



REGULAR MEETING OF THE BOARD OF DIRECTORS

Wednesday, June 28, 2023 at 4:00 pm
Pasadena Convention Center – Room 211
300 East Green Street, Pasadena, CA 91101

AGENDA

Board of Directors

Tyron Hampton, Chair
Phil Hosp, Vice-Chair
Paul Leclerc, Treasurer
Joseph Titizian, Secretary
Joan Aarestad
Pat Amsbry
Scott Boone
Kim Burbank
David Eads
Dave Klug
Eleanor Lee
Jeff Michael
Blair Salisbury
Dan Stenz
Mike Owen

PCOC Staff

Michael Ross, CEO

PCOC Mission Statement

The mission of the Pasadena Center Operating company (PCOC) is 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.

Copies of this agenda and past agendas are posted at Pasadena City Hall and available for download online at <https://www.visitpasadena.com/board-agendas/>.



MEETING OF THE BOARD OF DIRECTORS
Wednesday, June 28, 2023 at 4:00 pm – Room 211

AGENDA

- I. Call to Order**
- II. Roll Call**
- III. Public Comment on Matters Not On the Agenda**
- IV. Approval of April 26, 2023 Board Meeting Minutes: *Motion to Approve***
- V. Executive Committee Report - Tyron Hampton**
 - FY24 Board Committees
 - Pat Amsbry - Executive Committee: *Motion to Approve*
 - Current Assignments
- VI. Directors Reports**
 - Financial Report, May, 2023 - Phuong Wong: *Motion to Approve*
 - Sales - Center, Civic, CVB – Kristin McGrath
 - Marketing Update – Christine Susa
 - Operations – Naz Sabripour
 - Ice Rink - Michael Ross
- IX. Chief Executive Officer Report - Michael Ross**
 - TBID Collection Update
 - FY24 Budget Update
- X. Tournament of Roses Report – David Eads, CEO**
- XI. Rose Bowl Operating Company Report – Aaron Milam**
- XII. Adjournment: Next meeting: Wednesday September 27, 2023 at 4:00 pm**

A handwritten signature in black ink, appearing to read "T. Hampton".

Tyron Hampton, Chair, Board of Directors

I HEREBY CERTIFY that this Agenda, in its entirety, posted on the City of Pasadena rotunda area bulletin board at 100 N. Garfield Ave., and on www.pasadenacenter.com this 21st day of September 2021 by 3:00 p.m.

A handwritten signature in blue ink, appearing to read "Margie Christ".

Margie Christ, Recording Secretary



Convention Center
Civic Auditorium
Ice Skating Center
Convention & Visitors Bureau

OFFICIAL MINUTES

BOARD OF DIRECTORS MEETING

Wednesday, April 26, 2023
4:00 p.m.

Pasadena Convention Center
300 E. Green Street
Pasadena, CA 91101

I. Call to Order:

Chairman Tyron Hampton, called the April 26, 2023, Pasadena Center Operating Company (PCOC) Board of Directors Special Meeting to order at 4:03 p.m.

II. Roll Call:

Roll call was taken and recorded by Margie Christ. A quorum assembled.

Board Members

Tyron Hampton, Chair
Phil Hosp Vice-Chair
Paul Leclerc, Treasurer
Joseph Titizian, Secretary (absent)
Joan Aarestad
Pat Amsbry (absent)
Scott Boone
David Eads (absent)
Kim Burbank
Dave Klug (absent)
Eleanor Lee (absent)
Jeff Michael (absent)
Blair Salisbury
Dan Stenz
Mike Owen (absent)

PCOC Staff

Michael Ross, *CEO*
Kristin McGrath, *CVB Executive Director*
Naz Sabripour, *Convention Center Executive Director*
Phuong Wong, *Director of Finance*
Margie Christ, *Director of Human Resources*
Christine Susa, *Director of Marketing & Communications* (absent)

RBOC

Aaron Milam, *RBOC Representative*

City Staff

Lesley Cheung, *Assistant Attorney, City of Pasadena*

III. Public Comment On Matters Not On the Agenda

(None)

IV. Approval of March 22, 2023 Board of Directors Meeting Minutes

It was moved by Phil Hosp and seconded by Scott Boone, to approve the March 22, 2023, Board of Directors Meeting Minutes as submitted. The motion unanimously carried. *Absent: Pat Amsbry; David Eads; Dave Klug; Eleanor Lee; Jeff Michael; Mike Owen; Joe Titizian.*

V. 2022 Financial Audit- Robert Callanan, Principal, CLA

Robert Callanan from the City of Pasadena/PCOC audit firm, Clifton, Larson, Allen, LLP, directed the Board's attention to the June 22, 2022 audited financial statement which had been previously provided. He highlighted the following points:

- i. Note 1: The summary of accounting policies is to familiarize the reader with the PCOC's financial policies.
- ii. Note 7: Derivative Instrument Liability is a means to help manage interest expense.

- iii. There were no issues found in the audit.
- iv. There was no difficulty working with management during the audit process.
- v. There were no corrections made by either management or the auditors.
- vi. The “Discussion and Analysis” section was prepared by management, but reviewed by the auditors.
- vii. The company’s net asset position has improved from the prior year.

There being no questions, it was moved by Scott Boone and seconded by Phil Hosp, to accept the June 30, 2022, financial audit as presented. The motion unanimously carried. *Absent: Pat Amsbry; David Eads; Dave Klug; Eleanor Lee; Jeff Michael; Mike Owen; Joe Titizian.*

VI. Executive Committee Report – Tyron Hampton
(None)

VII. FY24 Budget – Michael Ross, CEO

Michael Ross drew the Board’s attention to the “Recommended FY 2024 Budget” presentation which was in their meeting folders. Michael Ross highlighted the following points:

- I. The draft FY 2024 has been reviewed with the City Manager.
- II. On May 11th, Michael Ross will present it to the City’s EdTech committee.
- III. Revenue is expected to increase in the next year.
- IV. Expenses will increase commensurate with additional business, but also because of inflation.

The following questions from the Board were answered by Michael Ross:

- I. How does this budget compare with FY 2019 (i.e. pre-COVID)? (It is close.)
- II. How does the expected revenue compare with FY 2019? (They are up.)
- III. What is the status of the reserves? (They have almost doubled since re-opening after COVID (June, 2021). They are now \$11 million. That is versus \$6 million after COVID, and \$16 million before COVID.)

There being no questions, it was moved by Phil Hosp and seconded by Scott Boone, to approved the recommended fiscal year 2024 budget as presented. The motion unanimously carried. *Absent: Pat Amsbry; David Eads; Dave Klug; Eleanor Lee; Jeff Michael; Mike Owen; Joe Titizian.*

VIII. Directors Reports

• **Financial Report, March 2023 - Phuong Wong**

Phuong Wong provided an update on the PCOC financials. Operating revenue was \$9.7 million, which was \$1.9 million better than budget. Operating expenses were \$6.1 million, \$682,000 better than budget. Net operating income was \$3.4 million which was \$2.6 million better than budget.

TOT revenue collected through March, 2023 was \$9.3 million which was \$759,000 better than budget. Debt service expense was \$9.5 million, which was \$260,000 better than budget. Net loss was \$204,000, which is \$1 million better than budget.

TBID assessment was \$3 million which was \$69,000 better than budget. CVB expenses were \$2.1 million, resulting in a net gain of \$879,000 which was \$29,000 better than budget.

The total net gain for the company was \$4.1 million, which was \$3.6 million better than budget.

There being no questions, it was moved by Phil Hosp and seconded by Kim Burbank, to approve the March 31, 2023, financial audit as presented. The motion unanimously carried.

Absent: Pat Amsbry; David Eads; Dave Klug; Eleanor Lee; Jeff Michael; Mike Owen; Joe Titizian.

- **Sales – Kristin McGrath**

Kristin McGrath, Executive Director of the CVB directed the Board to the information previously provided about the CVB, Center and Civic Auditorium activity. She said that definite hotel room nights achieved to date in FY23 are 24,239 to an annual goal of 40,000 (60%). Further, she said 29 new leads, equaling 12,291 room nights over the next 32 months, were issued to the hotel community in March. She noted that ADR continues to be healthy. Kristin directed the Board's attention to several pages in the meeting package that had been sent previously, about the variety of activities the CVB sales team has had in recent months.

There were several suggestions from the Board which Kristin McGrath addressed, and replied that they would be taken into consideration as sales and marketing activities continue to be accelerated post COVID.

- **Marketing Update – Kristin McGrath**

Kristin McGrath directed the Board to the information previously provided about marketing and communications efforts. She reviewed some of the activities of the sales and marketing teams for the CVB.

- **Operations – Naz Sabripour**

Naz Sabripour, Executive Director of the Convention Center, directed the Board directors' attention to the materials that had previously been provided. She reviewed the highlights with the group.

- **Ice Rink - Michael Ross**

Michael Ross, CEO reported that the Ice Rink activity has continued to be very strong. He directed the Board to the information previously provided about the ice rink.

IX. Chief Executive Officer Report - Michael Ross, CEO

- **TBID Update**

Michael Ross reported that the TBID renewal has passed all required levels of approval. Board members congratulated the team.

X. Tournament of Roses Report - David Eads, CEO

(None)

XI. RBOC Report – Aaron Milam

Aaron Milam briefed the Board on several upcoming events and said that an additional major concert would be announced April 27th.

XII. Adjournment

On order of the Chair, the Board Meeting adjourned at 5:33 p.m.

