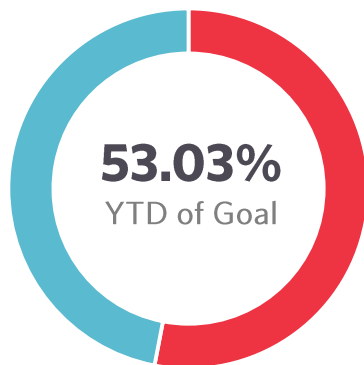


# CVB SALES

## Room Night Goal



24,392 YTD Room Nights Generated  
46,000 Room Night Goal



Debbie at Smart Meetings Southern California - Los Angeles, CA

## Definite Bookings

- 
- 
- 
- Learn Four Life – Overflow
  - 
  -
- My Gym Enterprises
  - 
  -
- Break the Floor Productions
  - 
  -
- 2019 Writer's Digest West
  - October 2019
  - 366 Room Nights
- Golden State Tattoo Expo 2020
  - January 2020
  - 275 Room Nights
- Construction Specifications Institute
  - January 2020
  - 318 Room Nights

## Room & Booking Metrics

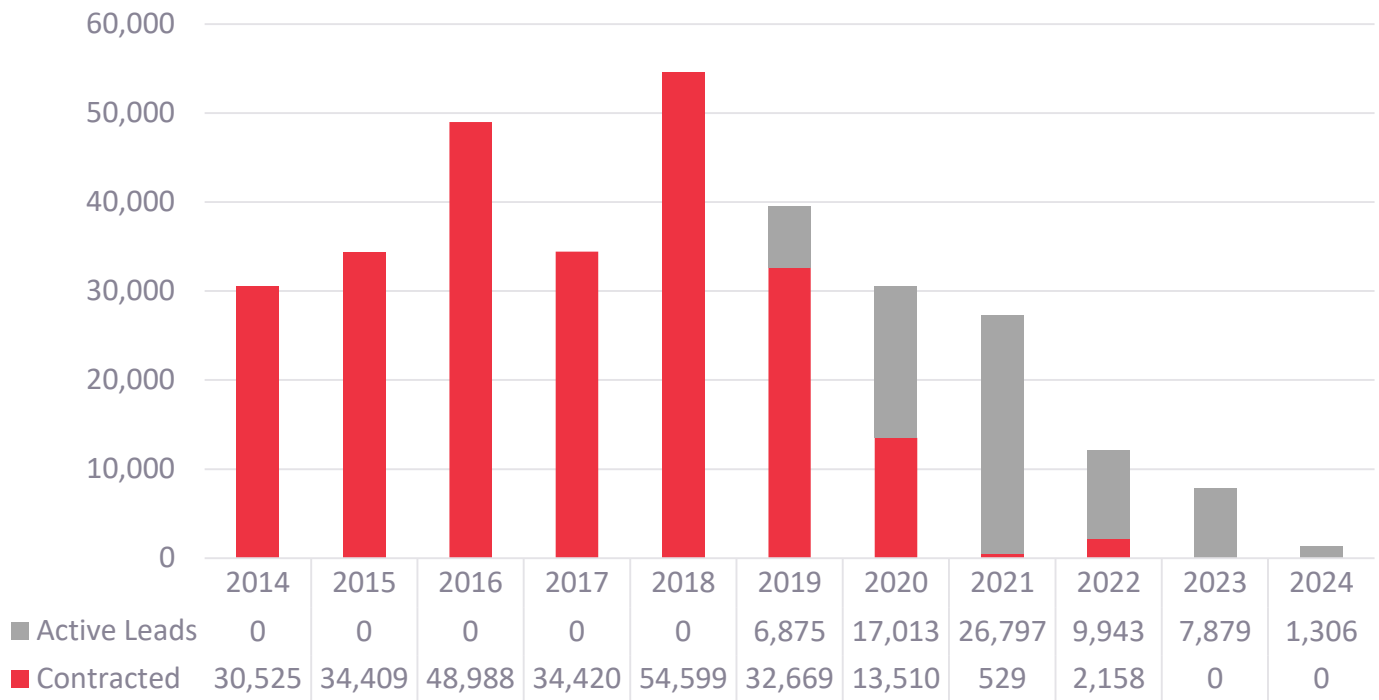
	As of March 2018	As of March 2019
Definite Bookings	26	13
Definite Room Nights	5,336	1,711
YTD Room Nights	22,004	24,392
Room Night Goals	45,100	46,000
% of Goal	48.79%	53.03%

