

PCOC BOARD OF DIRECTORS APRIL DIRECTORS REPORT HIGHLIGHTS



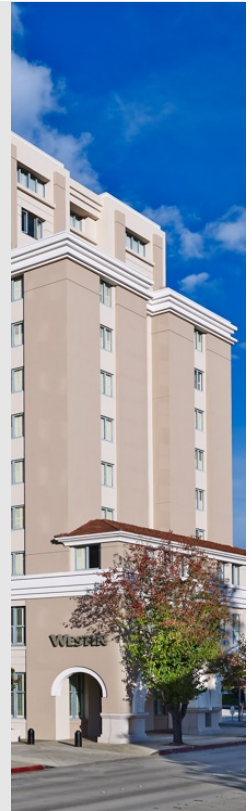
CVB

Definite Bookings: 1,350 room nights

- Caltech QIP 2022: March 2022 – 1,350 room nights

New Leads: 14,494 room nights (highlights below)

- Ipsos Car Clinic: May 2021 – 150 room nights
- HHI 2021 Championship: August 2021 – 641 room nights
- TJ Captains Meeting West Coast Stores: August 2021 – 680 room nights
- Golden State Tattoo: September 2021 – 165 room nights
- Endo Fall Medical Meeting: September 2021 – 881 room nights
- Alpine Investors Group: October 2021– 375 room nights
- Laser Institute of America: March 2022 – 766 room nights
- LightBox Expo: October 2022 – 2,470 room nights
- TeamLogic IT Convention: November 2022 – 630 room nights
- TJ Annual Captain's Meeting: August 2023 – 1,905 room nights
- Integrative Medicine & Health Symposium: March 2025 – 880 room nights
- N4a Annual Conference: July 2025 – 2,380 room nights



CONVENTION CENTER

Definite Bookings:

- LA Fantasy Fest: February 2022

Contracts Issued:

- Escalent Car Clinic: June 2021
- International School of LA Graduation: June 16, 2021
- BrideWorld Expo: September 2021



CIVIC AUDITORIUM

Definite Bookings:

- Daytime Emmy Awards: June 2022

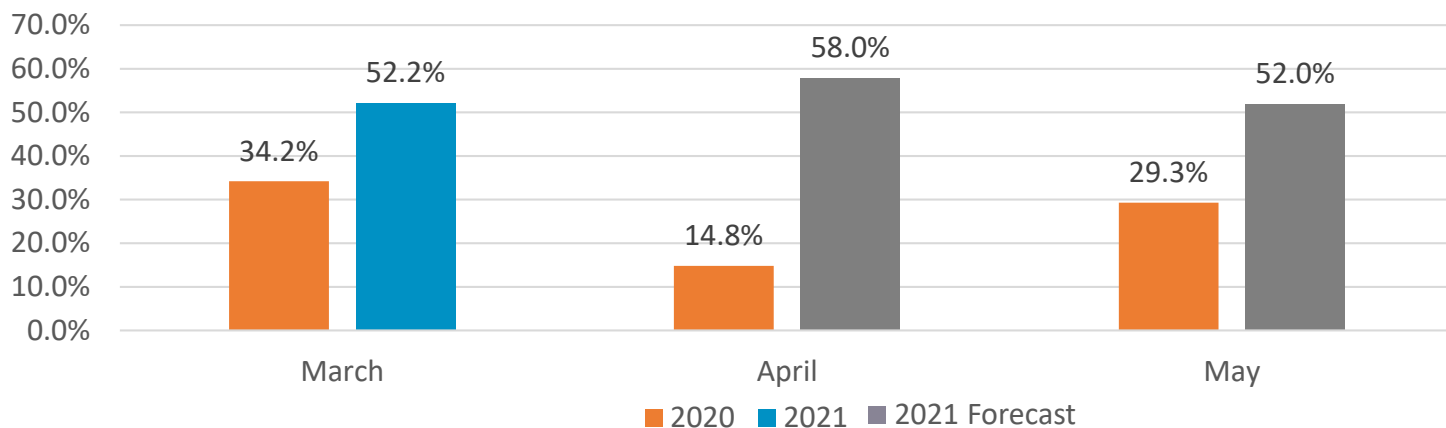
New Leads:

