



SPECIAL MEETING OF THE BOARD OF DIRECTORS

Wednesday, December 7, 2022 at 4:00 pm
Pasadena Convention Center
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
David Eads
Kim Burbank
Dave Klug
Eleanor Lee
Jeff Michael
Blair Salisbury
Siamak Nassirpour
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 the Neighborhood Information Services at the Pasadena Central Library, Pasadena City Hall and available for download online at <https://www.visitpasadena.com/board-agendas/>.

**THE FOLLOWING MEETING WILL TAKE PLACE
SOLELY BY TELECONFERENCE/VIDEOCONFERENCE**



**THE FOLLOWING MEETING WILL TAKE PLACE
SOLELY BY TELECONFERENCE/VIDEOCONFERENCE.**

PCOC Board of Directors
Wednesday, December 7, 2022 4:00 PM - 6:00 PM (PDT)

To join the Zoom meeting from your computer, tablet or smartphone, click:
<https://zoom.us/j/3621590846?pwd=VlowelhzK2NOMUVrZGZraTBEQ1FUUT09>

-- or --

One tap mobile: +16699006833,,3621590846#,,, *242265#
Phone Number: +1 669 900 6833
Meeting ID: 362 159 0846
Passcode: 242265

MEMBERS OF THE PUBLIC MAY PARTICIPATE ELECTRONICALLY IN THE OPEN SESSION
PORTION OF THE MEETING AS FOLLOWS:

1. Advance Correspondence, to become part of the record:
Members of the public may submit correspondence of any length prior to the start of the meeting, at the following email address: publiccomment@pasadenacenter.com. These comments will be provided to the members of the body and will become part of the meeting record.
2. Live Public Comments during the meeting:
During the meeting, members of the public may provide live public comment on an agenda item, at the time the Chair solicits public comment, by either (a) if using the Zoom program, selecting the "raise hand" function; or (b) if participating by telephone, pressing *9 to raise your hand. Public comments are limited to 3 minutes each, and the Chair may limit this time if reasonable under the circumstances.

Your phone call will be recorded as part of the meeting. By staying on the line and making public comment during the Commission meeting, you are agreeing to have your phone call recorded.

IF YOU NEED A REASONABLE MODIFICATION OR ACCOMMODATION PURSUANT
TO THE AMERICANS WITH DISABILITIES ACT BECAUSE YOU ARE UNABLE TO
PARTICIPATE ELECTRONICALLY AS SET FORTH ABOVE, PLEASE CONTACT THE
PCOC AT LEAST 24 HRS IN ADVANCE AT publiccomment@pasadenacenter.com



MEETING OF THE BOARD OF DIRECTORS
Wednesday, December 7, 2022 at 4:00 pm

AGENDA

THE FOLLOWING MEETING WILL TAKE PLACE *SOLELY* BY TELECONFERENCE/VIDEOCONFERENCE

- I. **Call to Order**
- II. **Roll Call**
- III. **Public Comments/Announcements (Limited to Items on Agenda):** Any member of the public wishing to address this body may do so at this time. The President/Chair reserves the right to place a time limit on each presentation. A maximum of three minutes allowed per speaker.
- IV. **Approval of September 28, 2022 Special Board Meeting Minutes:** *Motion to Approve*
- V. **FY23 Revised Budget – Michael Ross:** *Motion to Approve*
- VI. **Executive Committee Report - Tyron Hampton**
- VII. **Directors Reports**
 - Financial Report, October, 2022 - Phuong Wong: *Motion to Approve*
 - Sales - Center, Civic, CVB – Kristin McGrath
 - Marketing Update – Christine Susa
 - Operations – Naz Sabripour
 - Ice Rink - Michael Ross
- VIII. **Chief Executive Officer Report - Michael Ross**
 - EdTech Meeting Recap - TBID
- IX. **Tournament of Roses Report – David Eads, CEO**
- X. **Rose Bowl Operating Company Report - Richard Schammel**
- XI. **Adjournment:** Next meeting: Wednesday January 25, 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, September 28, 2022
4:00 p.m.

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

I. Call to Order:

Chairman Tyron Hampton, called the September 28, 2022, Pasadena Center Operating Company (PCOC) Board of Directors Special Meeting to order at 4:05 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 (absent)

Paul Leclerc, Treasurer (arrived between Items II. and IV.)

Joseph Titizian, Secretary (absent)

Joan Aarestad

Pat Amsbry

Scott Boone

David Eads

Kim Burbank (absent)

Dave Klug

Eleanor Lee

Jeff Michael (absent)

Blair Salisbury

Siamak Nassirpour

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*

RBOC

Richard Schammel, *RBOC Representative* (absent)

City Staff

Lesley Cheung, *Assistant Attorney, City of Pasadena*

III. Public Comments/Announcements

None

IV. Approval of July 27, 2022 Special Board of Directors Minutes

It was moved by Joan Aarestad and seconded by Pat Amsbry, to approve the July 27, 2022 Special Board of Directors Minutes as submitted. A roll call vote was taken and the motion carried.

