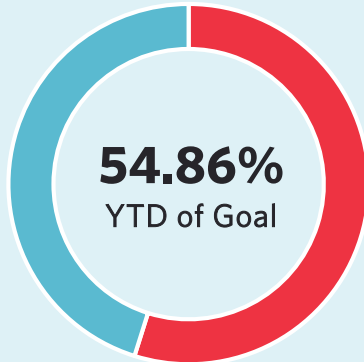


BOARD OF DIRECTORS REPORT HIGHLIGHTS



CVB

Room Night Goal



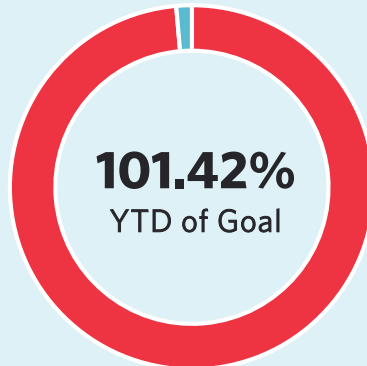
26,336 YTD Room Nights Generated
48,000 Room Night Goal

Room & Booking Metrics

	As of December 2018	As of December 2019
Definite Bookings	24	16
Definite Room Nights	9,972	10,543
YTD Room Nights	22,681	26,336
Room Night Goals	46,000	48,000
% of Goal	49.31%	54.86%

CONVENTION CENTER

Revenue Goal



\$2,596,288 YTD Revenue
\$2,560,000 Revenue Goal

Revenue Goal

	As of December 2018	As of December 2019
Annual Revenue Goal	\$2,494,000	\$2,560,000
YTD Revenue	\$2,327,638	\$2,596,288
% of Goal	93.33%	101.42%
Contracts Issued Revenue	\$115,042	\$89,790

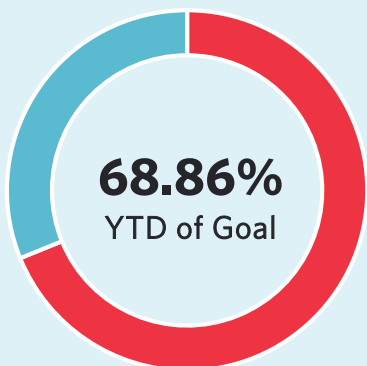
69
Events
Added

52
Contracts
Written

10
Definite
Bookings

CIVIC AUDITORIUM

Revenue Goal



\$867,610 YTD Revenue
\$1,260,000 Revenue Goal

Revenue Goal

	As of December 2018	As of December 2019
Annual Revenue Goal	\$1,249,000	\$1,260,000
YTD Revenue	\$985,487	\$867,610
% of Goal	78.9%	68.86%
Contracts Issued Revenue	\$75,500	\$288,850