- Traders Joe's Annual Meeting: August 2021
- Hip Hop International 2021 Championship: August 2021
- Pacific Oaks College Graduation: October 2021
- Disney Screening: November 2021
- Service Titan Sales Kick-off: February 2022

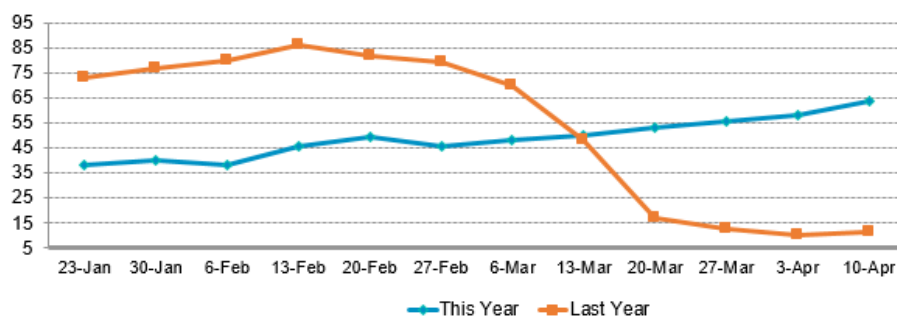




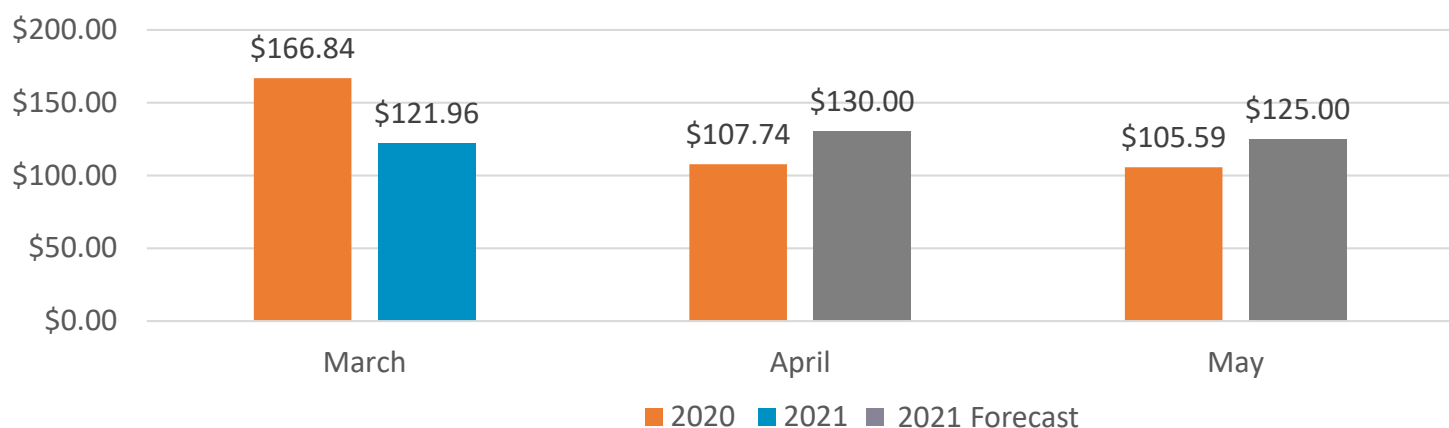
Hotel Occupancy



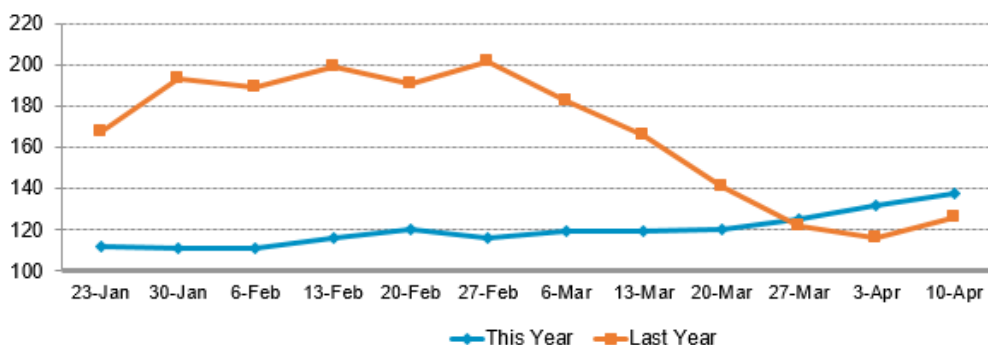
Weekly Occ (%) - Jan 23, 2021 to Apr 10, 2021



Hotel ADR (Average Daily Rate)



