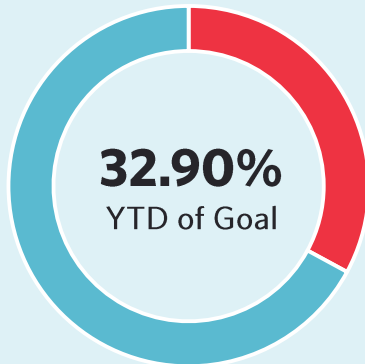


# HIGHLIGHTS

## CVB

### Room Night Goal



15,793 YTD Room Nights Generated  
48,000 Room Night Goal

### Room & Booking Metrics

	As of October 2018	As of October 2019
Definite Bookings	20	22
Definite Room Nights	6,973	6,954
YTD Room Nights	12,709	15,793
Room Night Goals	46,000	48,000
% of Goal	28%	33%

## CONVENTION CENTER

### Revenue Goal



\$2,352,313 YTD Revenue  
\$2,560,000 Revenue Goal

### Revenue Goal

	As of October 2018	As of October 2019
Annual Revenue Goal	\$2,494,000	\$2,560,000
YTD Revenue	\$2,046,855	\$2,352,313
% of Goal	82.07%	91.88%
Contracts Issued Revenue	\$196,032	\$162,490

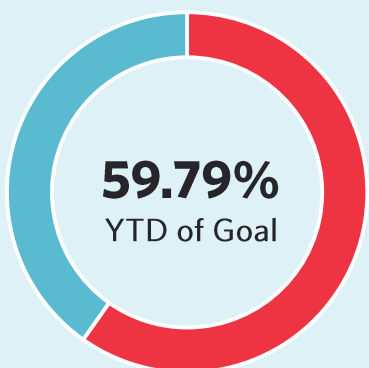
**100**  
Events  
Added

**59**  
Contracts  
Written

**22**  
Definite  
Bookings

## CIVIC AUDITORIUM

### Revenue Goal



\$746,790 YTD Revenue  
\$1,260,000 Revenue Goal

### Revenue Goal

	As of October 2018	As of October 2019
Annual Revenue Goal	\$1,249,000	\$1,260,000
YTD Revenue	\$688,187	\$746,790
% of Goal	55.1%	59.79%
Contracts Issued Revenue	\$107,900	\$283,150

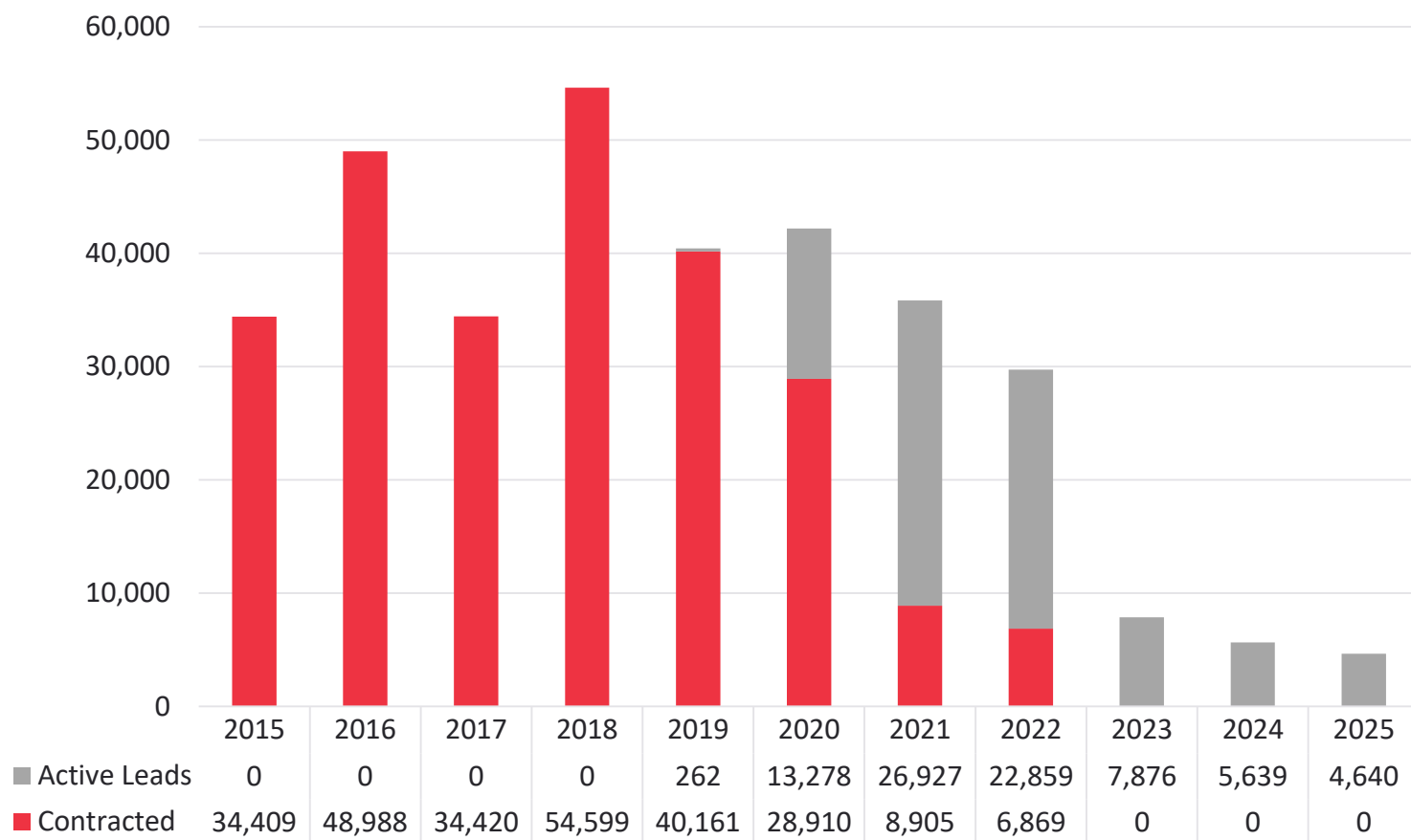
# CVB SALES

## Hotel Trends

	Sept 2018	Sept 2019
Occupancy	77.5%	80.1%
ADR	\$182.33	\$180.03
RevPAR	\$141.22	\$144.25
Revenue	\$9,845,811	\$11,013,506

