

PCOC BOARD OF DIRECTORS JANUARY DIRECTORS REPORT HIGHLIGHTS



CVB

A new year brings new hopes — and new worries — to meeting and event professionals. Most expect the rollout of vaccines to accelerate our industry's recovery. However, very few are focused on booking in-person events at present, per [Northstar Meetings Group's latest Pulse Survey](#), released 1.21.21

January Leads (2) - 1,275 room nights :

- AGT Room Block, March/April 2021 - 885 room nights
- CA Nurse Practitioners, March 2022 – 395 room nights

December Leads - (11) - 4,719 room nights



CONVENTION CENTER

Definite Bookings:

- COP Fire Dept Trainee Interviews – January/February 2021
- US District Court Jury Empanelment – January 2021 moving to April

New Leads:

- LA County Fire Dept Exam, May 2021
- Body Mind Spirit Expo, October 2021
- CatCon, October 2021



CIVIC AUDITORIUM

Definite Bookings:

- TV Commercial Film Shoot – January 14-15, 2021

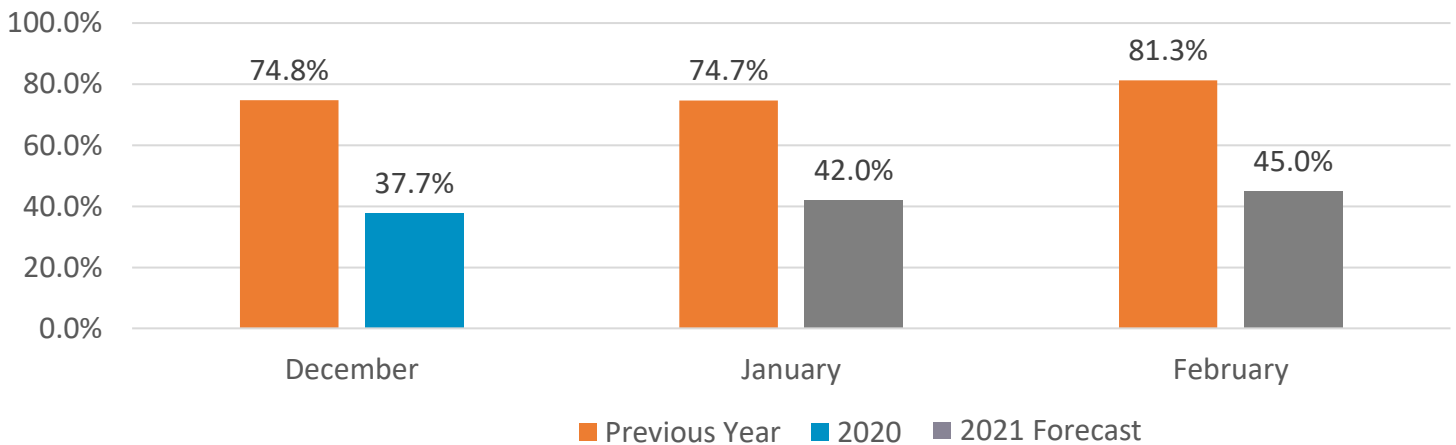
New Leads:

- Car Commercial Shoot – January 29, 2021
- AGT Season 16 - March/April/May 2021

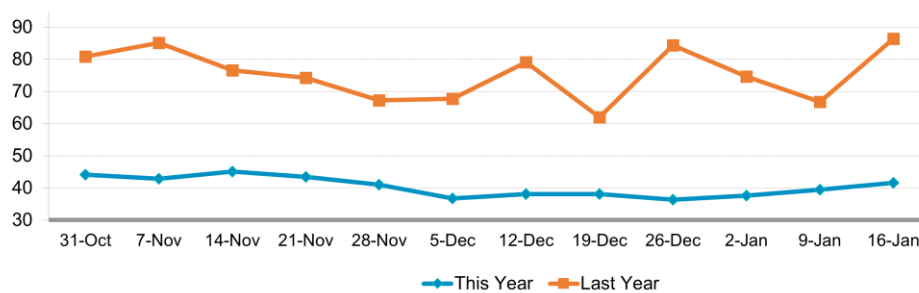




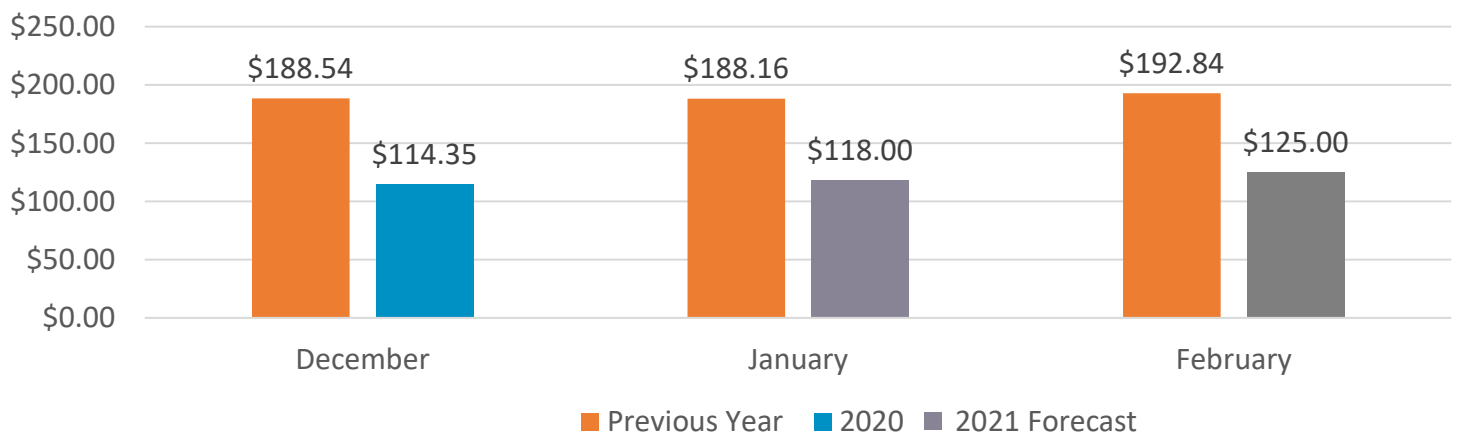
Hotel Occupancy



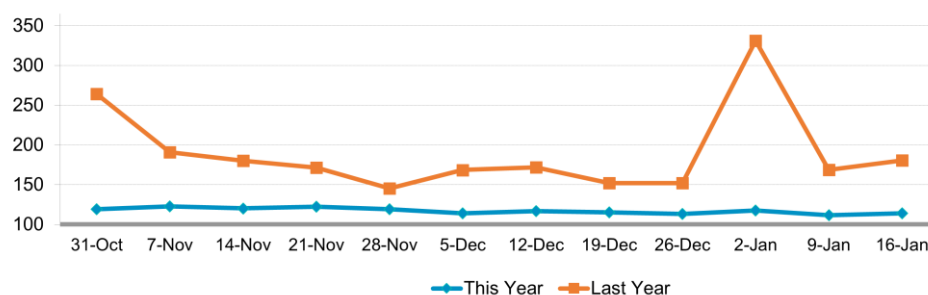
Weekly Occ (%) - Oct 31, 2020 to Jan 16, 2021



Hotel ADR (Average Daily Rate)