Weekly ADR - Jan 23, 2021 to Apr 10, 2021



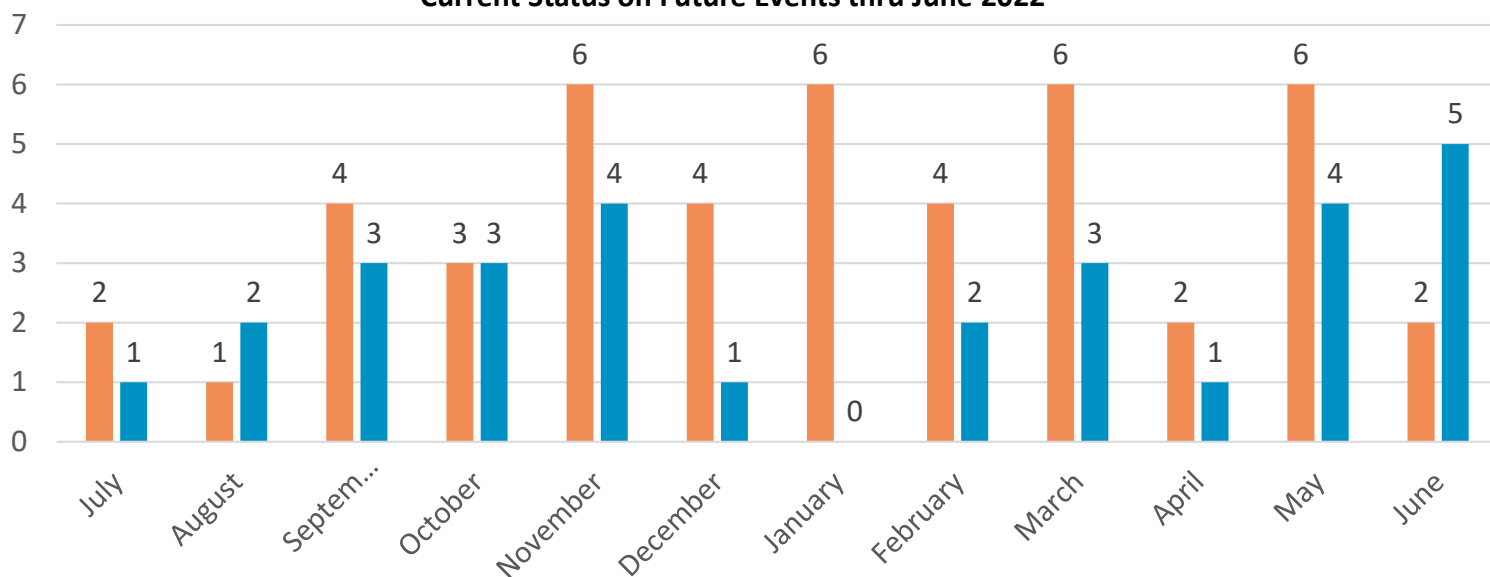


Hotel Update

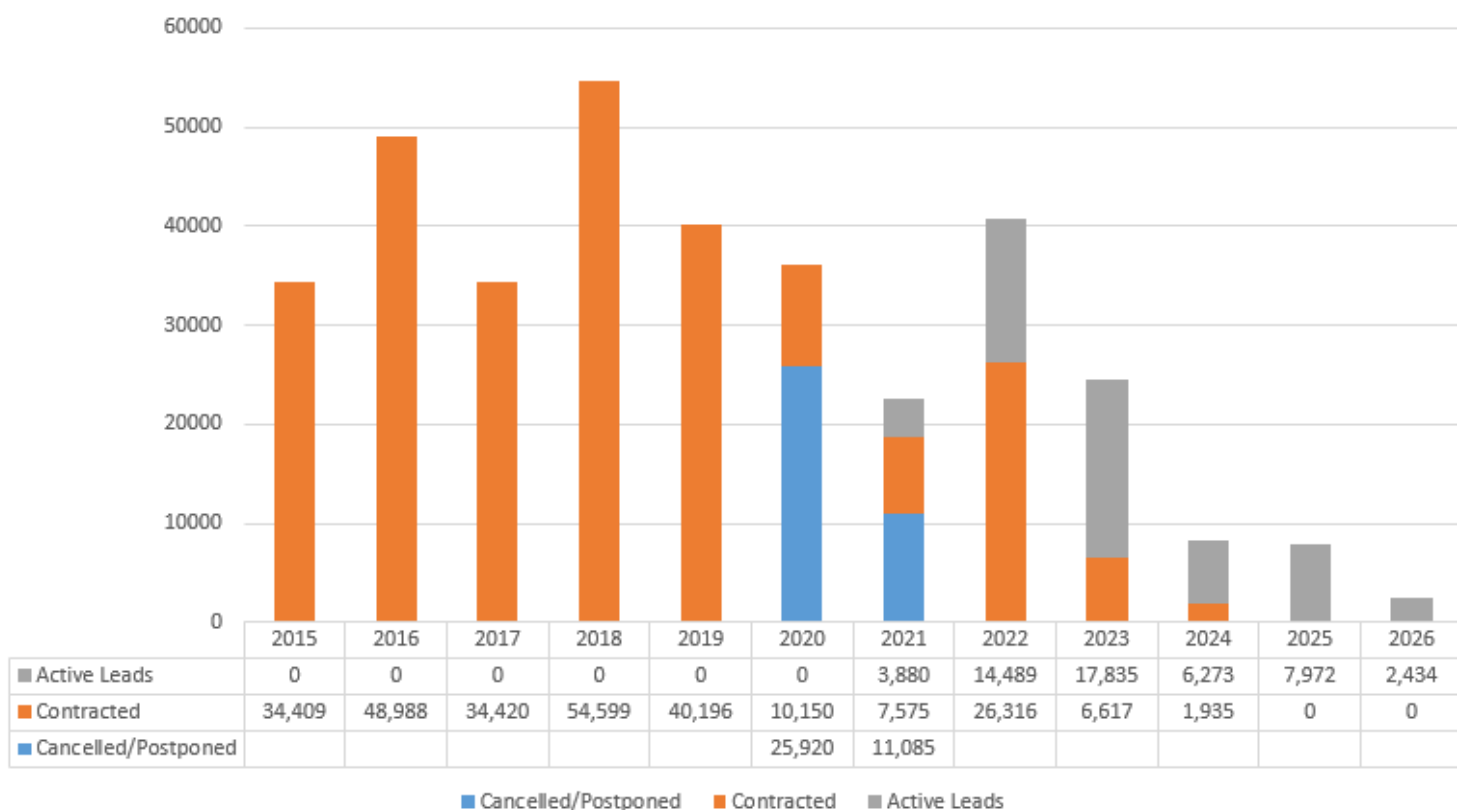
- **Hotel Constance** – Reopening date was set for May 1st, but things are changing. They expect to have a new management company soon (Crescent Hotels).
- **Sheraton Hotel** - Auction remains scheduled for May and the reopening date pending new ownership is anticipated to be August 2021.
- **Le Meridien Arcadia** – Their scheduled opening is for May 29th. Hotel will have 234 rooms including a hospitality suite, and a 5,000 sq ft ballroom that will accommodate up to 300.