Approved for the Board of Directors By:

Tyron Hampton
Chair, Board of Directors

Joe Titizian
Secretary, Board of Directors

Respectfully submitted by:

Margie Christ, Recording Secretary

Date

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FY 2023 PCOC BOARD OF DIRECTORS COMMITTEE ROSTER

EXECUTIVE COMMITTEE

Name	Email	Office	Home	Cell
Tyron Hampton (Chair)	thampton@cityofpasadena.net	(626) 744-4444	-	-
Phil Hosp (Vice-Chair)	phosp@foley.com	(213) 972-4556	(626) 529-3104	-
Paul LeClerc (Treasurer)	paul.leclerc@langhamhotels.com	(626) 585-6402	-	(310) 663-5134
Joe Titizian (Secretary)	Joe.Titizian@aimhosp.com	-	-	(818) 370-9271
Kim Burbank (At Large)	kimburbank@gmail.com	-	-	(916) 505-3444

BUDGET & FINANCE COMMITTEE

Name	Email	Office	Home	Cell
Phil Hosp (Chair)	phosp@foley.com	(213) 972-4556	(626) 529-3104	-
Joan Aarestad	joanaarestad@me.com	-	-	(626) 524-0601
Scott Boone	U028477@yahoo.com	(626) 233-0603	(626) 794-1905	-
Tyron Hampton	thampton@cityofpasadena.net	(626) 744-4444	-	-
Dave Klug	dklug@cityofpasadena.net	(626) 744-6748	-	-
Blair Salisbury	blair@rmgrouppllc.net	(626) 376-3703	(661) 670-8254	-

MARKETING COMMITTEE

Name	Email	Office	Home	Cell
David Eads (Chair)	deads@tournamentofroses.com	(626) 817-9350	(213) 446-2161	-
Paul LeClerc	paul.leclerc@langhamhotels.com	(626) 585-6402	-	(310) 663-5134
Eleanor Lee	celeee0749@sbcglobal.net	-	(626) 797-7821	(213) 422-4132
Jeff Michael	jeffmichaelLA@gmail.com	-	-	(310) 717-6772
Siamak Nassirpour	siamak.nassirpour@westinpasadena.com	(626) 304-1446	(818) 800-1708	-
Mike Owen	mike.owen@dimdev.com	(626) 755-2533	(626) 376-5914	-
Joe Titizian	Joe.Titizian@aimhosp.com	-	-	(818) 370-9271

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/----- Year - to - Date Through			May 2023			/		
Actual	Budget	Actual vs. Budget	Prior Year	CY vs. PY	% Change CY vs. PY	FY 2023 Revised Budget		
Fav / (unfav)			Fav / (unfav)					
\$ 2,741,000	\$ 2,285,000	\$ 456,000	\$ 1,565,000	\$ 1,176,000	75.1%	\$ 2,300,000		
1,852,000	1,728,000	124,000	928,000	924,000	99.6%	1,900,000		
4,593,000	4,013,000	580,000	2,493,000	2,100,000	84.2%	4,200,000		
1,603,000	1,175,000	428,000	618,000	985,000	n/a	1,325,000		
858,000	845,000	13,000	493,000	365,000	74.0%	900,000		
1,850,000	1,475,000	375,000	1,100,000	750,000	68.2%	1,600,000		
3,062,000	2,635,000	427,000	2,678,000	384,000	14.3%	2,900,000		
11,966,000	10,143,000	1,823,000	7,382,000	4,584,000	62.1%	10,925,000		
23,000	23,000	-	19,000	4,000	21.1%	25,000		
11,989,000	10,166,000	1,823,000	7,401,000	4,588,000	62.0%	10,950,000		
6,001,000	6,431,000	430,000	4,193,000	(1,808,000)	-43.1%	7,300,000		
243,000	339,000	96,000	115,813	(127,187)	-109.8%	400,000		
1,575,000	1,674,000	99,000	1,167,000	(408,000)	-35.0%	1,800,000		
7,819,000	8,444,000	625,000	5,475,813	(2,343,187)	-42.8%	9,500,000		
4,170,000	1,722,000	2,448,000	1,925,187	2,244,813	116.6%	1,450,000		
165,000	164,000	(1,000)	230,000	65,000	28.3%	466,000		
\$ 4,005,000	\$ 1,558,000	\$ 2,447,000	\$ 1,695,187	\$ 2,309,813	136.3%	\$ 984,000		
10,701,000	10,100,000	601,000	8,135,000	2,566,000	31.5%	10,800,000		
10,701,000	10,726,000	25,000	10,336,000	(365,000)	-3.5%	11,027,000		
\$ -	\$ (626,000)	\$ 626,000	\$ (2,201,000)	\$ 2,201,000	-100.0%	\$ (227,000)		
3,677,000	3,400,000	277,000	2,687,000	990,000	36.8%	3,600,000		
2,632,000	2,655,000	23,000	1,812,000	(820,000)	-45.3%	3,000,000		
\$ 1,045,000	\$ 745,000	\$ 300,000	\$ 875,000	\$ 170,000	19.4%	\$ 600,000		
-	-	-	1,765,000	(1,765,000)	n/a	-		
-	-	-	268,500	(268,500)	n/a	-		
\$ -	\$ -	\$ -	\$ 2,033,500	\$ (2,033,500)	n/a	\$ -		
\$ 26,367,000	\$ 23,666,000	\$ 2,701,000	\$ 20,256,500	\$ 6,110,500	30.2%	\$ 25,350,000		
21,317,000	21,989,000	672,000	17,853,813	(3,463,187)	-19.4%	23,993,000		
\$ 5,050,000	\$ 1,677,000	\$ 3,373,000	\$ 2,402,687	\$ 2,647,313	110.2%	\$ 1,357,000		

Capital Improvements Programs

Fiscal Year 2023

Projects	Location	@ 5/31/23			Status
		Budget Amount	Actual Amount	Over / (Under)	
General Facility Maintenance Repair including Civic, Ice Rink, Conference Ctr, Exhibition Hall and Waterproofing / Painting Civic exterior	General	<u>750,000.00</u>	<u>358,670.00</u> ⁽¹⁾	<u>(391,330.00)</u>	
		<u>750,000.00</u>	<u>358,670.00</u>	<u>(391,330.00)</u>	

Notes: (1) \$50,000 - Remove and replace Ice Rink dehumidifier wheel
 \$25,000 - Emergency Civic Sprinkler Repair
 \$275,000 - Emergency pipe repair
 \$10,000 - Dehumidifier Ductwork

Major repairs and purchases in the pipeline:

Civic roof repairs
 Purchase Forklift
 Purchase Receptacles
 CB HVAC Motor Control Center
 Electrical Transformer