## Generated Leads in January & February

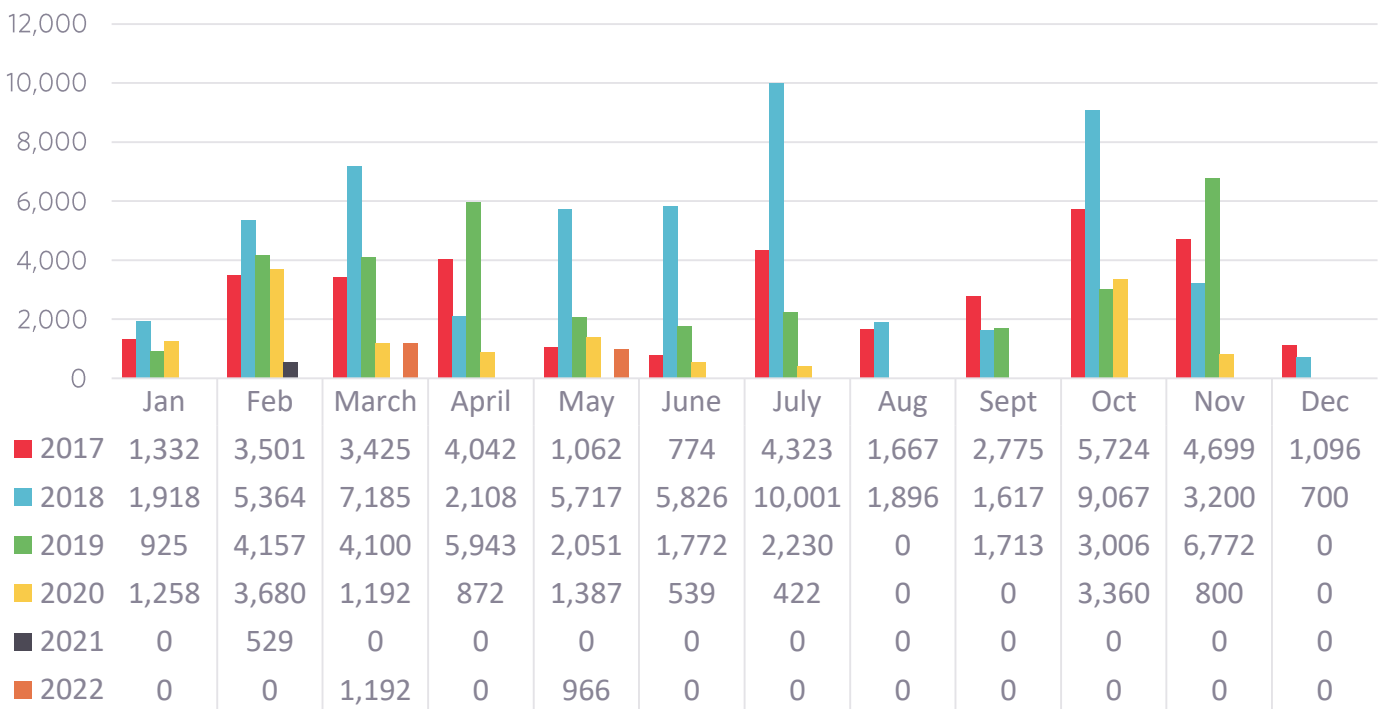
	2019	2020	2021	2022	2023	2024
Leads	34	16	14	3	1	0
Room Nights	4,990	11,100	15,660	1,699	2,360	0