Current Status on Future Events thru June 2022

Definite Tentative



Contracted Room Nights & Active Leads 2015-2026





CDPH Allows for Small Meetings, Gatherings, Indoor Events

The State of California revised its Blueprint for a Safer Economy to allow for gatherings, receptions, conferences, and indoor live events and performances to resume operation with risk reduction measures in place effective April 15. The new guidelines allow for these activities with restricted capacities and mitigation measures in place. Pasadena reopening protocols for seated indoor and outdoor events were released on April 19.



California Aims to Reopen Fully June 15

Governor Newsom projects California business restrictions will end on June 15 and the current tier system will be removed. As long as hospitalizations continue to decrease and vaccination rates continue upwards, conventions, tradeshow and business meetings will be allowed beginning June 15 with new precautions in place. Until Oct. 1 those with 5,000 or more participants will require attendees to show proof of vaccination or a negative COVID test. International convention attendees require full vaccination.



CDC Says Vaccinated People Can Travel in U.S. Without Testing or Quarantines

The CDC updated its travel guidance to eliminate some testing and quarantine recommendations. The agency says fully vaccinated people can travel domestically at low risk to themselves, and without testing before or quarantining after—unless it's required by the destination.



Americans Ready to Travel

According to Destination Analysts' Travel Sentiment Index, Americans are beginning to feel very differently about travel, in comparison to this time last year. Nearly 70% of Americans now say they are ready to travel, 78% are actively dreaming about and planning travel, and 18% have actually booked. 62% say they will take a leisure trip this summer. California is the #1 state that Americans are likely to travel to (or within) on leisure trips this summer.





America's Got Talent Returns to Pasadena Civic Auditorium

The Pasadena Civic Auditorium is pleased to welcome back Season 16 of America's Got Talent. This is the sixth year that AGT has been hosted on our stage.

We did a press release promoting its return and it was covered on Pasadena Now.

Link to Article:

<https://www.pasadenanow.com/main/americas-got-talent-returns-to-the-pasadena-civic-auditorium/>



Marketing California's Reopening

Our Sales team is actively connecting with prospective and returning clients to book and rebook business for 2021 and into future years.

We are pushing the reopening of small meetings starting April 15th and an expansion to larger business meetings, conventions, tradeshow starting June 15th.



California is preparing to welcome you back!

Dear << Test First Name >>>,

We are incredibly excited to announce that Gov. Newsom projects California business restrictions from the coronavirus pandemic will end on June 15*, and the current tier system will be removed.

As long as hospitalizations continue to decrease and vaccination rates continue upwards, conventions, tradeshow and business meetings will be allowed beginning June 15 with new precautions in place. Until Oct. 1 those with 5,000 or more participants will be open only to attendees with proof of vaccination or a negative COVID test. And international convention attendees will only be allowed if fully vaccinated.

With the lifting of restrictions, capacity limits at restaurants, bars, indoor museums, ballparks, theme parks and concert venues will also end, making Pasadena fully accessible to visitors and locals alike.

Our sales team is available to answer any questions you may have and is always ready to assist you in booking your in-person meeting or event here in Pasadena!