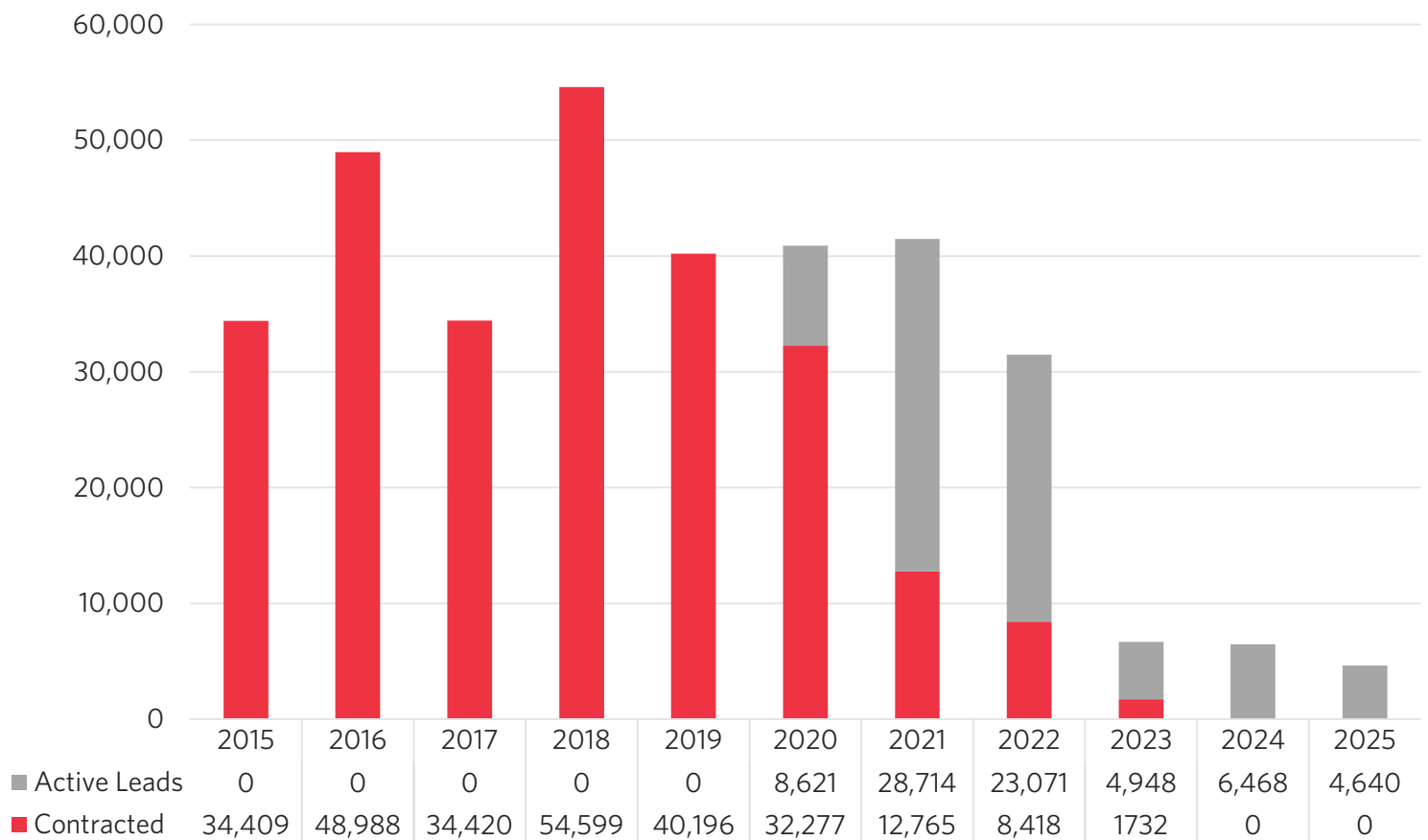


Hotel Trends

	Nov 2018	Nov 2019
Occupancy	78.2%	77.3%
ADR	\$187.41	\$188.58
RevPAR	\$146.49	\$145.70
Revenue	\$10,213,458	\$11,124,353

	Dec 2018	Dec 2019
Occupancy	68.9%	74.8%
ADR	\$189.63	\$188.26
RevPAR	\$130.70	\$140.84
Revenue	\$10,181,971	\$11,111,741

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





Sales Activities



Breeder's Cup Client Appreciation Event - Santa Anita Race Track (Nov 2)

Breeder's Cup

Client Appreciation Event

To celebrate the return of Breeders' cup to Santa Anita Park, the CVB Sales team entertained a group of partners and clients at the annual world championship horse races.

Tradeshows

- Smart Meetings National (Nov 3-5) Estes Park Colorado
- IAEE Expo! Expo! - (Dec 3-5) Las Vegas
- CalSAE Seasonal Spectacular - (Dec 16-17) Sacramento
- Holiday Showcase - (Dec 17) Chicago



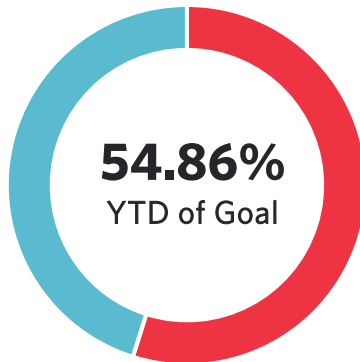
CalSAE Spectacular with hotel partners - Sacramento (Dec 16)



Holiday Showcase - Chicago (Dec 17)



Room Night Goal



26,336 YTD Room Nights Generated
48,000 Room Night Goal



Definite Bookings

- The National Academy of TV Arts & Sciences Daytime Emmys
June 2020 | 174 Room Nights
- LightBox Expo 2020
September 2020 | 2,740 Room Nights
- ReNew Health Group Conference & Anniversary Party
July 2020 | 205 Room Nights
- 33rd Annual Great Minds in STEM 2021
October 2021 | 3,015 Room Nights
- AeroMat 2022
March 2022 | 682 Room Nights
- 2022 Health Care Systems Research Network Annual Conference
April 2022 | 867 Room Nights
- Pilates Method Alliance Annual Meeting
October 2023 | 1,732 Room Nights

Room & Booking Metrics

	As of December 2018	As of December 2019
Definite Bookings	24	16
Definite Room Nights	9,972	10,543
YTD Room Nights	22,681	26,336
Room Night Goals	46,000	48,000
% of Goal	49.31%	54.86%

Generated Leads in November & December

	2019	2020	2021	2022	2023	2024	2025
Leads	0	40	20	3	1	1	0
Room Nights	0	6,954	16,612	3,577	1,420	2,300	0



Upcoming Events

- Hybrid Electric Vehicle Technologies Symposium
- Spray Foam Show 2020
- Gym Jam Heart of a Champion Invitational
- Golden State Tattoo Expo
- Groom Expo West 2020
- Southern California Kindergarten Conference 2020