PASADENA
CENTER OPERATING COMPANY

DIRECTORS REPORT

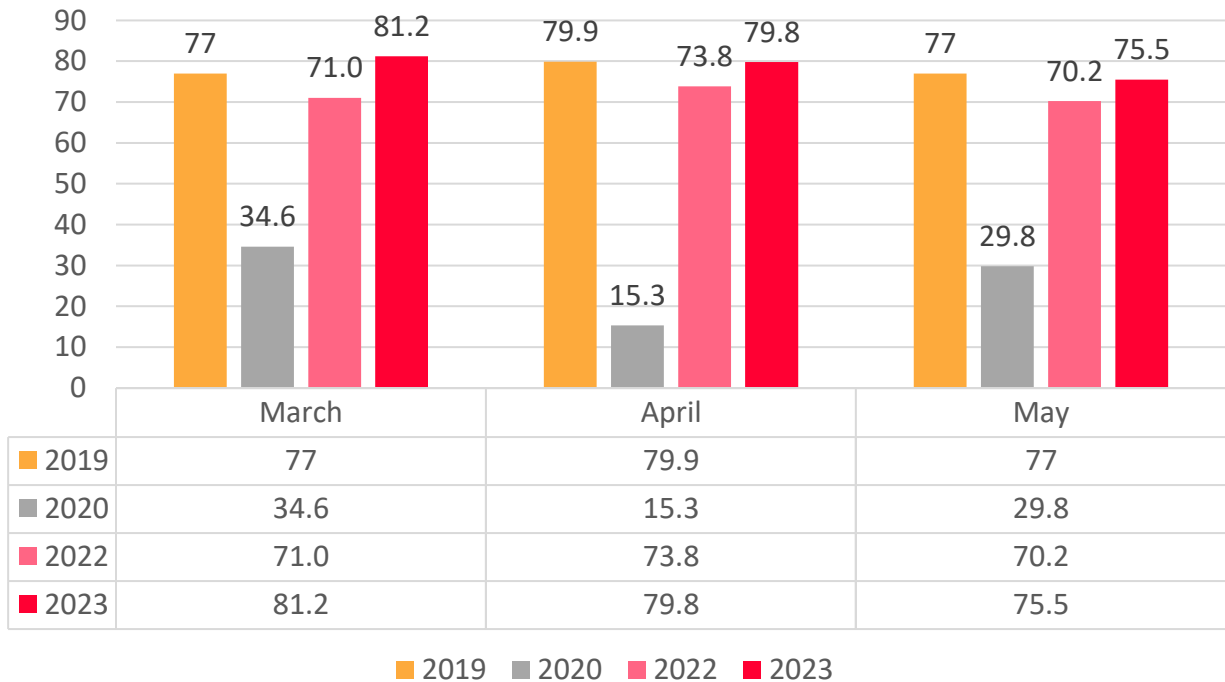
June 2023

PASADENA

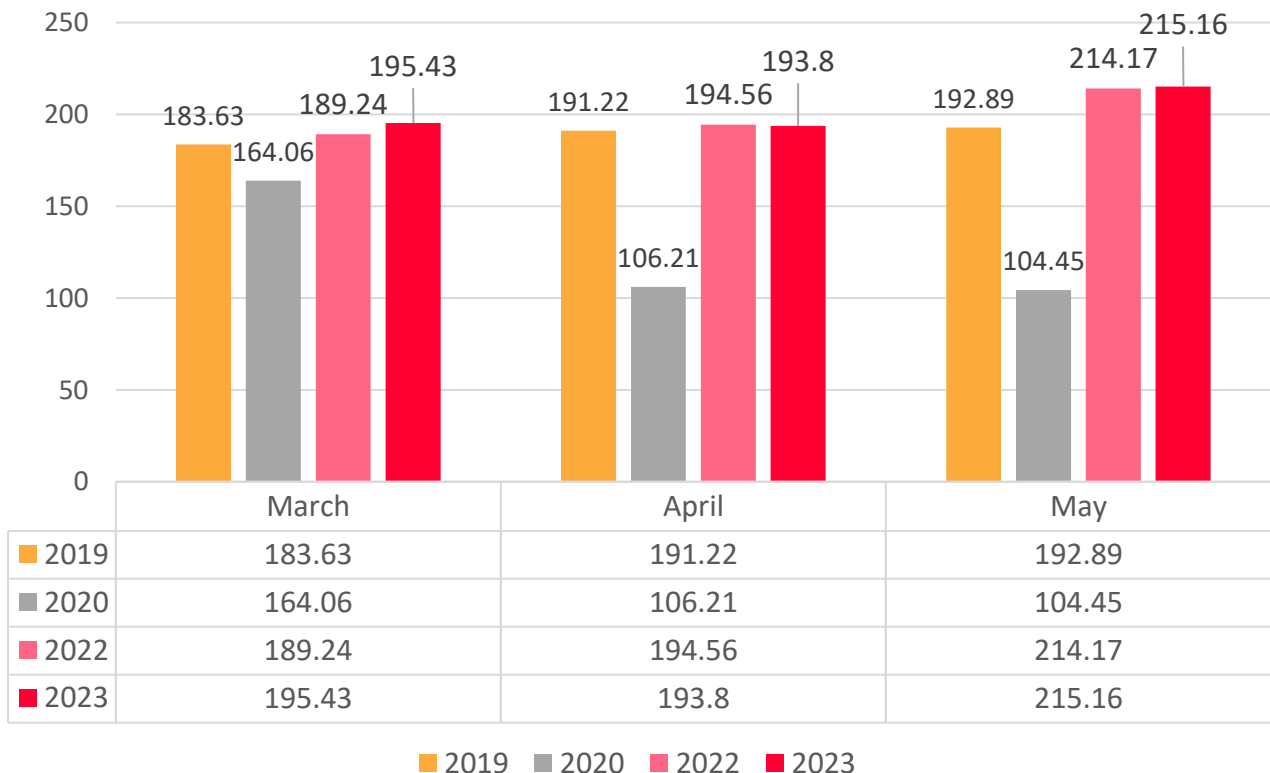
DIRECTORS REPORT

VISIT PASADENA UPDATE

HOTEL OCCUPANCY (%)



HOTEL ADR (AVERAGE DAILY RATE \$)



Source: STR

DIRECTORS REPORT SALES

CVB

May & June (through 6/21) Bookings:
16 bookings; 6223 total room nights
9 of the 16 bookings are repeat clients
YTD 77.12% to FY23 goal of 40,000 total room nights (30,847 rooms)

Highlights:

- NOBULL CrossFit Games No Am West Semifinal – May 2023, 911 total rooms
- Techno Security & Digital Forensics Conference West – Sept 2023, 833 total rooms
- American Association of Physics Teachers Summer Meeting – July 2026, 1954 total rooms
- State Bar of California Exam – July 2023, 430 total rooms

May & June New Leads:

41 new leads; 18,764 total room nights

Highlights:

- California Library Assn – Nov 2025 and '26 – 1085 rooms each
- The Magnetics Show – May 2025 – 1072 rooms
- American Booksellers Assn Children's Institute – June 2025 – 1616 rooms



CONVENTION CENTER

Definite Bookings (24):

Highlights:

- 7th Sense Research, June 2023
- National Notary Assn, July, August & Sept 2023
- Internal Revenue Service, June 2023
- IBEW, June 2023
- Front Row Card Show, Nov 2023



CIVIC AUDITORIUM

Definite Bookings (3):

Highlights:

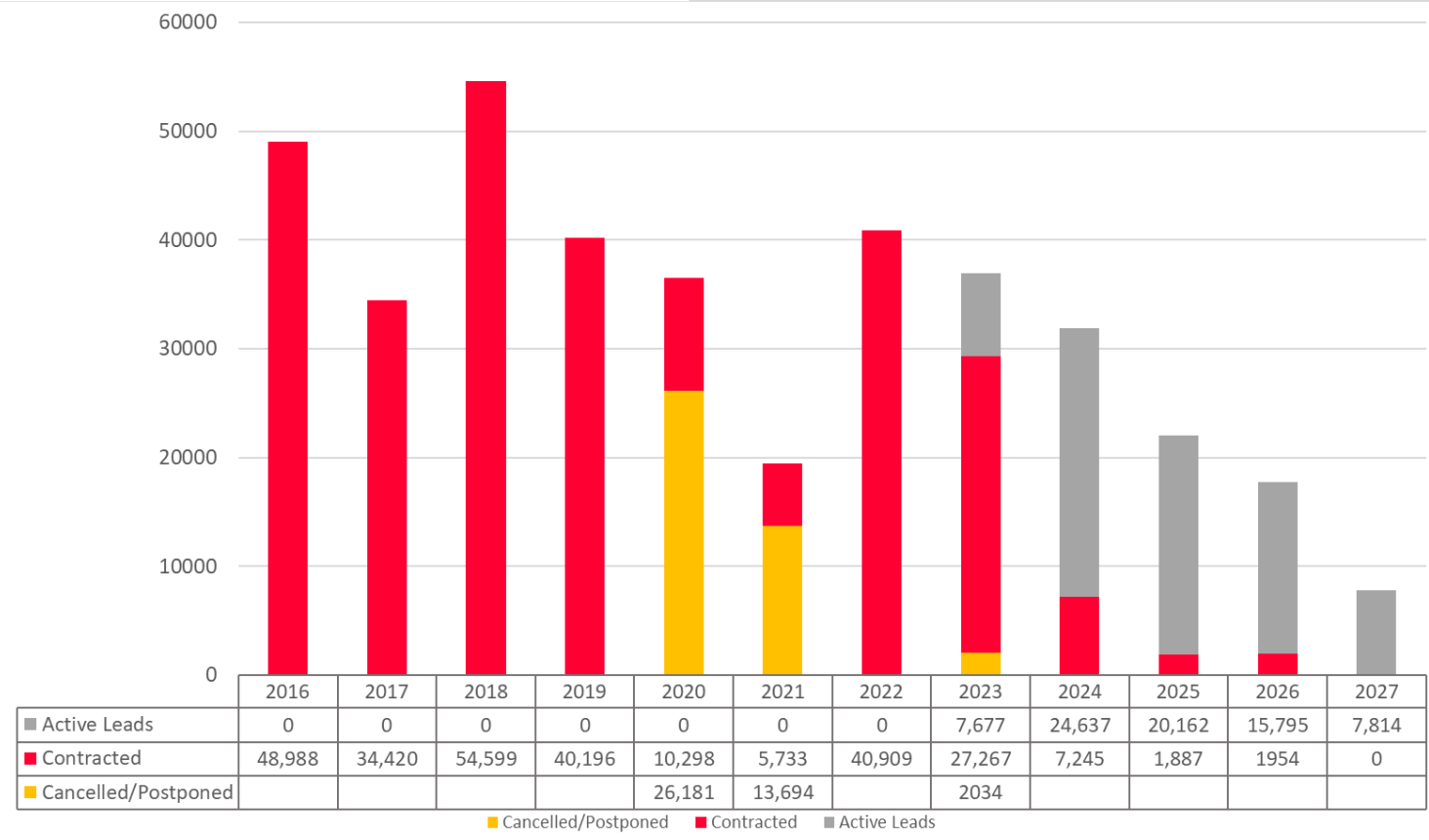
- Light Bringer Chalk Fest (Civic Plaza) - May 2023
- Innovation Arts & Entertainment, November 2023

DIRECTORS REPORT

SALES

CONTRACTED ROOM NIGHTS & ACTIVE LEADS 2015-2027

Bar Chart View by Year: As of June 1, 2023



NOTES:

- The in-the-year-for-the-year trend continues; just over 2900 rooms were placed in May for the remainder of 2023.
- Lead activity for out years (2025 & 2026) remains strong. 1900 definite room nights were confirmed for 2026 in May (American Assn of Physics Teachers.)

DIRECTORS REPORT SALES

DESTINATION WEST

From May 11-13, Debbie Vail attended Destination West in Denver. Over the course of the event, she conducted sales appointments with 19 business event planners. Attendance at the event was a mix of new-to-Pasadena clients and folks who are familiar with our city and facilities.



HELMS BRISCOE ANNUAL BUSINESS CONFERENCE (ABC)

HelmsBriscoe is a premier site selection company and one of our top 3rd party producers. Matt Hourihan represented Visit Pasadena at the HB Annual Business Conference in early May. While at the conference he had the opportunity to meet and network with the over 800 HB associates in attendance (total attendance was approximately 1600.) He was able to spend time with the associates responsible for sourcing American Book Sellers Assn (June 2025) and Association of Edison Illuminating Assn (October 2026.)



CVENT 2023 EXCELLENCE AWARDS FINALIST

Visit Pasadena has been named a 2023 Hospitality Professional Excellence Awards Finalist in the Hometown Hero category. The other two finalists in the category include: LA Tourism & Convention Bureau and Visit Indy. This award goes to the destination marketing organization that best uses technology to increase awareness of their area. Pasadena's nomination was specific related to the fall 2022 and spring 2023 campaigns that targeted planners interested in sourcing hotels located in Orange County. Award winner will be announced on July 25th.



DIRECTORS REPORT SALES

VISITOR PROFILE & BRAND POSITION RESEARCH

A key component of our FY23 Marketing Plan was to undertake a research project designed to provide insight into our current and potential visitors.

After a competitive bid process, we contracted with SMARInsights, the research was conducted in April 2023, and the results were presented at our National Travel and Tourism Week celebration on Wednesday, May 10th.

KEY HIGHLIGHTS INCLUDE:

- 50% of Pasadena's overnight visitors live in CA
 - AZ, TX, NV, FL & WA together total almost 25%
- 60% of visitors come for leisure trips: vacation, getaway, special event, sporting event
 - 40% come for other reasons: visit friends/family, business, other
- Trip planning window is short – most trips planned in less than a month
 - 46% of Pasadena leisure trips are first-time visits
 - 93% have visited the LA area previously
- Visitors are happy and plan to recommend Pasadena as a destination
 - 59% rated as excellent
 - 39% rated as good
- Pasadena visitors take an average of 11 trips per year and half spend more than \$5,000 per year on travel. They spend an average of 3 nights in Pasadena.
- Pasadena attracts mostly couples and young families from California.
- Leisure visitors skew slightly younger with almost 40% in the 18-34 range.
- Visitors are high income, college educated, and diverse.