PRESS RELEASE

“America’s Got Talent” Returns to the Pasadena Civic Auditorium In March to Tape Season 16



Pasadena, CA, (March 24, 2020) – Starting next week, the Pasadena Civic Auditorium will once again be the backdrop of the hit variety competition series “America’s Got Talent” where tapings of the initial rounds of Season 16 will take place beginning March 28 and running through late April. Returning celebrity judges include Simon Cowell, Howie Mandel, Heidi Klum, Sofia Vergara and host, Terry Crews.

Pasadena has a long history of being one of Hollywood’s prime filming locations for award-winning TV shows and movies. “We are thrilled to announce the return of ‘America’s Got Talent’ in Pasadena for the sixth year,” said Jeanne Goldschmidt, executive director of the Pasadena Convention & Visitors Bureau. “America’s Got Talent’ not only brings attention to Pasadena from the show’s millions of fans globally, but their presence is welcome by our local hotels, restaurants and businesses.”

Built in 1932, during the Great Depression, the Pasadena Civic Auditorium has welcomed millions of patrons across Southern California. Inspired by Mediterranean Revival architecture, the 3,000-seat theatre has hosted countless concerts and plays, including but not limited to the Emmy Awards, NAACP Image Awards, People’s Choice Awards, “American Idol” and “So You Think You Can Dance.” The Pasadena Civic Auditorium is a part of the Pasadena Civic Center District which is listed on the National Register of Historic Places.

With the search open to acts of all ages and talents, “America’s Got Talent” is a true celebration of creativity and talent, featuring a colorful array of singers, dancers, comedians, contortionists, impressionists, jugglers, magicians and ventriloquists, all vying to win America’s vote and the \$1 million prize. The series was created by Simon Cowell and is co-produced by Fremantle and Syco Entertainment. Simon Cowell, Sam Donnelly, Jason Raff, and Richard Wallace are the executive producers.

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Pasadena Convention & Visitors Bureau and Pasadena Civic Auditorium Contact

Christine Susa

Director of Marketing & Communications

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PRESS RELEASE

Pasadena Convention & Visitors Bureau and Convention Center welcome the return of small meetings and events starting April 15



Pasadena, CA (April 15, 2021) Starting April 15, the Pasadena Convention Center and Civic Auditorium can begin welcoming the return of small gatherings, private meetings and events with risk reduction measures following Governor Newsom's announcement earlier this month.

"After over a year of closure, we are thrilled to resume meetings and events safely in Pasadena," said Jeanne Goldschmidt, executive director of the Pasadena Convention & Visitors Bureau. "Meetings and events mean more business, jobs and direct spending throughout Pasadena. And this is just the start. We are optimistic that conditions will continue to improve so we can expand business meetings, conventions and tradeshow starting June 15."

Business meetings, trade shows and conventions are a major sector of California's economy which accounted for \$66.1 billion in direct spending and 457,000 jobs in 2019 according to studies by Oxford Economics released in October 2020.

California revised its Blueprint for a Safer Economy to allow additional activities with modifications to reduce risk. Updates to gatherings, receptions, conferences, and indoor live events and performances are effective April 15. Additionally, Governor Gavin Newsom released the Beyond the Blueprint for a Safer Economy reopening plan, projecting all industries across the state to return to full operations on June 15, provided risk reduction measures are taken. The guidance allows for gatherings up to 5,000 people, which aligns with the science and the CDC's assessment that it is safe for vaccinated individuals to travel.

"The Pasadena Convention Center is prepared to host events and welcome guests back safely," said Naz Sabripour, executive director of the Pasadena Convention Center. "We have implemented stringent health and safety protocols and achieved the GBAC STAR accreditation, the gold standard for prepared facilities."

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Pasadena Convention & Visitors Bureau and Pasadena Civic Auditorium Contact

Christine Susa

Director of Marketing & Communications

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MEDIA COVERAGE

LOCAL NEWS

Monday, April 19, 2021 » MORE AT SGVTRIBUNE.COM PASADENASTARNEWS.COM AND WHITTIERDAILYNEWS.COM

CORONAVIRUS

Key locations prepare to reopen

Pasadena: Convention and senior centers look to future

By Bradley Bermont
bbermont@scng.com

It's a sign of the times: As coronavirus cases decline, the Pasadena Convention Center and the Pasadena Senior Center are reopening for in-person events and activities for the first time in over a year. Granted, it's in limited capacities — and they've both instituted significant COVID-19 protocols and safety measures — but it's progress. And in the convention center's case, officials say it's just the beginning.