Weekly ADR - Oct 31, 2020 to Jan 16, 2021

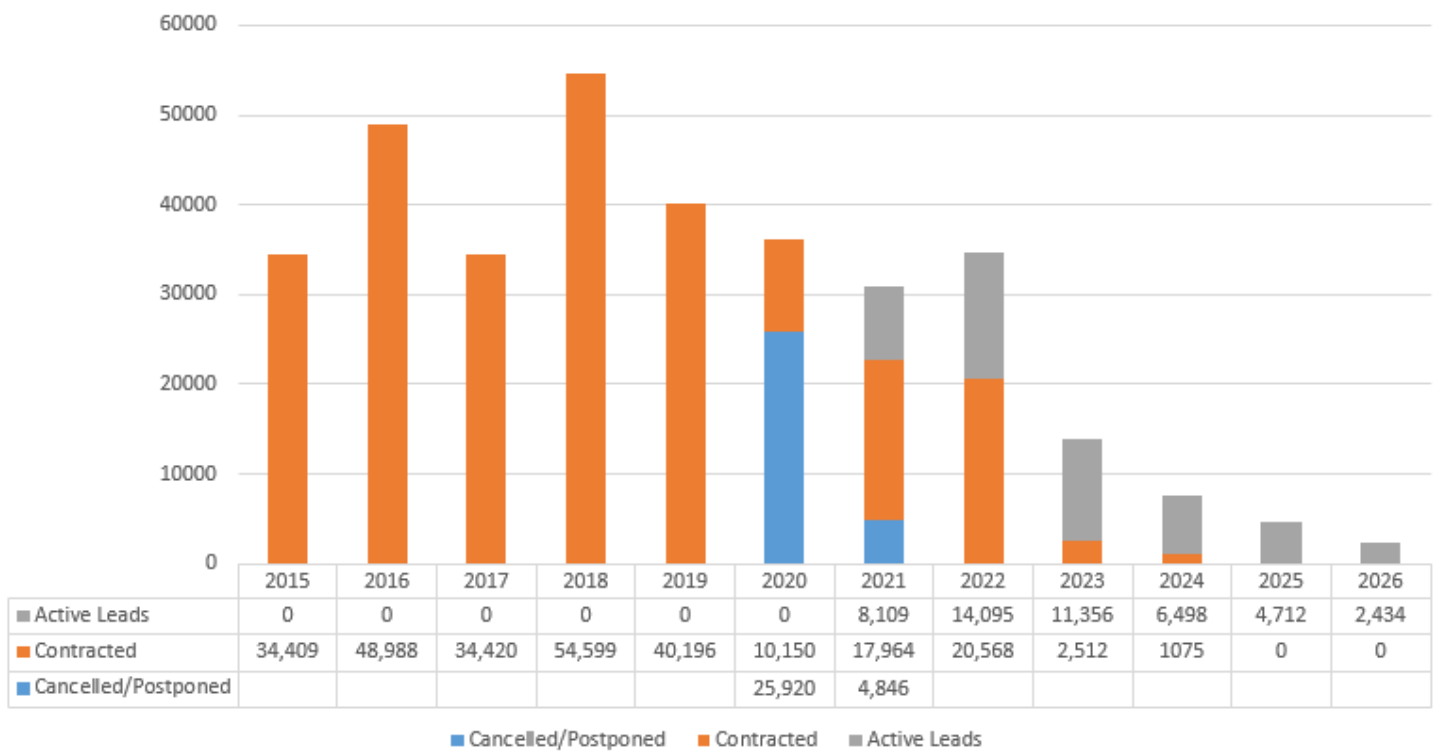




Hotel Update

- Hotel Constance is hoping to open in February for Chinese New Year.
- Sheraton Hotel remains closed at this time.
- Hotel le Reve closed permanently.

Contracted Room Nights & Active Leads 2015-2026



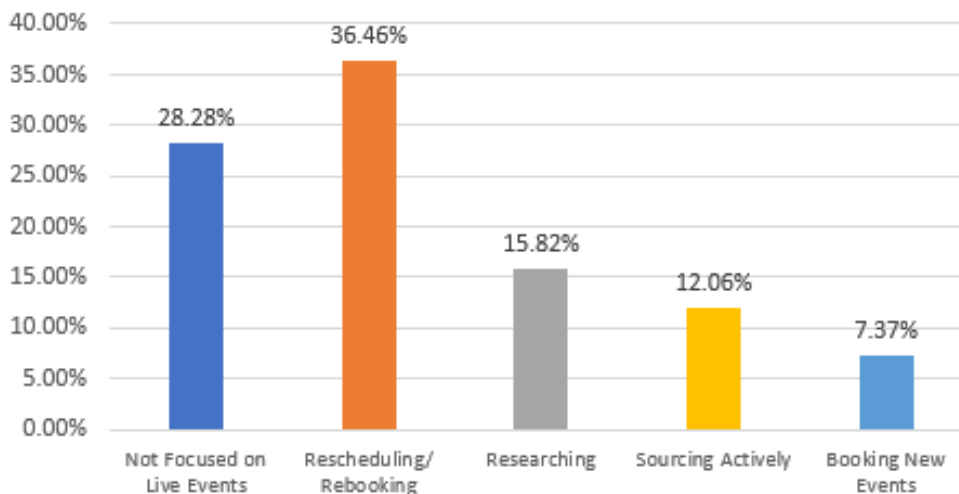


Northstar Meetings Group's Latest Pulse Survey

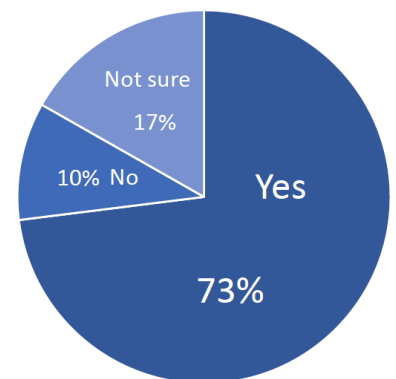
Pulse Survey: The Future of Meetings and Events in the Era of COVID-19