- Pasadena has a strong image centered around developed product including festivals/events, high quality dining, and local/independent shopping.
- Pasadena's personality drivers are enchanting, romantic, charming, vibrant, and serene.
- They visit because Pasadena is a fun destination with lots to do and has a vibrant downtown.
- They describe Pasadena as beautiful, sunny and welcoming destination.
- In comparison with other destinations, Pasadena is highly correlated to being diverse, progressive and modern.

OPPORTUNITIES INCLUDE:

- Increasing Pasadena's image around romance would strengthen its competitive position.
- Promoting Pasadena as a place to visit for non-California residents to visit can increase average trip spending.
- Target Los Angeles visitors and leverage Los Angeles attractions and attributes. Motivate Los Angeles visitors to include Pasadena as part of their trip or to return on their next.

DIRECTORS REPORT

MARKETING & COMMUNICATIONS

CANADA MEDIA MISSION

Christine Susa participated in the Visit California Media Mission April 24-26 in Toronto, Canada. The media session included more than 20 media from targeted outlets such as The Toronto Star, Escapism Magazine, Travel Life Magazine and The Globe and Mail.

IPW INTERNATIONAL MARKETPLACE

Anna Yan and Jennifer Mayer represented Pasadena in San Antonio from May 3-7 at US Travel's IPW Marketplace. IPW is a global travel trade show connecting US travel exhibitors with travel buyers.

As a part of IPW, Anna Yan participated in the IPW Media Marketplace where she met one on one with 20 media.

PRIDE MONTH

Visit Pasadena launched the city-wide "All Are Welcome in Pasadena" campaign this June. Look for the window decal at business entryways, proudly displaying the Pasadena Pride Rose, a design that expresses solidarity with all identities using the colors of the Pride flag to color the petals.

OTHER INDUSTRY EVENTS

The Marketing and Communications Team also attended the following industry education conferences.

- eTourism Summit
- Tempest Tourism Academy
- PRSA Travel & Tourism Conference



DIRECTORS REPORT

MARKETING & COMMUNICATIONS

ADVERTISING RESULTS

The spring social media campaign with Perceptiv for dynamic, search, and video advertising, while simultaneously using Datafy for geofence targeting. Display ads were also posted at Burbank Airport.

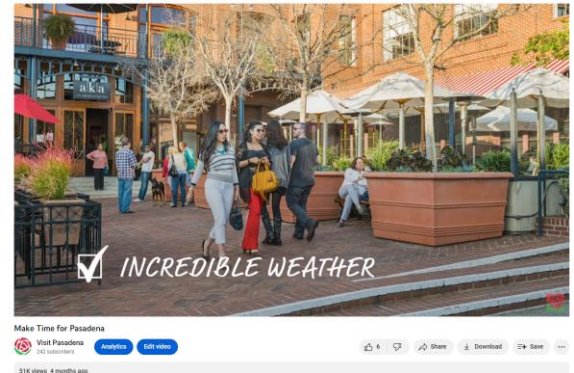
PERCEPTIV SPRING CAMPAIGN

MESSAGING

- General (Pasadena & Greater Los Angeles Area)
- Cuisine
- Events/Attractions
- Family
- Romance

FORMAT

- Search (Text and Photo Based)
- Dynamic (Social Media Photos)
- Video – 2.08% CTR



Format	Impressions	Clicks	Avg. CTR
Google Search	14,827	2,659	17.93% (9.19% industry rate)
Youtube Ads	848,372	16,405	1.93% (.78% industry rate)
Facebook Ads	1,308,389	21,196	1.62% (.90% industry rate)

COMPARATIVE TRAVEL & LEISURE INDUSTRY BENCHMARKS

- Google Search CTR: 9.19%
- Youtube Ads: 0.78%
- Facebook CTR: 0.90%

DIRECTORS REPORT

MARKETING & COMMUNICATIONS

ADVERTISING RESULTS (CONT.)

DATAFY SPRING CAMPAIGN

TARGET LOCATIONS

- California (50 miles outside Pasadena)
- Texas
- Arizona
- Nevada
- Seattle DMA
- New York DMA

MESSAGING

- Outdoors
- Food
- Shopping

Format	Impressions	Clicks	Avg. CTR
Native Ads	573,999	769	0.14% (.14%-.25% industry rate)
Display Ads	1,921,739	7580	0.37% (.12-.18% industry rate)



2,495,738
Impressions

8,349
Clicks

\$430,353
Estimated Campaign
Impact

825
Total Trips to Pasadena

3 Day
Average Length of Stay

Top 5 Markets
Los Angeles
San Diego
San Francisco
Las Vegas
Bakersfield

DIRECTORS REPORT

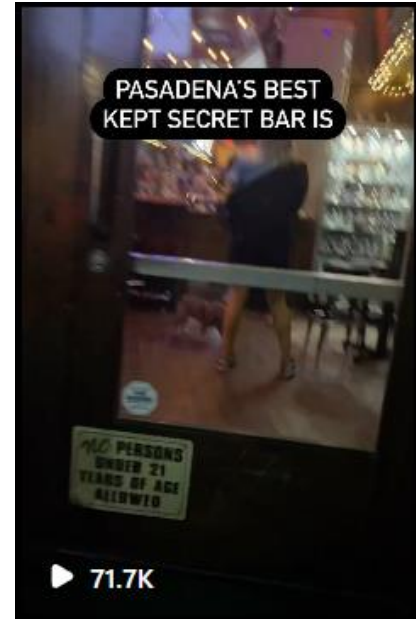
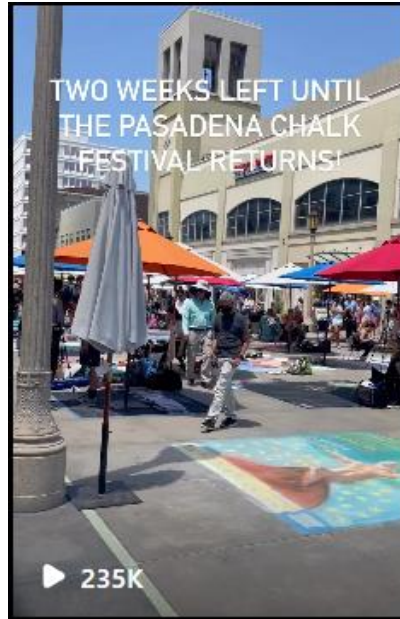
MARKETING & COMMUNICATIONS

SOCIAL MEDIA

As social media continues to evolve, Visit Pasadena is utilizing more reels (video) and strategically partnering with content creators to highlight events, showcase diversity, and campaigns around the city as well as new happenings at local institutions and districts. Strong emphasis is placed on utilizing trends that are favored by social media algorithms to increase exposure to non-followers.

REELS

- **Chalk Festival Teaser**
 - 235k views
 - 12.1k likes
 - 65 comments
 - 9,000 shares
- **National Telephone Day (Ten Quarter Bar)**
 - 71.7k views
 - 1,824 likes
 - 10 comments
 - 2,172 shares
- **Vintage Shopping (Creator: Tommy Lei)**
 - 47.5k views
 - 1,738 likes
 - 14 comments
 - 1,245 shares
- **Kid-Friendly Pasadena (Creator: Eazy Nazi)**
 - 45.8k views
 - 994 likes
 - 28 comments
 - 336 shares
- **Support LGBT, Women, Latino Owned (Yuca's)**
 - 37.2k views
 - 1,161 likes
 - 37 comments
 - 442 shares



POSTS

Instagram has the top engaged content across platforms, with the most engagement coming from reels.

DIRECTORS REPORT

MARKETING & COMMUNICATIONS

DIGITAL STATS APRIL - JUNE 21, 2023

	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rates	Video Views
All Platforms	75,587	3,614 (4.8% growth)	499	3,482,804	160,392	4.6%	701,238
Instagram – Visit Pasadena	30,044	2,706 (9% growth)	225	1,214,660	64,420	5.3% (.91% industry rate)	583,575
Facebook – Visit Pasadena	26,114	-989 (3.8% decline)	100	1,278,054	42,455	3.3% (.19% industry rate)	48,550
Twitter – Visit Pasadena	8,713	71 (.8% increase)	99	61,208	2,228	3.6% (.04% industry rate)	257

NOTES:

- Meta recently removed inactive, memorialized and voluntarily deactivated Facebook accounts from Page like counts.