# CVB SALES

Contracted Room Nights & Active Leads 2014 to 2024



Contracted Room Nights 2017 to 2022 by Month



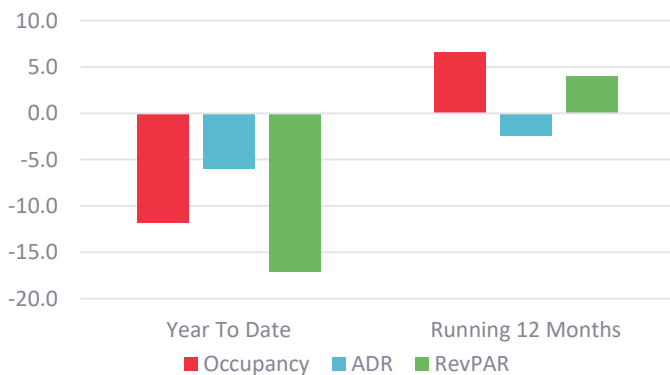
# CVB SALES

## Hotel Trends

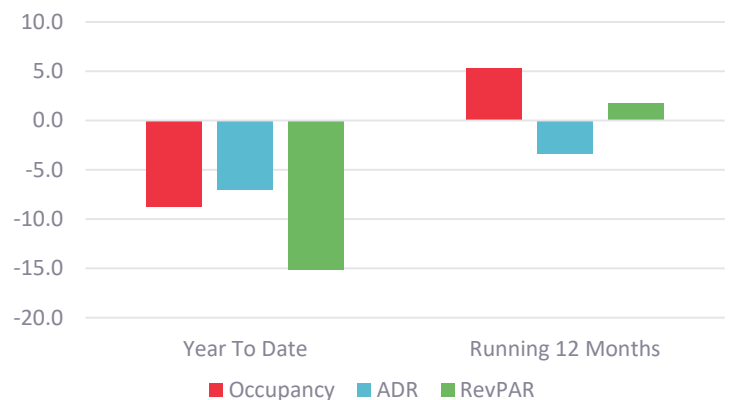
	January 2018	January 2019		February 2018	February 2019
Occupancy	74.7%	65.9%	Occupancy	82%	77.5%
ADR	\$195.39	\$183.69	ADR	\$196.34	\$180.33
RevPAR	\$146.02	\$121.08	RevPAR	\$161.07	\$139.68
Revenue	\$10,465,322	\$9,432,109	Revenue	\$10,481,162	\$9,828,231

## Overall Percent Change

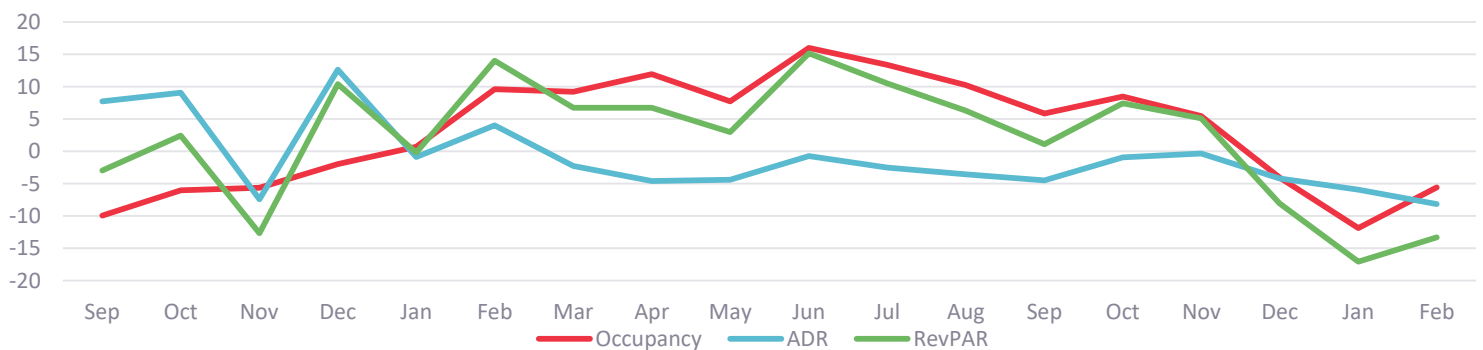
### January 2019



### February 2019



## Monthly Percent Change



# MEETINGS SALES & MARKETING

## Sales Activities



Taylor Fry at  
Destination Showcase

### Trade Shows

- Smart Meetings Northern California – Sacramento, CA
- PCMA – Pittsburgh, PA
- ESPA – Charlotte, NC
- Visit California Outlook Forum – Palos Verdes, CA
- DI Destination Showcase – Washington DC
- (We)CON – Palm Springs, CA
- Smart Meetings Southern California – Los Angeles, CA



### Events

Pasadena CVB hosted a Sacramento based clients at a Sacramento Kings Game on February 4, 2019.

Jeanne Goldschmidt (Executive Director), Erin Van Ark (Sales Manager based on Sacramento) and Hotel partners including Sheraton Pasadena (Kerri Franklin), Hilton Pasadena (Elizabeth Leavelle) and The Westin Pasadena (MaryBeth Moran) attended and entertained the guests during a fun and memorable night.

Guests from the following organizations attended the event:

- CA Self Storage Association
- CA Commission on Peace Officer Standards and Training
- CA Science Teachers Association
- CA Medical Association
- LeadingAge California
- CA Special Districts Association
- Murdoch Walrath & Holmes
- Association Resource Center
- CA Charter Schools Association
- CalSAE
- Advocacy & Management Group
- CA Speech-Language-Hearing Association
- League of CA Cities
- CA Police Chiefs Association
- Association of CA Water Agencies



Kerri (Sheraton), Elizabeth (Hilton), MaryBeth (The Westin)  
with Jeanne and Erin at the Spurs vs Kings game

# CONVENTION CENTER

## Noteworthy Events – January & February

- Quest Productions, Inc.
- Golden State Tattoo Expo
- South Coast Fencing Center
- Rare Books LA
- Association of CA Nurse Leaders
- Groom Expo West 2019
- Virtual Enterprise International
- School Family Media – PTO Today Live Pasadena
- SoCal Retro Gaming Expo
- State Bar of California