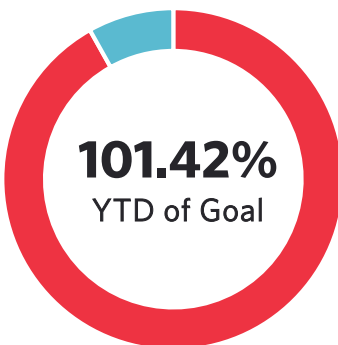


51ST NAACP Image Awards 2020



Golden State Tattoo Expo 2019

Revenue Goal



\$2,596,288 YTD Revenue
\$2,560,000 Revenue Goal

Center Sales

69

Events
Added

52

Contracts
Written

10

Definite
Bookings

Revenue Goal

	As of December 2018	As of December 2019
Annual Revenue Goal	\$2,494,000	\$2,560,000
YTD Revenue	\$2,327,638	\$2,596,288
% of Goal	93.33%	101.42%
Contracts Issued Revenue	\$115,042	\$89,790



Noteworthy Events – November & December

- Penny Dreadful: City of Angels Film Shoot
- Xiang Yue Shi Nian
- United States District Court Naturalization Ceremony
- Armenian Russian Television Network
- Moscow Ballet's Great Russian Nutcracker
- Snow White Christmas 2.0 (11 Performances)



Moscow Ballet's Great Russian Nutcracker (Dec 4, 2019)

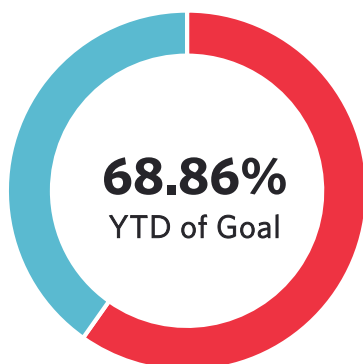
Upcoming Events

- New U Life
- NAACP Image Awards
- Americas Got Talent Live Auditions



Snow White Christmas (Dec 7 - 23, 2019)

Revenue Goal



\$867,610 YTD Revenue
\$1,260,000 Revenue Goal

Revenue Goal

	As of December 2018	As of December 2019
Annual Revenue Goal	\$1,249,000	\$1,260,000
YTD Revenue	\$985,487	\$867,610
% of Goal	78.9%	68.86%
Contracts Issued Revenue	\$75,500	\$288,850

CONVENTION CENTER OPERATIONS



Events

	Number of Events	Attendance
November	31	38,776
December	20	22,229
January	21	22,000 (forecast)
February	18	26,060 (forecast)

Noteworthy Events

- California Library Association
- 2019 Stitches SoCal
- Innovative Methods with AI
- Service Titan Holiday Party
- In N Out Holiday Party
- Walt Disney Presents
- Lythgoe Family Panto - Snow White Christmas
- Bricks LA



2019 Stitches SoCal (Nov 17, 2019)



Innovative Methods with AI (Dec 5)

Surveys & Accolades

3.88

Out of 4.0

Overall Score

2nd Quarter

Response Rate: 30%

Employee Recognition

"Stephen is an excellent Event Manager. Not only is he very professional but he is very kind and attentive to his clients/ customers. His patient, "can do" demeanor is an asset to the Pasadena Convention Center." - Decisions Won Research Project

"You make an amazing team, who this year once again did a tremendous job pulling together a thrilling and unforgettable experience for our guests, and the smoothest process yet getting us here. Your style and grace are so appreciated your camaraderie and teamwork are unparalleled, your creativity, talent, skill, and expertise speak for themselves in the quality of the work." - IN N Out Holiday Party



Marketing Activities



Pasadena Visitors Hotline

Community Engagement

To assist visitors attending the Rose Parade and Rose Bowl Game, the Pasadena Convention and Visitors Bureau offered a toll-free visitor hotline (877-793- 9911) from December 11th – Wednesday, December 31st.

The 36th Annual Visitor Hotline was featured on NBC 4 News, ABC 7 News, NBC Los Angeles, Pasadena Star-News, Pasadena Now, KNX 1070 AM, Pasadena Independent, Pasadena Journal, Phoenix Satellite TX, Sinovision and FOX 47 in Wisconsin.



Small Business Saturday

Community Engagement

The City of Pasadena and Visit Pasadena celebrated Small Business Saturday in November to encourage people to shop local during the holiday season. The “Shop Pasadena” campaign 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 serves 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.

The campaign received media coverage by KCBS/KCAL. On social media, the effort reached 23,248 people with 34,831 impressions.



Marketing Activities



National Plan for Vacation Day

Media Fam

As part of National Plan for Vacation Day on January 28th, the Pasadena Convention & Visitors Bureau partnered with award-winning travel and TV host Jeanette Ceja of Jet Set with Jeannette to encourage locals and visitors to use their unused vacation days in 2020. The bilingual video, English and Spanish, highlights major Pasadena tourism locations.



Tournament of Roses Sip and Savor

Brand Activation

The Pasadena CVB hosted a booth at the second Tournament of Roses Sip and Savor. The booth offered the opportunity for visitors to purchase exclusive Pasadena merchandise, snap selfie photos, and ask questions about the destination and New Year's activities.



