



GBAC STAR Facility

The Pasadena Convention Center has been awarded the Global Biorisk Advisory Council® (GBAC) STAR™ accreditation, the gold standard for prepared facilities. The Pasadena Convention Center joins 12 convention centers in California who have committed to receiving the GBAC STAR. 3,000 facilities around the world, including hotels, venues and airports are pursuing the GBAC STAR.



Under the guidance of GBAC, a Division of ISSA, the worldwide cleaning industry association, the Pasadena Convention Center has implemented the most stringent protocols for cleaning, disinfection and infectious disease prevention in its facilities.

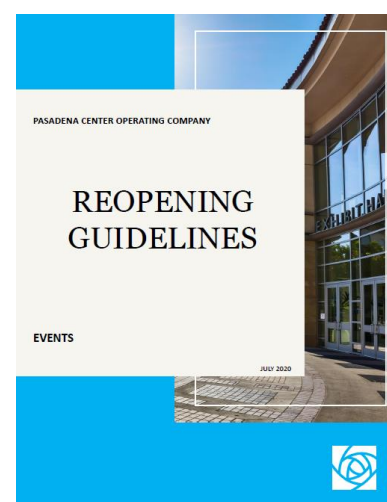
As the cleaning industry's only outbreak prevention, response and recovery accreditation, GBAC STAR™ helps organizations establish protocols and procedures, offers expert-led training and assesses a facility's readiness for biorisk situations. The program verifies that the Pasadena Convention Center implements best practices to prepare for, respond to and recover from outbreaks and pandemics.

To achieve GBAC STAR accreditation, the PCOC demonstrated compliance with the program's 20 elements including:

- Standard Operating Procedures
- Risk Assessment Strategies
- Personal Protective Equipment
- Emergency Preparedness and Response Measures.

Facility Reopening Plans and Guidelines

As the City of Pasadena continues through the recovery, the Pasadena Convention Center is planning and preparing to reopen. Our reopening plan to provide a safe workplace includes enhanced cleaning efforts, staggered work schedules and breaks, wearing of face masks, daily health screenings, practicing physical distancing, increased handwashing, and frequent cleaning and disinfecting of high touch areas.



DIRECTORS REPORT MEAL DISTRIBUTION PROGRAMS



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 76,000 meals in the community so far!

PUSD Weekend Meal Programs

- Program began on March 28
- 4 school sites
- 60,700 meals provided/distributed
- Program ended September 13

Motel Meal Program

- Program began on April 8
- 10,330 meals provided/delivered
- Program ended late July

Shower of Hope Meal Program

- Program began on April 8
- 1,860 meals provided/delivered

Great Plates Meal Program

- State of California program began on May 10
- 3,393 meals provided/delivered



PCOC Staff Gianna Wilkins and Board Member Emina Darakjy.

Meal Distribution Programs

76,283
Meals

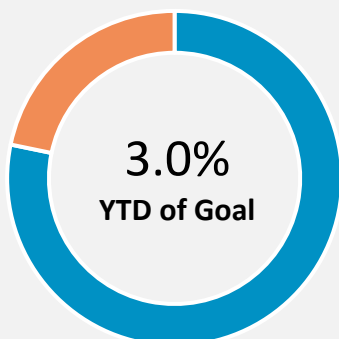
1,800
hours by
PCOC employees

\$75,000
in kind service



CVB

Room Night Goal



1,500 YTD Room Nights Generated
50,000 Room Night Goal

New Leads:

Dreamcatcher Retreats (2)