Yeas: Tyron Hampton; Paul Leclerc; Joan Aarestad; Pat Amsbry; Scott Boone; David Eads; Dave Klug; Eleanor Lee; Siamak Nassirpour; Blair Salisbury. *Absent:* Kim Burbank; Phil Hosp; Jeff Michael; Mike Owen; Joe Titizian

V. Executive Committee Report - Tyron Hampton

Tyron Hampton reported that there would be no Executive Committee report as there was no Executive Committee meeting held in September.

VI. Directors Reports

- **Financial Report, August 2022 - Phuong Wong**

Phuong Wong provided an update on the PCOC financials. Operating revenue was \$1.3 million, which was \$359,000 better than budget. Operating expenses were \$1.2 million, or \$214,000 better than budget. Net operating income was \$172,000 which was \$569,000 better than budget.

TOT revenue collected through August 2022 was \$1.9 million which was \$502,000 better than the prior year through August. Debt service expense was \$1.9 million, resulting in a break even.

TBID assessment was \$625,000 which was \$172,000 better than the prior year through August. CVB expenses were \$306,000, resulting in a net gain of \$319,000 which was on budget

The total net gain for the company was \$464,000, which was \$765,000 better than budget and \$761,000 better than FY21 through August (FY21 loss through August was \$296,000).

It was moved by Pat Amsbry and seconded by Scott Boone, to approve the August, 2022 financials as submitted. A roll call vote was taken and the motion carried.

Yeas: Tyron Hampton; Paul Leclerc; Joan Aarestad; Pat Amsbry; Scott Boone; David Eads; Dave Klug; Eleanor Lee; Siamak Nassirpour; Blair Salisbury. Absent: Kim Burbank; Phil Hosp; 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 for the first two months of FY23 were 2500 to an annual goal of 40,000. Further, she said 48 leads, equaling 20,000 room nights were issued to the hotel community. Kristin pointed out that hotel occupancy was nearly 70% in August which dipped from 76% in June and July, however ADR was strong at \$204.

- **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.

- **Marketing Update – Christine Susa**

Christine Susa, Director of Marketing, 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.

- **Ice Rink - Michael Ross**

Michael Ross, CEO reported that the Ice Rink activity has continued to be very strong. He said that the summer skating school program which had 952 skaters smashed the previous record of 681 (2014). Further, he pointed out that the rink received some media coverage as a place to beat the heat during the extreme heat wave. Michael Ross reported that happily there had been no issues with the cooling equipment at the rink over the summer heat wave.

VII. Marketing Plan Presentation - Kristin McGrath

Kristin McGrath, Executive Director of the CVB referred the Board to the full CVB Marketing Plan that had been provided in their packages and discussion ensued. David Eads, Chair of the Marketing Committee mentioned that the committee had worked well together to review and finalize

the plan and that Kristin McGrath's and Christine Susa's (Director of Marketing) efforts were appreciated.

VIII. TBID Update - Michael Ross; Kristin McGrath

Michael Ross directed attention to the proposed changes to the terms of the TBID assessment. There was a short discussion about the potential impact of an increase in Rose Bowl activity on the immediate area/neighborhood around the Rose Bowl.

There being no further comment, it was moved by David Eads and seconded by Joan Aarestad, to approve and authorize staff to proceed with a 10 year Tourism Business Improvement District (TBID) plan renewal. A roll call vote was taken and the motion carried.

Yeas: Tyron Hampton; Paul Leclerc; Joan Aarestad; Pat Ambsbry; Scott Boone; David Eads; Dave Klug; Eleanor Lee; Siamak Nassirpour; Blair Salisbury. *Absent:* Kim Burbank; Phil Hosp; Jeff Michael; Mike Owen; Joe Titizian

IX. Chief Executive Officer Report - Michael Ross, CEO

- Low Interest Loan from the City of Pasadena for Future CIP Needs
Michael Ross reported that the subject loan (which this board of directors had approved in their June 22, 2022 meeting) was approved by the City of Pasadena Finance Committee on September 12, 2022. The loan is for a term of 10-years in an amount not to exceed \$2.5 million to be used for future PCOC capital improvement needs, to be repaid from PCOC's operating revenues. There was a question about whether the extensive maintenance work/repairs to be performed on the Civic Auditorium would disrupt business. Michael Ross reported that it would not.

X. Tournament of Roses Report - David Eads, CEO

David Eads, CEO, Tournament of Roses, gave a brief update, saying that plans for New Year's Day (day after, on January 2, 2023), were in full swing. He mentioned that the court and grand marshal would be announce in October.

XI. RBOC Report – Richard Schammel (absent)

Richard Schammel being absent, there was no RBOC report.