	October 2018	October 2019
Occupancy	84.3%	84.5%
ADR	\$202.25	\$193.47
RevPAR	\$170.59	\$163.57
Revenue	\$12,290,235	\$12,905,116

## Contracted Room Nights & Active Leads 2015 to 2025 as of October 2019



# MEETINGS SALES & MARKETING

## *Sales Activities*



CA State Association Planners Client Event – Sacramento (Oct 17)

### **Board & Brush Event**

CVB sales hosted a Sacramento client appreciation at Board & Brush with hotel partners from the Westin, Hilton, and Sheraton. Some of guest included Advocacy & Management Group (an association management company), California District Attorneys Assn, and California Special Districts Assn . This gave the CVB an opportunity to thank past clients, and to build relationship with new clients. Client Event was held at Board & Brush where the 12 clients who attended got the chance to create custom wooden signs.

## **Tradeshows**

- IMEX (Sept 10-12) - Las Vegas
- SoCal Travel Summit (Sept 10-13) - Los Angeles
- HPN Global Partners Conference (Oct 3-6) - Seattle



IMEX with the Hilton & the Westin (Sept 10-12)

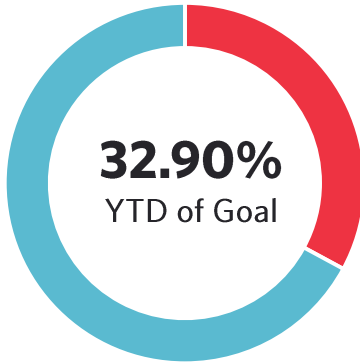


IMEX Booth Set-up



# CVB SALES

## Room Night Goal



15,793 YTD Room Nights Generated  
48,000 Room Night Goal



*Tournament of Roses Grand Marshal Announcement*

## Definite Bookings

- AGT Champions 2019  
September 2019 | 626 Room Nights
- New U Life  
January 2020 | 855 Room Nights
- 18<sup>th</sup> Annual Southern CA Linux Expo  
March 2020 | 646 Room Nights
- Service Titan  
August 2020 | 360 Room Nights
- CA Hospital Association  
September 2020 | 550 Room Nights
- 19<sup>th</sup> Annual Southern CA Linux Expo  
March 2021 | 646 Room Nights
- The Garden Club of America  
October 2021 | 433 Room Nights
- CA Speech-Language-Hearing Assn  
March 2022 | 1,453 Room Nights

## Room & Booking Metrics

	As of October 2018	As of October 2019
Definite Bookings	20	22
Definite Room Nights	6,973	6,954
YTD Room Nights	12,709	15,793
Room Night Goals	46,000	48,000
% of Goal	28%	33%

## Generated Leads in September & October

	2019	2020	2021	2022	2023	2024	2025
Leads	8	39	21	8	1	2	1
Room Nights	283	15,243	11,085	7,694	1,168	1,168	1,168

# CONVENTION CENTER

## Upcoming Events

- 2019 Stitches SoCal
- Service Titan Holiday Party
- Bernard’s Holiday Party
- Pacific Dental Services Holiday Party
- Innovative Methods with AI
- In N Out Burger Holiday Party
- Art Center College of Design
- Equipo Vision
- Live on Green!

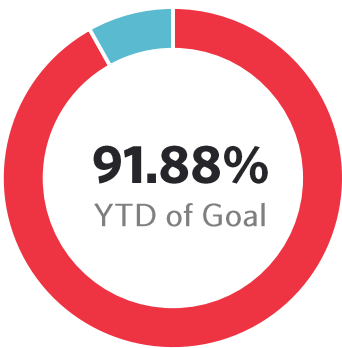


Stitches SoCal (Nov 14-16)



Live on Green! (Dec 29-31)

## Revenue Goal



\$2,352,313 YTD Revenue  
\$2,560,000 Revenue Goal

## Center Sales

**100**  
Events  
Added

**59**  
Contracts  
Written

**22**  
Definite  
Bookings

## Revenue Goal

	As of October 2018	As of October 2019
Annual Revenue Goal	\$2,494,000	\$2,560,000
YTD Revenue	\$2,046,855	\$2,352,313
% of Goal	82.07%	91.88%
Contracts Issued Revenue	\$196,032	\$162,490



# CIVIC AUDITORIUM (GOLD ROOM & HALL C)

## Noteworthy Events – September & October

- LightBox Expo
- Lythgoe Family Panto Auditions: Adults
- America's Got Talent Champions
- Disney Animations Screening & Wrap Party
- Breeders' Cup Limited Fan Fest Reception
- Dr. Robert Winter Lecture
- Penny Dreadful: City of Angels Film Shoot



Americas Got Talent Champions (Sept 19 - Oct 25, 2019)

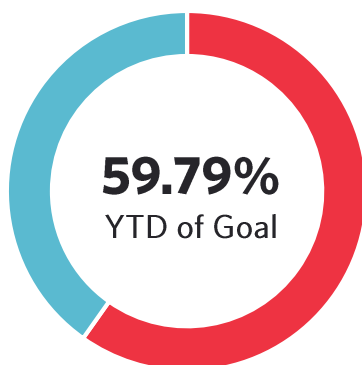
## Upcoming Events

- Snow White Christmas 2.0 ( 11 Performances)
- Xiang Yue Shi Nian
- Live on Green!
- Moscow's Ballet The Nutcracker