- More than one in three planners are rescheduling their events.
- Nearly 30% of all planners report they are not focused on live events, although there's a slight uptick in sourcing and researching activity.
- Q3 2021 is when most think their events will be back in business, but Q4 2021 sees the biggest uptick since the last survey.

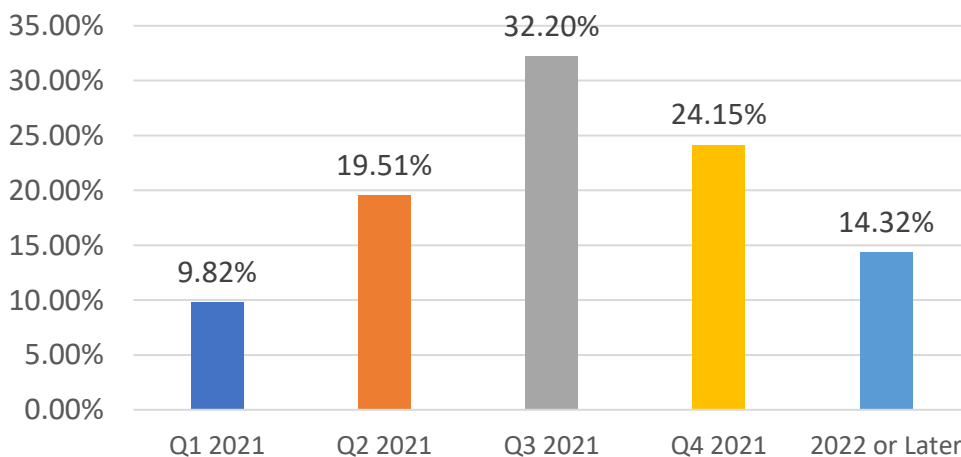
What is your current primary focus as it pertains to your live in-person events?



Do you believe the rollout of COVID-19 vaccines will lead to a quicker recovery for our industry?



When do you expect to hold your next in-person or hybrid meeting or event?





Meetings Sales and Marketing Efforts

Direct marketing continues to keep Pasadena top of mind as a meetings destination. The Sales team is staying active on LinkedIn and are engaging directly with their networks.

Meet Safely

Health and safety are a baseline for competing in the marketplace. The PCVB will continue to share the message that our destination and the Pasadena Convention Center have taken the steps necessary to operate safely. With the Pasadena Convention Center's recent GBAC certification and enhanced protocols, we want everyone to know that we are ready to reopen and restart events safely.



Hybrid and Virtual Meetings - Zoom Fatigue?

PSAV is now ENCORE. Under the Encore brand, they have unified the full breadth of their product and service offerings and offer an expanded network of resources for in-person or hybrid events.

Virtual meeting platforms have supported us in the interim, but 83% still report that they miss live meetings (Fazio 2020). The nature of live meetings provides us with something we can't get virtually. Business cannot progress without collaboration and professional development.

Source: Destinations International



Filming at the Pasadena Ice Skating Center

The Sales Team promoted opportunities to film at the Pasadena Ice Skating Center to our film and location scout contacts. As the rink is currently closed to the public, there is opportunity to use it for filming needs.





Tourism Marketing Partner Meeting

The Pasadena CVB hosted a partner meeting on January 20, 2021 via Zoom. Thirty partners attended the meeting and shared their latest work to stay relevant and during this crisis.

During the call, the team covered the following topics

- Latest industry recovery insights,
- Happenings at the Pasadena Convention Center,
- Recent federal COVID-relief opportunities, and
- Latest events and activities by our tourism partners



Shop Small, Dine Local

City of Pasadena and Visit Pasadena launched a campaign to encourage people to shop small and dine local this holiday season. The 2020 “Shop Pasadena” campaign spotlights hundreds of independent businesses located in Pasadena. The key message of this year’s Shop Pasadena campaign is “We’re Open, Keep Us Open.”

