



REGULAR MEETING OF THE BOARD OF DIRECTORS

Wednesday, January 25, 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
Paul Leclerc, Treasurer
Joseph Titizian, Secretary
Joan Aarestad
Pat Amsbry
Scott Boone
David Eads
Kim Burbank
Dave Klug
Eleanor Lee
Jeff Michael
Blair Salisbury
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.

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/>.



MEETING OF THE BOARD OF DIRECTORS
Wednesday, January 25, 2023 at 4:00 pm

AGENDA

- I. Call to Order**
- II. Roll Call**
- III. Public Comment On Matters Not On the Agenda**
- IV. Approval of December 7, 2022 Board Meeting Minutes:** *Motion to Approve*
- V. Executive Committee Report** - Tyron Hampton
- VI. Letter of credit supporting the PCOC Bonds** – Vic Erganian, City Treasurer
- VII. Directors Reports**
 - Financial Report, December, 2022 - Phuong Wong: *Motion to Approve*
 - Sales - Center, Civic, CVB – Kristin McGrath
 - Marketing Update – Christine Susa
 - Operations – Naz Sabripour
 - Ice Rink - Michael Ross
- VIII. Chief Executive Officer Report** - Michael Ross
 - TBID Update
- IX.. Tournament of Roses Report** – David Eads, CEO
- X. Rose Bowl Operating Company Report** - Richard Schammel
- XI. Adjournment:** Next meeting: Wednesday March 22, 2023, at 4:00 pm

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 this 21st day of September 2021 by 3:00 p.m.

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, December 7, 2022
4:00 p.m.

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

I. Call to Order:

Chairman Tyron Hampton, called the December 7, 2022, Pasadena Center Operating Company (PCOC) Board of Directors Special Meeting to order at 4:00 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)
Paul Leclerc, Treasurer (absent)
Joseph Titizian, Secretary
Joan Aarestad
Pat Amsbry
Scott Boone
David Eads (absent)
Kim Burbank
Dave Klug
Eleanor Lee
Jeff Michael
Blair Salisbury
Siamak Nassirpour (joined during agenda item V.)
Mike Owen (absent)

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*

RBOC

Richard Schammel, *RBOC Representative* (absent)

City Staff

Arnold Lee, *Assistant Attorney, City of Pasadena*

III. Public Comments/Announcements

None

IV. Approval of September 28, 2022 Special Board of Directors Minutes

It was moved by Scott Boone and seconded by Pat Amsbry, to approve the September 28, 2022 Special Board of Directors Minutes as submitted. A roll call vote was taken and the motion carried.

Yeas: Tyron Hampton; Joan Aarestad; Pat Amsbry; Scott Boone; Dave Klug; Eleanor Lee; Jeff Michael; Blair Salisbury; Joe Titizian. *Absent:* David Eads; Phil Hosp; Paul Leclerc; Siamak Nassirpour; Mike Owen. *Abstention:* Kim Burbank

V. FY23 Revised Budget – Michael Ross: Motion to Approve

Michael Ross directed the Board members' attention to the "FY2023 Revised Budget" column of the "Budget – FY2023" exhibit that had been provided in their meeting package. He pointed out that Parking and Ice Rink revenue and Expenses are now projected to be higher than presented in the

“Adopted Budget” (net increase of \$510,000). Debt service on the new loan from the City increases that line item by about \$275,000. Net increase in facilities income from the Adopted Budget is about \$200,000. Net increase in total company income from the Adopted Budget is about \$100,000. There was a question about the effect of any recession on this budget. Michael Ross responded that that would have more of an impact on hotels rooms booked and the number of attendees at conventions. Another question was raised about how this budget compares to a pre-COVID budget. Michael Ross responded that it is getting close, and that industry experts expect it to be back to normal by 2024. A question about staffing and recruiting was raised to which Michael Ross said both have been more challenging than usual.

It was moved by Kim Burbank and seconded by Joan Aarestad, to approve the FY23 Revised Budget as submitted. A roll call vote was taken and the motion carried.

Yeas: Tyron Hampton; Joan Aarestad; Pat Ambsbry; Scott Boone; Kim Burbank; Dave Klug; Eleanor Lee; Jeff Michael; Siamak Nassirpour; Blair Salisbury; Joe Titizian. *Absent:* David Eads; Phil Hosp; Paul Leclerc; Mike Owen

VI. Executive Committee Report - Tyron Hampton

Tyron Hampton reported that the TBID renewal was approved at EdTech on December 6th and that now it will go to the City Council. He also reminded the group that the Board meetings would move to an in-person format beginning January, 2023.

VII. Directors Reports

• Financial Report, October 2022 - Phuong Wong

Phuong Wong provided an update on the PCOC financials. Operating revenue was \$4.4 million, which was \$1.4, better than budget. Operating expenses were \$2.6 million, or \$224,000 better than budget. Net operating income was \$690,000 which was \$137,000 better than budget.

TOT revenue collected through October 2022 was \$4.3 million which was \$458,000 better than budget. Debt service expense was \$3.6 million, which was \$231,000 better than budget. Net gain was \$621,000.

TBID assessment was \$1.4 million which was \$75,000 better than budget. CVB expenses were \$685,000, resulting in a net gain of \$690,000 which was \$137,000 better than budget.

The total net gain for the company was \$3 million, which was \$2.4 million better than budget.

It was moved by Kim Burbank and seconded by Joan Aarestad, to approve the October, 2022 financials as submitted. A roll call vote was taken and the motion carried.

Yeas: Tyron Hampton; Joan Aarestad; Pat Ambsbry; Scott Boone; Kim Burbank; Dave Klug; Eleanor Lee; Jeff Michael; Siamak Nassirpour; Blair Salisbury; Joe Titizian. *Absent:* David Eads; Phil Hosp; Paul Leclerc; Mike Owen

• Sales – Kristin McGrath

Kristin McGrath, Executive Director of the CVB directed the Board to the information previously provided about the CVB, Center and Civic Auditorium activity. She said that definite hotel room nights achieved for to date in FY23 were 12,383 to an annual goal of 40,000 (31%). Further, she said 83 new leads, equaling 40,000 room nights were issued to the hotel community. Kristin pointed out that hotel occupancy was 72% in October which is much better than 2021 (62%), but still behind 2019 (84%). However, she said ADR was strong at \$211. She went on to point out some highlights of the sales team as displayed in the exhibits.