Canadian Culinary Road Trip

Media Fam

As Pasadena's culinary scene continues to attract national recognition, Visit Pasadena's Communications team elevated the city's diverse restaurants by partnering with Visit California to host a group of Canadian food writers and influencers from Vancouver, Ottawa and Toronto. The intimate media fam incorporated experiences at Union Pasadena, The Raymond 1886 and The Arbour for a cooking class with Chef Ian Gresik.



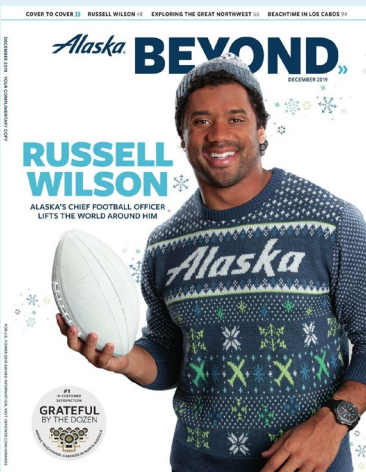
Marketing Activities



"Rose-Colored Glasses"

Connect Meetings Fall 2019

As a result of working with journalist, Kelly Russell, the Communications team secured coverage in for Pasadena in Connect Association Magazine. The coverage also appeared online under the title, "Pasadena, California, Exudes Sophistication and Innovation." For the complete article, turn to page 11.



"Pasadena Comes Up Roses"

Alaska Airlines

As a result of working with journalist, Barbara Beckley, the Communications team secured two pages of coverage in the Alaska Airlines inflight Magazine, *Alaska Beyond*, in December 2019. For the complete article, turn to page 12.

Goal



44 earned media placements YTD
30 earned media

6
Media
Hosted

44
Earned Media
Placements

4
Partner Media
Assists



The Influential 50

Pasadena Magazine

Michael Ross and Jeanne Goldschmidt are featured in Pasadena Magazine's top influential people.



Media Coverage

Connect ASSOCIATION

Fall 2019

Rose-Colored Glasses

As Pasadena Convention Center celebrates its first decade, we look at what's made the destination a popular choice for events.

BY KELLY RUSSELL

Jeanne O'Grady Goldschmidt, executive director of the Pasadena Convention & Visitors Center, moved from the East Coast to Los Angeles eight years ago. She gravitated to the city of Pasadena, 10 miles from downtown Los Angeles, for its charm and cosmopolitan feel. Goldschmidt describes Pasadena as a "sophisticated city full of culture that's also lush and green with beautiful mountain views."

PCC is a complex with the perfect blend of the old and new with four buildings for events, including the historic 2,997-seat Pasadena Civic Auditorium that opened in 1932. The auditorium hosts Broadway musicals, ballets, symphonies, the Emmy Awards, People's Choice Awards, "American Idol" and "So You Think You Can Dance." Built in 2009, the convention center's 25,000-sq.-ft. ballroom and 55,000-sq.-ft. hall celebrated 10 years of excellence in May.



FULL STEAM AHEAD

Pasadena is the gathering place for innovations in science, technology, engineering, art and mathematics. Sunset Magazine voted the city one of the world's most innovative cities of the West. In 2018, the convention center hosted 322 events with more than 420,000 attendees.

- > Committee on Space Research International Assembly, 2,500 attendees
- > International Microelectronics Assembly and Packaging, 1,500 attendees
- > Great Minds in STEM, 3,000 attendees
- > CA Science Teachers Association, 1,800 attendees
- > Alta Med Health Services Corporation, 2,800 attendees
- > In & Out, 1,300 attendees
- > Mary Kay, 1,400 attendees

WHEN TO VISIT

For the best rates, Goldschmidt suggests meeting in Pasadena in mid-to-late-August; after

school starts. Or, plan a gathering around one of the city's upcoming events.

- > Breeders' Cup - Nov. 1-2, 2019
- > Craftsman Weekend - Nov. 1-3, 2019
- > Pasadena Daydream - Aug. 31, 2019
- > Rose Parade and Rose Bowl Game - Jan. 1, 2020

WHERE TO STAY

Within the last year and a half, \$150 million was spent in renovations on Pasadena's four primary hotels, and the Hyatt Place is brand-new—proving the city's commitment to meetings.

- > Hilton Pasadena
- > The Westin Pasadena
- > Sheraton Pasadena
- > The Langham Huntington, Pasadena
- > Hyatt Place Pasadena

WHERE TO EAT

Pasadena is a foodie's dream. "There are more restaurants in Pasadena per capita than New York City!" Goldschmidt says. Hot, new restaurants are easily walkable from the convention center.

- > The Arbour
- > Maestro
- > Entre Nous
- > Dan Modern Chinese
- > The Crack Shack

WHAT TO DO

Pasadena is a dynamic city with many activities to keep individuals, couples, groups and families entertained.