XII. Adjournment

On order of the Chair, the Board of Directors Special Meeting adjourned at 5:11 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

Budget - FY2023	FY2020 ACTUAL	FY 2021 ACTUAL	FY 2022 ACTUAL Unaudited	FY2023 ADOPTED	FY2023 REVISED
	RESULTS	RESULTS	RESULTS	BUDGET	BUDGET
Facilities					
Revenue					
Convention Center	\$ 1,962,000	\$ 470,000	\$ 1,836,000	\$ 2,300,000	\$ 2,300,000
Other Rentals & Commissions	1,852,000	298,000	1,212,000	1,900,000	1,900,000
Civic Auditorium & Ex Hall C	893,000	214,000	766,000	1,100,000	1,200,000
Facility Restoration Fees	101,000	5,000	66,000	100,000	125,000
Food service commission	1,118,000	102,000	651,000	900,000	900,000
Parking Garage	862,000	-	1,232,000	1,200,000	1,600,000
Ice Skating Center	1,820,000	264,000	2,797,000	2,660,000	2,900,000
Investment Earnings	226,000	75,000	24,000	25,000	25,000
Total Facilities Revenue	8,834,000	1,428,000	8,584,000	10,185,000	10,950,000
Expenses					
Convention Center / Civic	5,964,000	2,965,000	4,881,000	7,133,000	7,300,000
Parking Garage	-	-	142,000	358,000	400,000
Ice Skating Center	1,346,000	354,000	1,312,000	1,712,000	1,800,000
Debt Service - Loans	548,000	492,000	322,000	191,000	466,000
Total Facilities Expenses	7,858,000	3,811,000	6,657,000	9,394,000	9,966,000
Facilities Revenue / (Expenses)	976,000	(2,383,000)	1,927,000	791,000	984,000
				7.8%	9.0%
Transient Occupancy Tax / Debt Service					
Transient Occupancy Tax	8,684,000	4,181,000	9,751,000	10,800,000	10,800,000
Debt Service - Bonds & Allowance	10,133,000	10,453,000	10,899,000	11,027,000	11,027,000
TOT Surplus (Shortfall)	(1,449,000)	(6,272,000)	(1,148,000)	(227,000)	(227,000)
Convention Visitors Bureau					
TBID Assessment	2,961,000	1,369,000	3,189,000	3,600,000	3,600,000
Convention Visitors Bureau Expenses	2,614,000	1,080,000	2,235,000	2,900,000	3,000,000
Convention Visitors Bureau	347,000	289,000	954,000	700,000	600,000
Grant Funds					
Shuttered Venue Operators Grant	-	-	2,130,000	-	-
ARPA - Tourism Stimulus Grant	-	-	475,000	-	-
Convention Visitors Bureau	-	-	2,605,000	-	-
Total Revenue	20,479,000	6,978,000	24,129,000	24,585,000	25,350,000
Total Expenses	20,605,000	15,344,000	19,791,000	23,321,000	23,993,000
Net Gain / (Loss):	(126,000)	(8,366,000)	4,338,000	1,264,000	1,357,000
Capital Assets / Improvements					
Capital Expenditures	700,000	400,000	550,000	750,000	750,000



	/----- Year - to - Date Through		October 2022				FY 2023 Budget
	Actual	Budget	Actual vs.	Prior Year	CY vs. PY	% Change	
			Budget			CY vs. PY	
			Fav / (unfav)		Fav / (unfav)		
Operating Revenue							
Convention Center	\$ 1,072,000	\$ 611,000	\$ 461,000	\$ 360,000	\$ 712,000	n/a	\$ 2,300,000
Other rentals & Commissions	682,000	419,000	263,000	156,000	526,000	337.2%	1,900,000
Subtotal Center revenue	1,754,000	1,030,000	724,000	516,000	1,238,000	n/a	4,200,000
Civic Auditorium & Facility Fees	626,000	380,000	246,000	34,000	592,000	n/a	1,200,000
Food Service Commission	321,000	290,000	31,000	81,000	240,000	296.3%	900,000
Parking Garage	642,000	475,000	167,000	173,000	469,000	n/a	1,200,000
Ice Skating Center	1,063,000	880,000	183,000	777,000	286,000	n/a	2,660,000
Total Operating Revenues	4,406,000	3,055,000	1,351,000	1,581,000	2,825,000	n/a	10,160,000
Investment Earnings	8,000	8,000	-	-	8,000	n/a	25,000
Total Revenues:	4,414,000	3,063,000	1,351,000	1,581,000	2,833,000	n/a	10,185,000
Center Operating Expenses							
Convention Center	2,017,000	2,208,000	191,000	1,469,000	(548,000)	-37.3%	7,133,000
Parking Garage	83,000	113,000	30,000	16,531	(66,469)	n/a	357,000
Ice Skating Center	524,000	527,000	3,000	361,000	(163,000)	-45.2%	1,712,000
Total Center Operating Expense	2,624,000	2,848,000	224,000	1,846,531	(777,469)	-42.1%	9,202,000
Operating Results:	1,790,000	215,000	1,575,000	(265,531)	2,055,531	-774.1%	983,000
Debt Service - Loans	61,000	60,000	(1,000)	104,000	43,000	41.3%	191,000
Net Gain/(Loss)	\$ 1,729,000	\$ 155,000	\$ 1,574,000	\$ (369,531)	\$ 2,098,531	-567.9%	\$ 792,000
TOT / Bonds Debt Services							
Transient Occupancy Tax	4,258,000	3,800,000	458,000	2,704,000	1,554,000	57.5%	10,800,000
Debt Services & Allowance	3,637,000	3,868,000	231,000	3,564,000	(73,000)	-2.0%	11,027,000
Net Gain / (Loss)	\$ 621,000	\$ (68,000)	\$ 689,000	\$ (860,000)	\$ 1,481,000	-172.2%	\$ (227,000)
Convention Visitors Bureau							
TBID Assessment	1,375,000	1,300,000	75,000	897,000	478,000	53.3%	3,600,000
Convention Visitors Bureau Expenses	685,000	747,000	62,000	482,000	(203,000)	-42.1%	2,900,000
Net Gain / (Loss)	\$ 690,000	\$ 553,000	\$ 137,000	\$ 415,000	\$ 275,000	66.3%	\$ 700,000
Grant Funds							
Shuttered Venue Operator Grant	-	-	-	364,000	(364,000)	n/a	-
American Rescue Plan Act Grant	-	-	-	78,000	(78,000)	n/a	-
Total Grants	\$ -	\$ -	\$ -	\$ 286,000	\$ (442,000)	n/a	\$ -
Total PCOC							
Total Revenue	\$ 10,047,000	\$ 8,163,000	\$ 1,884,000	\$ 5,468,000	\$ 4,579,000	83.7%	\$ 24,585,000
Total Expenses	7,007,000	7,523,000	516,000	5,996,531	(1,010,469)	-16.9%	23,320,000
Toal Net Gain / (Loss)	\$ 3,040,000	\$ 640,000	\$ 2,400,000	\$ (528,531)	\$ 3,568,531	-675.2%	\$ 1,265,000