- **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.

- **Marketing Update – Christine Susa**

Christine Susa, Director of Marketing, 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.

- **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.

VIII. Chief Executive Officer Report - Michael Ross, CEO

- **EdTech Meeting Recap – TBID**

Michael Ross reminded the Board of the terms of the TBID renewal which was approved at the 12/6 EdTech meeting (it will now go to the City Council). The renewal terms are: 10 year term; includes short term rentals; it provides an increase to the revenue budget to help fund marketing/sales efforts for the Rose Bowl. The increase effective July, 2023 is 1% with another 1% effective July, 2024.

IX. Tournament of Roses Report - David Eads, CEO

In the absence of David Eads, CEO, Tournament of Roses, Michael Ross gave a brief update. He said that an agreement had been reached with the CFP for an extension of the current contract through the 2025 season. Part of the agreement provides that the Rose Bowl Game will host quarter finals of the championships in 2024 and 2025.

X. RBOC Report – Richard Schammel (absent)

Richard Schammel being absent, there was no RBOC report.

XI. Adjournment

On order of the Chair, the Board of Directors Special Meeting adjourned at 5:00 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

DRAFT



Agenda Report

January 23, 2023

TO: Honorable Mayor and City Council
Pasadena Public Financing Authority

THROUGH: Finance Committee

FROM: Department of Finance

SUBJECT: JOINT ACTION: EXTENSION OF BANK OF AMERICA LETTER OF CREDIT RELATED TO THE VARIABLE RATE DEMAND REFUNDING CERTIFICATES OF PARTICIPATION, SERIES 2008A (Conference Center Project).

RECOMMENDATION:

It is recommended that the City Council and Pasadena Public Financing Authority (PPFA):

- a) Find that the proposed action is not a project subject to the California Environmental Quality Act (CEQA) as defined in Section 21065 of CEQA and Section 15378 of the State CEQA Guidelines and, as such, no environmental document pursuant to CEQA is required for the project; and
- b) Adopt a Resolution approving the form of and authorizing the execution and delivery of a Sixth Amendment to the Reimbursement Agreement; and authorizing the execution and delivery of other related documents and approval of other documents and actions in connection therewith.

BACKGROUND:

In 2006, the City sold \$162.64 million in Certificates of Participation (COP's) to finance the expansion of the Pasadena Conference Center. The COP's were issued with a AAA municipal bond insurance policy and in two series:

Series A: \$28 million Capital Appreciation Bonds (CAB's); these are zero coupon bonds that effectively have a fixed interest rate and were not impacted by the financial crisis in the financial market in 2008.

Series B: \$135.5 million Auction Rate Certificates, which carried a variable interest rate that reset every seven days.

The City simultaneously entered into an interest rate swap agreement with Depfa Bank when it issued the series 2006B COP's. The swap requires the City to pay the bank a fixed rate equal to 3.536% and in return the City receives a variable rate equal to 64% of the London Interbank Offered Rate (LIBOR index), which effectively created a "synthetic fixed rate" of 3.536%. This synthetic fixed rate structure has provided the lowest cost of financing rate and enabled the project financing to meet its objectives. The City later replaced Depfa Bank with Royal Bank of Canada as swap counterparty.

As a result of the failure of the auction rate market in early 2008, the City's auction rate certificates were no longer generating the expected low financing cost. In April 2008, the City refunded its 2006B Auction Rate securities by issuing its 2008A Variable Rate Demand Refunding COP's. Variable Rate Demand Bonds or VRDB's are long-term bonds that carry a short-term interest rate that is reset every seven days. VRDB's, unlike auction rate bonds, have a seven day put feature and are required to be backed by a liquidity facility and/or bank letter of credit (LOC).

The current LOC from Bank of America related to the 2008A COP's expires on March 31, 2023 and needs to be extended or replaced in order for the bonds to be remarketed. Before recommending the extension, Finance staff along with Mr. John Phan of Companile Group, Inc., the City's Municipal Advisor, reviewed the financial market for standby letters of credits and solicited providers. Most LOC providers are selectively authorizing LOC's and in such cases often prefer essential credits (i.e., water, sewer, or General Obligation credits). Most issuers have the best chance to obtain a LOC at a competitive rate from their primary banking relationship. Bank of America is the City's primary banking relationship.

Prior to recommending the extension of the LOC, Finance staff has also reviewed other options including the refunding of the VRDB's. After careful review of the analysis of the refunding cost, which would require the liquidation of the existing swap, it is staff's recommendation to proceed with the extension of Bank of America's LOC for a term of two-years at a rate of 0.30%. This item will be presented to the Pasadena Center Operating Company (PCOC) Board's Executive Committee on January 19, 2023.

COUNCIL POLICY CONSIDERATION:

This action supports the City Council's strategic goal to maintain fiscal responsibility and stability.

FISCAL IMPACT:

The recommended extension of the LOC at 30 basis points or 0.30% annual fee represents an annual decrease of 9 basis points or 0.09% from the current 0.39% annual LOC fee. This represents a \$121,230 savings per year in the LOC fees for the next two-years for a total savings of \$242,460. The cost of the City's bond counsel, Norton Rose Fulbright US LLP, will be capped at \$7,500 plus expenses capped at \$500, and the Bank Counsel fee will be capped at \$7,500. The following represents the total borrowing cost of the PCOC bonds:

Synthetic fixed rate	3.536%
Letter of credit fees:	0.300%
Remarketing fees:	<u>0.070%</u>
Total:	3.906 %

Funding for this action will be addressed by the utilization of existing budgeted appropriations in PCOC's Fiscal Year 2023 Operating Budget.