Groom Expo West 2019

## Upcoming Events



2019 Bricks LA

### Center Sales

**111**

Events  
Added

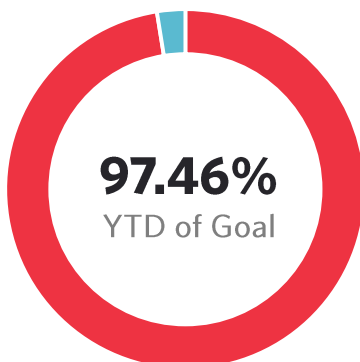
**64**

Contracts  
Written

**13**

Definite  
Bookings

## Revenue Goal



\$2,430,648 YTD Revenue  
\$2,494,000 Revenue Goal

## Revenue Goal

	As of March 2018	As of March 2019
Annual Revenue Goal	\$2,347,000	\$2,494,000
YTD Revenue	\$2,387,435	\$2,430,648
% of Goal	101.72%	97.46%
Contracts Issued Revenue	\$34,535	\$60,835

# CIVIC AUDITORIUM (GOLD ROOM & HALL C)

## Noteworthy Events – January & February

- Toyota Commercial
- United States District Court Naturalization Ceremony
- KPOP Tour: RED VELVET
- America's Got Talent: Auditions
- Live Nation Presents Bill Burr
- City of Pasadena Councilmember Tyron Hampton Movie Screening
- America's Got Talent Season 14



Red Velvet REDMARE

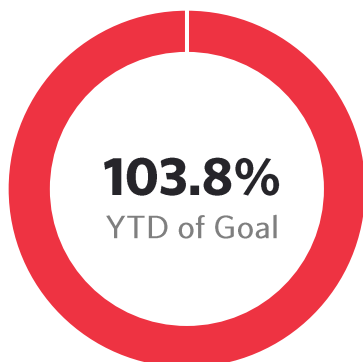
## Upcoming Events

- An Evening with Eckhart Tolle and Marianne Williamson
- King of Rai, Khaled & Friends
- Art Center College of Design Spring Graduation



Bill Burr

## Revenue Goal



\$1,296,000 YTD Revenue  
\$1,249,000 Revenue Goal

## Revenue Goal

	As of March 2018	As of March 2019
Annual Revenue Goal	\$1,018,000	\$1,249,000
YTD Revenue	\$1,362,375	\$1,296,000
% of Goal	133.83%	103.8%
Contracts Issued Revenue	\$25,985	\$65,200

# TOURISM MARKETING

## Marketing Activities



### National Geographic Traveller (UK)

150,000 readership

Visit Pasadena placed an ad in the March National Geographic Traveller (UK) issue. The publication is one of the UK's leading consumer travel publications with a circulation of 58,000 copies each month and a 150,000 readership each issue. The UK is one of Pasadena's top international markets for visitor spending.



### TravMedia International Media Marketplace

Media Pitching

In January, the Communications team attended TravMedia's third annual International Media Marketplace (IMM) where they met with over 50 domestic travel writers to discuss editorial opportunities in print and online publications such as Hemispheres, Elite Traveler, Travel + Leisure, Condé Nast Traveler, GoNomad.com, Los Angeles Times, USA Today and more.



### Advertisements

The Marketing team placed advertisements in the following meetings and leisure publications:

- California Visitors Guide
- Los Angeles Tourism Visitors Map
- Los Angeles Tourism Meeting Planner Guide
- California Travel Guide (Canada)
- Pasadena Chamber of Commerce
- California Meetings and Events
- CVENT

## Earned Media Coverage



More: [New & Renovated, Multimillion-Dollar Renovations](#)

With so much to explore, both inside and outside hotel rooms today, inventive lobbies and creative culinary options make staying on-property more appealing than ever. When guests finally do decide to venture out, they need not go far with so much to explore just outside the door. Following are four new West Coast options.



### Hyatt Place Pasadena

The first Hyatt branded property in the city is just a brisk walk to Pasadena Convention Center and 12 miles from Downtown Los Angeles. Hyatt Place Pasadena features 189 rooms and 3,000 sq. ft. of meeting space with easy access to the Rose Bowl Stadium and various museums, including The Norton Simon Museum (previously known as the Pasadena Art Institute).

## meetings + events

HYATT PLACE PASADENA OFFICIALLY OPENS IN  
DOWNTOWN PASADENA

POSTED JANUARY 21, 2019



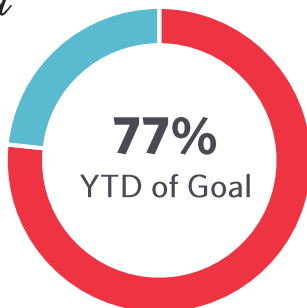
Hyatt Place Pasadena has officially opened across from the Pasadena Convention Center, offering an ideal location and high-end amenities for meeting and event planners.

The 189-room property is the first Hyatt branded hotel and features the Hyatt Place brand's intuitive design, casual atmosphere and enhanced food and beverage offerings. The hotel is led by Ensemble Real Estate Solutions & Investments, and operated by Interstate Hotels & Resorts.