Penny Dreadful City of Angels Film Shoot (Nov 5-8)

## Revenue Goal



\$746,790 YTD Revenue  
\$1,260,000 Revenue Goal

## Revenue Goal

	As of October 2018	As of October 2019
Annual Revenue Goal	\$1,249,000	\$1,260,000
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% of Goal	55.1%	59.79%
Contracts Issued Revenue	\$107,900	\$283,150

# CONVENTION CENTER OPERATIONS

## Events

	Number of Events	Attendance
September	33	27,646
October	28	20,635
November	30	30,000 (forecast)
December	21	20,000 (forecast)

## Noteworthy Events

- CA Hospitals Disaster Planning
- Southern California Design 2 Part Show
- Methodist Hospital Foundation 2019 Crystal Ball
- LA Chocolate Salon
- 2019 OTAC Annual Conference & Expo
- CA Library Associations Annual Conference
- Pasadena Heritage's Craftsman Weekend

## Surveys & Accolades

First Quarter  
Response Rate: 30.3%  
Overall Score: 3.74 out of 4

**California Library Association:** "First of all, having greeters at the entrance of the building was such a nice touch. They were helpful in answering questions the minute you walk in the door. Second, your IT staff was amazing! Not only did I get my questions answered in a timely manner, but they were very helpful and accommodating..... I cannot express how grateful I was to have such knowledgeable staff on hand, that are also very kind and helpful. One person who stood out to me that day, was named Victor. He went above and beyond to make sure that I was able to give this presentation. Thank you for all that your entire staff did to facilitate such a wonderful event. I heard we will be there again next year. I can't wait to return". **Annette Simpson, Monrovia Public Library - Librarian**

**Disney:** "Thank you for all of you help in making the Frozen 2 wrap party a success. Your entire team was helpful and so friendly!!! It was a pleasure working with all of you." **Melissa Fanfassian, Supervisor | Environment & Events, Walt Disney Animation Studios**



CA Hospitals Disaster Planning Earthquake Simulator (Sept 9-11, 2019)



CA Library Association's Annual Conference (Oct 24-26, 2019)



# TOURISM MARKETING

## Marketing Activities



### Visit California UK/Ireland Media Mission

#### Media Relations

The Marketing & Communications Team participated in the Canada Media Mission to reach key influential media partners. Over the course of four days, Crystal Williams met with media journalists.

- Toronto
- Montreal
- Vancouver



### Travels with Darley

#### Media Partnership

The PCVB partnered with Darley Newman on a Southern California episode for "Travels with Darley." The show broadcasts on PBS, Create TV, Amazon Prime and as video shorts and 360 videos through our longtime channel on AOL, which goes out to 2000 partner sites, and social media. The "Travels with Darley" series takes viewers around the world with locals as the guides to experience food, culture and outdoor adventure. The video will debut in February 2020.



### I Know This Spot

#### Media Partnership

The PCVB is partnering with Brand USA and leading Chinese influencer Jessica Beinecke on the "I Know This Spot" Chinese-English digital travel series. Last year, Jessica's destination videos were viewed 100+ million times on Chinese social media. Jessica Beinecke has 420k Sina Weibo Followers and 105k Yi Zhi Bo Live Stream Followers. The video series will debut in 2020.



## Marketing Activities



### Small Business Saturday Community Engagement

The City of Pasadena and Visit Pasadena are launching a campaign to encourage people to shop local this holiday season. The “Shop Pasadena” campaign will put a spotlight on the hundreds of independent businesses located in Pasadena and encourage the community to shop small, dine local and show some #locallove throughout the holidays.

As part of the “Shop Pasadena” campaign, thirteen independent businesses in each of the city’s commercial areas will serve as welcome stations for the campaign and distribute “Shop Pasadena” canvas tote bags (first-come, first-serve) beginning Saturday, November 30, 2019, in honor of Small Business Saturday.

42 LOS ANGELES BUSINESS JOURNAL – CUSTOM CONTENT

OCTOBER 21, 2019

#### HOLIDAY PLANNING GUIDE

## Pasadena Civic Auditorium Shines with Family-Friendly Productions

Season of fun with Lythgoe Family Panto's *A Snow White Christmas* and Moscow Ballet's *Great Russian Nutcracker*

This holiday season, Pasadena will be merry and bright as two family-friendly productions take stage at the Pasadena Civic Auditorium, Lythgoe Family Panto's *A Snow White Christmas* and Moscow Ballet's *Great Russian Nutcracker*.

#### HISTORIC PASADENA CIVIC AUDITORIUM CONTINUES TO SPARKLE

Built in 1932, the celebrated Pasadena Civic Auditorium has been a treasure of the Los Angeles arts and culture scene for over 85 years and welcomed millions of patrons across Southern California. The historic venue continues to sparkle hosting live performances, major television productions, cultural concerts, graduations and corporate events.

Recently, the Pasadena Civic Auditorium has hosted America's Got Talent: Season 14; America's Got Talent: The Champions; the 46th Annual Daytime Emmy Awards; Red Velvet (K-pop); Stray Kids (K-pop); An Evening with Eckhart Tolle and Marianne Williamson; Johnny Mathis, Kevin Hart, Aziz Ansari, and Bill Burr.

#### LYTHGOE FAMILY PANTO'S A SNOW WHITE CHRISTMAS

Lythgoe Family Panto returns to the historic Pasadena Civic Auditorium with their 10-year anniversary production of *A Snow White Christmas*, December 13-22, 2019. This is the third year in a row the production company will showcase a family-friendly musical at the venue. Last December, Lythgoe Family Panto produced *The Wonderful Winter of Oz*, featuring some of Hollywood's most recognized actors.

Presented in association with the Pasadena Civic Auditorium and Lythgoe Family Panto, *A Snow White Christmas* follows Princess Snow White (Olivia Sanchez, Disney Channel's *Coop & Cami Ask the World*, Amazon's original series *Just Add Magic*) who joins forces with the Seven Dwarfs to defeat her wicked aunt, the Queen (Destiny's Child's Michelle Williams, Grammy Award winning recording artist and actress).