PASADENA
CENTER OPERATING COMPANY

DIRECTORS REPORT

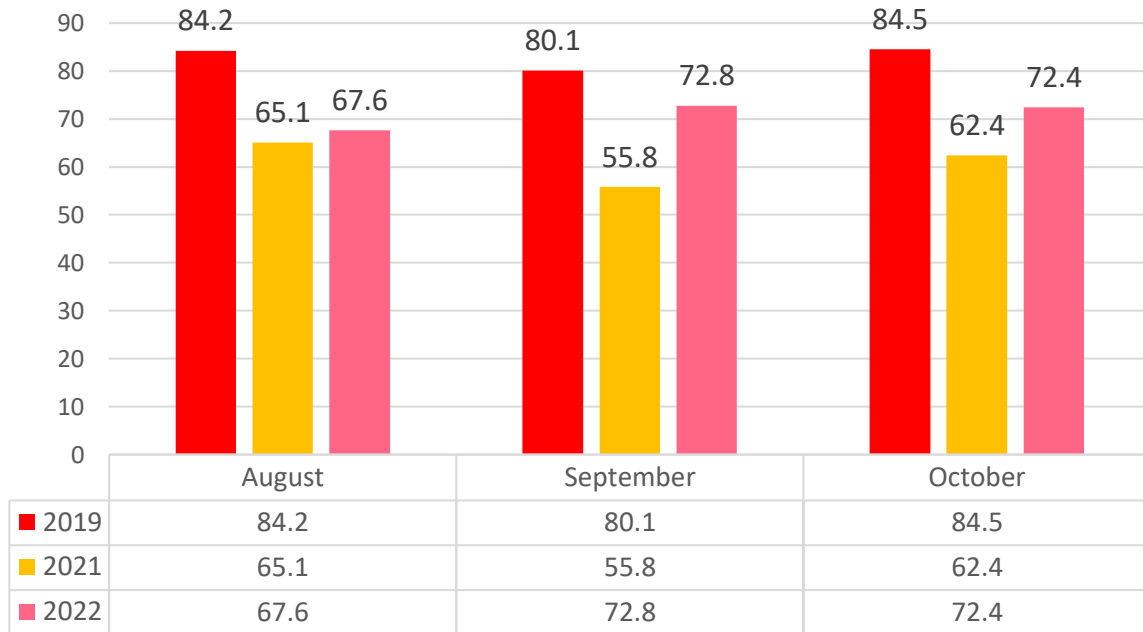
December 2022

PASADENA

DECEMBER DIRECTORS REPORT

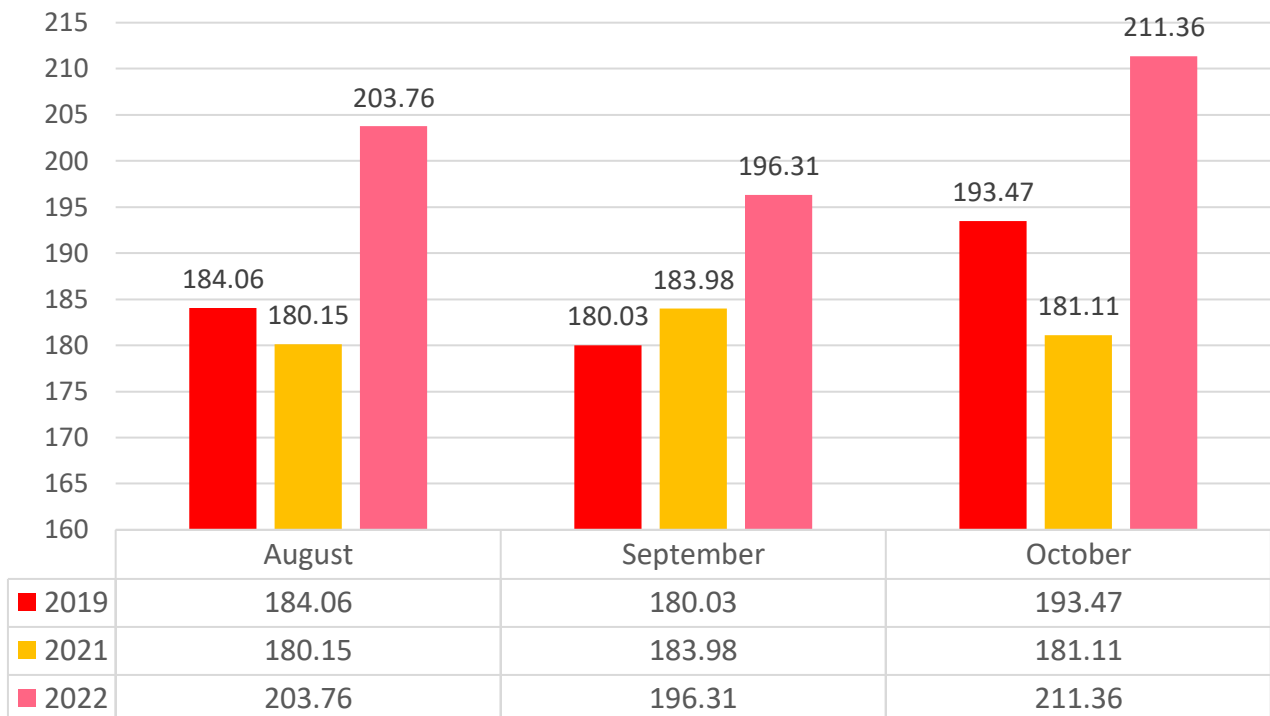
VISIT PASADENA UPDATE

HOTEL OCCUPANCY



■ 2019 ■ 2021 ■ 2022

HOTEL ADR (AVERAGE DAILY RATE)



■ 2019 ■ 2021 ■ 2022

Source: STR

DIRECTORS REPORT SALES UPDATE

CVB

September – November Bookings:

27 bookings; 9839 total room nights

15 of the 27 bookings are repeat clients

31% to FY23 goal of 40,000 total room nights (12,383 rooms YTD)

Highlights:

- American Public Power Association, 750 room nights, April 2023
- American Choral Directors Association, 1605 room nights, March 2024
- Trader Joe's Annual Captains' Meeting, 1887 room nights, August 2025