- > Visit the historic Rose Bowl Stadium, which conducts myriad events throughout the year.
- > Take an architecture tour at The Gamble House.
- > Enjoy a free evening of art, music and entertainment at ArtNight.
- > Luxuriate at the Chuan Spa at The Langham Resort.
- > Take a walking food tour with the Melting Pot.
- > Take your youngsters to the popular KidSpace Children's Museum.





Media Coverage

Alaska Beyond

Alaska Airlines Magazine

» HERE & NOW
CALIFORNIA



PASADENA COMES UP ROSES

By Barbara Beckley

» **I can smell the roses.** Many of them are woven into the parade floats that are passing in front of me. The one passing now features a giant, friendly-looking sea monster.

"Look at the head!" I enthuse. The head, neck, eyes and ears are in motion, as is the swaying serpent body. And the smoke blowing from the nostrils is about the only part of the float that isn't covered in flowers and foliage and fruits—by rule, every float in the parade is covered with natural materials. The sky above this spectacle is blue, and there's a clear view on this beautiful morning to the surrounding foothills—which provide a glorious backdrop as the animated creature rolls by. I thrill to its floral beauty even as I peer behind it, searching for the next float, or marching band, or equestrian unit to come up the street. It's New Year's Day in Pasadena!

I'm sitting in bleachers set up for the event on Colorado Boulevard, along with my family and thousands of other visitors who have come from near and far to watch the Rose Parade at the Pasadena Tournament of Roses. In the early afternoon, we'll join other fans at Rose Bowl Stadium to watch the Rose Bowl Game, nicknamed "The Granddaddy of Them All." This contest was the nation's first collegiate postseason football game. In 1927, it became

the first transcontinental radio broadcast of a sporting event; in 1952, it was the first national telecast of a college football game.

The Rose Parade debuted in 1890, originally conceived of as a marketing strategy to attract East Coasters to sunny Pasadena. It has since grown into an event that transcends anything its planners could have foreseen. Today, the Rose Parade and Rose Bowl Game make Pasadena the center of the nation's attention on New Year's Day. In 2019, about 700,000 people lined the parade route; 37 million watched the parade on TV; and 91,900 fans attended the Rose Bowl Game, according to the Tournament of Roses Association.

Yet the excitement of Pasadena's rosiest season isn't confined to New Year's Day. Events begin in October, with announcements of the Rose Parade Grand Marshal (or marshals), the Rose Parade Theme (it's "The Power of Hope" for 2020), and the selection and naming of the Rose Queen and Court. I remember the latter well. I once tried out with 700 other women and was fortunate to be chosen as one of seven Royal Court members. I rode in the parade and am proud to be forever a part of the Tournament of Roses family. My friends still call me "the Rose Princess."

» **Clockwise from left:** A 2018 sea serpent float with the theme "Books Bring Dreams to Life"; a 2019 float with the Rose Queen and Court; and the 2019 Rose Bowl Game, which featured the University of Washington Huskies and The Ohio State University Buckeyes.

CLOCKWISE FROM TOP LEFT: PASADENA TOURNAMENT OF ROSES; MEGANNEWS GROUP / TORRANCE DAILY PRESS; VIA GETTY IMAGES; XINHUA NEWS AGENCY / GETTY IMAGES



Media Coverage

» HERE & NOW CALIFORNIA

By mid-December, the city is buzzing with Tournament of Roses fervor. White vehicles with the event's official logo can be seen all over town, carrying parade and game officials to events and functions. The drivers are part of the Tournament of Roses Association's more than 900 volunteer members (nicknamed "white suiters" because they wear white suits on the parade day) who make the parade and tournament activities run smoothly.

As the big day nears, the exhilaration is palpable. Visitors and locals fill restaurants and hotels, chatting together about the upcoming parade and game. Smitty's Grill is one of my go-to spots at this time of year. The stylish restaurant on South Lake Avenue, in one of Pasadena's popular dining and shopping areas, is always filled with enthusiastic holiday merrymakers. I also love to sip a cocktail in The Tap Room, a wood-paneled lounge inside The Langham Huntington, Pasadena. Opened in 1914, The Langham is the grande dame of hotels in the city and one of the favorite accommodations and gathering places for many Rose Parade and Rose Bowl Game dignitaries.

In-town events before, during and after the parade and game add to the fun. You can buy tickets in advance—and often at the door—for the following popular activities:

- **Tournament of Roses Sip & Savor** (Dec. 28–30): Held outside Rose Bowl Stadium, this event features food, wine and craft beer from SoCal's top purveyors; live music onstage; and roving entertainment groups.

- **Float Decorating Places viewing opportunities** (Dec. 28–31): Get a close-up look at dozens of floats being decorated at the Rosemont Pavilion near Rose Bowl Stadium—a building where decorators work throughout the year on floats for the parade.

- **Bandfest** (Dec. 29–30): Head to Robinson Stadium at Pasadena City College to enjoy preparade shows by marching bands that have been selected from across the country and around the world to perform in the parade.