*A Snow White Christmas* also stars Jared Gertner (Broadway's *The Book of Mormon*) as Muddles, Michael Campion (Fuller House) as Prince Harry, Garrett Clayton (Teen Beach Movie, *Teen Beach 2*, *Hairspray Live!*) as The Huntsman, and Tony Award Winner Neil Patrick Harris as The On Screen Magic Mirror.

Known for their creativity and involvement in television hits *American Idol* and *So You Think You Can Dance*, the Lythgoes are dedicated to bringing affordable theatre to families

across America. Based on the Grimm fairy tales and others, each story has been modernized with topical scripts for parents and well-known pop songs for kids. The Lythgoes pride themselves on creating a memorable experience a family can share together.

The production will be directed by Bonnie Lythgoe and choreographed by Emmy Award winners Napoleon and Tabitha D'Urno (Nappy-Tabs), with book by Kris Lythgoe. The production has music supervision, arrangements, and musical direction by Michael Orland. Casting is by executive producer Becky Lythgoe and Andrew Lynford, CSA.

#### MOSCOW BALLET'S GREAT RUSSIAN NUTCRACKER

This Christmas season give your family the gift of Moscow Ballet's *Great Russian Nutcracker* at the Pasadena Civic Auditorium on December 4, 2019. Step into a simpler time filled with sweet dreams and Christmas magic. With world-class artists, over 200 dazzling costumes, stunning sets, towering puppets and soaring birds, don't miss your chance to ring in the holidays with this acclaimed Christmas extravaganza. Celebrate this cherished holiday tradition and relive the dream with Tchaikovsky's timeless score.

Moscow Ballet's *Great Russian Nutcracker* is a Christmas story and a folk tale. It is appropriate for all ages. The performance features



36 Russian dancers performing amazing dance moves. There are life-sized Russian Nesting Dolls, a 15 ft tall Rat King with red blinking eyes, falling snow and more effects. Moscow Ballet's *Great Russian Nutcracker* features a 2 person Dove of Peace with a 20 foot wingspan opening Act II in the Land of Peace and Harmony, exclusive to Moscow Ballet. New York Times raves, "Hot ticket!" and Los Angeles Times says, "Beavira Expertise!"

For more information about the Pasadena Civic Auditorium and to purchase tickets to *A Snow White Christmas* or *Moscow Ballet's Great Russian Nutcracker*, visit [pasadenacivic.org](http://pasadenacivic.org) or [visitpasadena.com](http://visitpasadena.com).

### Civic Auditorium Promotion

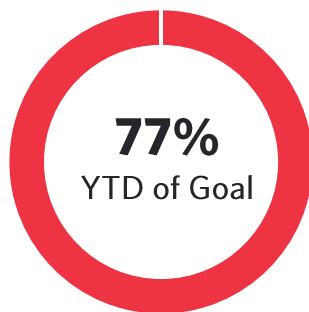
*Los Angeles Business Journal*

To showcase the busy holiday season at the Pasadena Civic Auditorium, the marketing team placed an article in the Los Angeles Business Journal. The article highlights the Moscow Ballet's *Great Russian Nutcracker* and Lythgoe Family Panto's *A Snow White Christmas*.

# COMMUNICATIONS

## Marketing Activities

### Goal



23 earned media placements YTD  
30 earned media

<b>4</b>	<b>23</b>	<b>4</b>
Media Hosted	Earned Media Placements	Partner Media Assists

### Media Coverage

September - October

- USA Today 10Best, Pasadena's 10 Best Attractions: Gardens, Museums, the Rose Bowl and More
- WestJet Magazine, 4 Spooky Spots in Pasadena
- Facilities and Destinations Magazine, Pasadena Convention Center 10-Year Anniversary
- Good Times, Perfectly Pasadena
- GONomad.com, Pasadena: Finding Romance in Southern California
- Ensemble: Ultimate Family Vacations, Mom and Daughter Trip to Pasadena
- Pasadena Now, "America's Got Talent: The Champions" Returns to the Pasadena Civic Auditorium
- Pasadena Now, Centerplate Hires Jon Drubrick as Regional Executive Chef
- Revista Décor, Route 66 Around California
- Travel Courier, Don't Pass up Pasadena
- TravelPulse, 72 Hours in Pasadena
- Travelweek, Yoga & Meditation Make for a Memorable Visit California Event

CROWN CITY: OUT & ABOUT



## COMMUNITY CONVENTION

The Pasadena Convention Center offers a wide array of events while providing a significant economic benefit to the city.

by MARIO BOUCHER

**N**ow celebrating its 10th anniversary, the Pasadena Convention Center has played a key role in attracting people to the city from all over the country and around the world. It hosted 315 events in 2018, bringing in 375,000 attendees and generating an estimated \$51 million in direct spending at local businesses. "They come and stay at our hotels, they eat at our restaurants, they shop in our district and really get to experience Pasadena, and that just provides a great economic benefit to our community," says Jeanne Goldschmidt, executive director of the Pasadena Convention & Visitors Bureau. The site features more than 125,000 square feet of exhibit space, the 25,000-square-foot Grand Ballroom, a 28,000-square-foot conference center with 18 meeting rooms, the 3,000-

seat Civic Auditorium, and the Pasadena Ice Skating Center.

"We host about 350 events here a year and they are anywhere from a meeting for 10 people to a weekend filled with 5,000 people coming through the doors for a CalCon or a LightBox Expo," Goldschmidt says. There's equal enthusiasm for smaller events such as the Los Angeles County Women's Leadership Conference (Nov. 21) and Innovative Methods with AI & Big Data (Dec. 6-7).

