



Above: The PCVB celebrate 10 years of the Pasadena Convention Center.



PASADENA
CONVENTION & VISITORS BUREAU

Newsletter
June - July 2019

From the Executive Director

Greetings,

It's been an exciting few months here at the Pasadena Convention & Visitors Bureau. Most recently, we crossed a major milestone with the 10-year anniversary of the convention center. Many of you joined us in celebrating the facility's accomplishments, memorable moments and even created new ones at the intimate reception. We were fortunate to have Don Welsh, President & CEO of Destinations International attend who championed our great work in growing Pasadena's tourism, but also as a wonderful destination to experience. As we look back on 10 amazing years, we want to thank our staff and our partners for 10 years of hard work and record setting numbers.

From one celebration to another, we also said farewell to "The Big Bang Theory" by hosting a free community event in which 700 enthusiastic fans gathered inside the convention center's ballroom to watch the award-winning series finale episode. Since the series called Pasadena home for the past 12 years, it only felt right to partner with the City of Pasadena and Warner Bros. Television to host the event. Caltech, JPL and Innovate Pasadena were great supporters as well with a fun panel with JPL and Caltech scientists.

And lastly, as we approach summer, we are excited to welcome several events, concerts and fun activities everyone can enjoy. Some of those include Eat Drink Vegan (June 22, Rose Bowl Stadium), Aziz Ansari: Road to Nowhere (June 25, Pasadena Civic Auditorium), CatCon (June 29-30, Pasadena Convention Center) and Pasadena Daydream Festival (August 31, Rose Bowl Stadium). You can find more information about these events and others at www.visitpasadena.com or by contacting our Visitors Center at (626) 795-9311.

As always, we appreciate your continued support.

Jeanne O'Grady

Jeanne O'Grady Goldschmidt

Upcoming Convention Center & Civic Auditorium Events

- Jianzhen Opera (June 6-9)
- Eastward Voyage of Jianzhen Opera (June 6-10)
- Celiac Disease Foundation (June 7-8)
- Contemporary Crafts (June 8-10)
- Robo Toy Fest & Brick Boutique (June 9)
- Learn Four Life 2019 (June 12-13)
- Chalk Festival (June 15-16)
- POSSIBLE L.A. Entrepreneurship Summit (June 20-22)
- Aziz Ansari: Road to Nowhere (June 25)
- My Gym Enterprise (June 26 - 27)
- CatCon 2019 (June 26 - July 1)
- Learn 4 Life (July 12)
- Christian Home Educators Association 2019 Conference (July 12-13)
- Service Titan (July 14-16)
- 2019 American Fertility Expo (July 19-20)
- State Bar of California (July 29 - 31)



Featured Story

10-YEAR ANNIVERSARY OF THE PASADENA CONVENTION CENTER

In May, The Pasadena Convention Center embarked on a major milestone when it celebrated 10 years of excellence as a leader in exemplary service and performance to the city of Pasadena, local partners and meeting and event planners. The momentous occasion took place inside the convention center's ballroom, built in 2009, with special guests Don Welsh, President & CEO of Destinations International, Pasadena Mayor Terry Tornek, Pasadena Center Operating Company board members, hotel partners and more. The event coincided with National Travel and Tourism Week, May 5-11, when the tourism industry promotes the importance of travel as it relates to the economy, businesses and personal well-being.

Since its inception in 1973, the Pasadena Convention Center has played an integral role in welcoming domestic and international meetings and events to Pasadena. To effectively accommodate the growing demands of high-level events, in 2009, the convention center underwent a multi-million expansion by adding a 55,000 square foot Exhibition Hall and 25,000 square foot Ballroom adjacent to the historic Pasadena Civic Auditorium. Over the years, the state-of-the-art facility has impressively hosted 4,700 events and 3.7 million attendees across a variety of meeting and events ranging from entertainment, consumer, medical, space exploration and international conferences.

ABOUT

The Pasadena Center Operating Company is a nonprofit corporation 501(c)(4) formed by the City of Pasadena to manage the Pasadena Convention Center, the Pasadena Civic Auditorium, the Pasadena Convention & Visitors Bureau, and the Pasadena Ice Skating Center.

\$61.2m in revenue generated over 10 years for the Convention Center



US TRAVEL generated

\$2.5 trillion

for the US economy in 2018

TRAVEL MATTERS

\$1.1 BILLION

generated in spending by the **PASADENA TRAVEL INDUSTRY**



Celebrating

10 YEARS OF EXCELLENCE
OPENED **2009**

4 million VISITORS IN 10 YEARS
4,700 EVENTS IN 10 YEARS



NATIONAL  **TRAVEL & TOURISM WEEK**



Pasadena travel generated **\$109 MILLION** in STATE and LOCAL tax revenue

15.7 MILLION US JOBS were supported by the travel industry in 2018

1 in 10 US JOBS were supported by the travel industry in 2018

8,900 LOCAL JOBS are supported by Pasadena's travel industry

Travel is an essential contributor to America's workforce, providing an opportunity and a path to prosperity allowing many Americans the flexibility to gain experience, pursue higher education and develop transferable skills.