June 2021 - 417 room nights, July 2021 - 520 room nights

HPN Annual Summer Meeting,

August 2021 – 1,815 room nights

Good Games Conference

November 2022 – 620 room nights

Wildfire & Climate Change Conference

May 2022 - 1,020 room nights

Photovoltaic Specialists Conference

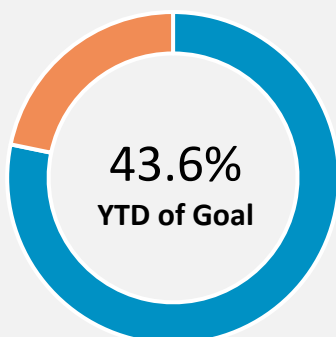
June 2023 - 2,980 room nights

CA Special Districts Assn. Conference

October 2023, 1318 room nights

CONVENTION CENTER

Revenue Goal



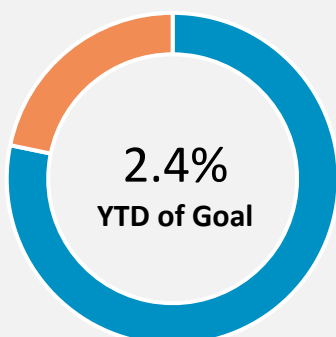
\$595,068 Definite Revenue
\$1,364,000 Revenue Goal

New Leads:

- LA Superior Court Jury Empanelment - TBD
- LA County Voting Center – Oct 21-Nov 7, 2020
- (2) Car Research Projects – November 2020
- (2) Car Research Projects - Early December 2020
- Pasadena Fire Dept Wild Wind Firefighting - dates TBD
- Cash and Carry Expo - April 28-May 2, 2021
- Multiple Consumer Shows for Spring and Summer

CIVIC AUDITORIUM

Revenue Goal



\$13,500 Definite Revenue
\$557,000 Revenue Goal

New Leads:

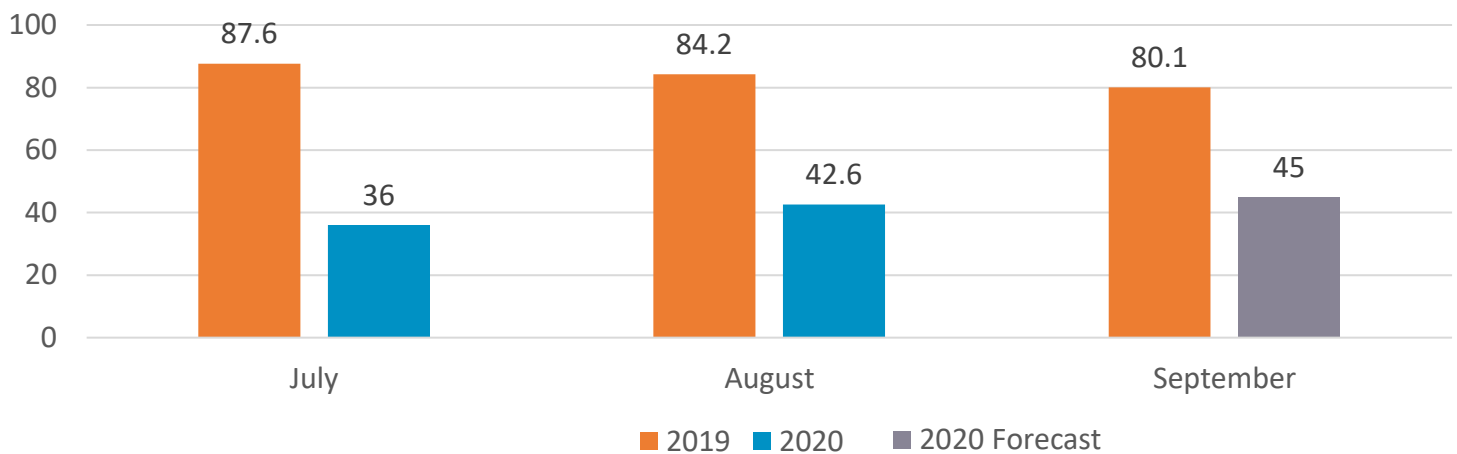
- The Whispers Live Stream – Oct 31, 2020
- Stu & Lauri Variety Show – December thru April
- PBS Special – January 2021
- CBS Reality Show – January 2021
- Fremantle Fox Game Show – January 2021
- Confidential Opportunity for a long-term tenant to broadcast their show from the Civic