September – November New Leads:

83 new leads; 45,004 total room nights

Highlights:

- IEEE Engineering in Medicine & Biology Society, 2765 rooms, July 2026
- California Science Educators Conference, 1525 rooms, July 2023



CONVENTION CENTER

Definite Bookings (42):

- 7th Sense Research, January 2023
- National Assn for College Admission Counseling, April 2023
- HorrorHound Weekend, September 2023
- Techno Security & Digital Forensics Conference, September 2023
- Golden State Tattoo Expo, September 2023



CIVIC AUDITORIUM

Definite Bookings (13):

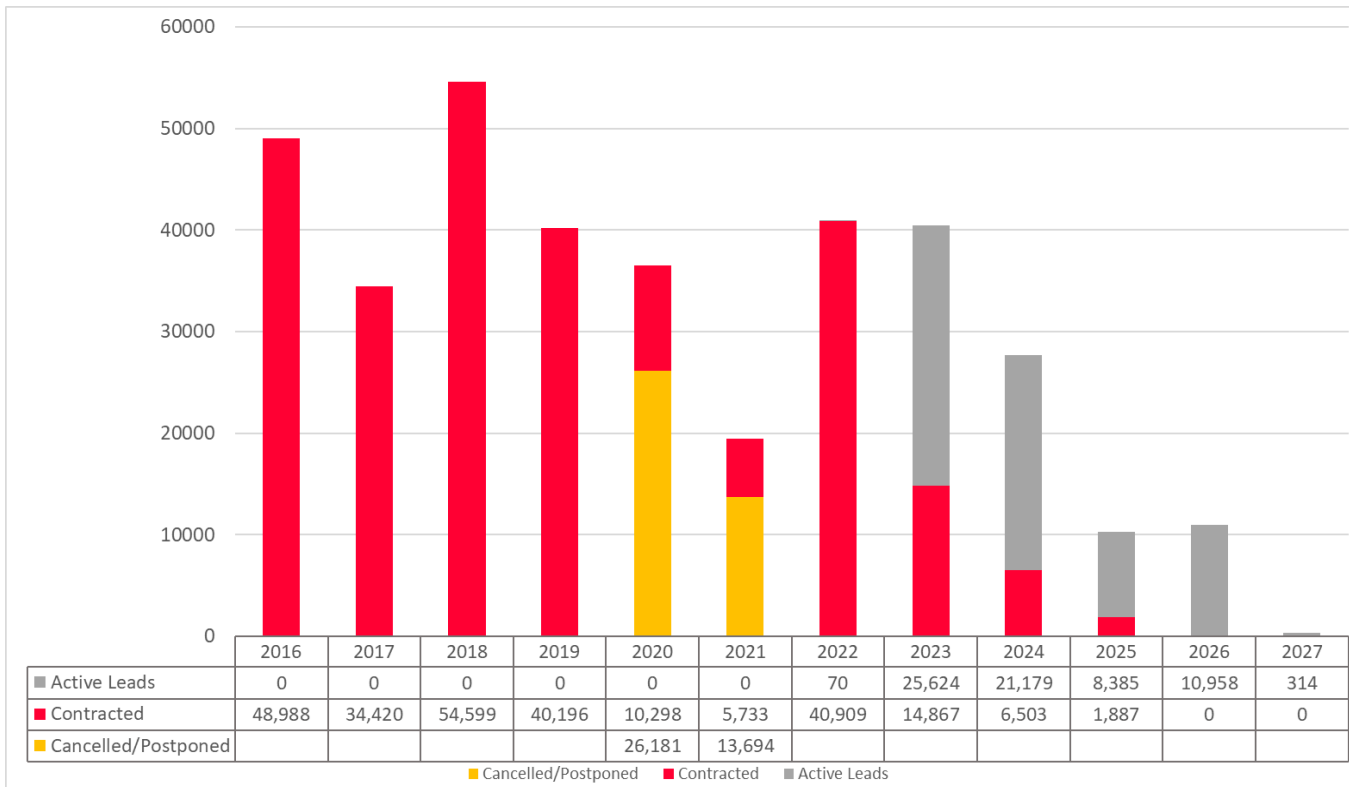
- Joy Entertainment, November 2022
- VISM, Inc., November 2022
- Words of Peace, December 2022
- Marathon Productions (America's Got Talent), March 2023



