

PCOC BOARD OF DIRECTORS MARCH DIRECTORS REPORT HIGHLIGHTS



CVB

Definite Bookings: 2,567 room nights

- AGT Room Block: March-April 2021 – 1,275 room nights
- UCLA Hawaii Football Group: August 2021 – 125 room nights
- Confidential Group: April 2022 – 735 room nights
- Confidential Group: August 2022 - 432 room nights

New Leads: 8,394 room nights

- Groom Expo West: July 2021 – 333 room nights
- California Lions Clubs: August 2021 – 65 room nights
- California Grain & Feed Association: August 2021 – 135 room nights
- Sleep Science Conference: November 2021 – 200 room nights
- California Lions Clubs: February 2022 – 350 room nights
- Laser Institute of America: March 2022 – 766 total room nights
- KP Sales Effectiveness Forum: May 2022 – 235 room nights
- California Hospital Association: September 2022 – 550 total room nights
- CATESOL: September 2022 – 800 room nights
- Great Minds in STEM: October 2023 – 4,100 room nights
- Academic Senate for CA Community Colleges: July 2024 – 860 room nights



CONVENTION CENTER

Definite Bookings:

- US District Court Jury Empanelment: April 2021 and June 2021
- 7th Sense Car Clinic: April 14-20, 2021
- Ipsos Car Clinic: May 13-24, 2021
- Seasons Screaming: December 2021

Contracts Issued:

- LA Fantasy Fest: February 12-13, 2022
- The Yoga Expo: January 22, 2022
- Gym Jam: February 25-27, 2022
- MonsterPalooza: June 3-5, 2022
- State Bar Exams: February, June & July 2022



CIVIC AUDITORIUM

Definite Bookings:

- AGT Season 16 - March 22 - April 27, 2021

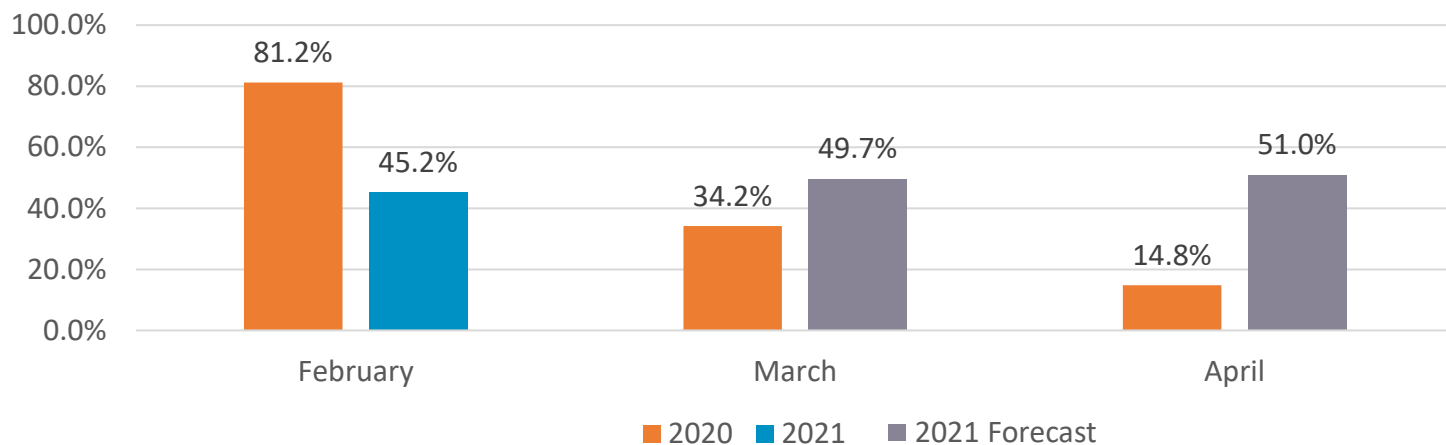
Contracts Issued:

- Daytime Emmy Awards: June 2022
- Art Center College of Design Graduation & Art Show: April 2022