Respectfully submitted,


MATTHEW E. HAWKESWORTH
Director of Finance
PPFA Treasurer

Prepared by:


Vic Erganian
Deputy Director of Finance/City Treasurer

Approved by:

MIGUEL MÁRQUEZ
City Manager
PPFA Executive Director

Attachments: (2)

Attachment A - Fee Agreement
Attachment B - Sixth Amendment to Reimbursement Agreement

	Year - to - Date Through		December 2022			FY 2023 Revised Budget	
	Actual	Budget	Actual vs. Budget	Prior Year	CY vs. PY Fav / (unfav)		% Change CY vs. PY
Operating Revenue							
Convention Center	\$ 1,521,000	\$ 1,015,000	\$ 506,000	\$ 613,000	\$ 908,000	\$ 2,300,000	
Other rentals & Commissions	1,077,000	760,000	317,000	312,000	765,000	1,900,000	
Subtotal Center revenue	2,598,000	1,775,000	823,000	925,000	1,673,000	4,200,000	
Civic Auditorium & Facility Fees	820,000	479,000	341,000	102,000	718,000	1,325,000	
Food Service Commission	452,000	440,000	12,000	173,000	279,000	900,000	
Parking Garage	930,000	675,000	255,000	508,000	422,000	1,600,000	
Ice Skating Center	1,805,000	1,365,000	440,000	1,475,000	330,000	2,900,000	
Total Operating Revenues	6,605,000	4,734,000	1,871,000	3,183,000	3,422,000	10,925,000	
Investment Earnings	13,000	13,000	-	13,000	-	25,000	
Total Revenues:	6,618,000	4,747,000	1,871,000	3,196,000	3,422,000	10,950,000	
Center Operating Expenses							
Convention Center	3,183,000	3,505,000	322,000	2,140,000	(1,043,000)	7,300,000	
Parking Garage	140,000	180,000	40,000	50,639	(89,361)	400,000	
Ice Skating Center	827,000	866,000	39,000	549,000	(278,000)	1,800,000	
Total Center Operating Expense	4,150,000	4,551,000	401,000	2,739,639	(1,410,361)	9,500,000	
Operating Results:	2,468,000	196,000	2,272,000	456,361	2,011,639	1,450,000	
Debt Service - Loans	92,000	91,000	(1,000)	155,000	63,000	466,000	
Net Gain/(Loss)	\$ 2,376,000	\$ 105,000	\$ 2,271,000	\$ 301,361	\$ 2,074,639	\$ 984,000	
TOT / Bonds Debt Services							
Transient Occupancy Tax	6,246,000	5,800,000	446,000	4,166,000	2,080,000	10,800,000	
Debt Services & Allowance	5,477,000	5,803,000	326,000	5,346,000	(131,000)	11,027,000	
Net Gain / (Loss)	\$ 769,000	\$ (3,000)	\$ 772,000	\$ (1,180,000)	\$ 1,949,000	\$ (227,000)	
Convention Visitors Bureau							
TBID Assessment	2,050,000	2,000,000	50,000	1,385,000	665,000	3,600,000	
Convention Visitors Bureau Expenses	1,251,000	1,270,000	19,000	874,000	(377,000)	3,000,000	
Net Gain / (Loss)	\$ 799,000	\$ 730,000	\$ 69,000	\$ 511,000	\$ 288,000	\$ 600,000	
Grant Funds							
Shuttered Venue Operator Grant	-	-	-	583,000	(583,000)	-	
American Rescue Plan Act Grant	-	-	-	141,000	(141,000)	-	
Total Grants	\$ -	\$ -	\$ -	\$ 724,000	\$ (724,000)	\$ -	
Total PCOC							
Total Revenue	\$ 14,914,000	\$ 12,547,000	\$ 2,367,000	\$ 9,471,000	\$ 5,443,000	\$ 25,350,000	
Total Expenses	10,970,000	11,715,000	745,000	9,114,639	(1,855,361)	23,993,000	
Total Net Gain / (Loss)	\$ 3,944,000	\$ 832,000	\$ 3,112,000	\$ 356,361	\$ 3,587,639	\$ 1,357,000	

Capital Improvements Programs

Fiscal Year 2023

Projects	Location	@ 12/31/22		Status
		Budget Amount	Actual Amount Over / (Under)	
General Facility Maintenance Repair including Civic, Ice Rink, Conference Ctr, Exhibition Hall	General	200,000.00	75,000.00 (125,000.00)	
Waterproofing and painting of Civic Auditorium Exterior	Civic Aud	550,000.00	- (550,000.00)	
		<u>750,000.00</u>	<u>75,000.00</u> (675,000.00)	