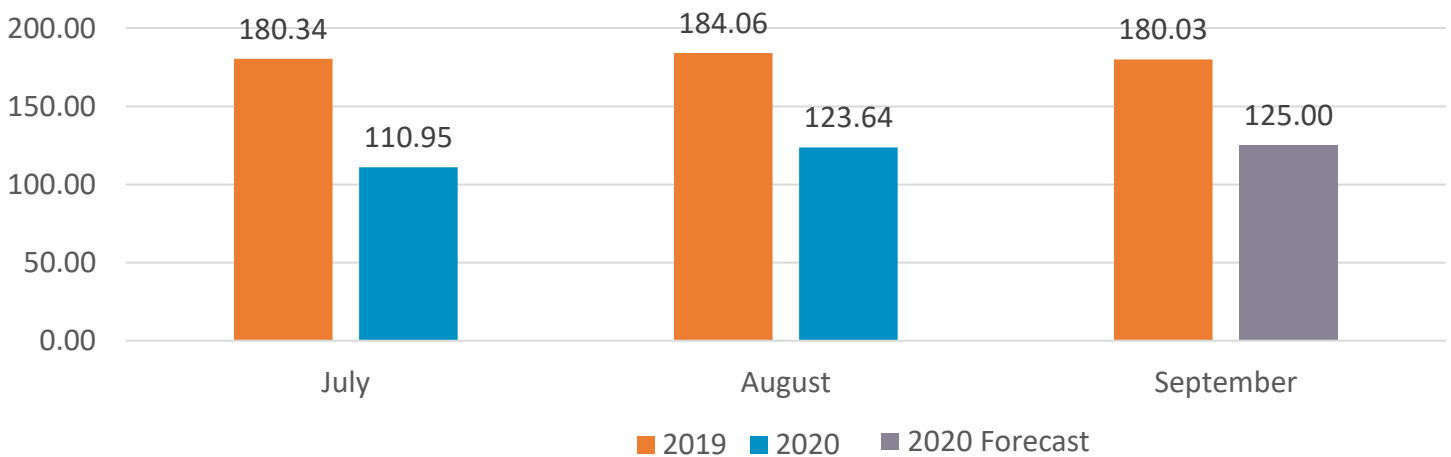
Hotel Update

- The Langham reopened in late-July
- Hotel Constance has indicated the end of September for their reopening.
- Sheraton Hotel anticipates reopening November 1st.

Hotel Occupancy



Hotel ADR (Average Daily Rate)