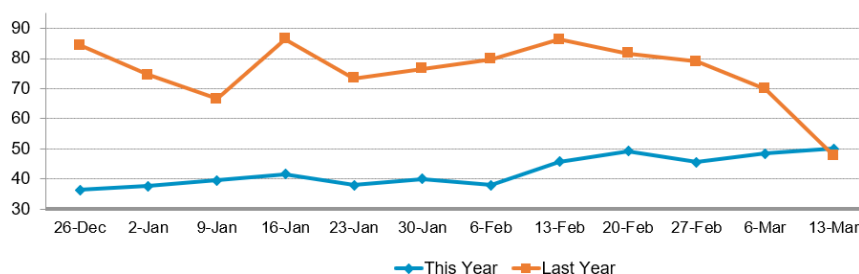




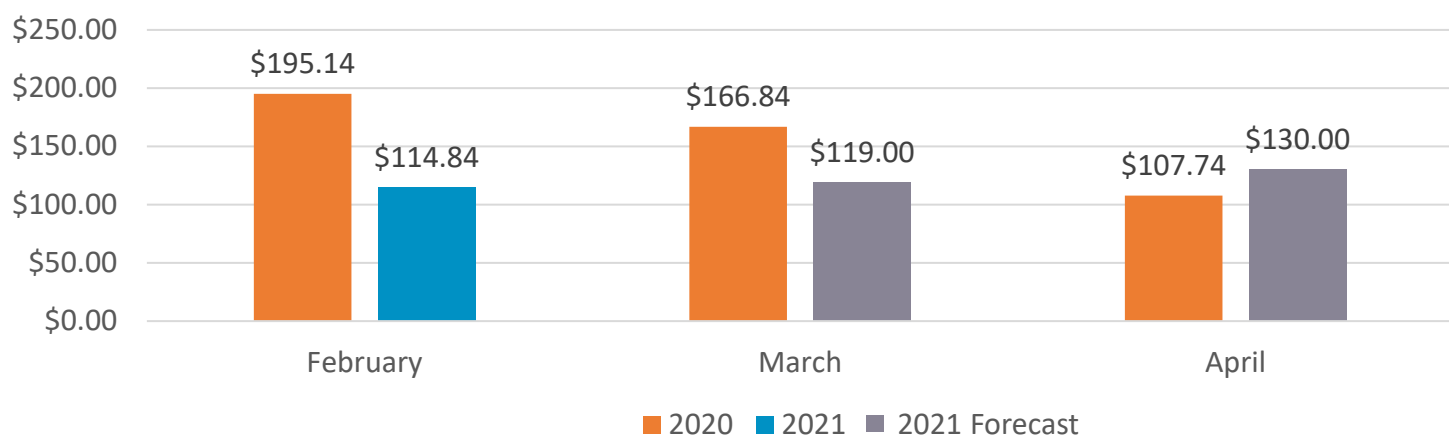
Hotel Occupancy



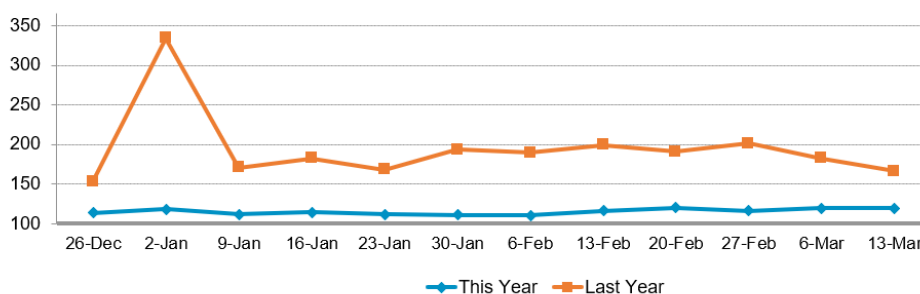
Weekly Occ (%) - Dec 26, 2020 to Mar 13, 2021



Hotel ADR (Average Daily Rate)