Notes: \$50,000 - Remove and replace Ice Rink dehumidifier wheel



PASADENA
CENTER OPERATING COMPANY

DIRECTORS REPORT

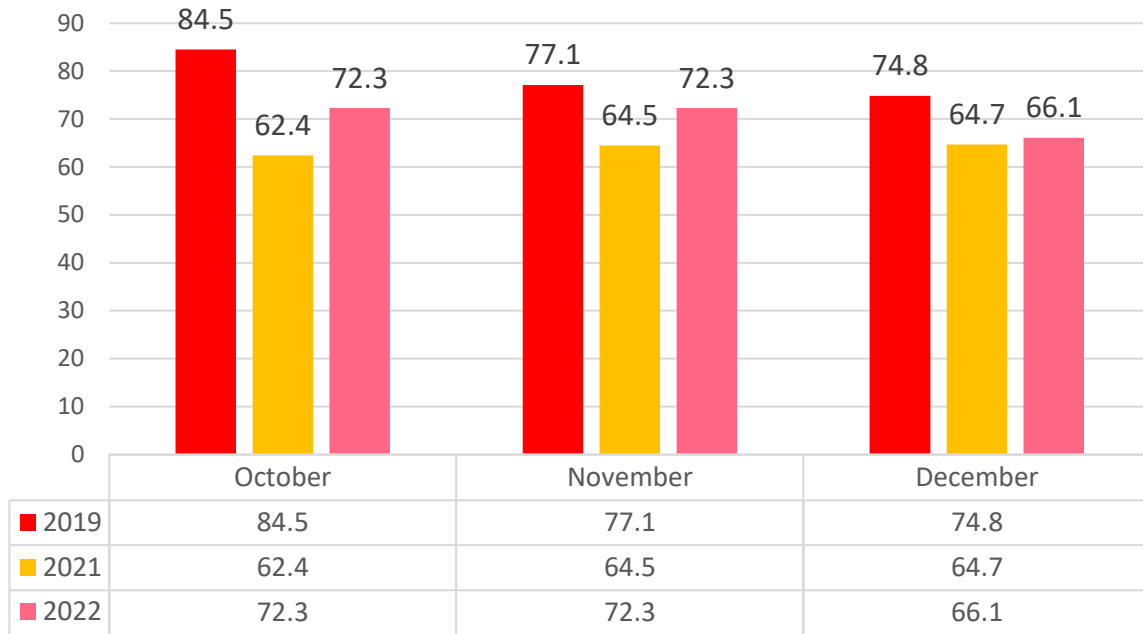
January 2023

PASADENA

JANUARY DIRECTORS REPORT

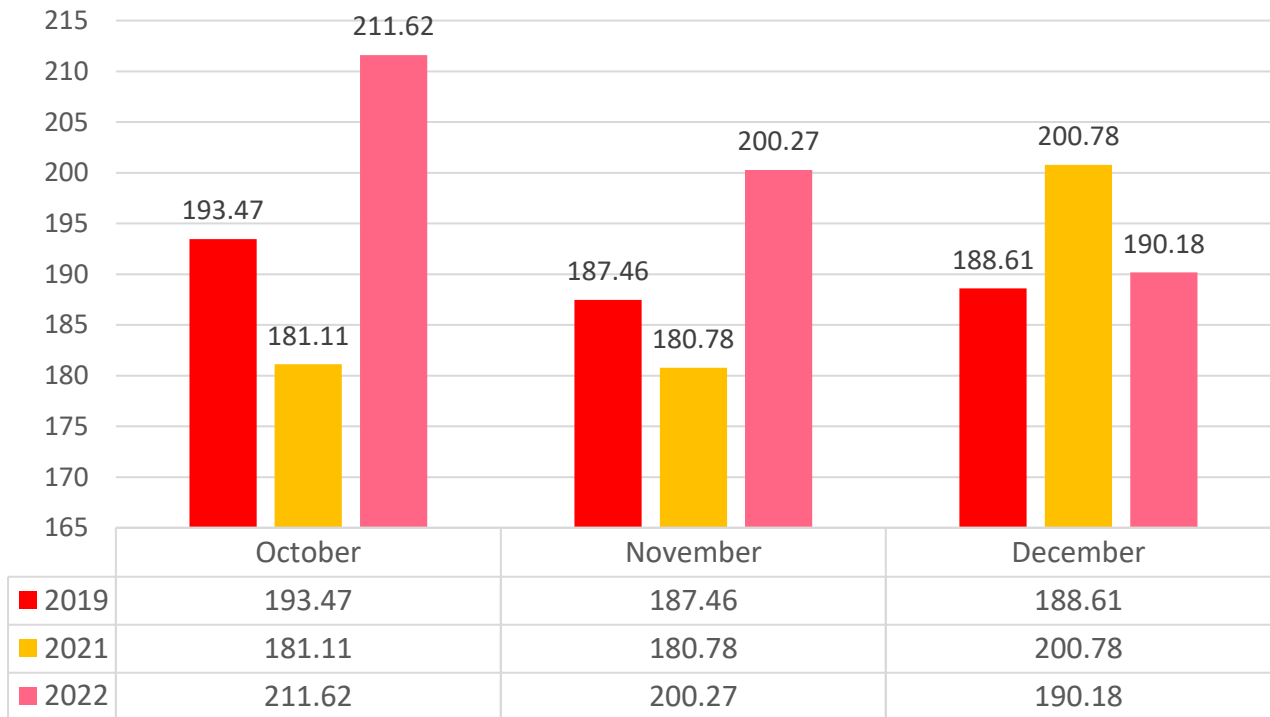
VISIT PASADENA UPDATE

HOTEL OCCUPANCY



■ 2019 ■ 2021 ■ 2022

HOTEL ADR (AVERAGE DAILY RATE)



■ 2019 ■ 2021 ■ 2022

Source: STR

DIRECTORS REPORT SALES UPDATE

CVB

December Bookings:

4 bookings; 3218 total room nights

2 of the 4 bookings are repeat clients

YTD 43% to FY23 goal of 40,000 total room nights (17,208 rooms)

Highlights:

- League of California Cities Board Meeting, 166 room nights, July 2024
- 2023 Breeders' Cup, 2976 room nights, November 2023

December New Leads:

18 new leads; 10,879 total room nights

Highlights:

- Canadian Forum for Analytical & Bioanalytical Sciences, 2900 rooms, May 2024
- GAGE/SAGE Science Workshop, 1050 rooms, March 2023



CONVENTION CENTER

Definite Bookings (7):

Highlights:

- Society for Modeling & Simulation Intl, January 2023
- US District Court, January 2023
- State Bar of California, January 2023
- National Notary Association, February 2023
- Premier Bridal Show, March 2023



CIVIC AUDITORIUM

Definite Bookings (2):