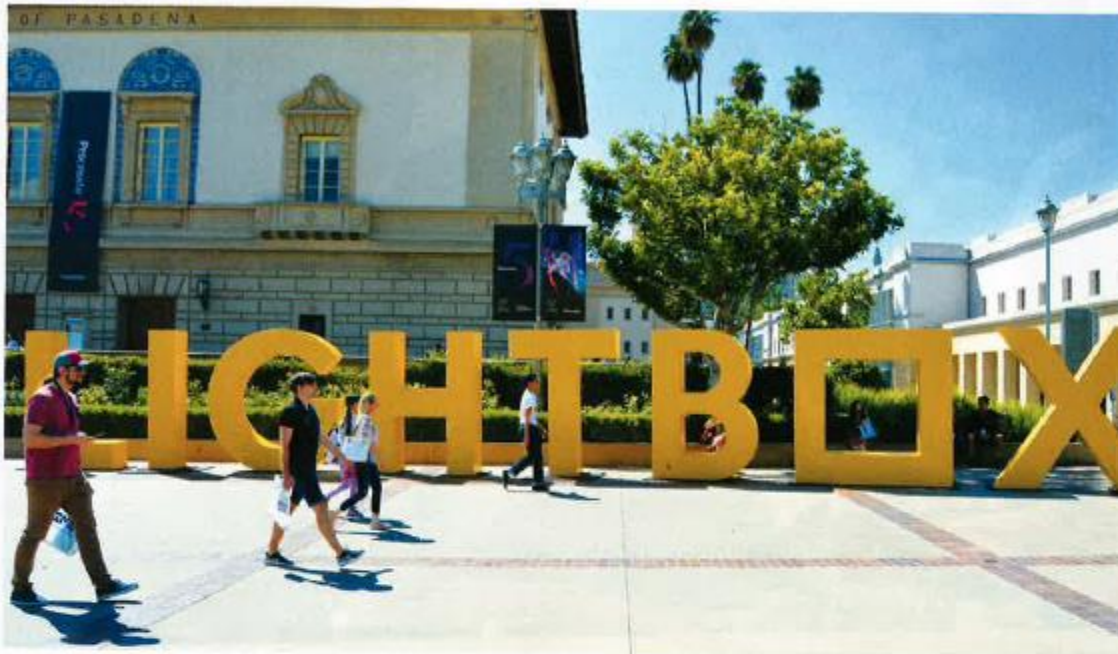
No matter the size or subject matter of their event of choice, attendees and presenters alike can't say enough about the experience. Matthew Lyon, an animator-illustrator from Toronto, raves about attending the 2019 LightBox Expo in September. "My LightBox Expo experience was an

absolute career highlight," Lyon says. "I had the honor of hosting two panels at the event, both of which started with information that you could only get from high-level artists and creatives. I was even able to make connections with development executives and recruiters from every major studio that led to some very productive meetings, with major deals on the horizon."

Lyon is one of many people who have attended events at the Convention Center who plan to return next year and spend more time in Pasadena. "The Convention Center was pristine and welcoming, and the staff was consistently helpful and kind," he says. "Overall, LightBox Expo was a resounding success that left me inspired and certainly looking forward to next year's event."



## CROWN CITY: OUT & ABOUT



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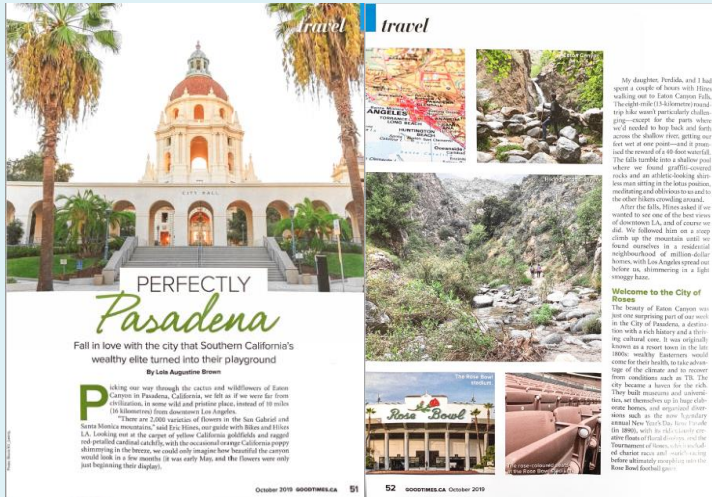
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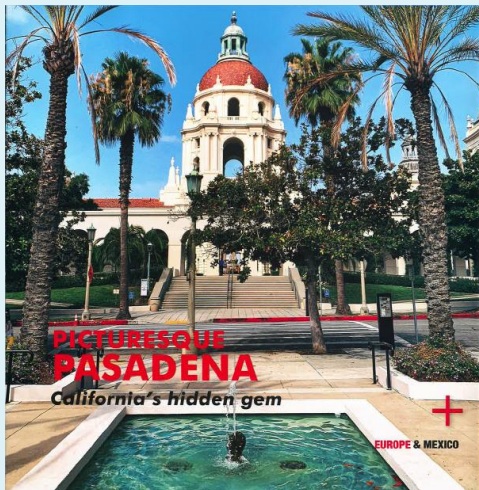
# COMMUNICATIONS

## Media Coverage



### Perfectly Pasadena Good Times Canada

As a result of hosting Lola Augustine Brown during our recent Canada fam, the Communications team received earned 8-pages of print media coverage in *Good Times*, a Canadian publication.



### Don't Pass Up Pasadena Travel Courier

As a result of hosting Ann Rupenstein during our recent Canada fam, the Communications team received a four-page print cover story in *Travel Courier*. [Travel Courier](#) features the latest news for the travel trade industry.



Revista Décor's "On The Road" article on Route 66 cities.



West Jet's "[Pasadena's Scary Side](#)" article.