- **Equestfest** (Dec. 29): At the Los Angeles Equestrian Center located in Burbank, near Pasadena, meet the horses and riders of the equestrian units that will participate in the parade. Horses and riders perform drills, trick riding and more. Walk through the stables and enjoy food, drink, vendors and live music.

- **Rose Bowl Bash** (Dec. 31): Celebrate college football with the Rose Bowl Game

teams' bands and cheer squads. Held at The Bloc Plaza in downtown Los Angeles, this event features family-friendly games, DJs, a beer garden, Rose Bowl merchandise and more.

- **Rose Bowl Hall of Fame Induction Ceremony** (Dec. 31):

Outside Rose Bowl Stadium, meet some Rose Bowl Game greats, enjoy lunch, and listen to a Q&A session with this year's inductees. ❄️❄️❄️

Longtime local resident Barbara Beckley writes from the Pasadena area.



MORE ROSY ACTIVITIES

The following traditions are also beloved by locals and open to visitors.

- **Volunteer to decorate a float** (through Dec. 31): Check event websites and contact float builders directly—they are always looking for "petal pushers," even the day before the parade.

- **Camp along the parade route** (Dec. 31): The sidewalks of Colorado Boulevard open to campers at noon the day before

the parade, and the city of Pasadena welcomes camping along this parade thoroughfare. Many visitors and locals make it an annual tradition.

- **Drive down the parade route on New Year's Eve** (Dec. 31): Colorado Boulevard doesn't close to traffic until 10 p.m. on Dec. 31. Join the throngs cheering and waving from their cars and from the curb. The Pasadena Police Department and additional law-enforcement agencies have a strong presence and experience at keeping the party safe and under control.

- **Enjoy a showcase of floats post-parade** (Jan. 1–2, 2020): Don't forget the after-party! Take a close look at the design and workmanship of the floats as you walk within feet of each one lined up along Sierra Madre and Washington boulevards at the end of the parade route.

- **Explore the Rose Bowl Flea Market** (year-round): One of the world's biggest flea markets, with 2,500 vendors selling new and antique everything, is held the second Sunday of every month at Rose Bowl Stadium. —B.B.



External Relations Meetings

- Courtyard Marriott Holiday Mixer
- Innovate Marketing Group
- USC Pacific Asia Museum
- Pasadena Magazine
- Pasadena Now
- Pie N Burger
- Coffee and Plants
- Cha Redefined



USC Pacific Asia Museum

Partner Relations

The Marketing Team supported the USC Pacific Asia Museum by attending the media preview of Brazilian-American painter, Oscar Oiwa's exhibition, Dreams of a Sleeping World.

Website and Social

VisitPasadena.com	YTD	Goal	% Goal
Unique Visitors	423,250	396k	107%
Page Views	770,820	900k	86%
Social Media Fans	35,327	65k	54%

Visitors Center

November & December

Phone Calls	1,807
Walk-Ins	505
Visitor Guide Requests	170

Website Booking Engine

November & December	2018	2019	YTD
Room Nights	25	17	114
Average Stay	5.65	6.17	4.29
Room Revenue	7,385	4,677	21,110
Attraction Tickets	169	188	733
Ticket Revenue	3,129	2,706	11,493



Media	
Clips	96
Ad Value	\$3,305,000
Impressions	1,749,947,000

Article/Events	Publication	Pasadena Partner Mentions	Circulation	Publicity Value
Centerplate/ Union Station hosts 49th Thanksgiving	7 Publications	Convention Center	266,432	\$1,126.99
How the Pasadena Convention Center Attracts People to the City	Pasadena Magazine Online	Visit Pasadena	7396	\$1.70
Need info about the 2020 Rose Parade and Rose Bowl? Call this number	San Gabriel Valley Tribune Online	Visit Pasadena/ Visitor Hotline	189350	\$87.10
AGT	8 Publications	Civic Auditorium	66,697,585	\$53,000.88
Daytime Emmy's	2 Publications	Civic Auditorium	2,169,549	\$529.84
Grammy Lifetime Honorees	127 Publications	Civic Auditorium	183,232,998	\$173,848.47
Residents Sale	2 Publications	Civic Auditorium	77,510	\$17.82
Snow White Christmas	6 Publications	Civic Auditorium	2,413,348	\$87,461.33
The Nutcracker	82 Publications	Civic Auditorium	2,722,693,809	\$720,457.12
Craftsman Weekend	4 Publications	Convention Center	473,607	\$8,411.03
HistoryCon	12 Publication	Convention Center	14,171,201	\$10,049.81
Holiday Hotline	3 publications	Convention Center	160,935	\$129.54
International Travel Trade & Consumer Expo	3 publications	Convention Center	183,450	\$42.18
LA County Women's Leadership Conference	Do LA	Convention Center	38755	\$8.91
Live on Green	5 Publications	Convention Center	10,714,299	\$39,347.63
Nailpro	Nailpro Online	Convention Center	45,240	\$10.41
Research Methods and Data Science (RMDS)	Xinhuanet (EN)	Convention Center	711,416	\$163.63
Setting the Table— The World of Conversation	Whittier Daily News	Convention Center	14367	\$41,452.43
Star Wars: The Rise of Skywalker	204 Publications	Convention Center	104,281,021	\$78,538.92
The Contemporary Crafts Market	Pasadena Now	Convention Center	53,645	\$43.18
Toon Con 2019	Do LA	Convention Center	38,755	\$8.91

