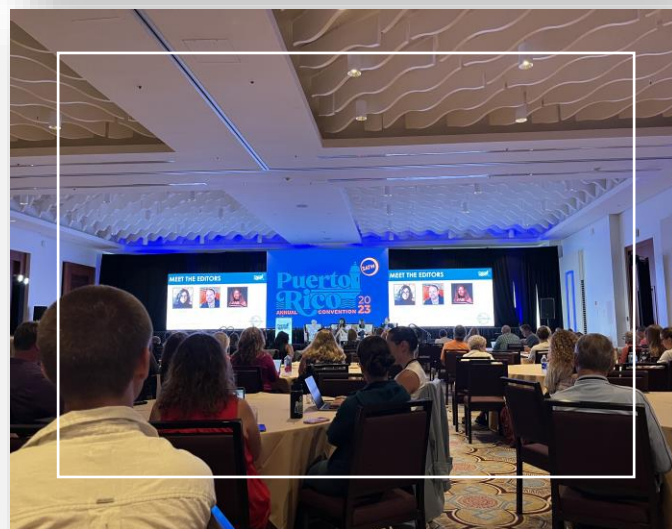
PRSA TRAVEL & TOURISM CONFERENCE

Anna Yan attended the PRSA Travel and Tourism Conference held in Madison, WI, where she joined key media and other PR professionals to discuss the dynamic shifts in the realms of media and public relations. The event included pitching sessions, networking, and educational media workshops for attendees.



SOCIETY OF AMERICAN TRAVEL WRITERS ANNUAL CONVENTION

Anna Yan also attended the Society of American Travel Writers Annual Convention in Puerto Rico. This was a great opportunity for Visit Pasadena to participate and network with experienced and influential journalists, PR experts and other destination marketers. Anna met one on one with 21 journalists.



US TRAVEL'S EDUCATIONAL SEMINAR FOR TOURISM ORGANIZATIONS

Christine Susa and Anna Yan attended U.S. Travel Association's Educational Seminar for Tourism Organizations (ESTO) in Savannah. ESTO is the leading national forum where destination marketing professionals walk away with critical tools, tips and information to help them better market and grow their destinations.



CALTRAVEL SUMMIT

Christine Susa also attended the CalTravel Summit in Monterey. CalTravel is the influential, unified advocacy voice for the travel and tourism industry in California. Their mission is to protect and advance the interests and investments of the industry through advocacy, collaboration, and education.