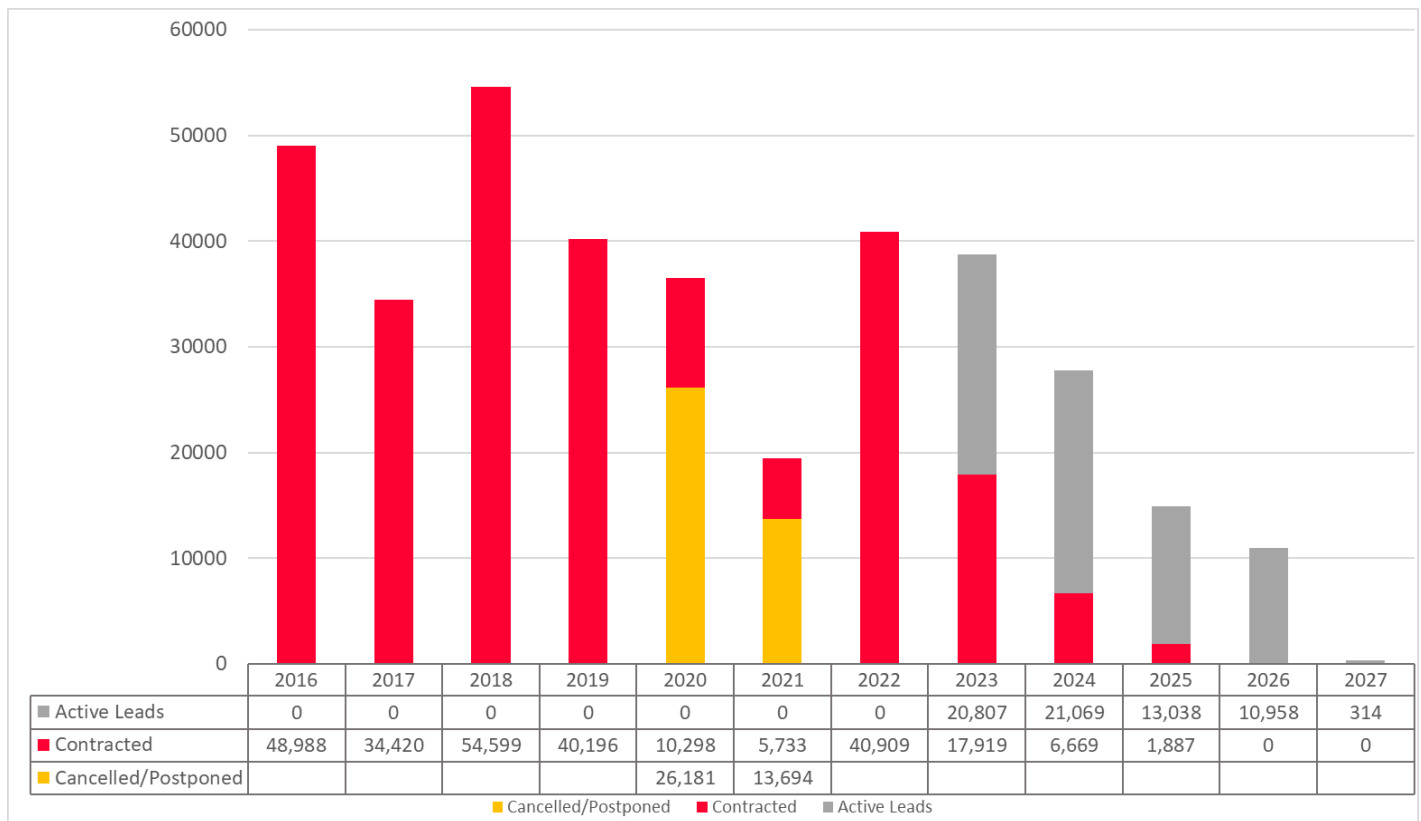
- Pasadena Playhouse, January 2023
- LIMA Entertainment, January 2023



DIRECTORS REPORT

SALES UPDATE

CONTRACTED ROOM NIGHTS & ACTIVE LEADS 2015-2027



NOTES:

- We continue to make progress on the pace for 2023. Over 3000 definite room nights were added in the month of December.
- Until business transient returns to pre-pandemic levels, the CVB sales team will place a special emphasis on identifying and closing group business with a Sun-Wed pattern.

DIRECTORS REPORT

SALES UPDATE

HOLIDAY SHOWCASE

Debbie Vail attended Association Forum Holiday Showcase on December 1 & 2 in Chicago, IL. Holiday Showcase is a premier tradeshow for the midwest association market. Approximately 35 planners stopped by the Visit Pasadena booth resulting in one RFP received on site, and inclusion on the distribution list of a RFP that will be issued in January.



CONNECT WASHINGTON DC

Karalee Adams participated in two and a half days of one-on-one appointments, networking activities, and education. She conducted 23 scheduled one on one appointments with buyers from the National Association, 3rd party, and Event Management Companies. Several new connections for Pasadena interested in future meetings on the West Coast.



CalSAE SEASONAL SPECTACULAR

Held in Sacramento on December 14-15, Seasonal Spectacular is the premier show for the California State Association Market. There were over 400+ Association professionals in attendance and over 150 of them stopped by the Pasadena booth. We had (3) participating hotel partners attend and exhibit in the Visit Pasadena booth. We received several RFP's and expecting more in Q1 from connections made who expressed interest. In addition to the tradeshow, Visit Pasadena participated in the Exchange appointment show. We had 10 one-on-one appointments resulting in 2 RFPs.



DIRECTORS REPORT

SALES UPDATE

UPCOMING CLIENT FACING EVENTS

Visit Pasadena will be represented at the following industry tradeshows in FY23 Q3:

- PCMA Convening Leaders
- Independent Planner Education Conference
- Destinations Showcase



SITE INSPECTION VISITS

Year to date the CVB sales team has hosted twenty (20) site visits. Recent site visits include:

- Canadian Forum for Analytical & Bioanalytical Sciences
- Southern California Edison
- LA Chamber Orchestra
- JPL Small Business Administrator