# TOURISM MARKETING

## External Relations Meetings

- Chamber of Commerce's Business and Economic Development Summit
- CalTravel Summit
- Ragan Storytelling & Content Marketing Conference
- eTourism Summit
- Huntington Centennial Celebration
- Stark Spirits
- Salt & Straw
- Tournament of Roses Grand Marshall Announcement

## Website and Social

	YTD	Goal	% Goal
VisitPasadena.com			
Unique Visitors	400,440	396k	101%
Page Views	744,107	900k	83%
Social Media Fans	3,897	65k	6%

## Visitors Center

### September & October

Phone Calls	1,737
Walk-Ins	520
Visitor Guide Requests	493



## Old Pasadena Management District

### Partner Relations

Christine Susa presented to Old Pasadena's Marketing Committee on the work of the Pasadena Center Operating Company and the Pasadena Convention & Visitors Bureau's work to promote the destination as a meetings and leisure destination on Tuesday, October 8.

## Website Booking Engine

September & October	2018	2019	YTD
Room Nights	32	20	106
Average Stay	4.5	4.8	4.72
Room Revenue	6,106.30	3,207.58	18,543.35
Attraction Tickets	86	98	405
Ticket Revenue	2,412.60	1,359	6,216

# PRESS CLIPPINGS

Media	
Clips	139
Ad Value	4,328,877,888
Impressions	2,927,211

Article/Events	Publication	Pasadena Partner Mentions	Circulation	Publicity Value
72 Hours in Pasadena	MSN Travel Canada	Tourism	1384	\$0.32
72 Hours in Pasadena	TravelPulse	Tourism	698359	\$160.62
72 Hours in Pasadena	PressFrom Canada	Tourism	56	\$0.01
72 Hours in Pasadena	Vacation Resource, The	Tourism	563	\$0.13
72 Hours in Pasadena	Vibes Vacation and Tours	Tourism	10709	\$2.46
Yoga & meditation make for a memorable Visit California event - Travelweek	Travelweek Online	Tourism	50596	\$11.64
Best bus sightseeing tour in Los Angeles	Fodor's Travel	Tourism	4746829	\$3,821.20
Cooking with California	Canadian Travel Press Online	Tourism	42202	\$9.71
Don't pass up Pasadena	Travel Courier Online	Visit Pasadena	792	\$0.18
DON'T PASS UP Pasadena	Travel Courier	Visit Pasadena	25104	\$172.76
America's Got Talent	Pasadena Now	Civic Auditorium	53645	\$43.18
Breeder's Cup Fan Fest	5 Publications	Civic Auditorium	424,419	\$128.45
Nutcracker	11 Publications	Civic Auditorium	1,676,992,552	\$456,080.31
Pasadena Unified College Fair	Pasadena Now	Convention Center	53645	\$43.18
12th Annual Pasadena Festival of Women Authors	Pasadena Now	Convention Center	53645	\$43.18
				14



# PRESS CLIPPINGS

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
AM870 The Answer Townhall 2019	Mark Levin Show, The	Convention Center	309125	\$71.10
America's Got Talent		Convention Center	6,255,921	\$15,707.91
Apartment Buildings Conference & Expo	2 Publications	Convention Center	705,649	\$193.14
Armenian National Committee	2 Publications	Convention Center	111,972	\$25.76
California Library Association	Pasadena Outlook	Convention Center	20593	\$349.80
Cannabis World Congress & Business Expo	5 Publications	Convention Center	4,919,897	\$1,131.58
CannMed 2019	Health Europa	Convention Center	521	\$0.12
Centerplate/ Chef Jon Dubrick		Convention Center	570578	\$192.91
Chocolate Salon	6 Publications	Convention Center	35,262,899	\$11,449.62
Contemporary Crafts	4 Publications	Convention Center	77602	\$1,048.61
Craftsman Weekend	22 Publications	Convention Center	89,212,873	\$110,407.44
Crystal Ball	4 Publications	Convention Center	137,506	\$44,127.02
IHACI Trade Show	2 Publications	Convention Center	36,690	\$24,960.69
LightBox	21 Publications	Convention Center	84,967,768	\$46,003.25
Masters of Musical Whistling Competition	7 Publications	Convention Center	23081056	\$160,873.11
Nerd Expo		Convention Center	1,223,948	\$281.00
Older Adult Transportation Expo	Source, The	Convention Center	157194	\$36.15
Royal Ball	3 Publications	Convention Center	160935	\$129.54
Southern California Design-2-Part Show	Modern Machine Shop Online	Convention Center	134519	\$30.94
Yu-Gi-Oh!	3 Publications	Convention Center	3,152,335	\$725.04
Gem of the Ocean	2 Publications	A Noise Within	107,290	\$86.36

# PRESS CLIPPINGS

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
Doo-Dah Parade	2 Publications	Doo-Dah Parade	107,290	\$86.36
2020 Showcase House of Design	5 Publications	2020 Showcase House of Design	239,580	\$361.72
21st Latino Heritage Parade and Festival	Do LA	21st Latino Heritage Parade and Festival	38755	\$8.91
Ethnic Restaurants Shine in 45th Annual AbilityFirst Festival of Fall, Pasadena	Blogarama	45th Annual AbilityFirst Festival	184859	\$42.52
Distinguished Speaker Series	2 Publications	Ambassador Auditorium	107,290	\$86.36
Arlington Gardens	3 Publications	Arlington Gardens	114,686	\$86.36
California of woman warriors	3 Publications	Armory Center	71,926,050	\$27,571.65
Armory Center	6 Publications	Armory Center	96,083,486	\$110,390.16
ArtNight	8 Publications	ArtNight	1,383,879	\$19,217.70
Arroyo Fest	2 Publications	Arroyo Fest	4,014,215	\$1,410.75
ArtCenter	3 Publications	ArtCenter	160,935	\$129.54
Calendar of Events	39 Publications	Calendar of Events	144,933,395	\$166,293.27
Caltech; JPL/NASA	35 Publications	Caltech; JPL/NASA	11,209,847	\$3,786.98
Bacchus' Kitchen	2 Publications	Culinary	4,931,688	\$3,863.72
A taste of Pasadena	Canadian Travel Press Online	Culinary	42202	\$9.71
Dan Modern Chinese	Pasadena Weekly	Culinary	24565	\$984.86
El Cholo	Only in Your State	Culinary	5284047	\$1,215.33
El Portal Restaurant	9 Publications	Culinary	543,605	\$433.45
CaliBurger	2 Publications	Culinary	665,466	\$153.06
Crack Shack	2 Publications	Culinary	146678	\$33.73
Dog Haus	Restaurant News Release	Culinary	482	\$0.11