	April	May	June (20 th)	YTD
Website Pageviews	133,075	165,606	125,093	2,337,445
Website Users	70,266	82,441	57,252	1,240,896

DIRECTORS REPORT MARKETING & COMMUNICATIONS

MEDIA VISITS



MEGAN VARELA
MATADOR
NETWORK



WHITNEY PHANEUF
AAA VIA

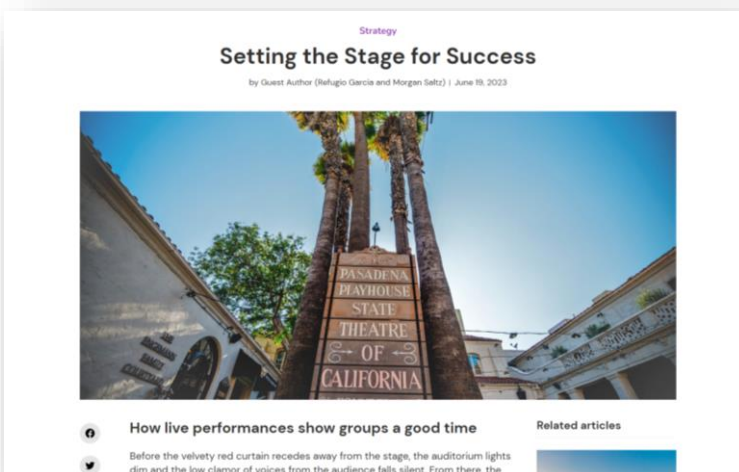


ALICIA TENISE
CHEW
content creator

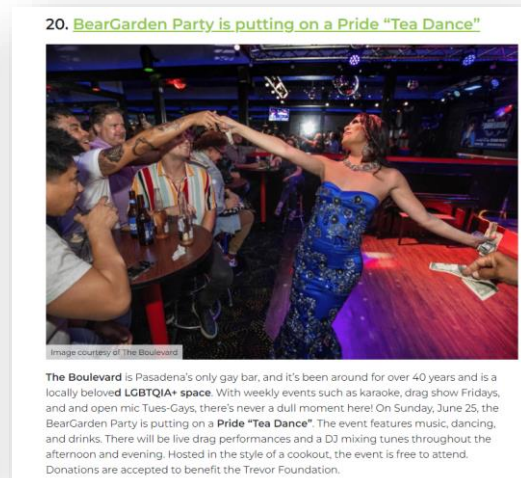


TOMMY LEI
Content Creator

MEDIA COVERAGE



Setting the Stage for Success [Link](#)
Smart Meetings
Readership: 18,455



21 Fabulous Ways To Celebrate Pride Month In
Los Angeles [Link](#)
Secret Los Angeles
Readership: 269,171

DIRECTORS REPORT MARKETING & COMMUNICATIONS

MEDIA COVERAGE


FORBES > LIFESTYLE > TRAVEL

6 Ways To Relive Apple TV's 'Shrinking' In Pasadena

Joe Sills Contributor @
I'm a freelance writer, explorer, and photojournalist. [Follow](#)

0 Jun 7, 2023, 05:07pm EDT

Listen to article 5 minutes



Pasadena's iconic Colorado Street Bridge is illuminated by the city's famous sunset glow. VISIT PASADENA

Apple TV's "Shrinking" is as cozy, sunny and charming as the city it's set in – Pasadena, California – creating a comfy space to talk about the heavier topics, such as grief, dysfunction, and racial optics.

Chances are, you've seen Pasadena appear in popular films and television, but often playing the role of someplace else. The Huntington's bucolic gardens won the role for heaven in "The Good Place." Pasadena was Hill Valley for "Back to the Future," where the Gamble House played Doc Brown's home. The Langham Huntington, Pasadena filled the role of the Stafford Hotel in the 1998 remake of "The Parent Trap."


In Shrinking, starring Jason Segel and Harrison Ford, Pasadena gets cast for a recurring role to play itself – in all its lush, pretty and bucolic charm. If you're a Shrinking fan, plan your visit to Pasadena and live out your favorite scenes. If you haven't seen it yet, no worries – we left out the spoilers.

6 Ways to Relive Apple TV's 'Shrinking' in Pasadena [Link](#)

Forbes

Total Readership: 60 Million +

GUIDES + VIDEOS + TOPICS + **MATADOR NETWORK** CREATORS [SIGN IN](#)



Discover the Charm of Pasadena: A Guide To the City's Best Restaurants and Things To Do

INSIDER GUIDES
by MEGAN VARELA JUN 14, 2023

5

Pasadena, California, really does have something for everyone. Food lovers, sports fans, those who travel for live entertainment, and history buffs will all find something to love in this city. Pasadena provides options for both families, couples, and even solo travelers.

Located just 11 miles northeast of downtown Los Angeles, this vibrant city is easily accessible by the Metro Gold Line light rail and offers an array of activities and attractions to explore. From top museums and art galleries to gorgeous gardens and historic home tours, Pasadena is the perfect destination to add to any Southern California trip.


Things to do in Pasadena

Burlington Arcade

Nestled in the Arts District, the Burlington Arcade shopping mall offers a shopping experience reminiscent of the historic streets of London. The arcade's charming ambience, complete with a classic red phone booth, transports visitors to the other side of the world. There is a variety of shops to explore, ranging from a delightful flower shop to coffee and boba spots. Whether you're in search of a special gift, a quiet place to enjoy a cup of coffee, or simply want to soak in the delightful atmosphere, a visit to the Burlington Arcade is a must for those seeking a taste of London in Pasadena.

Burlington Arcade: 380 S Lake Ave, Pasadena, CA 91101

Comedy Show at Ice House




[View more on Instagram](#)

Like Comment Share

Add a comment...

If you're looking for a night filled with laughter and entertainment, a visit to the Ice House Comedy Club in Pasadena is an absolute must. As one of the oldest running comedy clubs in America, it has a rich history and a reputation for hosting some of the most well-known comedians. The Ice House provides an intimate atmosphere with two showrooms, allowing you to enjoy the comedic performances up close. Whether you're a fan of well-known stand-up comedians or eager to discover emerging talent, the Ice House Comedy Club offers a variety of options that cater to all tastes. Tickets typically range from \$15 to \$30, depending on the performer and seating choice, making it an affordable option for an evening of laughter and fun.

Rose Bowl Flea Market



Discover the Charm of Pasadena: A Guide to the City's Best Restaurants and Things to Do [Link](#)

Matador Network

Total Readership: 1.46 Million

DIRECTORS REPORT

MARKETING & COMMUNICATIONS

MEDIA COVERAGE – CHALK FESTIVAL

**Pasadena Chalk Festival Back on,
now at Convention Center Plaza**

Pasadena Star News

Readership: 97,175

[Link](#)

After a brief cancellation that left organizers scrambling for a new venue, the 30th-annual Pasadena Chalk Festival is back on and staying in town.

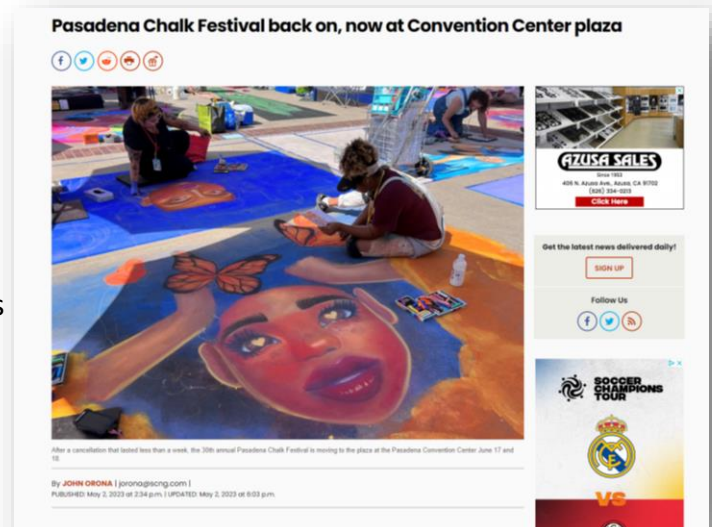
The Light Bringer Project, a Pasadena nonprofit arts and education organization that organizes the festival, announced the event will now be held at the Plaza at the Pasadena Convention Center on June 17 and 18.

“We’re excited to partner with The Pasadena Convention & Visitors Bureau, The Pasadena Convention Center and the City of Pasadena, who all came together quickly to rescue this year’s event,” said Tom Coston, chair of the board of the Light Bringer Project. “Our city places great value on arts and culture, and this is a perfect example.”

The festival regularly draws thousands to the Paseo’s spacious concourse and walkways, where for the past 15 years stunning chalk art from hundreds of artists from within and outside Southern California filled the floorspace. The event also regularly spilled out onto the Convention Center pavement just across the street, making the new venue a natural choice.

“We think it’s going to be a very easy transition,” said Michael Ross, CEO of the Pasadena Center Operating Company. “The parking lots are the same, there’s no confusion in terms of location.”

Organizers announced the event’s cancellation last week, saying costs traditionally picked up by the venue owners — such as maintenance, security, set-up and movement of hardware and electrical services — would not be picked up under new ownership. The Paseo, at 280 E. Colorado Blvd., was purchased last year by the Onni Group, reportedly in a foreclosure transaction.



DIRECTORS REPORT MARKETING & COMMUNICATIONS

MEDIA COVERAGE – CHALK FESTIVAL



[Pasadena Chalk Festival](#)

CBS News & Syndicated to Yahoo!

Total Readership: 41 Million +



[Shameless Weekend Weather Plug](#)

CBS News

Total Readership: 41 Million +



[Pasadena Chalk Festival](#)

ABC Eyewitness News 7

Total Readership: 6.4 Million

MORE

- NBC Los Angeles Father's Day ideas: Find a dozen destinations and events for Dad's big day [Link](#)
- Pasadena Star News - They're getting the chalk ready for the big art festival in Pasadena. [Link](#)
- Pasadena Now – Shortlist of Great Dad-Approved Things to do in Pasadena [Link](#)
- CBS News - Crowds flock to Pasadena Chalk Festival [Link](#)
- Yahoo News - Crowds flock to Pasadena Chalk Festival [Link](#)
- Pasadena Chalk Festival kick off in Los Angeles County, XINHUANET [Link](#)
- We Like LA - 10 Things To Do For This Saturday in L.A. [6-17-2023] [Link](#)

DIRECTORS REPORT MARKETING & COMMUNICATIONS

MEDIA COVERAGE – CONVENTION CENTER

Global Athletes to Descend on Pasadena for Intense NOBULL CrossFit Semifinals

STAFF REPORT

Published on Wednesday, May 24, 2023 | 1:23 pm



[flsportsguy photography]

Athletes and teams from around the globe are set to gather in Pasadena next week at the Pasadena Convention Center for the final qualifying stage before the ultimate showdown at the 2023 NOBULL CrossFit Games.

The NOBULL Semifinals – North America West will take place from Thursday, May 25th, 2023 to Sunday, May 28th, 2023.

With a total of 60 men, 60 women, and 40 teams who have triumphed in the Quarterfinal competitions, this event promises thrilling displays of athleticism. The four-day event is projected to draw a 2,500 attendees per day.