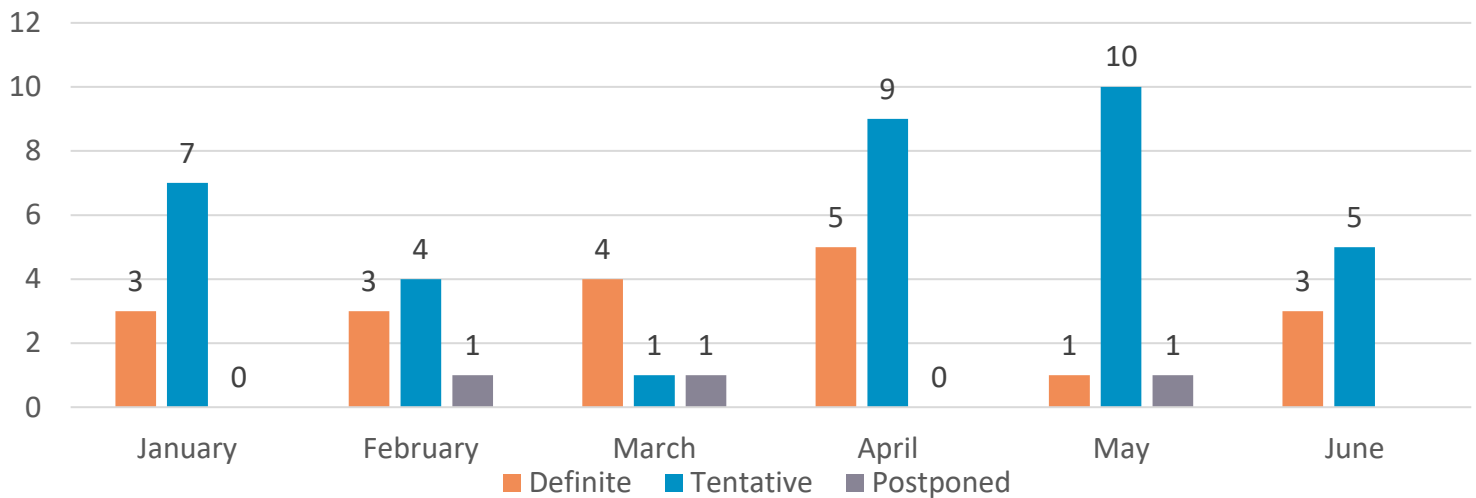




COVID Event Impact FY2021

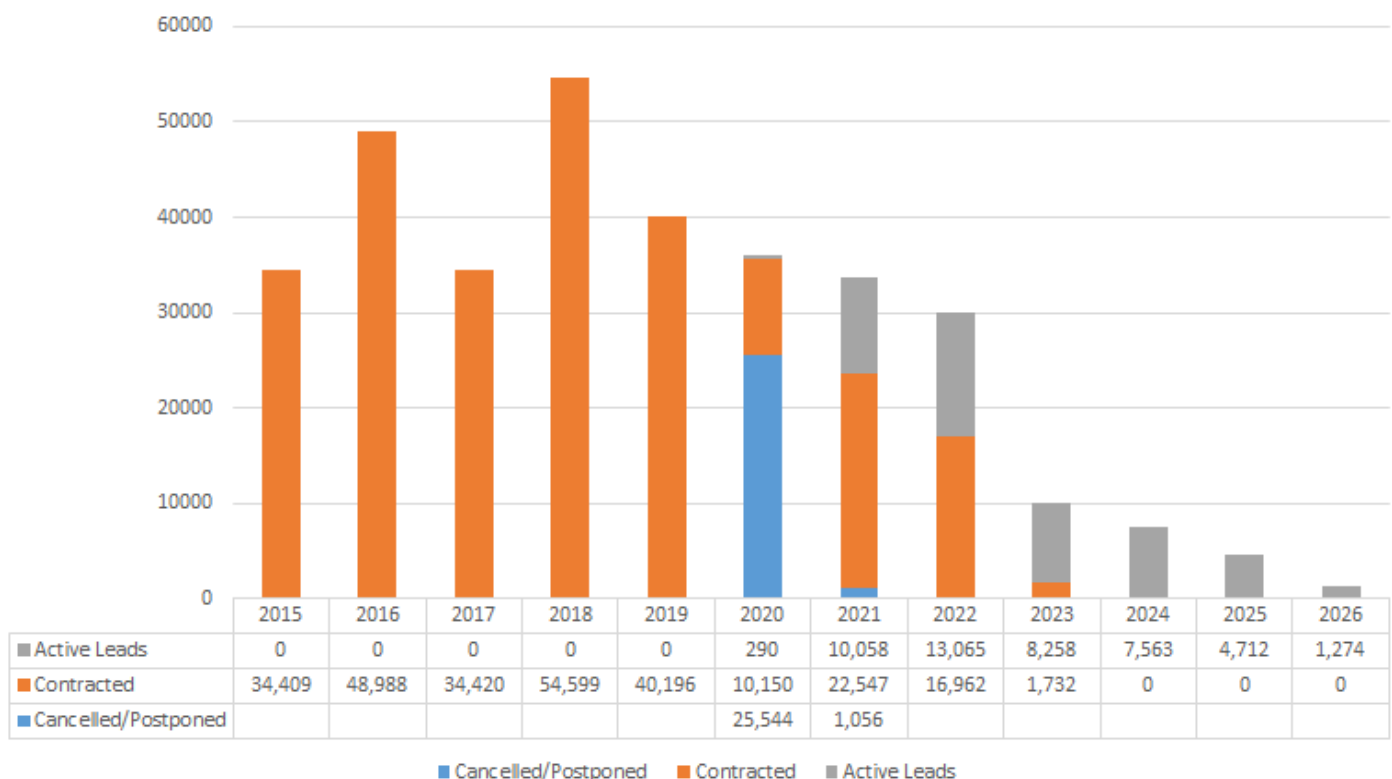
| | Number of Events | Rental | Room Nights |
|-------------------------|------------------|-------------|-------------|
| Loss thru December 2020 | 82 | \$1,299,348 | 15,601 |