# PRESS CLIPPINGS

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
Edwin Mills by Equator	Pasadena Weekly - Online	Culinary	10344	\$2.38
Little Flower Candy Co	3 Publications	Culinary	48,914,636	\$63,650.13
Jones Coffee	Los Angeles Times	Culinary	417936	\$35,477.67
Kitchen United	300 Publications	Culinary	402,252,976	\$391,765.48
Ruth's Chris	Pasadena Now	Culinary	53645	\$43.18
Wanderlust Creamery	3 Publications	Culinary	18,815	\$4.33
Magnolia House	Pasadena Magazine Online	Culinary	7396	\$1.70
National Cheeseburger Day 2019	31 Publications	Culinary	269,983,555	\$93,512.57
Panda Inn restaurant	3 Publications	Culinary	3,845,695	\$884.51
Parkway Grill	Pasadena Now	Culinary	53645	\$43.18
Perle	2 Publications	Culinary	1,652,836	\$1,330.54
Sage	4 Publications	Culinary	281263	\$30,416.93
SIP-tember	Pasadena Now	Culinary	53645	\$43.18
The Arbour	BELLO blog	Culinary	16638	\$3.83
Various Locations	Eater LA	Culinary	826418	\$665.27
Various Locations	2 Publications	Culinary	1,652,836	\$1,330.54
Yard House	11 Publications	Culinary	81,649,783	\$22,857.40
White Horse Lounge	Rodeore Realty	Culinary	7283	\$1.68
Enchanted Forest of Light	2 Publications	Descanso Gardens	107,290	\$86.36
Stay in Pasadena	Pasadena Now	Fuller Seminary	53645	\$43.18
Gamble House	2 Publications	Gamble House	11,084	\$2.55
Huntington		Huntington	239,145	\$1,187.50



# PRESS CLIPPINGS

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
Huntington	10 Publications	Huntington	37,430,766	\$9,943.85
Huntington Library's 100th anniversary	Antelope Valley Press	Huntington	7883	\$6,050.88
JPL/NASA	2 Publications	JPL/NASA	74238	\$309.38
Pumpkin Festival	6 Publications	Kidspace Children's Museum	1,696,994	\$4,027.56
Kidspace Children's Museum	4 Publications	Kidspace Children's Museum	200,126	\$36,772.63
Langham Huntington	23 Publications	Hotel	14,752,541	\$4,133.44
Rose Tree Cottage	2 Publications	Hotel	107,290	\$86.36
Latino Heritage Parade and Festival	7 Publications	Latino Heritage Parade and Festival	28,219,402	\$6,612.92
Music Under the Dome	2 Publications	Mt. Wilson	107,290	\$86.36
Norton Simon	52 Publications	Norton Simon	249,831,028	\$257,198.70
Day of the Dead Festivities	4 Publications	Old Pasadena	328,127	\$291.86
Great Los Angeles Walk	3 Publications	Old Pasadena	2177408	\$1,748.36
Halloween Spooktacular	5 Publications	Old Pasadena	38,481,293	\$8,912.38
Haunted Pasadena Walking Tour	Southern California Life Online	Old Pasadena	6741	\$1.55
WinePas	15 Publications	Old Pasadena	104,281,174	\$30,161.91
Pasadena Historic District Walking Tour	2 Publications	Old Pasadena	73,589,656	\$16,925.62
Salsa on the Alley	KNBC-TV Online	Old Pasadena	2116026	\$1,703.40
Buster Balloon	2 Publications	One Colorado	107,290	\$86.36
Bob Baker Marionette Theater Show	2 Publications	One Colorado	1,316,302	\$302.74
Soul Scratch	Pasadena Weekly - Online	One Colorado	10344	\$2.38
One Colorado Kids: Beat Buds	L.A. Parent	One Colorado	26966	\$6.20
Pumpkin Decorating 2019	2 Publications	One Colorado	36,821,794	\$8,469.01