Weekly ADR - Dec 26, 2020 to Mar 13, 2021

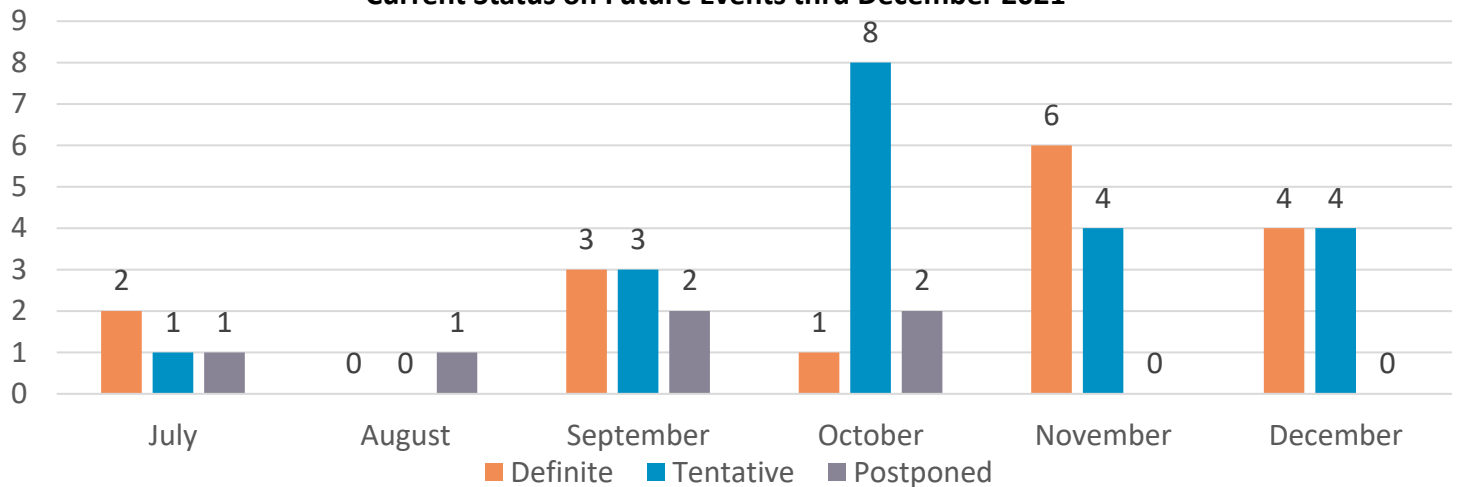




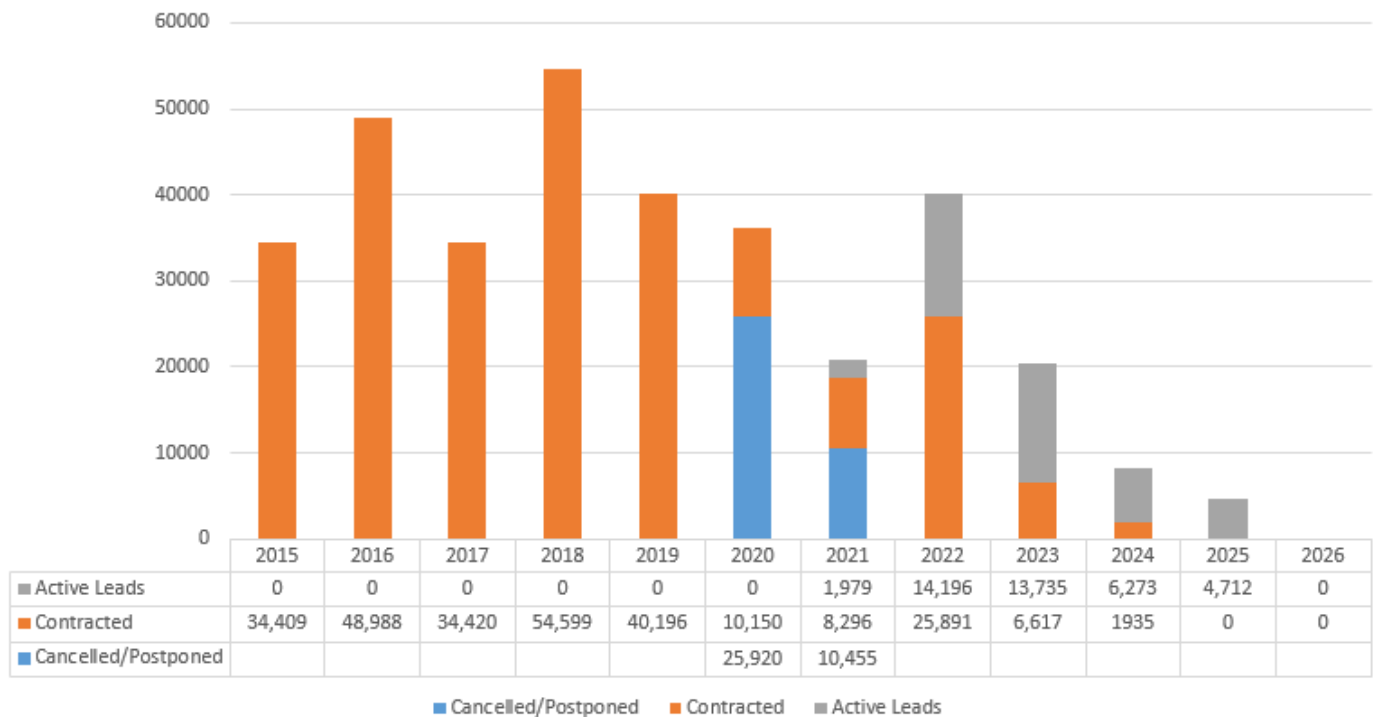
Hotel Update:

- In Pasadena our hotel revenue is down over \$100M since the pandemic started.
- Hotel Constance remains closed at this time.
- Sheraton Hotel remains closed. Auction to sell the property takes place May 20th.

Current Status on Future Events thru December 2021



Contracted Room Nights & Active Leads 2015-2026





CALIFORNIA
TRAVEL
ASSOCIATION

Reopening Tomorrow Requires **Action Today**



PASADENA
CONVENTION CENTER

Pasadena Convention & Visitors Bureau and Convention Center join Tourism Officials to Call on Governor Newsom to Immediately Issue Guidelines for Business Meetings, Events and Conventions

Lack of Guidelines is Preventing California from Competing with Other States for Business in 2022 and Beyond
Pasadena, CA, (March 4, 2021) – Frustrated officials representing California's business travel, events and conventions industry are calling on Governor Gavin Newsom to immediately issue statewide guidelines clarifying under what conditions business meetings, events and conventions in California can resume someday.

In a letter to Governor Newsom released today signed by 133 tourism officials and labor groups, advocates said California is losing business and jobs to other states not just today but in 2022 and beyond because of the uncertainty caused by a lack of guidelines.

They called on Governor Newsom to focus his attention immediately on this sector of the economy which accounted for \$66.1 billion in direct spending and 457,000 jobs in 2019. For every month California delays opening for business meeting and events, the state is losing \$4.1 billion in economic activity. This data comes from two studies from Oxford Economics released in October 2020.

In the letter, tourism and labor officials say that the governor's Blueprint for a Safer Economy makes no mention of business meetings, events and conventions and no guidelines for safe future re-openings have been issued or even discussed by the Newsom administration. Potential clients looking to book events in California see this as a signal that California is closed indefinitely.

"We're not asking Governor Newsom to open California to business meetings and events tomorrow, we're asking for a plan today so we can safely hold events in the future," said Barb Newton, President & CEO, CalTravel. "These events bring more than just direct revenue and jobs. They bring people who spend money on hotel rooms, restaurants, local shops and services. The ripple effect is huge and benefits both large and small communities but we're losing the benefits to other states."

Newton pointed out that nearly all other states are safely holding business meetings, events and conventions right now. The California travel industry finalized a plan in June 2020 which outlined how California could also safely hold meetings. It adhered to standards established by the Centers for Disease Control and Prevention (CDC) and the California Department of Public Health (CDPH) and included best practice recommendations for sanitation, staff training, physical distancing, and communication.