PRESS CLIPPINGS



Article/Events	Publication	Pasadena Partner Mentions	Circulation	Publicity Value
Yoga Expo	2 Publications	Convention Center	1,771,510	\$438.29
Yu-Gi-Oh! Championship Series	Do LA	Convention Center	38,755	\$8.91
Jackalope	2 Publications	Old Pasadena	107,290	\$86.36
31st Annual Kwanzaa Celebration	2 Publications	Pasadena	107,290	\$86.36
A Christmas Carol	Pasadena Now	A Noise Within	53645	\$43.18
ArtCenter	2 Publications	ArtCenter	107,290	\$86.36
Disney's Frozen Jr.	Pasadena Now	Boston Court	53,645	\$43.18
Calendar of Events	2 Publications	Calendar of Events	107,290	\$86.36
Caltech; JPL/NASA	25 Publications	Caltech; JPL/NASA	13,102,830	\$6,349.04
Holiday Tour	6 Publications	Castle Green	182,407	\$26,822.62
Chanukah Family Festival	Pasadena Now	City Hall	53645	\$43.18
Mayor's Holiday Tree Lighting	2 Publications	City Hall	5,366,972	\$4,632.74
Amara Chocolate and Coffee	3 publications	Culinary	18,815	\$4.33
Big Jess's/Terminator was filmed	Bay News 9 Online	Culinary	1,543,443	\$709.98
Bistro 45	7 Publications	Culinary	2,218,288	\$1,224.22
Bone Kettle	Infatuation, The	Culinary	621190	\$142.87
Canter's Deli	Patch	Culinary	36794828	\$8,462.81
Crack Shack	3 publications	Culinary	145,803	\$91,321.46
Dog Haus Biergarten	13 Publications	Culinary	111,107,006	\$25,754.96
El Portal Restaurant	10 Publications	Culinary	536,450	\$431.80
Equelecuá Cuban Vegan Café	21 Publications	Culinary	17,604,993	\$8,368.63
Granville	3 publications	Culinary	451,938	\$207.89
Kitchen United	8 Publications	Culinary	13,149,056	\$12,290.13
Nice Buns	2 Publications	Culinary	36,848,473	\$8,505.99
Nothing Bundt Cakes	Patch	Culinary	36794828	\$8,462.81
Osawa Pasadena	5 Publications	Culinary	47,969,515	\$55,147.63
Parkway Grill	2 Publications	Culinary	107,290	\$86.36
Pie N Burger	2 Publications	Culinary	72,976	\$16.78
Restaurant Week 2020	2 Publications	Culinary	36,805,687	\$8,465.31
Rockin' Sushi Roku	Pasadena Now	Culinary	53645	\$43.18
Roy's Restaurant	Los Angeles Beat, The	Culinary	11347	\$2.61

PRESS CLIPPINGS



Article/Events	Publication	Pasadena Partner Mentions	Circulation	Publicity Value
Salt & Straw	Pasadena Now	Culinary	53645	\$43.18
The Arbour	3 publications	Culinary	466,305	\$11,193.52
Union restaurant	Eater LA	Culinary	826418	\$665.27
Various Restaurants	21 Publications	Culinary	89,032,926	\$61,435.49
Doo Dah Parade	10 Publications	Doo Dah Parade	765,336	\$51,334.32
Eat, drink, and be merry	2 Publications	Gamble House	107,290	\$86.36
The Pasadena Arts & Craft Show	4 Publications	Hilton Pasadena	813,851	\$248.86
Huntington	6 Publications	Huntington	653,549	\$273.68
59th Anniversary	2 Publications	Ice House Comedy Club	107,290	\$86.36
Brendan Schaub	3 publications	Ice House Comedy Club	160,935	\$129.54
Michelle Wolf	2 Publications	Ice House Comedy Club	107,290	\$86.36
Langham Huntington	24 Publications	Langham Huntington	83,278,842	\$555,787.12
Truth About Elvis Presley	2 Publications	Muse/ique	107,290	\$86.36
Norton Simon	14 Publications	Norton Simon	51,169,933	\$56,278.78
Food Tasting Tour	3 publications	Food Tasting Tour	18,815	\$4.33
Jackalope	6 Publications	Old Pasadena	60,008,564	\$13,801.96
Yappy Holidays	6 Publications	Old Pasadena	37,020,040	\$8,607.14
Holiday Kick Off with Band Nutty	Pasadena Now	One Colorado	53645	\$43.18
Annual Travel Trade and Consumer Expo bigger and better in 2020 - Asian Journal News	Asian Journal	Pasadena Convention Center; Visit Pasadena	61150	\$14.06
Architectural Legacy Walking Tours and Presentation	2 Publications	Pasadena Heritage	107,290	\$86.36
Craftsman Weekend	2 Publications	Pasadena Heritage	2,169,671	\$1,746.58
Historic Pub Crawl	Pasadena Now	Pasadena Heritage	53645	\$43.18
Pasadena Museum of History	5 Publications	Pasadena Heritage	268,225	\$215.90
Bob Baker's Marionette Theater's adaptation of the Nutcracker	We Like L.A.	Pasadena Playhouse	658151	\$151.37
The Great Leap	Pasadena Now	Pasadena Playhouse	53645	\$43.18
Pasadena Symphony	2 Publications	Pasadena Symphony	107,290	\$86.36