DIRECTORS REPORT

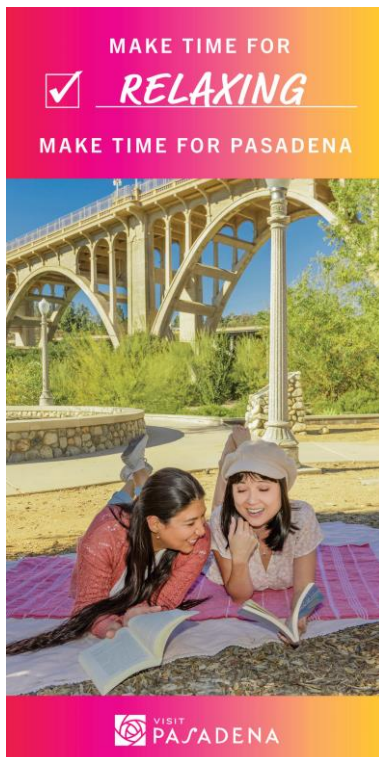
MARKETING & COMMUNICATIONS

ADVERTISING CAMPAIGN

Beginning at the end of February, Visit Pasadena will launch a new spring campaign featuring a new "Make Time for X, Make Time for Pasadena" theme. The new promotional photoshoot included 20 models of various demographics and caters toward a younger audience of Millennials and Gen X. It positions Pasadena as an ideal location for escaping and taking time to do things to cater to their values. Ads will be placed with Datafy and through social media and Google platforms via Perceptive .

Display, Online Video, Native, Social

- Targeted audiences based on previous visitation, behavior, and competitor destinations.
- Reach precise audiences with an integrated programmatic advertising strategy



DIRECTORS REPORT

MARKETING & COMMUNICATIONS

SOCIAL MEDIA

Visit Pasadena is continuing to evolve its social media tactics, utilizing more reels (video) to highlight events, showcase diversity, and campaigns around the city:

- **Shop Small with Royal Court**
 - 5.5k views
 - 182 likes
- **Got Sole**
 - 9k views
 - 192 likes
- **Holiday Photo Spots**
 - 9.8k views
 - 665 likes
- **Holiday Gifts (Authentically Pasadena)**
 - 7.4k views
 - 236 likes
- **USC Pacific Asia Museum**
 - 3k views
 - 89 likes
- **Visitor Hotline Opening**
 - 10.7k views
 - 212 likes



DIGITAL STATS DECEMBER

	Dec. 2022	YTD	Change YOY
Website Pageviews	354,243	1,018,804	+31%
Website Users	193,401	540,903	+36%

	YTD	Change
Social Media Followers	74,077	+4,340
Social Media Impressions	1,207,446	

DIRECTORS REPORT

MARKETING & COMMUNICATIONS

VISITOR HOTLINE

Visit Pasadena operated the annual Visitor Hotline from December 29 through January 2 to respond to all inquiries on the Rose Parade and Rose Bowl Game with the help of longtime community volunteers. On December 29, we were joined by Vice Mayor Felicia Williams, PCOC Chair and Councilmember Tyron Hampton, Tournament of Roses President Amy Wainscott and the Tournament of Roses Royal Court.

Earned Media

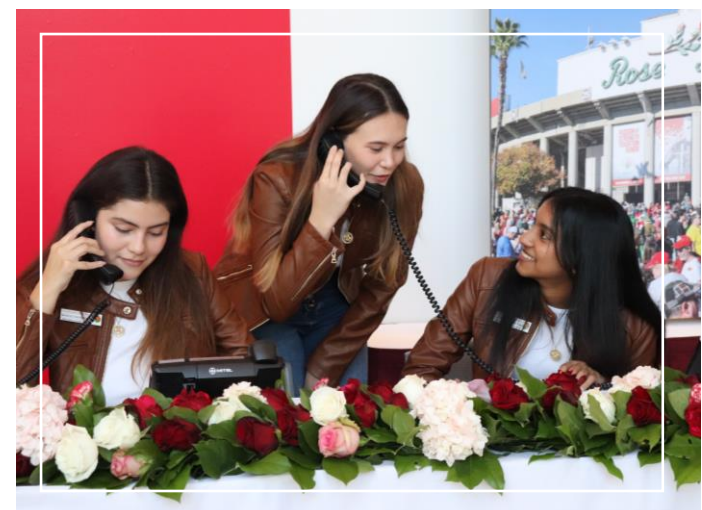
The Visitor Hotline Media Day was covered by [NBC Los Angeles](#), [Eyewitness News](#), [Good Day L.A.](#), [KTLA 5 News](#), [World Journal](#), [Yahoo! News](#), [KNX Radio](#), and local media with a total of 25.6M impressions.

742,000

Tournament of
Roses-related
pageviews

25.6M

Earned Media
Impressions



DIRECTORS REPORT MARKETING & COMMUNICATIONS

INDIVIDUAL MEDIA VISITS



MOORE FAMILY HOLIDAY IN PASADENA

Visit Pasadena hosted the Moore Family (@AprilAthena7) to share with their 204,000 followers how they've enjoyed the holiday season with their two young boys.

During their stay, the Moore Family highlighted a kid-friendly vacation with experiences at the Kidspace Children's Museum, Norton Simon Museum, Desiderio Park, The Langham Huntington, Pasadena, and the Huntington.

- [Visit Pasadena story highlight](#)
- [Instagram Post](#) 1,533 likes, 109 comments
- [YouTube Video](#) 13,000 views



DOG-FRIENDLY PASADENA WITH @WTFRENCHIE

The Pasadena Convention & Visitors Bureau invited Fira, the French Bulldog (@WTFrenchie) to share with her 147,000 followers how dog-friendly Pasadena is on Instagram. The visit also generated two posts on her Where's the Frenchie blog, which has 14,100 unique visitors per month.

Their dog-friendly guide highlights Float, Little Flower, Coffee & Plants, Republik Coffee, Agnes, Raymond 1886, and Pasadena landmarks.

[Pasadena Dog-Friendly Guide](#)
[Langham Huntington Pasadena](#)
[Instagram Post](#) – 1,006 likes



DIRECTORS REPORT MARKETING & COMMUNICATIONS

CALIFORNIA MEETINGS & EVENTS

Pasadena CVB was highlighted in the Fall2022/Winter2023 issue of California Meetings & Events. Executive Director Naz Sabripour gave some insight into the meetings and events business in Pasadena, talking about sustainability, volunteerism, and trends. Pasadena City Hall was highlighted in the table of contents page.