Global Athletes to Descend on Pasadena for Intense NOBULL CrossFit Semifinals

Pasadena Now

Total Readership: 162,421



Convention Center turns into a canvas

Pasadena Star News

Total Readership: 97,175



PASADENA
CALIFORNIA

DIRECTORS REPORT CONVENTION CENTER

EVENT NUMBERS

	Number of Events	Attendance
April	33	32,366
May	23	27,036
June	18	47,269 (forecast)



CrossFit Semifinals

HIGHLIGHTED EVENTS

- Antojito Industry Trade Expo
- Mayor's Prayer Breakfast
- Income Property Management Expo
- CrossFit Semifinals
- Bernadette Peters
- Monsterpalooza
- 3XP Web3 Gaming Expo
- Pasadena Chalk Festival



Pasadena Chalk Festival

CLIENT SATISFACTION

LA County Metro Transportation Authority

"Your team runs like a well-oiled machine. Dwayne was great. Every issue I had yesterday and today, you handled timely. I have nothing but good things to say about our experience." - Carlos A. Hernandez, Principal Community Relations Officer, LA Metro



3XP Web3 Gaming Expo

3.83/4

**Overall Event
Average Score**

FACILITY UPDATES

- As of current date, 63.95 tons of mixed waste has been diverted
- As of current date, 2.14 tons of organic waste has been diverted

DIRECTORS REPORT

ICE SKATING CENTER

ICE SKATING CENTER HIGHLIGHTS

- Our 1,000+ streak continues for Spring semester enrollments of skating school group classes.
- We have 57 skaters in our 2023 Little Kings Academy classes, and we are planning an in-house tournament on July 22.
- Public session skaters have increased with the end of the school year. We also began our 7 weeks of coach summer camps in June.
- We held annual meetings for our coaching staff to review policies and procedures and process paperwork needed for the coming new year.
- After a winning season and two State Championship banners, the Pasadena Maple Leafs youth hockey association had record turn-out for their three try-out weekends in June. They plan to field even more teams next season.



1,106

**Early Spring
Skaters**

Earned Media Coverage

Date	Media Type	Media Outlet	Title	Link	Total Readership	Shares	Ad Equivalency
4/6/2023	News	SoCalPulse	The Best Museums to go in Los Angeles 2023	https://socialpulse.com/social/	10268	0	\$19.30
4/7/2023	News	Patch	Easter Events In Greater LA: Egg Hunts, Bunny Visits & More 2023	https://patch.com/california/l	10276059	82	\$19,318.99
4/10/2023	News	Spectrum News 1	The Ice House Comedy Club reopens in Pasadena	https://spectrumnews1.com/c	860015	25	\$1,616.83
4/11/2023	News	NBC Los Angeles	Pasadena's New Boba Trail Includes Bubbly Beverages and a Handy Map, Too	https://www.nbclosangeles.cc	1301796	57	\$2,447.38
4/13/2023	News	Pasadena Weekly	Rediscover Old Town Pasadena: Study film and TV on new walking tour	https://www.pasadenaweekly	8045	6	\$15.12
4/13/2023	News	NewsBreak	Fun things to do in SoCal this week: April 14-20	https://www.newsbreak.com/	9763861	0	\$18,356.06
4/14/2023	Blog	Smart Meetings	Notes from the Road: Pasadena	https://www.smartmeetings.c	27233	0	\$51.20
4/18/2023	News	www.eazynazy.com	Things to do with kids in Pasadena	https://www.eazynazy.com/p	1457	42	\$2.74
4/20/2023	News	NBC Los Angeles	Inside The Oldest Comedy Club	https://www.nbclosangeles.cc	1495956	58	\$2,812.40
4/24/2023	Blog	Locale Magazine	11 Kid-Friendly Hiking Trails in Southern California That Are Worth the Trek	http://localemagazine.com/be	110098	0	\$206.98
4/26/2023	News	Welikela	Here's a Cheatsheet of Free Museum Days in L.A. For May 2023	https://www.welikela.com/he	116691	908	\$219.38
4/27/2023	News	www.coloradoboulevard.net	ArtCenter Grad Show ColoradoBoulevard.net	https://www.coloradobouleva	12364	0	\$23.24
4/27/2023	News	LAist	Best Things To Do This Weekend In Los Angeles And SoCal: April 28 - 30	https://laist.com/news/arts-a	656916	0	\$1,235.00
5/1/2023	News	Small Market Meeting	Taking the Field at College Sports Venues	https://smallmarketmeetings	3657	0	\$6.88
5/4/2023	News	Pasadena Weekly	A Collaborative Journey: M83 is set to take the stage at Just Like Heaven	https://www.pasadenaweekly	8045	0	\$15.12
5/4/2023	News	secretlosangeles.com	7 Of The Best Ways To Celebrate The History Of Cinco De Mayo In L.A.	https://secretlosangeles.com/	269171	82	\$506.04
5/4/2023	Blog	Park Labrea News/ Beverly Pres	Wine, dine and theatrics at Bar Chelou - Beverly Press & Park Labrea News	https://beverlypress.com/202	22964	0	\$43.17
5/5/2023	News	CBS News	What should I do this weekend? Secret LA is here to help answer that questio	https://www.cbsnews.com/lo	41114829	0	\$77,295.88
5/6/2023	News	Pasadena Now	Week in Review: Top Pasadena Stories of The Week	https://www.pasadenanow.cc	162421	0	\$305.35
5/8/2023	News	Cirrkus	25 summer concerts in L.A. we can't wait to see	https://cirrkus.com/news/200	2310	0	\$4.34
5/8/2023	News	Pitchfork	The Most Anticipated Music Festivals of 2023	https://pitchfork.com/feature	4435315	0	\$8,338.39
5/8/2023	News	Sun Herald	The Most Anticipated Music Festivals of 2023	https://www.sunherald.com/e	274310	0	\$515.70
5/8/2023	Broadcast	KNX-AM (Radio)	Radio clip from KNX-AM (Radio) - May 8, 2023	http://archive.tveyes.com/83	0	N/A	
5/10/2023	News	ABC7 Eyewitness News	Arranca exposiciÃ³n destacando alimentos y vendedores latinos en Pasadena	https://abc7.com/pasadena-a	6467255	6	\$12,158.44
5/12/2023	News	Travel + Leisure	This Southern California City Now Has a Boba Trail With More Than 30 Bubble	https://www.travelandleisure	13807904	0	\$25,958.86
5/12/2023	News	Yahoo!	This Southern California City Now Has a Boba Trail With More Than 30 Bubble	https://www.yahoo.com/lifest	397794167	0	\$747,853.03
5/12/2023	News	Pasadena Now	Visit Pasadena Celebrates 40th Anniversary of National Travel & Tourism Wee	https://www.pasadenanow.cc	162421	0	\$305.35
5/25/2023	News	Los Angeles Times	Weird and delicious Bar Chelou: L.A.'s next place to eat - Los Angeles Times	https://www.latimes.com/foo	26373013	0	\$49,581.26
5/27/2023	News	Pasadena Star-News	They're getting the chalk ready for the big art festival in Pasadena	https://www.pasadenastarne	89645	2	\$168.53
5/28/2023	News	patch.com	Jun 17 Annual Chalk Festival 2023: Pasadena Pasadena, CA Patch	https://patch.com/california/f		0	
5/28/2023	News	Patch	Jun 17 Annual Chalk Festival 2023: Pasadena Pasadena, CA Patch	https://patch.com/california/f	11223732	0	\$21,100.62
6/1/2023	NewsLicensed	Pasadena Star-News	Watch your step: Pasadena's Chalk Festival turns Convention Center plaza int	https://app2.cision.com/#/art	97175	0	\$182.69
6/2/2023	News	Travel Mole	What's new in Pasadena	https://www.travelmole.com/	38688	0	\$72.73
6/7/2023	News	Forbes	6 Ways To Relive Apple TV's 'Shrinking' In Pasadena	https://www.forbes.com/sites	69982040	16	\$131,566.24
6/7/2023	Blog	Dave's Travel Corner	All Are Welcome in Pasadena" Kicks off June in Pasadena, California	http://www.davestravelcorne	10298	0	\$19.36
6/14/2023	News	Matador Network	Discover the Charm of Pasadena: A Guide To the City's Best Restaurants and 1	https://matadornetwork.com/	1464401	23	\$2,753.07
6/16/2023	News	CBS News	Latest Videos Pasadena Chalk Festival Shameless Weekend Weather Plug	https://www.cbsnews.com/lo	41114829	0	\$77,295.88
6/16/2023	Broadcast	KFI AM	Radio clip from KFI AM - Jun 16, 2023	https://app2.cision.com/#/art	0	N/A	
6/16/2023	News	Yahoo News	Weekend Roundup: Roaring Nights, Asteroid City, Pasadena Chalk Festival, Rc	https://news.yahoo.com/weel	60204900	0	\$113,185.21
6/16/2023	News	CBS News	Weekend Roundup: Roaring Nights, Asteroid City, Pasadena Chalk Festival, Rc	https://www.cbsnews.com/lo	41114829	0	\$77,295.88
6/17/2023	News	L.A. Parent	Pasadena Chalk Festival	https://www.laparent.com/ev	20011	0	\$37.62
6/17/2023	Broadcast	Spectrum News 1 (San Fernand	Spectrum News SF Valley	https://app2.cision.com/#/art	1935	N/A	\$41.76
6/17/2023	News	Welikela	10 Things To Do For This Saturday in L.A. [6-17-2023]	https://www.welikela.com/10	87843	135	\$165.14
6/17/2023	News	NBC Los Angeles	Father's Day ideas: Find a dozen destinations and events for Dad's big day	https://www.nbclosangeles.cc	1240459	0	\$2,332.06
6/17/2023	Broadcast	KNX-AM (Radio)	Radio clip from KNX-AM (Radio) - Jun 17, 2023	https://app2.cision.com/#/art	0	N/A	
6/18/2023	Broadcast	KCBS-LA (CBS)	KCAL News 11p on CBS Los Angeles	https://app2.cision.com/#/art	139992	N/A	\$2,414.31
6/18/2023	Broadcast	KTLA-LA (CW)	KTLA 5 News at 10	https://app2.cision.com/#/art	94416	N/A	\$4,299.09
6/18/2023	Broadcast	KCAL-LA	KCAL News 10p	https://app2.cision.com/#/art	99455	N/A	\$5,750.23