"It's an exciting time for our destination. In addition to recent hotel renovations, the new Hyatt Place adds to the city's flourishing hotel offerings and amenities. The property allows us to attract larger conventions and meetings to the destination," says Jeanne O'Grady Goldschmidt, executive director of the Pasadena Convention & Visitors Bureau. "Hyatt Place's location is ideal for those looking to experience all that the city has to offer, while remaining within reach of Old Pasadena and the convention center."

Hyatt Place Pasadena offers more than 3,000 square feet of flexible, high-tech meeting/function space in addition to free Wi-Fi, a coffee to cocktails bar offering specialty coffee and premium beer, wine and cocktails, as well as a 24-hour fitness center.

Goal



23 earned media placements YTD  
30 earned media

**11**  
Media  
Hosted

**23**  
Earned Media  
Placements

## ShermansTravel

### 6 Budget-Friendly Romantic Destinations in America

by Charu Suri • Feb 11, 2019

#### 2. Pasadena, California

One of the earliest cities to be incorporated in Los Angeles County, Pasadena is renowned for its annual **Tournament of the Roses** on New Year's Day, and you may be familiar with their **Rose Parade**. The city began to grow popular after it became a stop on the **Atchison, Topeka and Santa Fe Railway** at the turn of the 20th century. As a result, more people began to fall in love with the city's charm, and it soon became a not-so-hidden gem. What's more, many movies, including *Father of the Bride* and *Back to the Future* have been filmed here. While you're in town, don't skip out on the **Pasadena in the Movies** bus tour (\$35 per person), which will take you around the city's famed buildings, vistas, and residences that have been featured in film and television. If you're looking for something more romantic, check out the **Langham Pasadena**, which is offering special **packages and promotions** in honor of Valentine's Day — one even includes a hot-air balloon ride and a diamond Tiffany bangle, but it'll cost you a whopping \$100,000. **Rates from \$360 per night.**

# TOURISM MARKETING

## External Relations Meetings

- Visit California Outlook Forum
- Hollywood Burbank Airport
- Amgen Tour of California Marketing Summit
- LATCB 50m visitors announcement
- TravMedia IMM
- Rose Bowl Stadium Marketing Meeting
- Eat Drink Vegan Sponsorship Call
- Arroyo Seco Weekend Sponsorship Call
- Sheraton Pasadena
- Pasadena Athletic Association
- Los Angeles Magazine
- LA Times Food Bowl

## Website and Social

	YTD	Goal	% Goal
VisitPasadena.com			
Unique Visitors	525,394	396k	132%
Page Views	750,506	900k	83%
Social Media Fans	60k	55k	120%
Social Media Impressions	5.9m	5m	204%
Social Media Engagement	91.4k	120k	76%

## Visitors Center

### January & February

Phone Calls	1,882
Walk-Ins	392
Visitor Guide Requests	118

## Website Booking Engine

January & February	2017	2018	YTD
Room Nights	37	35	239
Average Stay	4.3	2.87	4.6
Room Revenue	5,653.37	6,033.41	48867.92
Attraction Tickets	137	150	959
Ticket Revenue	1,848.00	2,350.00	7,164.20



# PRESS CLIPPINGS

Media	
Clips	100
Ad Value	\$2,634,749.52
Impressions	1,526,524,548

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
5 Publications	'Excellence' on display at parade '	37th Annual Black History Parade and Pride Festival	131,907	\$27,418.66
2 Publications	The Glass Menagerie	A Noise Within/The Glass Menagerie	107,290	\$86.36
Pasadena Now	Promise of Hope	Ambassador Auditorium/"Promise of Hope"	53,645	\$43.18
Time Out Los Angeles Online	ArtNight	ArtNight/Various Locations	93,569	\$75.32
Pasadena Now	Lúnasa Performance	Beckman Auditorium/Lúnasa Performance	53,645	\$43.18
22 Publications	Here are the 39 Best Events in Pasadena on Saturday	Calender of Events throughout Pasadena	4,562,522	\$2,120.21
16 Publications	Caltech Presents A Hollow in the Hills, January 18 Through 20	Caltech/JPL/NASA	858,320	\$690.88
Pasadena Now	Research Institute for History of Science and Technology	Caltech/Research Institute for History of Science and Technology	53,645	\$43.18
Pasadena Now	Winter Concert	Caltech/Winter Concert	53,645	\$43.18
3 Publications	Bill Burr	Civic Auditorium/Bill Burr	89,644	\$758.51
3 Publications	Daytime Emmy Pre-Nominations	Civic Auditorium/Daytime Emmys Award Show	1,545,109	\$3,046.45
44 Publications	Red Velvet	Civic Auditorium/Red Velvet	2,11,319,132	\$78,614.01
3 Publications	America's Got Talent: The Champions	Convention Center/America's Got Talent	36,864,457	\$8,509.67
3 Publications	Amgen Tour	Convention Center/Amgen Tour	74,533	\$139.71
42 Publications	Convention Center/Association of California Nurse Leadership	Convention Center/Association of California Nurse Leadership	32,068,508	\$17,343.19
8 Publications	Bricks LA	Convention Center/Bricks LA	27,715,746	\$7,622.18