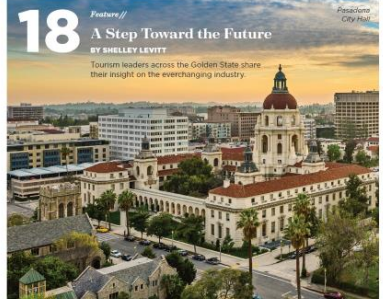
Circulation: 18,000

[Link](#)



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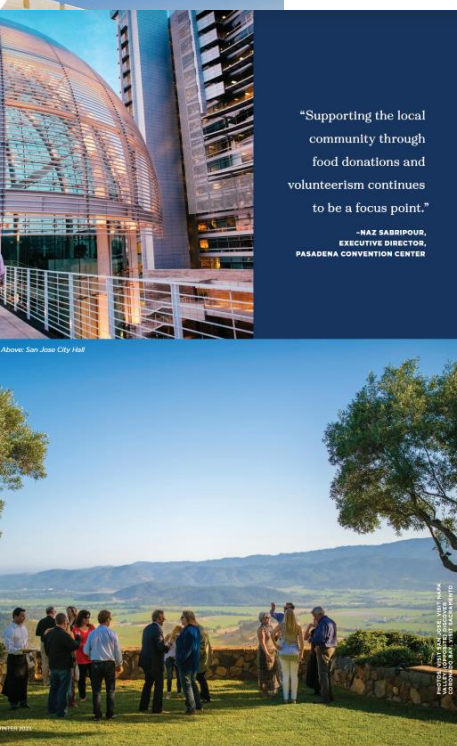
FALL 2022 / WINTER 2023



THE PANDEMIC LED TO LASTING TRENDS

Some innovations and accommodations that began out of necessity are proving enduring. "One of the innovative industry trends Coronado is seeing is 'touchless' technology," says Danielle Rossetto, destination sales director for Discover Coronado. "There are now touchless hotel key cards, menus, and payment. Hotels and restaurants are both adapting to this trend." Visit Sacramento's Tarver sees a similar trend. "Once the meeting is in-market, planners are more inclined to use apps and less interested in brochures—QR codes are everywhere," she says.

In addition, meeting outdoors is now strongly preferred. "Event producers are looking for more flexible spaces, a result of the rise of outdoor activities from the pandemic that will likely stay," says Naz Sabripour, executive director of the Pasadena Convention Center.



Napa Valley Vineyard, Above: San Jose City Hall



"Pasadena has been the birthplace of some of humankind's biggest ideas...and today, a new wave of brilliant minds are carrying the torch to uncover the universe's greatest mysteries."

-Bill Nye the Science Guy

WHERE GREAT MINDS MEET

Pasadena has a long history of innovation and a deep-rooted entrepreneurial spirit. From Hubble to Hawkins, some of the world's greatest minds have lived and worked in Pasadena, making groundbreaking discoveries and game-changing inventions. Home to Caltech, NASA's Jet Propulsion Laboratory (JPL), The Planetary Society and the ArtCenter College of Design, Pasadena's pioneering institutions have earned worldwide recognition for their contributions to science, technology and creativity.

VISIT PASADENA

PasadenaMeetings.com

DIRECTORS REPORT MARKETING & COMMUNICATIONS

SMART MEETINGS

The January issue of Smart Meetings featured California as a meetings destination. Visit Pasadena worked with the editorial team to feature a Q&A with Executive Director, Kristin McGrath to highlight Pasadena as a culturally rich choice for meetings and events. The piece highlights the bounty of activities, dining, and fine institutions that meeting professionals can draw inspiration from.

[Link](#)





Q&A:
with Kristin McGrath,
Executive Director of Visit Pasadena

Pasadena is known for year-round gatherings. Rose Bowl Stadium just turned 100 years old. How does the history of the area, including its starring role in so many movies and television shows excite interest in registration for events that book the city?

With so much history, Pasadena offers a diverse range of exciting activities, including rich cultural heritage, culinary endeavors, arts and sciences, spectator sports and entertainment. The Rose Bowl Stadium has withstood the test of time and continues to be an incredible venue filled with exciting events, such as the flea market that attracts 20,000 visitors every second Sunday, the spectator sports, concerts and summer music festivals. Ice House Comedy is the oldest comedy club in the country, having seen some of the most acclaimed comedians, and is getting

a grand unveil in 2023 with new renovations and an exciting new lineup of entertainment. The Pasadena Playhouse is known as a star factory, due to the number of celebrities discovered on its stage. As the official state theater of California, the Pasadena Playhouse continues to be one of the most prolific theaters with a 6-month celebration of Sonheim in 2023, culminating in a concert featuring Bernadette Peters. Meeting planners should utilize some of the incredible information that Pasadena's CVB has to curate impactful destination experiences that can also include architectural tours, film history walking tours, culinary tours and more.

What are the hot dining and catering trends?

Restaurants in Pasadena range from modest to upscale, innovative to comforting, and cover nearly every cuisine. With over 650 restaurants to choose from, restaurants and eateries continue to delight in this foodie town. New venues continue to pop up with Spanish tapas and pastas at Dos Beas, elevated dim sum in an historic building at Chef Tony, the incredibly Nashville hot chicken at Howlin' Ray's first full-service restaurant, and a chock-full line up of cafes featuring teas, botas, coffees and pastries. Head over to Burlington Arcade in the South

Lake District for a phenomenal photo op while grabbing a cup of handcrafted coffee or herbal tea from the new Mandarin Coffee Stand. At Agave in Old Pasadena, the charcuterie and cheese boards paired with dried fish and wine serve as a delightful place for long conversations with new acquaintances. There's never a dull moment when exploring the cuisines from around the world in Pasadena.

How does the robust STEM infrastructure in place help meeting professionals looking for inspiration and educational speakers?