Earned Media Coverage

6/18/2023	Broadcast	KTLA-LA (CW)	KTLA 5 News at 7	https://app2.cision.com/#/art	77574	N/A	\$1,585.62
6/18/2023	Broadcast	KTLA-LA (CW)	KTLA 5 News At 5	https://app2.cision.com/#/art	32978	N/A	\$444.80
6/18/2023	Broadcast	KABC-LA (ABC)	Eyewitness News 5PM	https://app2.cision.com/#/art	92808	N/A	\$1,067.97
6/18/2023	News	NewsBreak	Hey LA Kids, It's Time to Treat Your Dad Like the King He Is!	https://original.newsbreak.coi	1469600	0	\$2,762.85
6/18/2023	Blog	la-story.com	Patch's Lists Shares a List of Great Places to Go to for Father's Day Fun!	https://la-story.com/2023/06/	3955	0	\$7.44
6/18/2023	News	Welikela	10 Things To Do For This Sunday in L.A. [6-18-2023]	https://www.welikela.com/10	87843	0	\$165.14
6/18/2023	Broadcast	Spectrum News 1 (San Fernand	Spectrum News SF Valley	https://app2.cision.com/#/art	3379	N/A	\$70.99
6/18/2023	Broadcast	KNX-AM (Radio)	Radio clip from KNX-AM (Radio) - Jun 18, 2023	https://app2.cision.com/#/art	580500	N/A	
6/18/2023	NewsLicensed	Pasadena Star-News	Pasadena's Chalk Festival; Convention Center turns into a canvas	https://app2.cision.com/#/art	97175	0	\$182.69
6/18/2023	NewsLicensed	The Orange County Register	Pasadena's Convention Center turns into a canvas with chalk festival	https://app2.cision.com/#/art	2018327	N/A	\$3,794.45
6/18/2023	NewsLicensed	San Gabriel Valley Tribune	Pasadena's Convention Center turns into a canvas with chalk festival	https://app2.cision.com/#/art	131084	0	\$246.44
6/18/2023	NewsLicensed	Whittier Daily News	Pasadena's Convention Center turns into a canvas with chalk festival	https://app2.cision.com/#/art	73078	0	\$137.39
6/18/2023	NewsLicensed	Los Angeles Daily News	Pasadena's Convention Center turns into a canvas with chalk festival	https://app2.cision.com/#/art	635917	N/A	\$1,195.52
6/18/2023	Broadcast	KNX-AM (Radio)	Radio clip from KNX-AM (Radio) - Jun 18, 2023	https://app2.cision.com/#/art	580500	N/A	
6/18/2023	Broadcast	KTLA-LA (CW)	KTLA 5 Morning News at 10	https://app2.cision.com/#/art	62347	N/A	\$816.41
6/18/2023	Broadcast	KTLA-LA (CW)	KTLA 5 Morning News at 9	https://app2.cision.com/#/art	162351	N/A	\$2,146.46
6/18/2023	Broadcast	KNX-AM (Radio)	Radio clip from KNX-AM (Radio) - Jun 18, 2023	https://app2.cision.com/#/art	580500	N/A	
6/18/2023	News	Bulletin Reporter	Pasadena's Chalk Festival turns Convention Center plaza into a canvas â€” Dai	https://bulletinreporter.com/	2030	0	\$3.82
6/18/2023	News	mydroll.com	Pasadena's Chalk Festival turns Convention Center plaza into a canvas â€” Dai	https://mydroll.com/pasadeni	10451	0	\$19.65
6/18/2023	News	San Gabriel Valley Tribune	Watch your step: Pasadena's Chalk Festival turns Convention Center plaza int	https://www.sgvtribune.com/	131084	10	\$246.44
6/18/2023	News	Pasadena Star-News	Watch your step: Pasadena's Chalk Festival turns Convention Center plaza int	https://www.pasadenastarnev	97175	14	\$182.69
6/18/2023	News	Los Angeles Daily News	Watch your step: Pasadena's Chalk Festival turns Convention Center plaza int	https://www.dailynews.com/z	635917	0	\$1,195.52
6/19/2023	News	Usa News	Watch your step: Pasadena's Chalk Festival turns Convention Center plaza int	http://usa-today-news.com/n	1049	0	\$1.97
6/19/2023	Blog	Smart Meetings	Setting the Stage for Success	http://www.smartmeetings.cc	18455	0	\$34.70
6/19/2023	News	Xinhua	Pasadena Chalk Festival kick off in Los Angeles County	https://english.news.cn/2023/	401440	0	\$754.71
6/19/2023	Broadcast	KCAL-LA	KCAL Mornings 6a	https://app2.cision.com/#/art	7662	N/A	\$84.78
6/19/2023	Broadcast	KCBS-LA (CBS)	KCAL Mornings 6a on CBS Los Angeles	https://app2.cision.com/#/art	14037	N/A	\$122.63
6/19/2023	News	Yahoo News	Crowds clock to Pasadena Chalk Festival	https://news.yahoo.com/crow	60204900	0	\$113,185.21
6/19/2023	News	CBS News	Crowds flock to Pasadena Chalk Festival	https://www.cbsnews.com/lo	41114829	0	\$77,295.88
6/19/2023	News	CBS News	Crowds flock to Pasadena Chalk Festival	https://www.cbsnews.com/lo	40872712	0	\$76,840.70
6/19/2023	News	CBS News	Crowds clock to Pasadena Chalk Festival	https://www.cbsnews.com/lo	40872712	0	\$76,840.70
6/19/2023	Broadcast	KABC-LA (ABC)	Eyewitness News 4AM	https://app2.cision.com/#/art	21194	N/A	\$227.10
6/19/2023	Broadcast	Spectrum News 1 (San Fernand	Spectrum News SF Valley	https://app2.cision.com/#/art	2102	N/A	\$31.04
6/20/2023	News	Tucson Lifestyle	Guide to Summer 2023: Part Two	https://www.tucsonlifestyle.ci	497	0	\$0.93
6/20/2023	News	www.globaltimes.cn	Pasadena Chalk Festival kick off in Los Angeles County - Global Times	https://www.globaltimes.cn/p		N/A	
6/20/2023	News	Xinhua	Xinhua Photo Daily June 20, 2023	https://english.news.cn/2023/	401440	0	\$754.71
6/20/2023	News	MertTimesTW	帕莎迪那粉筆畫節 以筆繪心	http://www.merit-times.com.	1328	0	\$2.50

PCOC Department Accomplishments Fiscal Year 2023

FY 23 Convention Center and Civic Auditorium Rental Revenue

- The goal was to book \$3.5M in revenue at the Convention Center in FY23. The team expects revenue to be \$4.5M, a \$1M increase over budget.

Convention Center Sales

- The Pasadena Convention Center hosted 118 events including the following highlights:
 - ChristmasCon
 - PowerMorphicon
 - 2022 NISAR Science Community Workshop
 - Disaster Planning for California Hospitals
 - Golden State Tattoo Expo
 - CATESOL Annual Conference
 - CatCon
 - 34th Annual Great Minds in STEM Conference
 - Lightbox Expo
 - CA School Nutrition Association Annual Conference
 - ISTFA Intl Symposium for Testing & Failure Analysis
 - Solution Tree RTI at Work Institute
 - Got Sole
 - 2023 Annual SoCal Linux Expo
 - American Public Power Association Engineering & Operations Conference
 - MonsterPalooza
 - CrossFit Semi Finals

Civic Auditorium Sales

- The Pasadena Civic Auditorium operated 187 event days, 45 events and film productions including:
 - America's Got Talent Season 17 Live Shows! (14 shows)
 - America's Got Talent Season 18 Auditions (26 shows)
 - ICONIC Concert
 - Eric Chou World Tour
 - Prem Rawat Words of Peace
 - Into the Woods
 - ONEUS Concert
 - NAACP Image Awards
 - Dancing with the Stars: Live! 2023 Tour
 - Yoga Lin!
 - Bernadette Peters

CVB Sales & Destination Services

- Visit Pasadena's sales team capitalized on targeted sales and marketing efforts to increase the number of meetings, conventions and tradeshow coming to Pasadena. Our sales deployment remained focused on key areas of opportunity such as our strong client base of SoCal associations, scientific meetings, and our local corporate market.
- Visit Pasadena booked 30,847 definite room nights (as of 6/19)
- Highlights include:
 - Trader Joe's, August 2025, 1905 room nights
 - Antiquarian Booksellers' Association of America, February 2023, 723 room nights
 - American Youth Soccer Organization, March 2023, 1338 room nights
 - American Choral Directors Association, March 2024, 1455 room nights
 - EarthScope Consortium GAGE/SAGE Science Workshop, March 2023, 1250 room nights
- Visit Pasadena hosted 5 citywide meetings:
 - CATESOL, Sept 28-Aug 3, 800 room nights
 - Great Minds in STEM, Oct 4-8, 3810 room nights
 - Lightbox Expo, Oct 12-17, 2425 rooms nights
 - California School Nutrition Assn, Oct 20-23, 1430 room nights
 - American Youth Soccer Assn, March 15-19, 1047 room nights
- The sales team attended and exhibited at the following hospitality industry client facing events in our target markets:
 - ASAE Annual Meeting & Exposition
 - CalSAE Seasonal Spectacular
 - Connect Marketplace
 - Connect West
 - Destination California
 - Holiday Showcase
 - IEEE Convene
 - IMEX America
 - Independent Planner Education Conference
 - Visit California Roadshow to Denver and Seattle
 - Smart Meetings California
 - Showcase 2023
- Visit Pasadena launched a campaign to build awareness for meeting planners, "No Rose-Colored Glasses Needed." The targeted digital campaign included a targeted email campaign and digital media with 280k media impressions per month from January to June 2023.
- Increased our presence on CVENT the preeminent website database for meeting planners during their site selection and RFP process with a Diamond Plus Advertising Package and targeted advertising to meeting planners searching for Los Angeles and Orange County.
- Advertising was also leveraged in California Meetings + Events and Smart Meetings.
- A destination services manager was hired to support the needs of clients.