# PRESS CLIPPINGS

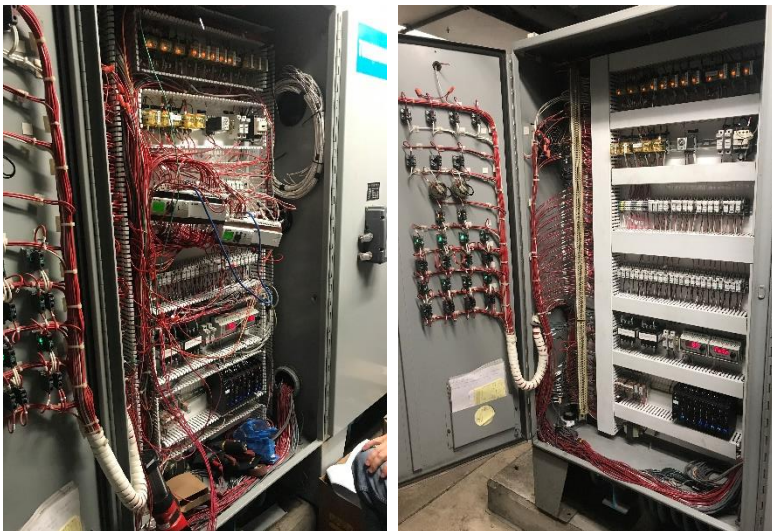
Publications	Article Headlines/ Events	Pasadena Partner Mentions	Circulation	Publicity Value
AbilityFirst Festival of Fall	5 Publications	Pasadena	265838	\$298.45
Greekfest	Pasadena Now	Pasadena	53645	\$43.18
110 Freeway/ Open Street	Pasadena Now	Pasadena	53645	\$43.18
Live Jazz	Pasadena Now	Pasadena Museum of History	53645	\$43.18
Free Exhibition and Family Activities	Pasadena Now	Pasadena Museum of History	53645	\$43.18
Pasadena Now » Pacific Asia Museum to Celebrate Things Filipino   Pasadena California, Hotels,CA Real Estate,Restaurants,City Guide...	Pasadena Now	USC Pacific Asia Museum	53645	\$43.18
Pasadena Now » Vikki Sung Named President of Pasadena Showcase House for the Arts   Pasadena California, Hotels,CA Real Estate,Restaurants,City Guide...	Pasadena Now	Pasadena Showcase House	53645	\$43.18
Los Angeles Children's Chorus Announces 2019-20 Season	Broadway World	Pasadena Symphony and POPs	2115904	\$486.66
Holiday Look In	4 Publications	Pasadena Symphony Association	148,476	\$560.46
Opens 2019-2020	2 Publications	Pasadena Symphony Association	107,290	\$86.36
Shop Small	Pasadena Now	Pasadena	53645	\$43.18
Little Shop of Horrors	Pasadena Now	Pasadena Playhouse	53645	\$43.18
Halloween	Do LA	Playhouse District	38755	\$8.91
25TH Annual Dia De Los Muertos	2 Publications	Playhouse District	132,324	\$84.23
Artwalk	4 Publications	Playhouse District	1,357,059	\$312.11
Healthy Spot	47 Publications	Playhouse District	44,354,829	\$22,633.70
Presidential Candidate Joe Biden	Pasadena Now	Pasadena City College	53645	\$43.18
Pasadena Now » Azulana Announced as Official Sparkling Tequila of The Rose Bowl   Pasadena California, Hotels,CA Real Estate,Restaurants,City Guide...	Pasadena Now	Rose Bowl Stadium	53645	\$43.18
2020 NFLPA Collegiate Bowl		Rose Bowl Stadium	222,407	\$96.42
2019 Gold Cup	True Viral News	Rose Bowl Stadium	9297	\$2.14
21st Annual Wiggle Waggle Walk	Pasadena Now	Rose Bowl Stadium	53645	\$43.18
CraftoberFest	10 Publications	Rose Bowl Stadium	30,077,638	\$9,574.99

# PRESS CLIPPINGS

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
Daydream Festival	59 Publications	Rose Bowl Stadium	190,081,255	\$164,973.62
Flea Market	3 Publications	Rose Bowl Stadium	1,598,817	\$78,243.48
Final Fridays	Red Tricycle	Rose Bowl Stadium	1572434	\$361.66
Masters of Taste	Pasadena Now	Rose Bowl Stadium	53645	\$43.18
Turkey Trot	3 Publications	Rose Bowl Stadium	73,643,301	\$16,968.80
UCLA Football	40 Publications	Rose Bowl Stadium	38,963,805	\$171,969.91
Janis Japlin	Pasadena Now	Rose	53645	\$43.18
RATT	Pasadena Now	Rose	53645	\$43.18
Troop	Pasadena Now	Rose	53645	\$43.18
Rose	4 Publications	Rose	214580	172.72
Craig Shoemaker	Pasadena Now	The Ice House	53645	\$43.18
Rob Schneider	Pasadena Now	The Ice House	53645	\$43.18
Art Fair	Pasadena Now	The Storrier Stearns Japanese Garden	53645	\$43.18
Tournament of Roses	103 Publications	Tournament of Roses	233,129,516	\$200,802.42
Tastes & Sounds Food	8 Publications	South Lake Avenue	30,119,549	\$7,050.86
Pasadena Now » 'The Last Train to London' Tells of Hope in the Darkness   Pasadena California, Hotels,CA Real Estate,Restaurants,City Guide...	Pasadena Now	Vroman's Bookstore	53645	\$43.18
		Total	4,328,877,888	\$2,927,210.93



# ICE SKATING CENTER



Compressor Controller before & after the change over

## Highlights

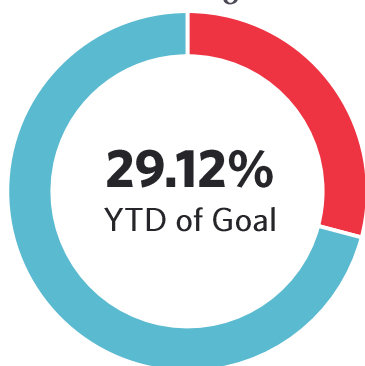
- PISC Replaced the failing compressor controllers, relays, and program. Staff worked with Diversified Thermal automation to replace the parts and install a new program built from scratch for our compressor operation. The new program gives access to better diagnostics and more settings for more efficient operation.

- The annual Pasadena Figure Skating Club (PFSC) competition was held September 12-15 with nearly 400 skaters. Competition event schedule increased 4 hours to accommodate this year's event..
- PISC closed for 4 days of ice maintenance to repaint the white base paint, lay-down new lines and circles and replace the logo too.
- Skating school students and coaches dressed-up for Halloween during their classes the week of Halloween. PISC supplied Halloween treats and goodies for all.
- PISC has 732 registrations for our fall semester group classes – this is the 3<sup>rd</sup> highest fall semester registration over the past 8 years.



Freezing our logo onto the Ice

## Revenue Goal



\$814,000 YTD Revenue  
\$2,795,000 Revenue Goal

## Revenue Goal

	As of October 2018	As of October 2019
Annual Revenue Goal	\$2,786,000	\$2,795,000
YTD Revenue	\$860,000	\$814,000
% of Goal	30.87%	29.12%