# PRESS CLIPPINGS

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
2 Publications	Golden State Tattoo Expo	Convention Center/Golden State Tattoo Expo	1,391,592	\$11,558.82
Pasadena Weekly - Online	Groom Expo West	Convention Center/Groom West Expo	35,999	\$617.57
2 Publications	International Make-Up Artist Trade Show (IMATS)	Convention Center/IMATS	3,183,782	\$1,483.04
Convention Scene	LightBox Expo	Convention Center/LightBox Expo	44,624	\$10.26
3 Publications	Los Angeles County Science and Engineering Fair	Convention Center/Los Angeles County Science and Engineering Fair	15,003	\$425.00
1428 Elm	Monsterpalooza	Convention Center/Monsterpalooza	29,536	\$6.79
88 Publications	Pantheon	Convention Center/Pantheon	53,210,481	\$65,866.32
4 Publications	Pasadena Comic Con and Toy Show	Convention Center/Pasadena Comic Con and Toy Show	4,536,122	\$13,164.50
Pasadena Magazine Online	Pasadena Ice Skating Center	Convention Center/Pasadena Ice Skating Center	9,836	\$2.26
86 Publications	Rare Books LA	Convention Center/Rare Books LA	51,261,726	\$121,208.02
Electronic Frontier Foundation	SCaLE 17x	Convention Center/SCaLE 17x	1,181,861	\$271.83
47 Publications	SCMSDC's Minority Business Opportunity Day	Convention Center/SCMSDC's Minority Business Opportunity Day	65,578,570	\$34,932.08
3 Publications	SoCal Retro Gaming Expo 2019	Convention Center/SoCal Retro Gaming Expo	1,904,840	\$438.10
Pasadena Now	Spring Home Show	Convention Center/Spring Home Show	53,645	\$43.18
10 Publications	Virtual Enterprises' Los Angeles Regional Conference and Exhibition	Convention Center/Virtual Enterprises' Los Angeles Regional Conference and Exhibition	6,939,927	\$46,331.02
4 Publications	The Yoga Expo	Convention Center/Yoga Expo	1,329,812	\$336.69
16 Publications	Bone Kettle	Culinary/Bone Kettle	6,668,657	\$35,541.62
21 Publications	Cheeseburger Week	Culinary/Cheeseburger Week	79,161,360	\$21,247.89
3 Publications	Dan Modern Chinse	Culinary/Dan Modern Chinese	6,651,382	\$4,603.99
Hotfrog (AU)	Edwin Mills by Equator	Culinary/Edwin Mills by Equator	952,988	\$219.19
KABC-TV Online	Kaiba Japanese Restaurant	Culinary/Kaiba Japanese Restaurant	5,346,379	\$4,303.84

# PRESS CLIPPINGS

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
ThisWeek Community Newspapers Online	Kitchen United	Culinary/Kitchen United	184,387	\$42.41
2 Publications	Me + Crepe	Culinary/Me + Crepe	67,218	\$14,588.92
SoCalPulse	Meat District Co.	Culinary/Meat District Co.	7,694	\$1.77
5 Publications	National Gourmet Institute for Health and Culinary Arts	Culinary/National Gourmet Institute for Health and Culinary Arts	24,012,374	\$27,580.17
3 Publications	Soh Grill House	Culinary/Soh Grill House	18,815	\$4.33
Pasadena Magazine Online	The Arbour	Culinary/The Arbour	7,396	\$1.70
3 Publications	The Crack Shack	Culinary/The Crack Shack	81,585	\$61,854.69
3 Publications	The Mixx	Culinary/The Mixx	3,237,427	\$1,526.22
thirsty.	The Raymond	Culinary/The Raymond	10,861	\$2.50
18 Publications	True Food Kitchen	Culinary/True Food Kitchen	15,216,532	\$115,347.74
4 Publications	What's trending on Pasadena's food scene?	Culinary/Various Restaurants	6,186,497	\$4,972.27
2 Publications	Descanso Gardens to Debut "Unusual Views", The Third of its Open Call, Juried Competition Shows at the Sturt Haaga Gallery	Descanso Gardens/NightGarden	107,290	\$86.36
Pasadena Now	Magistrate's House	Huntington/Addition of Magistrate's House	53,645	\$43.18
Pasadena Now	Bonsai-a-Thon	Huntington/Bonsai-a-Thon	53,645	\$43.18
2 Publications	F. Marion Crawford	Huntington/F. Marion Crawford	107,290	\$86.36
2 Publications	Enrique Martínez Celaya's Large Outdoor Sculptures	Huntington/Outdoor Sculptures	107,290	\$86.36
4 Publications	Rodarte pays tribute to hollywood's golden age of musical films	Huntington/Rodarte's fall/winter	832,586	\$222.34
9 Publications	Pasadena's First Hyatt Hotel	Hyatt Place/Grand Opening	41,196,427	\$39,733.36
Pasadena Now	Ice House Comedy Clum	Ice House/Performing: Pauly Shore, Alex Reymundo, Jackie Fabulous, Dave Rubin, Craig Robinson, Arsenio Hall, and Lachlan Patterson	375,515	\$301.72
12 Publications	Bean Sprouts Café	Kidspace Children's Museum/Bean Sprouts Café	8,221,062	\$6,061.32
Pasadena Outlook	Kidspace Plans Busy February for Visitors	Kidspace Children's Museum/February Lineup	20,593	\$839.30

