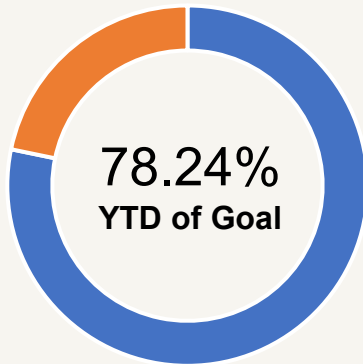




## CVB

### Room Night Goal



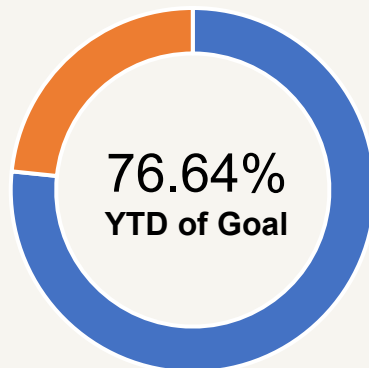
37,557 YTD Room Nights Generated  
48,000 Room Night Goal

### Room & Booking Metrics

	FY2019	FY2020
YTD Room Nights	46,048	37,557
Room Night Goal	46,000	48,000
% of Goal	100.01%	78.24%
Canceled due to COVID	0	10,010

## CONVENTION CENTER

### Revenue Goal



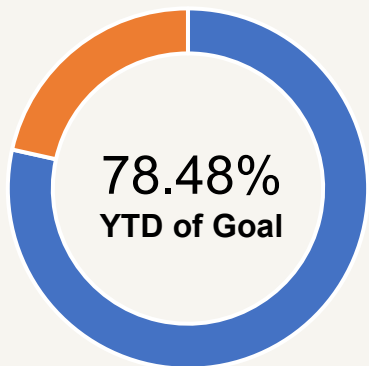
\$1,962,000 YTD Revenue  
\$2,560,000 Revenue Goal

### Revenue Goal

	FY2019	FY2020
Annual Revenue Goal	\$2,494,000	\$2,560,000
YTD Revenue	\$2,500,848	\$1,962,000
% of Goal	100.29%	76.64%

## CIVIC AUDITORIUM

### Revenue Goal



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

### Revenue Goal

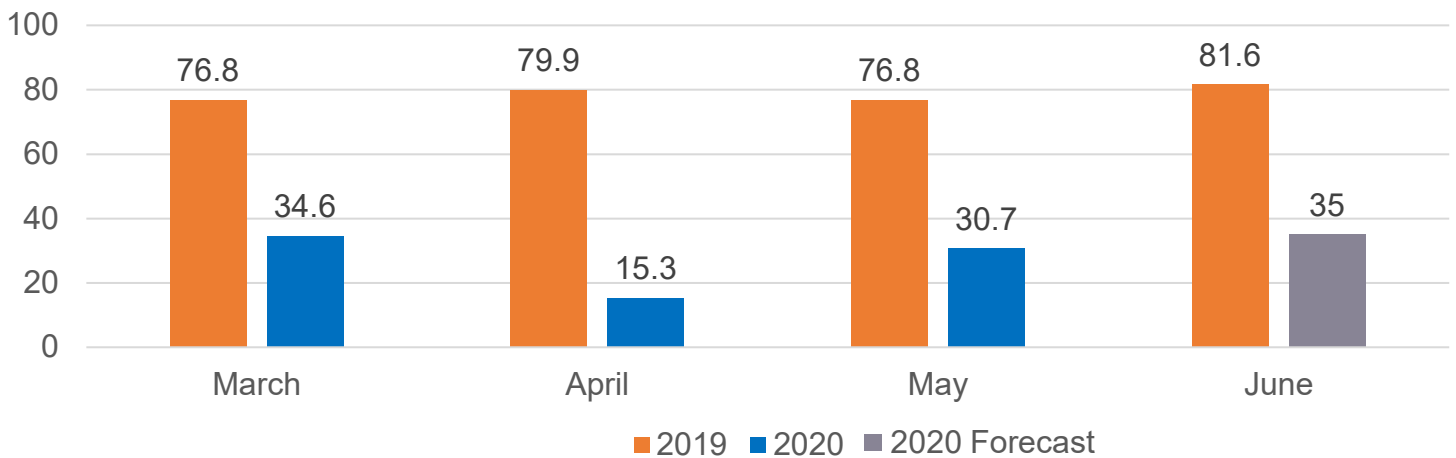
	FY2019	FY2020
Annual Revenue Goal	\$1,249,000	\$1,260,000
YTD Revenue	\$1,297,275	\$988,950
% of Goal	113.30%	78.48%