Current Status on Future Events thru June 2021



Contracted Room Nights & Active Leads 2015 to 2026

August 2020





Blueprint Activity and Business Tiers

| SECTORS | Widespread Tier 1 | Substantial Tier 2 | Moderate Tier 3 | Minimal Tier 4 |
|------------------------------|---|---|--|--|
| Museums, zoos, and aquariums | Outdoor Only with modifications | Open indoors with modifications • Indoor activities max 25% capacity | Open indoors with modifications • Indoor activities max 50% capacity | Open indoors with modifications |
| Places of Worship | Outdoor Only with modifications | Open indoors with modifications • Max 25% capacity or 100 people, whichever is fewer | Open indoors with modifications • Max 50% capacity or 200 people, whichever is fewer | Open indoors with modifications • Max 50% capacity |
| Movie theaters | Outdoor Only with modifications | Open Indoors with modifications • Max 25% capacity or 100 people, whichever is fewer | Open indoors with modifications • Max 50% capacity or 200 people, whichever is fewer | Open indoors with modifications • Max 50% capacity |
| Hotels and lodging | Open with modifications | Open with modifications • +Fitness centers (+10%) | Open with modifications • +Fitness centers (+25%) • +Indoor pools | Open with modifications: • +Fitness Centers (50%) • +Spa facilities etc. |
| Restaurants | Outdoor Only with modifications | Open indoors with modifications • Max 25% capacity or 100 people, whichever is fewer | Open indoors with modifications • Max 50% capacity or 200 people, whichever is fewer | Open indoors with modifications • Max 50% capacity |
| Family Entertainment Centers | Outdoor Only with modifications e.g. • Kart Racing • Mini Golf • Batting Cages | Outdoor Only with modifications e.g. • Kart Racing • Mini Golf • Batting Cages | Open Indoors for naturally distanced activities with modifications • Max 25% capacity • Bowling Alleys • Climbing Walls | Open indoors for activities with increased risk of proximity and mixing with modifications • Max 50% capacity • Arcade Games • Ice and roller skating • Indoor playgrounds |



LA County Economic Resiliency Task Force

The hospitality sub-committee for this task force has developed and proposed the following 3 step strategy submitted to the county for when the state allows for certain businesses to re-open.

1. Short-term- allow individual (leisure) travel
 - Protocols have been developed and approved (employees and guest)
 - Went into effect June 12, 2020
2. Mid-term- allow for small meetings
 - **Recommended protocols have been developed**
 - **Submitted to the county... waiting for opportunity with state clearance**
 - **“Small Meetings” have been recommended to be <100 ppl, specifically because the state/county have already allowed church gatherings of that size.**
3. Long-term- plan large meetings
 - Recommended protocols have been developed
 - Submitted to the county... waiting for opportunity with state clearance

Cal Travel Advocacy Update

Cal Travel, priorities right now are:

- **Open communications with the Governor and his staff** to ensure the industry and the administration both have the information they need to make good decisions affecting tourism
- Working with the administration on a **reopening plan and timeline to allow for meetings, events, and conventions** as soon as it is safe
 - Support smaller meetings to resume first, and request the opportunity to reopen slowly
 - Also for the state to give a tentative date (if things continue on current trend line) to allow meetings to take place
- Pushing for the **\$45 million tourism stimulus plan** to Visit California to jumpstart travel
- Activating California and **working closely with U.S. Travel to help the tourism industry gain federal funding, protections, and other resources**





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.

GBAC STAR

The Pasadena CVB and Convention Center launched a campaign to showcase the recent GBAC STAR accreditation. The campaign included email newsletters, digital, social media, and a press release. Communicating the STAR accreditation will instill confidence for meeting planners and will support them as they market their events in Pasadena. So far, we have received coverage in Pasadena Now and Pasadena Magazine so far.



California Meeting Planners Presentation

Erin van Ark presented Pasadena's Reopening Plans to California meeting planners to showcase our destination's readiness to reopen meetings safely when the time is right. The presentation showcased the convention center's reopening guidelines, hybrid virtual experience opportunities and outdoor venues.