DIRECTORS REPORT

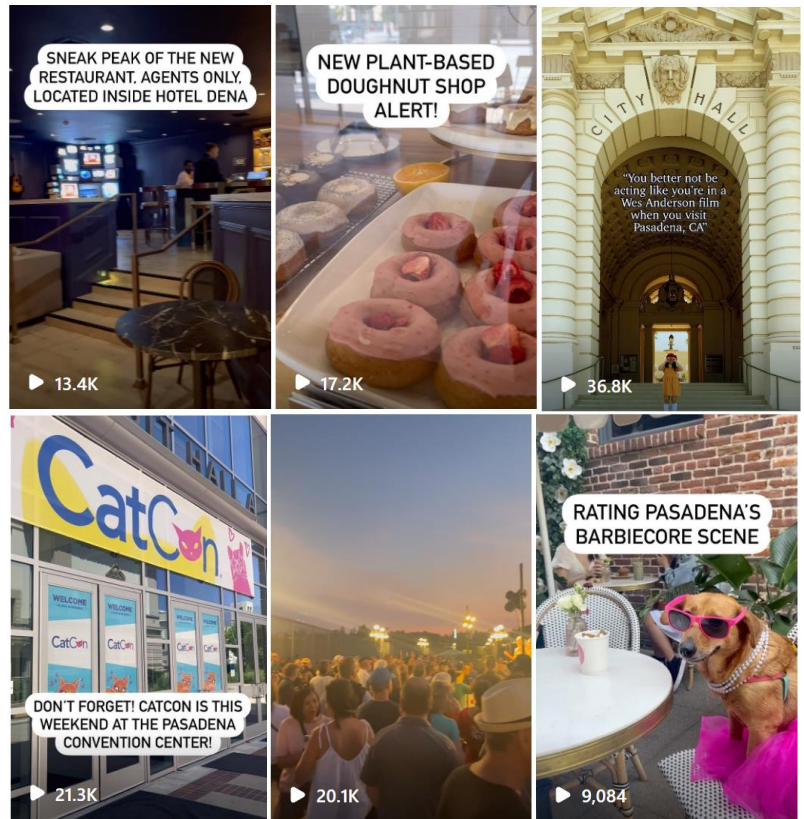
MARKETING & COMMUNICATIONS

SOCIAL MEDIA

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

REEL HIGHLIGHTS

- **Colorado St. Bridge Party**
 - 20.1k views
 - 989 likes
- **Catcon**
 - 21.3k views
 - 587 views
- **Hello You're Welcome**
 - 17.2k views
 - 572 likes
- **Agents Only Bar at Hotel Dena**
 - 13.4k views
 - 450 likes
- **Pasadena Barbiecore**
 - 9k views
 - 403 likes
- **Wes Anderson Series (3 videos)**
 - 80.2k views
 - 3,250 likes



DIGITAL STATS JULY - AUGUST, 2023

| | July | Aug | FYTD |
|-------------------|---------|---------|---------|
| Website Pageviews | 178,323 | 134,412 | 312,735 |
| Website Users | 89,028 | 68,722 | 157,750 |

| | Audience | Net Audience Growth | Published Posts | Impressions | Engagements | Engagement Rates | Video Views |
|----------------------------|----------|------------------------|-----------------|-------------|-------------|------------------------------|-------------|
| All Platforms | 70,548 | 1,518 (2.2% growth) | 277 | 1,942,234 | 76,673 | 3.9% | 313,334 |
| Instagram – Visit Pasadena | 31,025 | 803 (2.6% growth) | 123 | 522,443 | 21,266 | 4.1% (.91% industry rate) | 191,217 |
| Facebook – Visit Pasadena | 26,700 | 129 (.5% growth) | 46 | 354,074 | 11,538 | 3.3% (.19% industry rate) | 14,611 |

DIRECTORS REPORT

MARKETING & COMMUNICATIONS

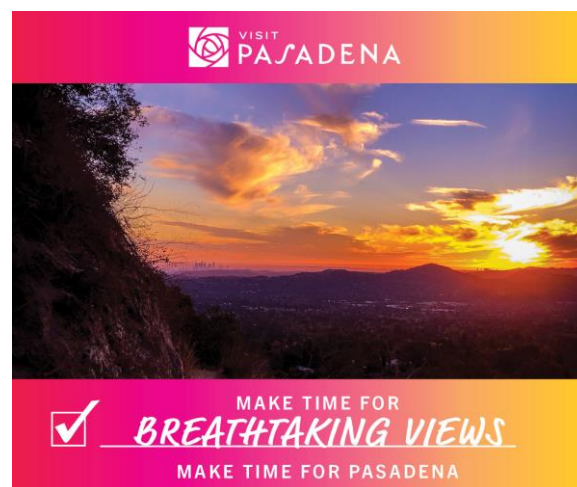
ADVERTISING

MAKE TIME FOR PASADENA – FALL CAMPAIGN

Utilizing Datafy, Visit Pasadena continued a smaller scale of the Make Time for Pasadena advertising program that was first launched this spring. This round of campaign imagery mainly focuses on events and outdoor/scenic views. Ads are sorted into two sections – prospecting and retargeting ads.

UCLA FOOTBALL CAMPAIGN

Extending upon the previous, "Make Time campaign," Visit Pasadena partnered with Perceptiv group to create an advertising campaign focused on UCLA football game attendees. Dynamic ads were geotargetted and interest-based with messaging that encourages audiences to make time for friends, family, relaxation, etc. In Pasadena.