CVB Marketing & Communications

- To support the recovery and get the most of pent-up demand for travel, Visit Pasadena launched the Summer and Fall 2022 campaign, "Every Season. Any Reason.," positioning

Pasadena as a sunny, bright, and welcoming location. The campaign garnered 4.5M paid impressions.

- A new Spring and Summer 2023 leisure campaign, "Make Time for Pasadena" positions Pasadena as an ideal location for escaping and taking time for what they love. Ads were placed with digital display, native advertising, and social media. The campaign garnered over 4M impressions.
- The marketing team continued to support local businesses with a citywide holiday shopping campaign "Authentically Yours, Pasadena" with the City of Pasadena Economic Development Division and neighborhood districts.
- Visit Pasadena published the Pasadena Visitors Guide and the Pasadena Summer Experience Guide with a total of 120,000 copies distributed throughout California at hotels, welcome centers, local airports. The guides were also delivered to Pasadena and Los Angeles magazine subscribers and distributed in Las Vegas and Phoenix markets.
- The marketing and communications team operated the annual Pasadena Visitor Hotline with a team of dedicated volunteers. VisitPasadena.com received 742k views of Tournament of Roses related pages.
- The marketing and communications team attended the following media and tourism events to promote the destination:
 - TravMedia International Media Marketplace
 - Destination Mixer with Visit California
 - Canada Media Mission
 - US Travel IPW international marketplace
 - PRSA Travel and Tourism Conference
 - Visit California Outlook Forum
 - eTourism Summit
 - Destinations International Annual Meeting
 - Destinations International Advocacy Summit
 - CalTravel Summit
- The communications team hosted 11 media journalists including:
 - Christina Fuoco, Times Media Group
 - Chris Dong, Travel + Leisure, Fodors
 - Laura Studarus, Shondaland
 - Molly O'Brien, Insider, Conde Nast Traveler
 - Milena Monrroy, NBC California Live
 - Morgan Saltz, Smart Meetings
 - Moore Family
 - Nneka Okona, AFAR
 - Vicki Notaro, Sunday Times Ireland
 - Spokane Review
 - WTF Frenchie
- Visit Pasadena earned media coverage promoting Pasadena as a meetings and leisure destination including:
 - Travel and Leisure
 - Forbes
 - Shondaland
 - KABC
 - KTLA

- Matador Network
 - NBC Los Angeles
 - KNX-AM Radio
 - L.A. Parent
 - Los Angeles Times
 - Phoenix Satellite TV
 - Shondaland
 - Southern California Life Magazine
 - The Sunday Times
 - World Journal
- Visit Pasadena hosted brand activations at Rose Bowl Stadium music festivals through the summer.
- Visit Pasadena hired a communications manager to strengthen the public relations efforts for the destination and PCOC.
- A Visitor Profile and Brand Position Study was completed to develop a rich understanding of current visitors, image perception considerations, and identify and prioritize marketable target audiences.

Event Management

- Successively managed 150 events.
- Overall department satisfaction survey score of 4.0 out of 4.0.
- Senior Event Manager continued professional development by attending the 2022 IAVM Region 7 Conference in Salt Lake City, UT.
- Senior Event Manager led and moderated a session on 'Inclusive Leadership' at the IAVM Region 7 Conference.
- Event Management Department met with and continually collaborates with the City of Pasadena Fire Department Supervising Inspector to discuss event/client expectations and overall customer satisfaction & experiences for our events.
- Collaborated with Social Tables representative to provide overall customer feedback to utilize the program effectively and efficiently.
- Collaborated with marketing department to update event management documents, such as: parking maps & directions, loading dock procedures, and video wall guidelines.
- Event Management, along with other facility departments, completed a fire extinguisher training with the City of Pasadena Fire Department.
- Senior Event Manager completed FEMA Sport Venue Evacuation and Protection Actions class.

Event Services

- Overall department client satisfaction score of 3.95 out of 4.0.
- Participated and completed a fire extinguisher training with the City of Pasadena Fire Department.
- Successively reimplemented our mixed waste recycling and organic waste recycling with our waste management service provider.
- Reduction in repair and service fees, by utilizing the engineering department, as best as possible, for minor equipment repairs.

- Repaired damaged equipment such as tables, stages, and chairs.
- Event Operations Manager completed FEMA Sport Venue Evacuation and Protection Actions class.

Public Safety

- Participated in the international October “Great Shake Out” earthquake preparedness and conducted evacuation drill for the company.
- Completed departmental key list project by collecting multiple department keys and reorganizing key case for key distribution.
- Continued participation in IAVM Convention Center Safety & Security Sub-Committee for continued updates, education, and support in public safety best practices within the national and international Hospitality Industry.
- Public Safety completed FEMA Sport Venue Evacuation and Protection Actions class.

Engineering

- Retrofitted the Conference Center building emergency lighting to LED.
- Retrofitted exterior stairwell lighting to LED for energy conservation and cost savings for PCOC.
- Retrofitted the Civic Auditorium Chorus Rooms lighting to LED lighting for energy conservation and cost savings.
- Repaired and revarnished 12 podiums, providing cost savings for PCOC.
- Repaired several items in-house (event services equipment, minor patch jobs, minor paint jobs, minor repairs, etc.), providing cost savings for PCOC.
- Cleaned and organized exterior paint room storage.
- Updated and submitted facility’s Hazardous Material Business Plan Annual Certification.

Finance

- Received “unmodified opinion” of financial statements for fiscal year 2022.
- Received “complied opinion” of Single Audit for \$2.14 million Shuttered Venue Operators Grant.
- Maintained favorable Operating and Capital Replacement fund.
- Developed a budget strategy to successfully balance the budget by closely monitoring operating, capital, and financing obligations.
- Developed cash projections through financial forecasts, created contingency plans for multiple scenarios, controlled spending in operations and capital improvement projects to maintain favorable cash flow position.
- Implemented new payment processing system for garage management.
- Increase staff engagement through performance goals and quarterly feedback.
- Distributed timely monthly financial results to all levels of management through the Board of Directors.
- Provided management support for audit engagements.

Human Resources

- FY 2022 for HR and managers was all about “reconstructing the staff” after COVID. FY 2023 has been a calmer year focused on further stabilizing the staff. (We had 41 new hires/re-hires in FY23 versus 112 in FY22.) In particular, the Event Services Crew Supervisor team and the Public Safety teams are stable. Also, key positions in the CVB, Communications Manager and Destination Services Manager, were filled with experienced professionals.
- We had a seamless renewal of health and welfare, workers compensation as well as corporate liability insurance policies.
- The department is working to consolidate all employee health benefits administration platforms with our payroll partner (Paylocity).

Civic Auditorium

- Successfully hosted the Season 17 of America’s Got Talent Live Episodes.
- Successfully hosted the NAACP Image Awards, the first live return of the Award Show since the pandemic.
- New sound system has been received, installed and deployed.
- Chorus and dressing rooms have all been repainted with an upgraded look.
- Repaired failing elements of the orchestra pit and surrounding seating areas.
- Continued success hosting events in the Chinese artist market including Eric Chou, Yoga Lin, and Power Station.
- Successful events with new to the Civic promoters, Sean Healey Presents and Goldenvoice.
- Managed events partnered with the Pasadena Playhouse: PUSD Into the Woods and Bernadette Peters.
- Working with the sales department to capture events that cannot return to the Alex Theater (LA Ballet, Los Angeles Gay Men’s Choir).

IT

- Upgraded network infrastructure throughout the Civic Auditorium, replacing outdated access points and switches while expanding coverage and performance.
- Expanded security camera infrastructure to include coverage of the East and West parking entrances.
- Performed network security analysis and review to ensure protocols in place provide the best possible protection for users and organization.
- Maintained existing IT infrastructure (servers, pc’s, networking hardware, etc.) to ensure continual operation.

Box Office

- Successfully managed ticketing for 30 events in the Civic Auditorium and Convention Center, generating nearly \$500k in ticket driven revenue.

Pasadena Ice Skating Center

- All rink programs and sessions continued to show increased attendance.
- Our skating school group classes continued to grow at a record-breaking pace. The six previous semesters (since February 2022) have been the highest six semester enrollments in the 48-year history of the Pasadena Ice Skating Center.
 - Five semesters had over 1,000 group class skaters per week. Three of those semesters surpassed 1,100 group class skaters per week.
- In December, we recorded the highest monthly revenue in the history of PISC. There were over 14,000 public skaters in December – the highest number since 2016.
 - During the holiday period, we had 3 days with over 1,000 public session skaters.
 - Highest daily admission days (since 2016) were 1,332 skaters on Dec. 29 and 1,234 skaters on Dec. 30.
- For the first time, our adult in-house hockey league has expanded to include 32 teams in 5 divisions.
- Special Events include:
 - The Pasadena Figure Skating Club hosted a National Qualifying Series competition in September with nearly 450 skaters.
 - Annual Martin Luther King Day free figure skating exhibitions. This year we had a record 520 skaters for a 2-hour session on Sunday and 670 skaters for a 4-hour session on the Monday holiday.
 - Our 37th Annual ISI rink competition was held April 28-30 with 346 skaters – and 575 events entries – with 45 coaches representing 12 local SoCal rinks including Goleta, Bakersfield, and two San Diego rinks.
- Year-to-date rink membership sales are up 14% from last year.
- The Pasadena Maple Leafs (PML) youth hockey association completed an outstanding season with the PML 12U team becoming the SCAHA (Southern California Amateur Hockey Association) Champions and CAHA (California Amateur Hockey Association) State Champions and the Pats 18U AA team becoming the CAHA State Champions.
- Our three Pasadena sessions of the 2023 Little Kings program continue to be the first to “sell-out” from 12 different rink locations. This year’s program introduced 126 first-time beginner hockey skaters ages 5-10 into our rink programs – a 48% increase from the 85 participants last year.
- Public skating sessions, group classes, field trips, birthday parties, and private rentals remain busy – especially during spring break and school holiday periods.