# PRESS CLIPPINGS

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
2 Publications	NewsChannel 5 News at 10pm	Langham Huntington/Ammenties	1,782	\$322.00
Pasadena Now	Tea and Gallantry	Langham Huntington/Tea and Gallantry	53,645	\$43.18
10 Publications	'Love Is in the Air,' at The Langham Huntington, Pasadena	Langham Huntington/Valentine's Day	9,540,953	\$84,637.89
KABC-TV Online	Get to know the 5 newest businesses to launch in Pasadena	Launch of 5 new businesses in Pasadena	5,346,379	\$4,303.84
40 Publications	Portrait of a Lady in White	Norton Simon/"Portrait of a Lady in White"	48,156,001	\$109,626.19
Los Angeles Times Online	Unknown Fates	Norton Simon/"Unknown Fates"	23,975,350	\$27,571.65
13 Publications	Helen and Dido Tapestries, Educational Programs, Art Adventure Tour, Unknown Fates Screening and Manet Collection	Norton Simon/Helen and Dido Tapestries, Educational Programs, Art Adventure Tour, Unknown Fates Screening and Manet Collection	1,469,970	\$338.09
7 Publications	Matisse/Odalisque	Norton Simon/Matisse/Odalisque	24,403,885	\$30,834.21
3 Publications	15 things to do in Whittier and the San Gabriel Valley this weekend	Norton Simon/Various Exhibits	451,938	\$207.89
Alhambra Source	BoldPas: A Day of Art & Play in Old Pasadena	Old Pasadena/BoldPas: A Day of Art & Play	57,646	\$13.26
2 Publications	Dine LA	Old Pasadena/Dine LA	107,290	\$86.36
Pasadena Magazine Online	Everson Royce, More Than Your Average Wine Shop	Old Pasadena/Everson Royce	7,396	\$1.70
Only in Your State	This Southern California Arcade With 50 Vintage Games Will Bring Out Your Inner Child	Old Pasadena/Neon Retro Arcade	5,284,047	\$1,215.33
6 Publications	Pasadena Heritage	Old Pasadena/Pasadena Heritage	44,733,810	\$10,319.61
Pasadena Now	Crawl Through the History of Old Pasadena's Pubs	Old Pasadena/Pub Crawl	53,645	\$43.18
4 Publications	Valentine's Day	Old Pasadena/Valentine's Day	140,220	\$449.59
2 Publications	One Colorado Heart Strings	One Colorado/Valentines Day	80,611	\$49.38
Broadway World	Parson's Nose Theater Presents The Servant of Two Masters	Parson's Nose Theater/The Servant of Two Masters	2,115,904	\$486.66
2 Publications	Lunafest	Pasadena Central Library/Lunafest	711,796	\$194.55
Los Angeles Times Online	Craftsman Weekend	Pasadena Heritage/Craftsman Weekend	23,975,350	\$27,571.65
5 Publications	Walking Tours Schedule	Pasadena Heritage/Walking Tours Schedule	218,509	\$173.62
PRLog	"2 Wrongs" is an Official Selection of the Pasadena International Film Festival	Pasadena International Film Festival /"2 Wrongs"	3,433,513	\$789.71