But the Administration has yet to adopt it or release guidelines of its own. In the meantime, California is losing revenue and jobs as customers are backing out of events for late 2021, 2022 and beyond.



“Business meetings and events create thousands of jobs locally. The lack of guidelines is devastating for our industry,” said Jeanne Goldschmidt, Executive Director, Pasadena Convention & Visitors Bureau. “Over 500 events have been canceled locally and will continue to cancel without clarity on business meetings in California.”

The COVID-19 global pandemic has crippled Pasadena’s economy especially in the tourism industry: closing hotels, restaurants, small businesses, and entertainment venues. The heaviest toll on job loss has been in the hospitality community accounting for 43% of all job loss in LA County (Tourism Economics).

Cities across California anticipate an 89% decline in TOT in 2020 (California League of Cities). Locally in Pasadena, hotel occupancy and average daily rates have dropped 50% and 30% respectively (STR). An estimated decline of 8.6M in TOT and 3.5M in TBID is projected for FY21 and FY22. Over 500 events have been canceled at the Pasadena Convention Center amounting to a loss of \$15M in revenue. In addition, Pasadena hotels have lost over \$92M in revenue to date.

This exploitation is happening because planning and booking for this sector of the economy requires several months and sometimes years of lead time. Convention centers, hotels and other meeting venues can’t compete for future events - including the jobs and desperately needed local revenue that come with them - when it appears California is closed indefinitely.

Even if the governor issued guidelines tomorrow, communities and California stand to lose billions more revenue and thousands of hard-working Californians will remain out of work.

Every other state released protocols, and many have been safely holding meetings during the pandemic, but California has prohibited meetings of any size since the state’s stay at home order went into effect on March 19, 2020.

About the Pasadena Convention & Visitors Bureau

The Pasadena Convention & Visitors Bureau is a non-profit marketing organization dedicated to promoting Pasadena as a leading meeting, convention and leisure travel destination. For more information, go to www.VisitPasadena.com. Follow us on Instagram and Facebook at @VisitPasadena.

About the Pasadena Convention Center

The Pasadena Convention Center is the premier meetings, entertainment, and events venue in the heart of Pasadena. The 130,000 sq. ft. venue accommodates meetings of all sizes with spacious exhibit halls, an expansive ballroom and over a dozen breakout rooms. The Pasadena Convention Center is proud to be a LEED Gold certified and GBAC Star accredited facility. It is professionally managed by the Pasadena Center Operating Company. In recent years, the Pasadena Convention Center has averaged over 300 events and attracted over 350,000 attendees. For more information, visit www.PasadenaCenter.com.

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Meet Safely

The PCVB continues to share the message that the entire destination has taken the steps necessary to operate and welcome guests safely. We are calling upon our industry partners to take the Stay Safe Pledge.



After Hours Filming

The City of Pasadena Film Office has allowed us to extend filming hours at the Pasadena Convention Center. Our great relationship with them exempts us from the normal curfew hours of 7:00 AM to 10:00 PM. Our Sales Team is sharing these extended filming hours to our database of film location scouts.



Buick Envision SUV Commercial

Buick filmed a commercial in front of the Pasadena Convention Center plaza providing an overview of its new Envision SUV.

https://www.youtube.com/watch?v=7AHH3-7_dks



Dua Lipa x evian Drink True Commercial

As part of evian's "Drink True" campaign, the brand filmed Dua Lipa singing acapella on the stage of the Pasadena Civic Auditorium.