DIRECTORS REPORT

SALES UPDATE

CONTRACTED ROOM NIGHTS & ACTIVE LEADS 2015-2027



Notes:

- Focus on 2023 continues to be a priority and progress is being made. A total of 4604 room nights have been contracted for 2023 since September 1st.
- The active lead funnel remains strong for both 2023 and 2024; the opportunity to close business that will actualize within the next 13 months is healthy.
- Based on the success of our special three-month Cvent Competitive Market Ad which targeted planners considering Orange County, we will repeat that campaign for the months of February, March, and April.

DIRECTORS REPORT

SALES UPDATE

IMEX AMERICA

Kristin McGrath and Debbie Vail, along with sales leaders from the Hilton Pasadena, Hyatt Place, and The Pasadena Hotel & Pool attended IMEX America, October 18 – 20, in Las Vegas. We conducted nineteen (19) thirty-minute appointments in our booth and an additional 18 potential clients stopped by the booth to learn more about the meeting and event options in Pasadena.



IEEE CONVENE

Visit Pasadena was a first-time attendee at IEEE Convene which took place in Boston, October 27-28. IEEE is the world's largest technical professional organization dedicated to advancing science and technology. Convene brings together members of the IEEE Leadership and Meetings, Conferences and Events (MCE) staff with Conference Organizers from all 10 IEEE Regions, as well as conference leaders from many of their most prominent Societies. This is an exclusive, invitation only event, with limited supplier participation. Pasadena's reputation as a hub of scientific intellectual capital granted us access to participate.



SMART MEETINGS CALIFORNIA

Debbie Vail represented Visit Pasadena at the Smart Meetings National 3 Day Experience – California, which took place at the Zachari Dunes November 6-8, 2022. The planner to supplier ratio was outstanding - close to a 50-50 split. In addition to participating in the networking and educational opportunities, Debbie conducted 23 appointments.



DIRECTORS REPORT

SALES UPDATE

SACRAMENTO CLIENT EVENT

Visit Pasadena hosted key state association clients at the November 17th Sacramento Kings game. Clients included representatives from:

- CA Peace Officers Association
- Assn of CA Water Agencies
- Academic Senate for CA Community Colleges
- CA Assn of Science Educators
- League of CA Cities
- CA Special Districts Assn



UPCOMING CLIENT FACING EVENTS

Visit Pasadena will be represented at the following industry tradeshows in December:

- Connect Washington DC
- Holiday Showcase Chicago
- Expo! Expo!
- CalSAE Seasonal Spectacular



SITE INSPECTION VISITS

Year to date the CVB sales team has hosted sixteen (16) site visits. Recent site visits include:

- CATESOL
- Caltech
- Library Foundation of Los Angeles
- Tourism Portfolio
- Goldenvoice
- NACA
- Engineering in Medicine and Biology Society
- Select Global
- CFABS



DIRECTORS REPORT

MARKETING & COMMUNICATIONS

ADVERTISING CAMPAIGN

Visit Pasadena continued the fall installment of its "Sunshine and Roses" highlight seasonal activities in Pasadena. The fall campaign, "Every Season. Any Reason." includes artwork for fall, the Rose Parade, beer, and outdoors. It positions Pasadena as a sunny, bright, and welcoming location with lots of food, outdoor activities, and Instagram-worthy spots to explore. Ads were placed with Datafy, Rose Bowl Stadium, Burbank Airport, and TripAdvisor.