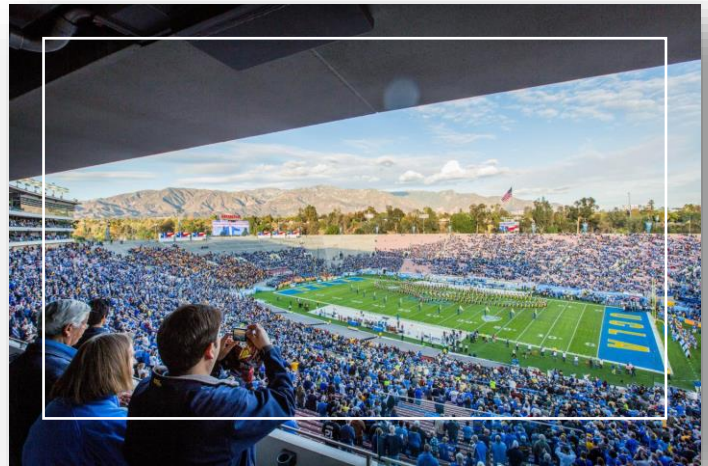


DIRECTORS REPORT

MARKETING & COMMUNICATIONS

WEBSITE CONTENT

- How to do UCLA Bruins Football at the Rose Bowl Stadium like a local
- How to attend the America's Got Talent Live Shows in Pasadena
- 15 Best Things to Do in Pasadena
- Passion for Brewing: Meet Cerveceria Del Pueblo
- Masterful Maestro: Meet Maestro
- Setting The Table: Meet Agnes
- Guide to the 40th Breeders' Cup World Championships
- Oppenheimer's Pasadena: A Curious Itinerary
- Where To Go For a Picnic in Pasadena
- (Updated) The Best Wine Bars and Wine Tasting Experiences in Pasadena
- (Updated) The Scoop on Pasadena's Ice Cream Scene
- (Updated) Catch the Game at These Pasadena Sports Bars
- The Ultimate Game Day Guide to Soccer at the Rose Bowl Stadium



PRESS RELEASES

- Pasadena Convention Center Welcomes JPL and the City of Pasadena's High-Tech Conference
- America's Got Talent brings talented performers and fans to the Pasadena Civic Auditorium
- PCOCs leadership elected to BODs of global industry associations in tourism and venue management
- Welcoming the International Geoscience Remote Sensing Symposium



DIRECTORS REPORT MARKETING & COMMUNICATIONS

MEDIA COVERAGE

Visit Pasadena produced 27 media placements in July and August, resulting in 49,858,828 media impressions.



Parents

FAMILY LIFE > FUN > FAMILY VACATION > FAMILY VACATION IDEAS

Fun Things to Do With Kids in Southern California—Outside of the Theme Parks


While the big name theme parks are tons of fun, and kids love them—there is so much more to the California experience.

By **Neil Mitchell** | Updated on August 10, 2023
First created by **Steph Smith**

There are so many reasons people visit California—the amazing weather, the state's vast and diverse landscape, the beautiful beaches, and of course, the many theme parks. I mean, California is home to [Disneyland](#), Universal Studios Hollywood, Sea World, Legoland, Knott's Berry Farms, and the list goes on.

But there is so much more to the California experience, it's impossible to do it all in one vacation. My family decided to focus on Southern California for our summer trip. We started in the San Diego area before visiting the Los Angeles region and ending in Santa Monica.

Have Afternoon Tea in Pasadena



Walking through Old Town Pasadena, we came across several tea houses and stopped in at [Tea House Garden](#). We had a lovely afternoon tea where the girls got to each pick their own tea sandwiches and type of tea to drink. It also came with a scones, cream puff, and fruit.

But you won't just find traditional tea in Pasadena, the city is also home to

Reach: 4,845,221

TRAVEL+LEISURE

TRIP IDEAS

This 320-year-old Rural Village Home Was Moved From Japan to California — and You Can Visit in October

The historic Shōya house dates back to about 1700.

By **Rebel Cheng** | Published on August 29, 2023



PHOTO: ASH THE HUNTINGTON LIBRARY, ART MUSEUM, AND BOTANICAL GARDENS

A piece of Japanese history is now a part of Southern California's landscape. The 320-year-old [Japanese Heritage Shōya House](#) was meticulously moved from Marugame, Japan, to a two-acre space at [The Huntington Library, Art Museum, and Botanical Gardens](#) in San Marino, California. It will welcome visitors on Oct. 21.

The new exhibit will showcase what rural village life was like by


Reach: 12,450,410

TORONTO STAR

I embraced peak Barbiecore and headed to California for a deliciously pink travel adventure

Pink skies, pink drinks and a pink Dreamhouse-like hotel in San Diego, Pasadena and Santa Barbara.

By **Melissa Fajtek** The Kit, Melissa Fajtek Special to The Star



As soon as you get to a real-life Barbie dream house, The Langham Huntington in Pasadena, CAROLINE TRAN VISIT CALIFORNIA

Greta Gerwig's hotly anticipated "Barbie" movie has fully taken over the culture, generating a nostalgia-fueled buzz that includes a rise in hot pink '80s fashion, Ken-inspired memes and a Barbie brand collab [universe](#) vast enough to include both fuchsia detangling hairbrushes and burgers with rose-hued special sauce.

That's the joy of Barbie: her world is a full-on party, and everyone's invited.