Outdoor Venues

Outdoor venues are growing in popularity. We are marketing our venues that can accommodate outdoor meeting options, such as Caltech, Rose Bowl Stadium, One Colorado, City Hall, Castle Green and the Langham Huntington, Pasadena.

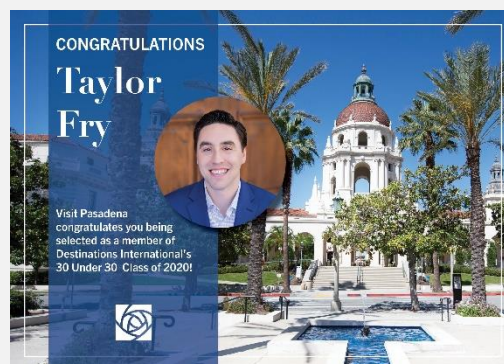


Film Location Scouts



Our team continuously shares the Pasadena Convention Center and Civic Auditorium features that make us perfect for filming with direct emails to location scouts.

Ad USAE/Destinations International Newsletter

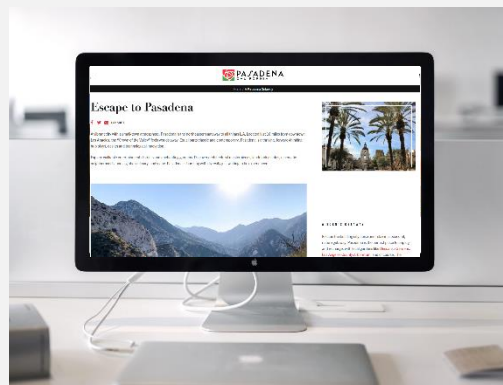




Staycation

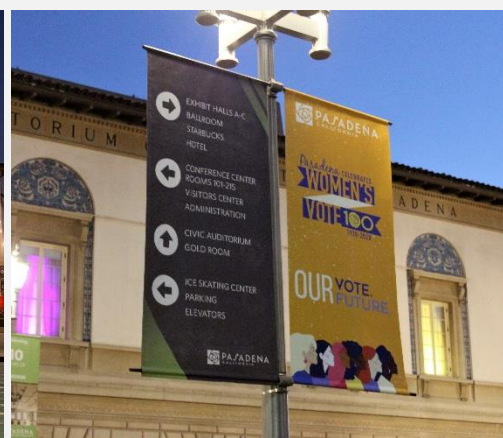
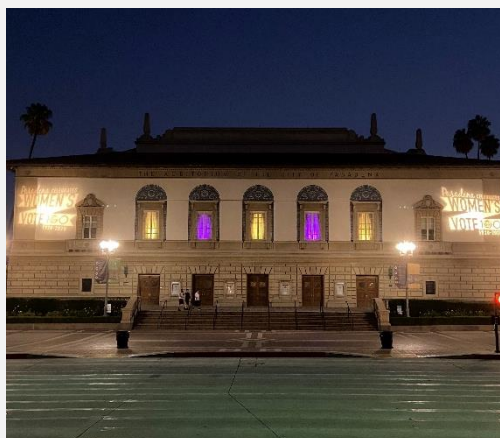
The Marketing & Communications team began a phased leisure marketing strategy in August to support destination recovery, increased hotel business, and position Pasadena for long-term success.

The first wave of marketing advertising includes a call to action directly to Pasadena hotel offerings and enhanced safety and health guidance. It focuses on outdoor activities for locals to experience.



Women's Equality Day

The Pasadena Convention Center and PCVB supported the Women's Equality Day with banners, custom lighting, and social media mention.

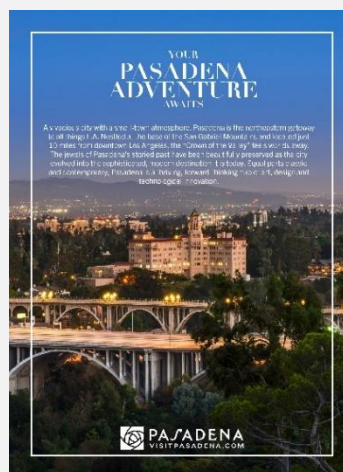


Advertising



Dodgers Yearbook

The 2020 Commemorative Yearbook was mailed to season ticket holders. A digital version is available on the team website and shared with over 3 million fans on social.