# PRESS CLIPPINGS

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
63 Publications	Dark Specter 2	Pasadena International Film Festival/"Dark Specter 2"	4,538,919	\$30,865.85
2 Publications	Sixth Annual Pasadena International Film Festival Is Here	Pasadena International Film Festival/Various Films	107,290	\$86.36
2 Publications	Pasadena Museum of History Announces Extended Run for Landmark Fine Art Exhibit Something Revealed	Pasadena Museum of History/"Something Revealed"	107,290	\$86.36
4 Publications	Symphony/POPS Baton to Talk Tunes with Rotarians	Pasadena Symphony Pops	214,580	\$172.72
Pasadena Outlook	Pasadena Symphony Plays 'Baroque Masters' Jan. 26	Pasadena Symphony/Baroque Masters	20,593	\$251.90
3 Publications	Pasadena Playhouse block party Returns In June and Ragtime	Playhouse District/Playhouse Block Party/Ragtime	2,223,194	\$574.02
Pasadena Independent - Online	The Historical Pasadena Landmark That Gives Back	Playhouse District/Vroman's Bookstore	3,929	\$0.90
33 Publications	BTS Tour	Rose Bowl Stadium/BTS Tour	21,239,689	\$16,510.87
43 Publications	NFLPA Collegiate Bowl	Rose Bowl Stadium/NFLPA Collegiate Bowl	14,657,705	\$7,590.42
3 Publications	Rose Bowl to Host 'Party of the Century' in April 2020	Rose Bowl Stadium/Party of the Century	127,883	\$690.26
79 Publications	Pasadena Half Marathon and 5k Silk 7K Run	Rose Bowl Stadium/Pasadena Half Marathon and 5k and Silk 7K Run	61,030,458	\$28,011.00
Pasadena Now	Pasadena Now » Ramen Institution Coming to South Lake Avenue   Pasadena California, Hotels,CA Real Estate,Restaurants,City Guide...	South Lake Avenue/Ramen Institution	53,645	\$43.18
Hyperallergic	Rediscover One of the First Artists Who Choreographed Dance for Film	The Amory Center of Art	687,032	\$553.06
2 Publications	Pasadena Bead and Design Show	The Hilton/Pasadena Bead and Design Show	110,413	\$88.88
Pasadena Now	Celebrate the Year of the Pig with Colorful, Two-Day Festival This Weekend	The Huntington/Chinese New Year	53,645	\$43.18
10 Publications	Tourism in Pasadena	Tourism	48,304,704	\$206,102.13
613	Rose Parade/Rose Bowl Game	Tournament of Roses	684,612,868	\$1,183,498.63
Pasadena Now	USC Pacific Asia Museum Will Hold Lunar New Year Festival Rain or Shine	USC Pacific Asia Museum/Lunar New Year Festival	53,645	\$43.18
2 Publications	8 DAYS 02.21.19 - Pasadena Weekly	Various Events	66,857	\$979.86
Atlanta Magazine	Museums	Various Pasadena Museums	70,133	\$76,641.14
		<b>TOTAL</b>	<b>1,526,524,548</b>	<b>\$2,634,749.52</b>

# ICE SKATING CENTER

## Highlights

NASA – JPL tested two robot prototypes at PISC. These robots will use lasers to map lava tubes and caves on the Moon and Mars that will provide a natural and safe habitat for astronauts in the next decade. They needed a white, reflective, icy surface (similar to the Moon) to test the mobility and laser accuracy of the robots. They plan to return for more testing in the future.



PISC new brand Zamboni machine was delivered on January 28. Zamboni staff were on hand to train PISC crew on operation of the new Level Ice, Fast Ice, and Zamboni Connect features. Within 24 hours, many customers (hockey, figure skating, curling, and public skaters) began to comment on our greatly improved ice quality.

Public sessions were busy after the holidays – especially on evenings and weekends. Fundraisers, field trips, and birthday parties also continued to be very strong this month.

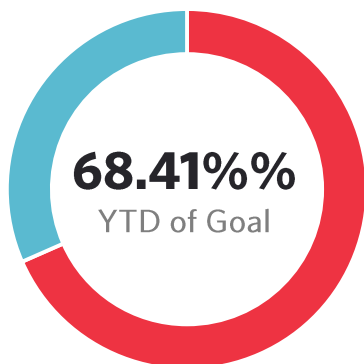
The Hollywood Curling club has started a longer spring season until June this year. Besides their weekly curling session, they continue to book several private company curling events that they hosted at PISC. They love our location, clean facility, and friendly staff.

PISC and the Pasadena Figure Skating Club joined efforts to promote National Ice Skating Month. The Pasadena Figure Skating Club presented skating exhibitions during three public session ice cuts on January 21 during the Martin Luther King school holiday including a variety of ages and ability levels and proving there is truly something for everyone at the PISC rink. In addition, the PFS club also had giveaway items and held a bake sale to help sponsor several of their skaters.

PISC five-week beginner classes started after the holidays with over 150 new beginner skaters. This gave us a total of over 830 skaters for this year's winter group class semester – which is usually PISC largest group class semester of the year.

La Canada High School hockey team began their 5<sup>th</sup> season of practice (Feb – May) at PISC.

## Revenue Goal



\$1,906,000 YTD Revenue  
\$2,786,000 Revenue Goal

## Revenue Goal

	As of March 2018	As of March 2019
Annual Revenue Goal	\$2,733,000	\$2,786,000
YTD Revenue	\$1,788,000	\$1,906,000
% of Goal	65.42%	68.41%