For a real-life Barbie princess adventure: Pasadena

Where to stay: A majestic 100-year-old estate that sprawls across 23 acres, the [Langham Huntington hotel](#) is as close as it gets to a real-life version of a Barbie palace. The vibe is seriously luxe, but the hotel is also remarkably kid-friendly. Children can opt in to the Langham Kids Passport and complete a scavenger hunt for treats, or spend the day by the pool snacking on PB&J sandwiches. For adults, a visit to the [Chrysomelids](#) is non-negotiable. Book a sunset massage and

Reach: 6,173,363

PASADENA NOW

Pasadena Center Operating Company's Leadership Elected To Boards of Global Industry Associations In Tourism, Venue Management

Published on Wednesday, August 2, 2023 | 5:14 AM



As left, Kristin McGrath, Executive Director of Visit Pasadena, and (R) Rita Salazar, Executive Director of Pasadena Convention Center (PCC).

Two women in leadership positions at the Pasadena Center Operating Company have been elected to board roles for global industry associations in tourism and venue management.


Kristin McGrath, Executive Director of Visit Pasadena, will join the 2023-2024 Board of Directors for Destinations International, a trade group for destination marketing organizations.

Reach: 172,064

Pasadena Star-News

NEWS | Local

NBC talent competition 'America's Got Talent' returns to Pasadena for live shows



'America's Got Talent' banners hang outside of the Pasadena Civic Auditorium in May 2018. (Courtesy of Visit Pasadena)

By **JOHN ORONA** | [jrona@scng.com](#)
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Fans of NBC's hit talent show "America's Got Talent" can be part of the audience during a live broadcast as the competition returns to the [Pasadena Civic Auditorium](#) through next month for season 18.

After nine weeks of auditions celebrity judges Simon Cowell, Heidi Klum, Howie Mandel and Sofia Vergara have narrowed the field from hundreds of hopefuls down to the top 55 acts for the live round of the competition in Pasadena.

Fans are invited to join host Terry Crews starting Tuesday, Aug. 22 as the varied contestants — singers, dancers, comedians, contortionists, impressionists, magicians and ventriloquists all vying for stardom and a \$1 million prize — compete head-to-head for a spot in the final.


Reach: 122,443

THE KIT

TRAVEL | August 29, 2023

BY **MELISSA FAJTEK**


SHARE



My Deliciously Pink California Barbie Travel Adventure

Pink skies, pink drinks and a Dreamhouse-like pink hotel

For a real-life Barbie princess adventure: Pasadena



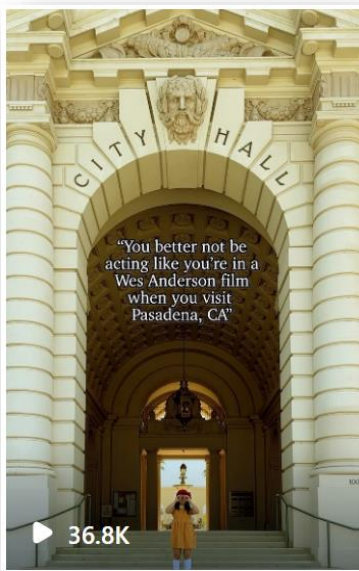
The Langham Huntington in Pasadena is a blush-pink Barbie dream house of a hotel. Photos: Caroline Tran / Visit California

Reach: 144,216

DIRECTORS REPORT

MARKETING & COMMUNICATIONS

HOSTED CREATORS & JOURNALISTS



CREATORS: LOCAL ADVENTURER

Visit Pasadena worked with **Local Adventurer** creators Jacob Fu and Esther Lee on a hosted creator trip to generate three Wes Anderson-themed Instagram reels, which were posted as a collab with @visitpasadena. The traveling duo also produced an SEO optimized blog post entitled "[Top 15 Things to Do in Pasadena](#)" for Visit Pasadena's website, complete with high resolution images.

Reel Collaboration Results:

- [Part I](#) (25.8K views, 1,200+ interactions) Included: Pasadena Hotel & Pool, The Huntington Library, OinkMoo Tea Bar, Vroman's Bookstore.
- [Part II](#) (36.9K views, 1,600+ interactions) Included: Architecture of Pasadena, Pasadena City Hall, Pasadena Civic Auditorium
- [Part III](#) (17.7K views, 600 + interactions) Included: The Langham Huntington, The Royce Restaurant



JOURNALIST: SARI HITCHINS, PARENTS MAGAZINE

Visit Pasadena hosted journalist Sari Hitchins and her family for confirmed placements in **Parents Magazine**.