Display, Online Video, Native, Social

- Targeted audiences based on previous visitation, behavior, and competitor destinations.
- Reach precise audiences with an integrated programmatic advertising strategy



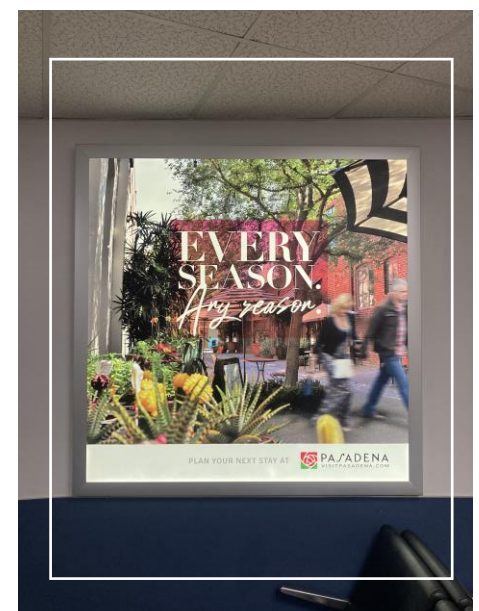
TRIPADVISOR

Impressions: 135,664
Clicks: 640
CTR: 0.47%

DATAFY

Clicks:

- .18% Fall Campaign CTR
- 84% VCR (Video)
- .14% Native Retargeting CTR



DIRECTORS REPORT

MARKETING & COMMUNICATIONS

SOCIAL MEDIA

Visit Pasadena is continuing to evolve its social media tactics, utilizing more reels (video) to highlight events, showcase diversity, and campaigns around the city:

- **Anime Pasadena (Day 1)**
 - 17.5k views
 - 851 likes
- **Anime Pasadena (Day 2)**
 - 10.6k views
 - 392 likes
- **Union Station Turkey Prep**
 - 8.1k views
 - 251 likes
- **Shop Small – Mercadito Monarca**
 - 12.4k views
 - 533 likes
- **Shop Small – Canterbury Records**
 - 7.9k views
 - 354 likes



DIGITAL STATS SEPTEMBER - NOVEMBER

	Sept. - Nov.	YTD
Website Pageviews	384,941	664,561
Website Users	200,503	347,502

	YTD
Social Media Followers	73,394
Social Media Impressions	253,811

DIRECTORS REPORT

MARKETING & COMMUNICATIONS

AUTHENTICALLY YOURS

Visit Pasadena partnered with the City of Pasadena to launch the Authentically Yours campaign centered around shopping small and dining local for the holidays. The campaign launched on Small Business Saturday and will continue running into the end of December.

Exclusive tote bags were given away at 27 welcome stations and businesses wrote messages to shoppers thanking them for their support. The campaign received KTLA coverage at Mercadito Monarca and some locations ran out of tote bags in under 25 minutes.

TOURNAMENT OF ROSES ROYAL COURT SAYS "SHOP SMALL" ON SOCIAL

Visit Pasadena partnered with the Tournament of Roses Royal Court to shoot a series of bite-sized videos as part of the "Authentically Yours, Pasadena" campaign to be featured on social media.

We visited 9 locally-owned independent shops and eateries and the videos are being rolled out as reels on Visit Pasadena's Instagram account throughout the holiday shopping season. Of the two videos that went live, we saw 20.4K views, over 850 likes, over 80 shares, and over 55 saves.



DIRECTORS REPORT MARKETING & COMMUNICATIONS

VISITORS GUIDE

The marketing team designed and released the new 2023 official Visitors Guide which will be distributed throughout the region and state at airports, welcome centers, hotels, businesses, and attractions. The guide will also be packaged with Los Angeles magazine and Pasadena magazine distributed to their subscribers. In Summer 2023, a supplemental Summer Experience Guide will also be released showcasing the season's most anticipated activities and events.

Total circulation: 90,000

Total readership: 225,000

VISIT PASADENA SPRING CAMPAIGN PHOTOSHOOT

In preparation for the upcoming spring advertising campaign and for future collateral use, the marketing team prepared a photoshoot featuring 5 prominent Pasadena locations multiple sets of models – varying demographics and activities – to highlight the diversity of the city.

- Agnes – date night, guy's night
- Coffee and Plants – girls' night
- Caltech – meeting planners
- Kidspace Children's Museums – family-friendly
- Desiderio Park – dog-friendly
- Norton Simon Museum – art and culture



DIRECTORS REPORT

MARKETING & COMMUNICATIONS

UNION STATION HOMELESS SERVICES TURKEY PREP

The Pasadena Convention Center and SodexoLive! helped prep 140 turkeys for the annual Union Station Homeless Services Thanksgiving Dinner in the Park.

We had a media event resulting in coverage on ABC7 that aired during November 22's 11 a.m. and the 4:00 p.m. news. The clips featured the Mayor, Councilmembers Tyron and Felicia, and Anne Miskey prepping the turkeys with an audience reach of 90K. Pasadena Now, with an UVPM of 43K, also featured the event and the article can be found here: [140 Turkeys Prepped and Ready to Go](#).

We also produced [a reel](#) on @VisitPasadena's Instagram account highlighting the event, garnering over 8,000 views, 250 likes, 50 shares and 6 saves.