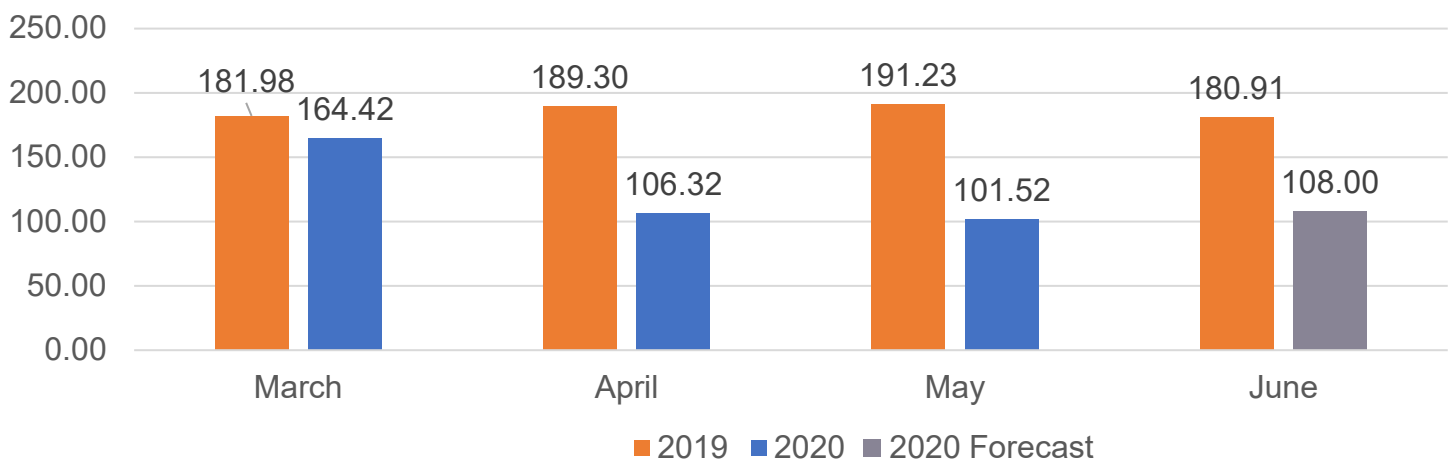
### Hotel Update

- Langham to reopen on July 2. On July 1<sup>st</sup> they will reopen the Terrace Café, Hide-a-away Bar and Private Kitchen. They will continue to evaluate the current demand to determine when to open Royce and The Tap room as well as tea services.
- Hotel Constance is targeting July 31<sup>st</sup> to reopen.
- Sheraton Hotel closed on May 7, 2020 and anticipates re-opening August 1st
- California “reopened” for leisure travel on June 12th.