AAA Westways

Pasadena received a full-page ad and a full page of advertorial in the September and October issue of AAA Westways. The issue was delivered to 500k households and featured in



The Story Behind Pasadena's Civic Auditorium

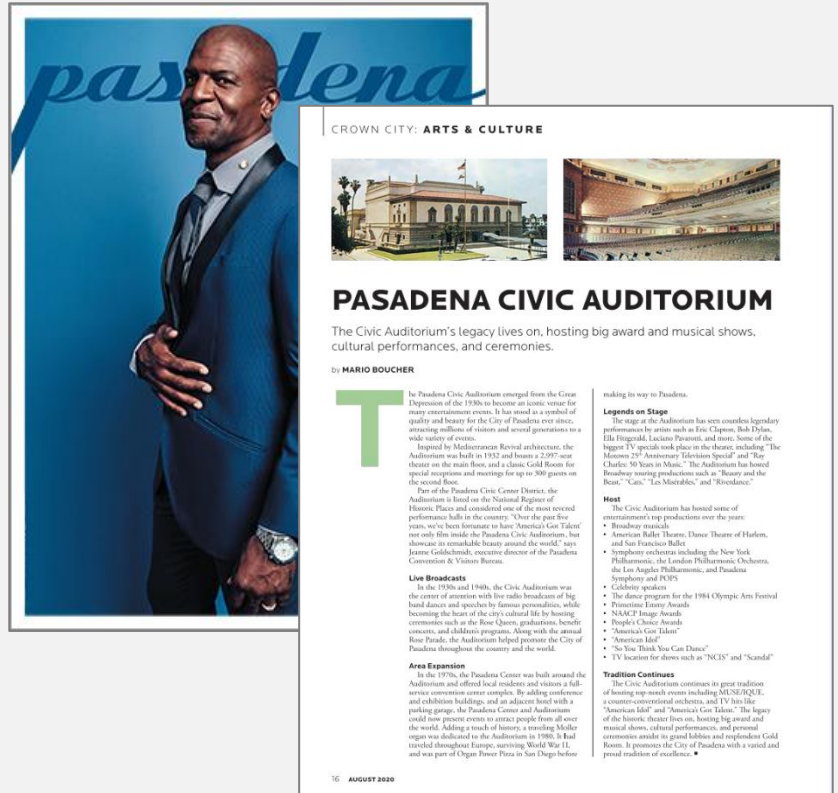
Pasadena Magazine

"The Civic Auditorium's legacy lives on, until hosting of big award and musical shows, cultural performances, and ceremonies resumes."

The PCVB worked closely with Pasadena Magazine for editorial coverage of the Pasadena Civic Auditorium. The issue included three articles including a history of the Pasadena Civic Auditorium, cover story on Terry Crews including mention of his role in America's Got Talent, and live entertainment venues.

Link to Article:

<https://pasadenamag.com/artsandculture/the-story-behind-pasadenas-civic-auditorium/>