Results:

- Parents Magazine – [Picky Eaters on Vacation](#) (Mention of Agnes, 4.8 M impressions)
- Parents Magazine – [11 Fun Things to Do With Kids in Southern California](#) (4.8 M impressions)



JOURNALIST: MELISSA PERDIGAO, TORONTO STAR/THE KIT

Visit Pasadena hosted Toronto Star journalist Melissa Perdigao at the Langham Huntington Pasadena for a story about Barbiecore travel, which published in advance of the movie.

Results:

- Toronto Star – [I embraced peak Barbiecore and headed to California for a deliciously pink travel adventure](#) (6.2M impressions)
- The Kit – [My Deliciously Pink California Barbie Travel Adventure](#) (145K impressions)

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BROADCAST: PHOENIX SATELLITE TV

Visit Pasadena hosted the Phoenix Satellite TV crew for the Rose Bowl Stadium Tours and Soccer Champions Tour match for an episode of Travel Fun Guide.

Results:

- Phoenix Satellite TV – [The Rose Bowl Stadium](#) (500M impressions)

JOURNALIST: JOE SILLS, GET LOST PODCAST

Visit Pasadena hosted journalist Joe Sills to record a podcast episode about cycling in Pasadena in the Get Lost Podcast, an award-winning travel podcast. He also freelances for various publications such as Nat Geo, Lonely Planet, Forbes, HGTV, etc. During the trip, we familiarized him with Pasadena's travel capital, where he gathered many story ideas.

Results:

- HGTV - Confirmed upcoming coverage for Best Places in America to Celebrate Halloween
- Forbes – Confirmed upcoming coverage for Hotel Dena
- Get Lost Podcast – Episode currently in production, interviews recorded during trip



JOURNALIST: ED CONDRAN, SPOKESMAN REVIEW

Visit Pasadena hosted entertainment journalist Ed Condran for a confirmed travel story in the Spokesman Review in advance of the Washington State college football game at the Rose Bowl Stadium. He also freelances for various publications like the Rolling Stone, Washington Times, Yahoo Sports, and Deadspin. During the trip, we familiarized him with the Rose Bowl and sports history in Pasadena, where he gathered many story ideas.

Results:

- Spokesman Review – Confirmed upcoming Pasadena travel story
- Projected stories about Mack Robinson, Ice House Comedy, and more within the year.



JOURNALIST: JIAYING GRYGIEL, SEATTLE'S CHILD

Visit Pasadena hosted Seattle journalist JiaYing and her two young children for a family travel story in Seattle's Child. She also freelances for other Washingtonian publications and have stocked up on story ideas for any upcoming editorial opportunities. She's also a photo journalist!

Results:

- Seattle's Child – [Family Friendly Pasadena](#) (137.4K impressions)



DIRECTORS REPORT CONVENTION CENTER

EVENT STATS

| | Number of Events | Attendance |
|-----------|------------------|-------------------|
| July | 12 | 21,860 |
| August | 7 | 12,208 |
| September | 29 | 30,118 (forecast) |

FEATURED EVENTS

- 2023 Int'l Geoscience & Remote Sensing Symposium
- Brick Fest Live!
- State Bar of California – July 2023 Exam
- ArtCenter College of Design Graduation Show
- CatCon 2023
- Techno Security & Digital Forensics Conference
- Golden State Tattoo Expo
- 33rd Annual Japanese Food & Restaurant Show
- America's Got Talent - Lives



CatCon 2023



America's Got Talent

3.84/4.00

**Overall Client
Satisfaction
Score**

FACILITY HIGHLIGHTS & UPDATES

- The Engineering Department is in the process of LED retrofitting the Conference Center building meeting rooms.
- 8.92 tons of mixed and organic waste have been diverted in the month of July.
- No proposals were submitted for the Civic Auditorium historic restoration and repair project. We are querying the prospective proposers to see if there is something in the solicitation that can/must be addressed.

DIRECTORS REPORT

ICE SKATING CENTER

ICE SKATING CENTER HIGHLIGHTS

- 802 skaters registered for the Summer Semester of skating school group classes.
- Public sessions remained busy as Summer winded down and school schedules began.
- L.A. Kings mascot, Bailey, visited with public session skaters and Little Kings Academy participants.
- 32 players from this year's Little Kings Academy participated in their first tournament in July.
- Adult in-house league crowned division champions for the Spring season and the Fall season began mid-August.
- The Pasadena Ice Skating Center held its annual rink manager, supervisor, and staff meetings to review current policies and procedures and process paperwork needed for the coming new year.
- PISC hosted the annual PCOC Summer Party for all staff and their families. Everyone enjoyed skating, good food, fun games, and the hockey shot contest.



1,106

**Early Spring
Skaters**