PRESS CLIPPINGS



Article/Events	Publication	Pasadena Partner Mentions	Circulation	Publicity Value
Candle Lighting on Final Night of Hanukkah	Pasadena Now	Paseo	53645	\$43.18
Artisanal Holiday Makers Market	6 Publications	Playhouse District	50,184,875	\$56,935.56
Collegiate Bowl	16 Publications	Rose Bowl Stadium	19,528,385	\$22,382.03
Daydream Festival	Kokomo Perspective - Online	Rose Bowl Stadium	43621	\$10.03
Justin Bieber	Pasadena Now	Rose Bowl Stadium	53645	\$43.18
Turkey Trot	Pasadena Now	Rose Bowl Stadium	53645	\$43.18
UCLA Football	3 publications	Rose Bowl Stadium	4,937,202	\$3,879.93
Shop Small/ Visit Pasadena	8 Publications	Shop	37,098,013	\$35,226.46
Various Shops	6 Publications	Shop	1,824,561	\$1,357.95
Holidayfest	4 Publications	South Lake Avenue	181,528	\$536.54
Holocaust Survivor Trudie Strobel's Tapestries Exhibited	2 Publications	The Armory	107,209	\$86.36
Bone Thugs-N-Harmony	Pasadena Now	The Rose	53645	\$43.18
New Piano Bar	2 Publications	The Rose	21,695,549	\$529.84
Destination Spotlights	Travel Weekly	Tourism	37005	\$379,417.20
Mayor Terry Tornek	2 Publications	Tourism	107,290	\$86.36
Tournament of Roses	1,695 Publications	Tournament of Roses	911,172,618	\$1,767,535.39
Tree Lighting Ceremonies Throught Pasadena	3 publications	Tree Lighting Ceremonies Throught Pasadena	160,935	\$129.54
Vroman's 125th anniversary	11 Publications	Vroman's Bookstore	8,324,400	\$6,053.34
		TOTAL:	1,745,946,677	\$3,304,847.18



Highlights

Holiday Decorations

For the first time in several years, PISC added some new and colorful holiday decorations at the ice rink. The new giant holiday inflatables were a big hit with guests and customers.

Holiday Walk-In Lessons

PISC's annual *Holiday Walk-In Lessons* for first-time beginner skaters had less attendance than the year previous, but the increased exposure still gave a boost to our January 5-Week Beginner class numbers.

Memberships

PISC sold 54 new memberships at the annual *Platinum Membership Holiday Sale* this year. This is up from 36 last year a 33% increase.

Skating School Group Classes

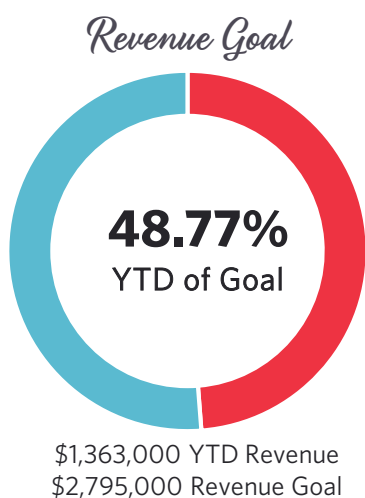
This year's winter semester enrollment for skating school group classes currently stands at 750. Until our 5-Week Beginner classes begin on Jan. 15, that number should continue to increase our registrations for classes this semester.

Public Skating

PISC enjoyed another busy holiday season at the ice rink. The number of holiday public skaters was 500 more than last years figures. PISC averaged over 646 skaters per day (during the 3-week holiday period) and this was the 2nd highest holiday revenue period seen at PISC over the past 6 years.

In December, PISC saw 5 days with over 1,000 public session skaters and on Dec. 26, PISC had the highest single day peak since 2017 at 1,210 skaters. PISC also had 886 skaters on Christmas Day (115 more than last year) and 720 skaters on New Year's Day (126 more than last year).

PISC also had the highest December monthly revenue since the opening of our new rink.



Revenue Goal

	As of December 2018	As of December 2019
Annual Revenue Goal	\$2,786,000	\$2,795,000
YTD Revenue	\$860,000	\$1,363,000
% of Goal	30.87%	48.77%