Behind the scenes: <https://youtu.be/299MvvDPGVo>

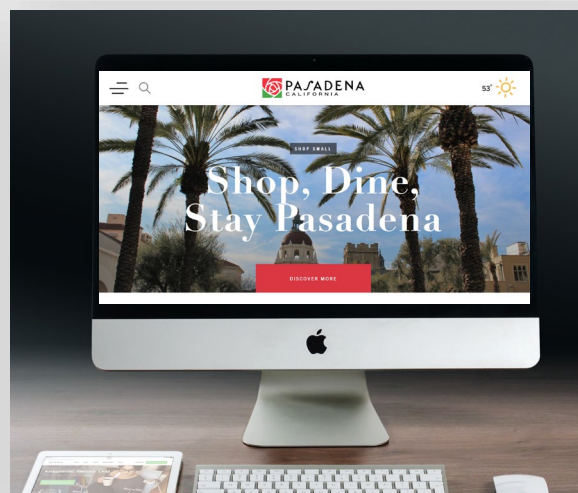
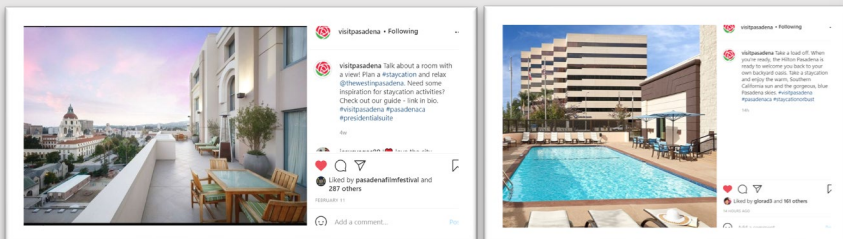
Commercial: https://youtu.be/Q3_OJd0OLBM





Shop, Dine, and Stay Pasadena

After the winter surge slowed, the Marketing & Communications team extended our messaging to include staycations and vacations. With Pasadena transitioning to the red tier, the increase of vaccinations, and Spring on the horizon the time is ripe for travel to return.

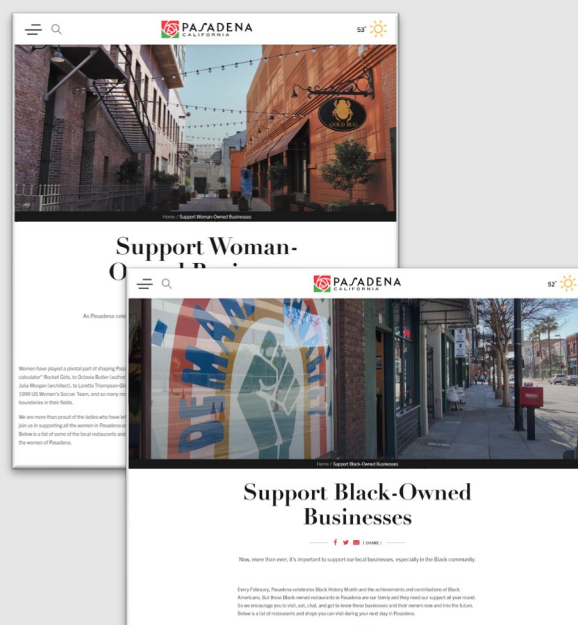


Support Small Business

Visit Pasadena continues to support the destination with campaigns that encourage shopping and dining. The transition to the red tier has allowed for wider business reopenings including indoor dining, museums, fitness centers, personal care, and movie theaters. We have connected with our museum partners and are committed to promoting them with reopening date announcements and PR support.

In the past two months, we also provided directories and social posts to support:

- Black-Owned Businesses
- Women-Owned Businesses
- dineLA



Digital Stats

	Jan-Feb	FY21 YTD
Social Media Followers	64,057	64,057
Website Pageviews	138,980	422,532
Website Unique Visitors	77,609	223,872

Campaign Pages	Pageviews
Shop Pasadena	2,887
Dine Pasadena	21,767
Connect Pasadena	3,956
Outdoor Dining	20,507
Total	49,117



Events

City of Pasadena - Detention Officer Exam

- February 18
- Ballroom A-C

America's Got Talent

- March 22 – April 27
- Civic Auditorium, Conference Building, and Hall C

U.S. District Court – Jury Empanelment

- April 1 - 2
- Ballroom

7th Sense – Car Research Clinic

- April 14 - 20
- Exhibit Halls A & B



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 82,000 meals in the community so far!

Vaccination Center - MPOD

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

Great Plates Meal Program

- State of California program began on May 10
- 8,133 meals provided/delivered

Shower of Hope Meal Program

- Program began on April 8
- 2,485 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

82,468

Meals

2,313

Staff Hours

\$94,200

In Kind Service