PASADENA » PAGE 4

Pasadena

FROM PAGE 3

At the Senior Center, the Sy Graff Fitness Center reopened last week, alongside the library and computer lab. You'll need an appointment to use both the computer lab and fitness center, which you can make by calling (626) 795-4331. The library isn't open in its full capacity, but residents can again buy books and puzzles there, according to a

news release.

Meanwhile, the convention center reopened last week for small gatherings and private events, its news release said.

Any event held there will have to abide by city and state guidelines for COVID-19 restrictions. Those include guidance about ventilation, vaccinations and testing procedures, and masks are always required.

"After over a year of closure, we are thrilled to resume meetings and events safely in Pasadena," Jeanne

Goldschmidt, executive director of the Pasadena Convention & Visitors Bureau, said in a statement. "Meetings and events mean more business, jobs and direct spending throughout Pasadena. And this is just the start. We are optimistic that conditions will continue to improve so we can expand business meetings, conventions and trade shows starting June 15."

Meetings and small private events were allowed by the state as of April 15, according to guidance from

Gov. Gavin Newsom.

The guidance will allow for events with nearly pre-pandemic crowds by June 15, as long as the proper procedures are followed.

The convention center hasn't seen a real crowd in more than a year. It was transformed into a overflow hospital early in the pandemic — meant to treat patients with mild cases in case there wasn't space in Huntington Hospital — but it was never ultimately used.

PASADENA NOW

Pasadena Convention Center "Super Excited" About Ramping Up to Reopen

BY DAVID CROSS
Published on Thursday, April 8, 2021 | 12:26 pm



Pasadena Convention Center, Visitors Bureau Welcome the Return of Small Meetings and Events Starting Today

Published on Wednesday, April 14, 2021 | 5:24 pm



Courtesy Pasadena Convention Center Facebook Page



Promoting Local Partners

Visit Pasadena continues to market local activities from our stakeholders:

- ArtNight
- Goat Yoga at Gamble House
- Butterfly Season at Kidspace
- Next to Normal by Lineage
- Mindfulness Meditations by Norton Simon
- Global Meetings Industry Day
- Made in LA at the Huntington
- Rose Bowl Flea Market Returns



Butterfly Season at Kidspace Children's Museum

Who says learning can't be fun? Celebrate spring with a science project you will enjoy when you adopt painted lady caterpillars from Kidspace Children's Museum. Just weeks you will witness the dramatic metamorphosis from hungry migratory butterfly, ready to release into your garden or neighborhood.

More



Rose Bowl Flea Market Returns

Thrifters will be thrilled to know that the Rose Bowl Flea Market will officially return to its normally scheduled second Sunday of every month starting April 11th. The market will be operating at a limited capacity with first come, first served for your safety. Admission and masks are required.

More



Visit Pasadena

Published by CoSchedule App • April 16 at 8:44 PM •

It's baaa-ck! Goat yoga returns to the @gamblehouse for two days only - May 8 and June 12. Tickets are available now and limited. We are not KIDDing when we say this is an experience you don't want to miss! Details at <https://www.visitpasadena.com/goat-yoga-at-the-gamble-house/> #visitpasadena #pasadenaca #goatyoga



VISITPASADENA.COM

Goat Yoga at the Gamble House | Visit Pasadena

It's baaa-ck. You can participate in Goat Yoga at the Gamble House.