PASADENA NOW

140 Turkeys Prepped and Ready to Go

Pasadena Convention Center and Sodexo Live! preps 140 turkeys in ten-year tradition for annual Union Station Homeless Services' Thanksgiving dinner

STAFF REPORT
Published on Tuesday, November 22, 2022 | 12:48 pm



<https://www.pasadenanow.com/main/wp-content/uploads/2022/11/USHS-11-22-2022.jpg>
Pasadena Mayor Victor Grijalva, Union Station Homeless Services CEO Anna Miskey, Councilmember Felicia Williams, Councilmember Tyron Hampton in the Pasadena Convention Center SodexoLive! Kitchen carving and prepping turkeys for Thanksgiving dinner in the

DIRECTORS REPORT

MARKETING & COMMUNICATIONS

INDIVIDUAL MEDIA VISITS



CHRISTINA FUOCO

Christina Fuoco is based in Arizona and she will be covering her leisure travel getaway to Pasadena in Arizona's **North Valley Magazine** (reach 30,000), **Lovin' Life After 50** (reach: 98,360), **The Entertainer! Magazine** (reach: over 1 million readers/ year), and **Scottsdale Airpark News** (reach: 25,000); as well as a mention in local publications **Pasadena Weekly** and **Playa Vista Direct**. She stayed at the Hyatt Place and joined our team for a coffee at Coffee & Plants, had dinner at the new Dos Besos, and enjoyed an afternoon tea at the Langham Huntington.



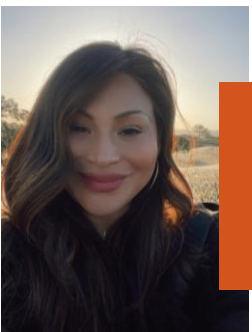
CHRIS DONG

Chris Dong is a travel journalist with words in the Washington Post, TIME, T+L, and more. He visited Pasadena for a travel piece highlighting the AAPI experiences found here. Chris stayed at The Langham Huntington, enjoyed dinner in Old Pasadena, visited the Rose Bowl Flea Market, explored the USC Pacific Asia Museum, the Huntington, and checked out the Burlington Arcade.



MOLLY O'BRIEN

Molly O'Brien is a freelance travel journalist in multiple publications such as Fodor's, Insider, Matador's Network, etc. Based out of Los Angeles, she visited Pasadena for a walking tour of the Civic Center and Old Pasadena on film history and had lunch at Float in the Burlington Arcade.



MILENA MONRROY

Visit Pasadena invited NBC California Live producer Milena Monrroy to the USC vs. UCLA game at the Rose Bowl Stadium. During the festivities, we discussed a "New Year, New You" piece that will air on the various markets in California and potentially in the Pacific Northwest, focusing on Pasadena's wellness excursions and new experiences, such as Chuan Spa and the new Ice House opening.

DIRECTORS REPORT CONVENTION CENTER

EVENT NUMBERS

	Number of Events	Attendance
November	21	31,700
December	11	19,525 (forecast)
January	12	16,600 (forecast)

HIGHLIGHTED EVENTS

- AnimePasadena
- Eric Chou World Tour in LA
- VIVA HVAC – IHACI 42nd Annual Trade Show
- Got Sole!
- ArtCenter Grad Art Show
- Season's Screaming
- CHEERpros
- IMATS LA 2023

CLIENT SATISFACTION & ACCOLADES

“Thank you for all your help in making our show a success. We appreciate you going out of your way to make things perfect. Summer and I will take the survey below and get it back to you!” Karina Ball, Sales Account Executive - IHACI

3.78/4.00

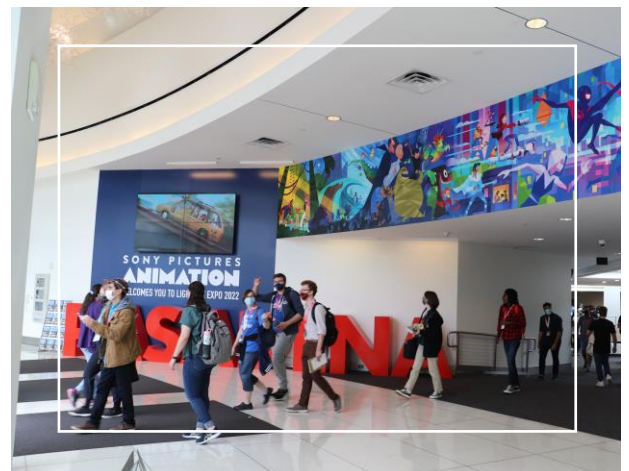
Overall Event
Average Score



Anime Pasadena



California School Nutrition Association



Lightbox 2022

DIRECTORS REPORT

ICE SKATING CENTER UPDATE

ICE SKATING CENTER HIGHLIGHTS

- Fall skating school group class total of 1,016 skaters is the highest fall semester ever - and 4th highest semester total in the history of PISC.
- November rink revenue remains strong as Thanksgiving week public session admissions show increase from 2021.
- The desiccant wheel for Ice Rink dehumidifier was replaced in October.
- Skaters, coaches, and staff got in the Halloween spirit wearing costumes during skating school group classes. Treats were distributed to all.

1,016

**Fall Skating
School Skaters**