Campaign included social media graphics for small businesses to join the campaign, window clings for storefront businesses, advertisements, dedicated webpage, and social media.

Our social posts received 2,593 likes and reached 72,234 people. The overall campaign has over 1 million impressions.



2,593
Likes

72,234
Reach

Digital Stats

Campaign Pages	FY21 YTD
Shop Pasadena	1,735
Dine Pasadena	31,334
Connect Pasadena	5,138
Outdoor Dining	16,256
Total	51,255

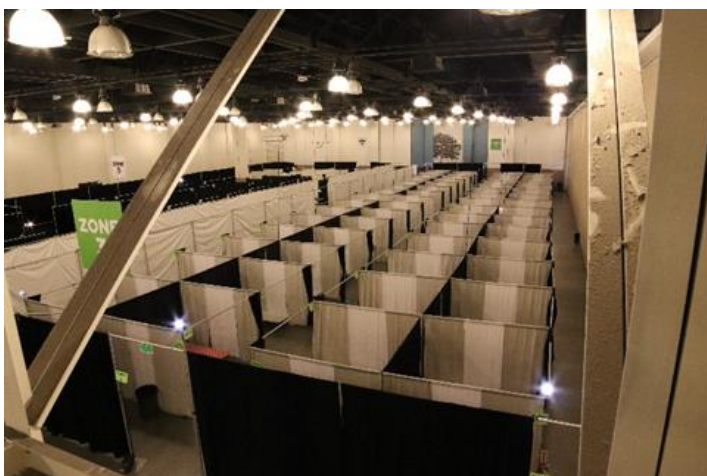
	FY21 YTD
Social Media Followers	65,365
Website Pageviews	282,989
Website Unique Visitors	98,140



FEMA Reimbursement Submittal

Alternate Care Facility

The Pasadena Convention Center was approached by the City of Pasadena in March to be the site for the alternate care facility for Huntington Hospital in case there was a surge of patients needing treatment for COVID-19. Huntington Hospital had increased its bed capacity by 40%. The make-shift facility would be used in the event the hospital was unable to accommodate an influx of patients and would serve patients who needed minimal care or who did not have people at home to assist them. The Pasadena Convention Center team worked collaboratively with Redrock Entertainment Services and Huntington Hospital, who were hired by the City of Pasadena, to set up Exhibit Hall A & B with 250 make-shift rooms and the Ballroom as staff breakrooms and staff meal rooms.



Expenses	
Facility Rental	\$1,595,487
Payroll Costs	\$222,862
Custodial Supplies	\$504
PPE for Staff (Masks, Gloves, Thermometer)	\$458
Utilities – Electricity	\$83,536
Air Filter Upgrade - MERV 11	\$3,612
Total	\$1,906,459



Events

Commercial Shoot

- January 14 – 15
- Civic Auditorium

City of Pasadena Fire Department – Firefighter Trainee Virtual Interviews

- January 19 – 22
- Conference Center Building

City of Pasadena Fire Department – Firefighter Trainee Virtual Interviews

- February 4-5, 2021
- Conference Center Building



Client Satisfaction Surveys

The staff and service providers continue to provide superb service to the limited clients (essential functions/meetings) we host during the closure. The high scores from the returned surveys are evident to PCOC's commitment to excellent service which distinguishes our venue from others.

Overall Event Average Score

3.78

Out of 4





Meal Distribution Programs

We are grateful for our staff in stepping up to support our community in this time of crisis. PCOC and Centerplate have served over 81,000 meals in the community so far!

Victory Park Meals – Vaccination Center

- Service began on January 5
- 420 meals provided/delivered

Great Plates Meal Program

- State of California program began on May 10
- 7,950 meals provided/delivered

Shower of Hope Meal Program

- Program began on April 8
- 2,285 meals provided/delivered

Motel Meal Program

- Ended late July
- 10,330 meals provided/delivered

PUSD Weekend Meal Programs

- Ended September 13
- 60,700 meals provided/distributed

Meal Distribution Programs

81,685

Meals

2,313

Staff Hours

\$93,800

In Kind Service