Visit Pasadena

Published by CoSchedule App • April 5 at 9:19 AM •

Lineage Performing Arts Center is partnering with The Gamble House to present COVID-safe drive-in performances of the Tony and Pulitzer Prize-winning "Next to Normal," a rock musical that explores the effects of depression and loss on a once-functioning family, from April 15th-25th. Tickets at <https://lineagedance.secure.force.com/ticket/...> #visitpasadena #pasadenaca #nexttonormal #superboyandtheinvisiblegirl



Visit Pasadena

Published by CoSchedule App • April 13 at 1:52 PM •

Tune in! #ArtNight returns (virtually) this Friday, April 16 from 6:00 pm - 10:00 pm. The event is completely free! Details at <https://www.visitpasadena.com/events/virtual-artnight/> #visitpasadena #pasadenaca



VISITPASADENA.COM

Virtual ArtNight | Visit Pasadena

Pasadena's biannual signature event, ArtNight returns October 23rd...

Digital Stats

	March	FY21 YTD
Social Media Followers	64,275	64,275
Website Pageviews	54,702	448,173
Website Unique Visitors	28,773	237,775

Campaign Pages	Pageviews
Shop Pasadena	3,130
Dine Pasadena	21,767
Connect Pasadena	3,956
Outdoor Dining	22,414
Shop Small	2,535
Total	53,802



Events

Ipsos Market Research - Car Research Clinic

- May 13 - 24
- Exhibit Halls A & B

U.S. District Court – Jury Empanelment

- June 3- 4
- Ballroom

LA County Fire Department - Exam

- June 8
- Ballroom

Escalent – Car Research Clinic

- June 10 - 15
- Exhibit Hall 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

3.85

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 82,700 meals in the community so far!

Vaccination Center - MPOD

- Service began on January 5, 2021
- 950 meals provided/delivered

Shower of Hope Meal Program

- Program began on April 8, 2020
- 2,610 meals provided/delivered

82,723

Meals

2,320

Staff Hours

\$94,410

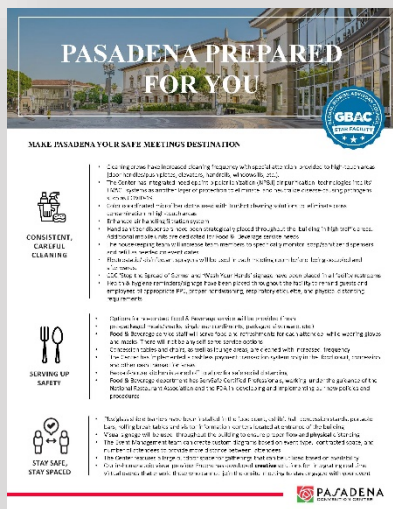
In Kind Service



Reopening Guidelines

Reopening guidelines have been updated to reflect the most current protocols for workspace/offices, live indoor seated events and private events.

Additionally, a quick reference sheet "Pasadena Prepared" has been created to highlight and inform our clients and visitors of our key protocols and practices to make our venue a safe public assembly venue.





Pasadena Ice Skating Center Reopening

The Pasadena Ice Skating Center reopened the week of April 26 for individual skating with limited capacity and stringent health safety protocols in place.

Following all local and state health guidance, the Pasadena Ice Skating Center has implemented new guidelines to protect its employees, skaters, and guests. All skaters, coaches and guests are required to wear a mask at all times and maintain a minimum 6-foot social distance. Consistent with health orders, public skating and group classes are not be available at this time.

We have updated skatepasadena.com with new protocols and registration procedures.

Maintenance

During the closure, PISC completed the following maintenance projects:

- Cooling tower installation
- Tent repair
- Ice re-installation



Shuttered Venues Operators Grant Program

The Shuttered Venue Operators Grant (SVOG) program was established by the Economic Aid to Hard-Hit Small Businesses, Nonprofits, and Venues Act, and amended by the American Rescue Plan Act. The program includes over \$16 billion in grants to shuttered venues, to be administered by SBA's Office of Disaster Assistance. The PCOC has put together an application and will submit as soon as the application portals opens.