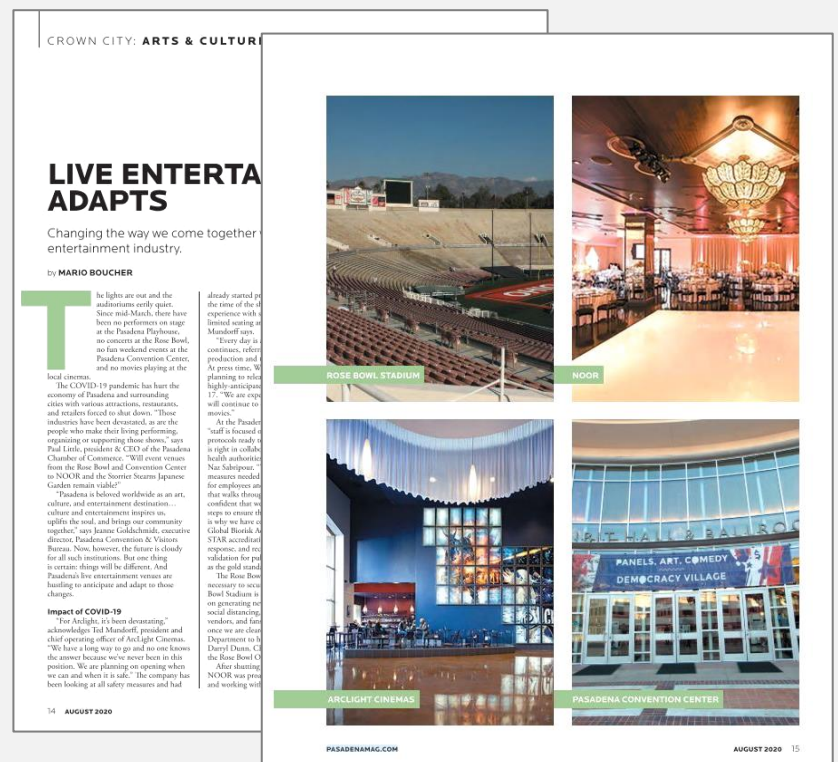
How Live Entertainment in Pasadena Has Adapted to the Pandemic

Pasadena Magazine

Pasadena Magazine covered a story on the impact of COVID-19 on live events and venues. The editorial coverage included quotes from Jeanne Goldschmidt on the destination and the future of meetings and Naz Sabripour on how the Pasadena Convention Center is preparing.

Link to Article:

<https://pasadenamag.com/artsandculture/how-live-entertainment-in-pasadena-has-adapted-to-the-pandemic/>





Business Support

The PCVB continues to meet bi-weekly with our partners. In addition to our Shop Pasadena, Dine Pasadena and Connect Pasadena, created the Pasadena Outdoor Dining Guide.

Tourism Partner Support

The PCVB met with the Pasadena Art Leaders and the San Gabriel Valley Economic Partnership Marketing Committee.

Marketing support for tourism partners included:

- Rose Bowl Stadium New Mutants Movie, Pixar Cars
- Rose Bowl Institute
- Brookside Golf Course
- Pasadena Heritage Colorado Street Bridge Virtual Celebration
- USC Pacific Asia Museum's "We Are Here" virtual exhibition
- Boston Court Book Club
- Descanso Gardens
- LA Arboretum

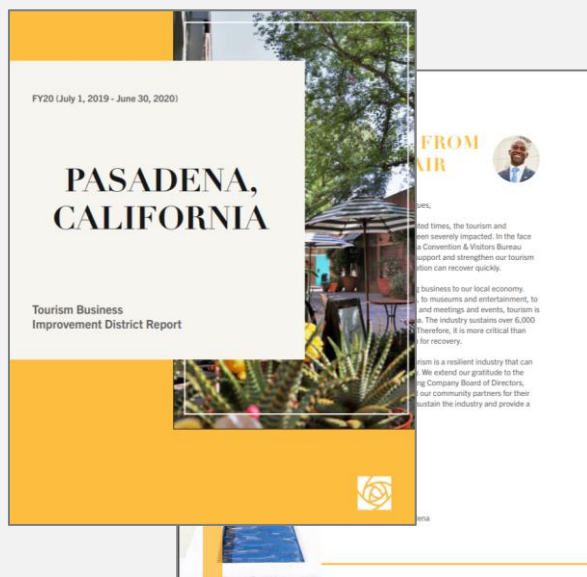
Business Support Directories

| | FY21 YTD |
|------------------|---------------|
| Shop Pasadena | 1,333 |
| Dine Pasadena | 28,676 |
| Connect Pasadena | 4,923 |
| Outdoor Dining | 6,976 |
| Total | 41,908 |

Digital Stats

| | FY21 YTD |
|-------------------------|----------|
| Social Media Followers | 62,239 |
| Website Pageviews | 87,750 |
| Website Unique Visitors | 43,851 |

TBID Annual Report



Visit Pasadena Fall Newsletter