Meeting professionals can take advantage of Pasadena's renowned status in the STEM world and work with Pasadena Convention & Visitor Bureau to explore options for educational speakers among the many institutions. The CVB is a part of the fabric of the city and can provide important introductions and connections to Pasadena's ArtCenter, Caltech, NASA's Jet Propulsion Laboratory, the Huntington Library, Art Museum and Botanical Gardens, the USC Pacific Asia Museum, Pasadena Heritage, and more. These unique opportunities provide attendees access to leading experts in science, technology, engineering, math and space, providing insight into some of the most cutting-edge work today.



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VISIT PASADENA

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DIRECTORS REPORT CONVENTION CENTER

EVENT NUMBERS

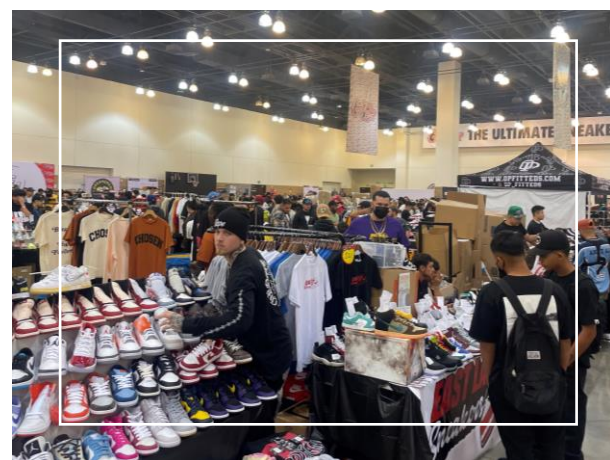
	Number of Events	Attendance
December	13	16,550
January	15	20,400 (forecast)
February	14	16,600 (forecast)



IMATS LA 2023

HIGHLIGHTED EVENTS

- Got Sole!
- IMATS LA 2023
- Into the Woods
- 7th Sense Auto Research
- State Bar of California – February Exam
- Groom Expo West 2023
- 2023 NAACP Image Awards
- Yoga Lin – World Tour



Got Sole!

CLIENT SATISFACTION & ACCOLADES

Comments from Got Sole!

Hi PCC Team, As we wrap up LA Got Sole at The PCC this past weekend - our team would just like to give a big THANK YOU to yours! Your entire team was truly exceptional and it was an honor to host our event at The PCC.

We are thrilled to be back for many more events in the future - please spread the message along to the rest of your team as well! Once again - thank you, thank you, thank you! Here's too many more successful events together in the future.

Jonathan DiModica & The Entire Got Sole Team
Founder | Got Sole

Comments from Season's Screamings

"Pasadena is my first choice for any event." – David Markland,
Season's Screamings



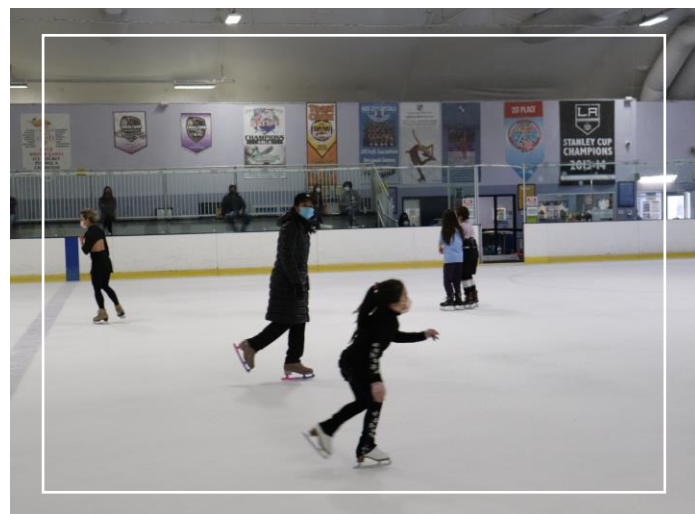
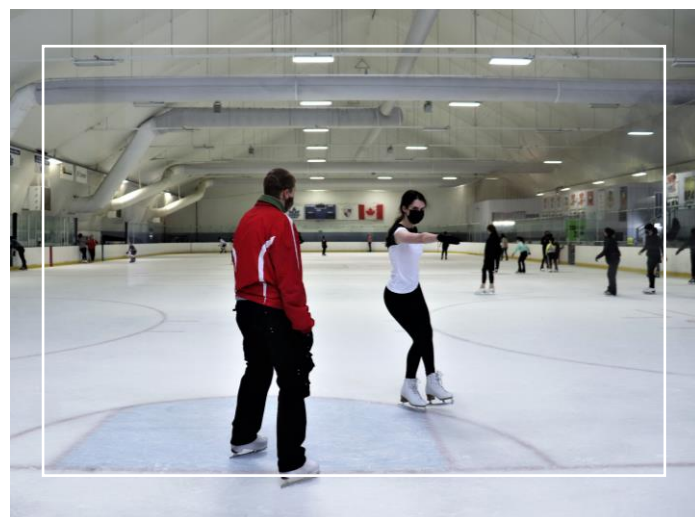
Got Sole!

DIRECTORS REPORT

ICE SKATING CENTER UPDATE

ICE SKATING CENTER HIGHLIGHTS

- December rink revenue was over \$400,000 – the highest-ever monthly revenue in PISC history.
- Public session revenue during the extended school holidays was nearly \$80k higher than last year and sessions were packed. Our highest admission days were 1,322 skaters (12/29) and 1,234 skaters (12/30). These are the highest daily public session totals since 2016.
- Over MLK weekend, we continued to set public session records with over 520 skaters for a 2-hour session on Sunday and 670 skaters for a 4-hour session on the Monday holiday.
- Winter skating school group class semester has over 1,100 skaters – the highest winter semester total ever and 2nd highest total ever for PISC.
- Our annual Holiday Walk-In Lessons are 30% higher than last year's total.
- We sold 44 new rink memberships as part of our annual promotion from Dec. 1 – Jan. 15.



1,100

Winter Skating
School Skaters