Dedicated Employees

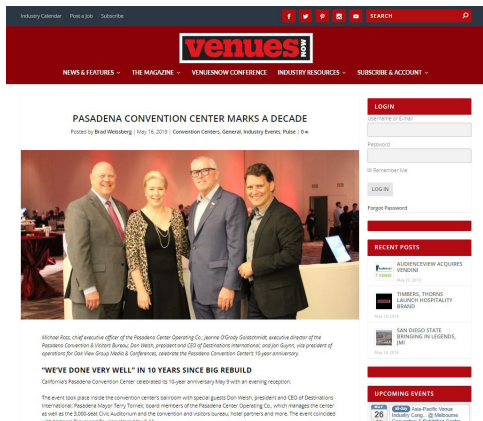


98 current full time employees
21 employees have been with the company for **OVER 10 YEARS**

3.74 /4 **STAR CUSTOMER RATING**
★★★★

www.visitpasadena.com

Statistics based upon Pasadena Center Operating Company customer data and research.



PROMOTING THE DESTINATION

Your CVB at work

The Sales team traveled to four trade shows around the state and country to pitch Pasadena as the perfect Southern California destination for meetings and conventions. Each trade show provides the opportunity to interact with key meeting planners and decision makers.

- MPI Sacramento/Sierra Nevada, Sacramento, CA
- Connect California, Oakland, CA
- CalSAE ELEVATE Annual Conference, Palm Springs, CA
- Helms Briscoe Annual Business Conference, Houston, TX

IN THE NEWS

Media Placements

Pasadena's growing interest as a culinary destination and arts and culture getaway drew the attention of several national and international publications from April to May. The Communications team worked closely with the following outlets on stories set to run this summer:

- The Wall Street Journal
- Architectural Digest
- Planet Ware
- Good Times (Canada)
- WestJet (Canada)
- The Week Portfolio (U.K.)

UNDISCOVERED LOS ANGELES MEDIA ACTIVATION

In April, the Communications team traveled to Brooklyn, New York where they partnered with Discover LA, Visit West Hollywood and Santa Monica Travel & Tourism on a unique "Undiscovered Greater LA" event highlighting each destination. The one-day event welcomed some of New York's biggest print and digital publications, plus influencers to experience why Pasadena is a popular destination to visit.

Featured Story

AMGEN TOUR OF CALIFORNIA

On May 18th, over 10,000 cheering fans gathered at the Rose Bowl to welcome some of the world's most elite professional cyclists as they wrapped up seven stages over seven days through mountain roads, highways and coastlines from Sacramento to Pasadena. The Amgen Tour of California was broadcasted on NBC in the US and in over 200 countries and territories worldwide bringing international exposure to Pasadena.

Winners of the thrilling week-long race were greeted on the main event stage by Pasadena Mayor Terry Tornek and some of the Pasadena Center Operating Company's Board Members including Tyron Hampton, Vice Mayor of Pasadena; Archie C. Purvis, PCOC Executive Vice-Chair; and Paul Little, President of the Pasadena Chamber of Commerce.



16 MILLION
GLOBAL AUDIENCE

My Pasadena

An Insider's Perspective

My role as Senior Sales Manager with the Pasadena Civic Auditorium and Convention Center is to keep the seats full in the civic auditorium, convention center meeting rooms, and to keep the exhibit halls thriving with attendees. There is a very satisfying ripple effect that each graduation, TV show, concert, holiday show, meeting and convention has on our workers, local restaurants, hotels, and parking facilities

Pasadena is a bike friendly destination and riding my bike past some incredible historic homes on the way to work is a great way to start each day. Old Pasadena is convenient for all our attendees. Having it so close to the convention center is a huge selling tool.

For those looking to visit, my wife, Gwen, and I love Old Pasadena's Melting Pot Food Tours. We used it for our 25th anniversary celebration where we brought seven couples from all over LA County though Old Pasadena's culture, architectural history, and amazing local independent restaurants. We sat with different people at each restaurant and we highly recommend it for 2 to 14 people. Europe Bakery is close to the convention center and everything is good there. You pay in advance and leave when you want. Get the egg salad sandwich! Lastly, you have to visit Roma Market. It is in walking distance to our home and it has the best sandwich in town. The owner is Rosario Mazzero who was born in Italy, and he is there before 5am building hundreds of sandwiches on freshly baked bread, with Italian meats, provolone cheese and his special olive oil. It's the best deal in town.

Matt Hourihan
Senior Sales Manager



Pasadena Convention and Visitors Bureau

Jeanne O'Grady Goldschmidt, *Executive Director*
Christine Susa, *Director of Marketing & Communications*
Crystal Williams, *Senior Manager of Marketing & Communications*
Jessica Yeh, *Marketing Specialist*

Pasadena Center Operating Company

Michael Ross, *Chief Executive Officer*

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Blair Salisbury, *El Cholo*
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BIG BANG THEORY SERIES FINALE

Bazinga! On May 16, the Pasadena Convention & Visitors Bureau celebrated the series finale of "The Big Bang Theory" with a free screening of the two-part finale. The pop-culture comedy series called Pasadena it's fictional home for 12 beloved years, with a cast everyone came to like. The free community event was attended by Pasadena Mayor Terry Tornek, 700 Big Bang Theory enthusiasts and included an interactive panel hosted by Bobak Ferdowsi, JPL Systems Engineer, with JPL and Caltech scientists; Varoujan Gorjian, JPL scientist and Caltech alumnus; Jessie Christiansen, Caltech/IPAC staff scientist; and Vandana Desai, Caltech/IPAC astronomer. It was hosted by the Pasadena Convention & Visitors Bureau in collaboration with the City of Pasadena and Warner Bros. Television. A special thank you to Caltech, JPL, and Innovate Pasadena for their support.



**NEW SUMMER/FALL
VISITOR GUIDE OUT
NOW!**

Our Mission

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.

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