### Hotel Occupancy



### Hotel ADR (Average Daily Rate)



### Tourism Economics Forecast:

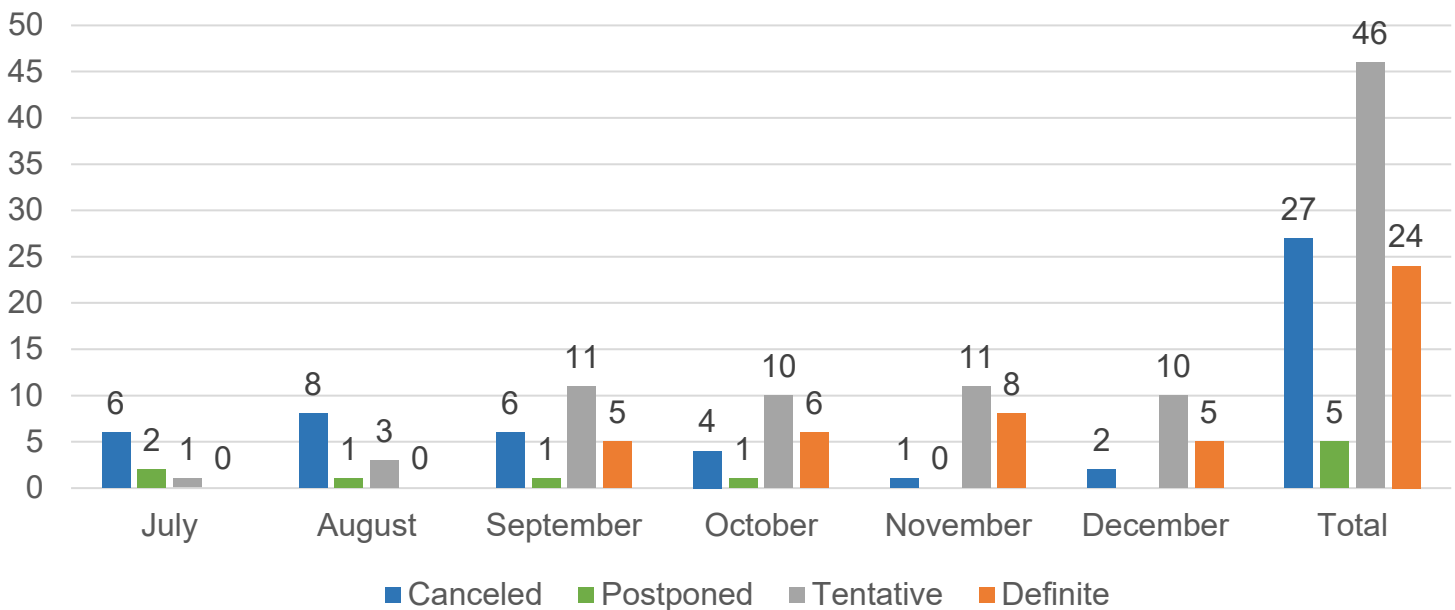
- Recovery will be led by domestic visitation and hotel room demand is not expected to recover to 2019 levels until after 2022.
- Hotel occupancies for the balance of 2020 have gotten more favorable. New forecast as of June 1st is that occupancy will climb into the 40-50% range thru the end of the year.
- A "second wave " could capsize these numbers.



**Event Impact FY2020**

	Number of Events	Rental	Forecasted Total Revenue	Attendance	Room Nights
<b>Loss thru June</b>	68	\$931,735	\$2,143,705	108,684	9,208

**Current Status on Future Events**



**Sales Activities**

- Conducting daily video conference calls with the team to keep everyone informed and engaged.
- Weekly call with Pasadena Hotel Directors of Sales to provide updates and support.
- Currently we are seeing all events for July and August canceling/postponing.
- All our citywide conventions have canceled thru the end of the calendar year, but they have committed to return in 2021 or 2022 depending on the rotation of their events.
- Convention center sales team is focused on the opportunities that still exist for smaller meeting and events as well as retaining as much business as we can thru December.
- CVB sales team has remained focused on our efforts to secure future group business and we still have strong leads in our pipeline. Meeting Planners have slowed their decision making while they await new guidelines, but the opportunity still exists, and we remain in close contact.
- Trend is moving towards hybrid meetings...host a smaller group in person and stream the event to an on-line audience. We are a great fit for these types of meetings.
- All industry events that we attend to network and meet with clients have canceled thru October so all business travel continues to be suspended for the team.



### LA County Economic Resiliency Task Force:

The hospitality sub-committee for this task force has developed and proposed the following 3 step strategy submitted to the county for when the state allows for certain businesses to re-open.

1. Short term- allow individual (leisure) travel
  - Protocols have been developed and approved (employees and guest)
  - Went into effect June 12, 2020
2. **Mid term- allow for small meetings**
  - **Recommended protocols have been developed**
  - **Submitted to the county... waiting for opportunity with state clearance**
  - **“Small Meetings” have been recommended to be <100 ppl, specifically because the state/county have already allowed church gatherings of that size.**
3. Long-term- plan large meetings
  - Recommended protocols have been developed
  - Submitted to the county... waiting for opportunity with state clearance

### California Convention Center Coalition

DMOs and convention centers across the State of California have joined with CalTravel to create a proactive advocacy strategy to get the state to allow reopening for business meetings and conventions sooner than the end of stage 4.

The Pasadena Convention Center and Visit Pasadena have joined this effort and signed on to a letter sent to Governor Newsom explaining the impact our Industry has on our communities and supporting reopening our destinations.

Goal is to inform and differentiate our unique situation as convention centers versus large ticketed venues..

The coalition has worked hard and collaboratively to create a detailed plan with best practice recommendations for sanitation, staff training, physical distancing, and communication.

Importantly, we are also committed to working with our local and county officials to ensure that we meet all guidelines for reopening.





## Marketing Recovery Plans

The Marketing & Communications team will execute a phased leisure marketing strategy to support destination recovery, increased hotel business, and position Pasadena for long-term success. The Marketing team will target best potential drive market customers and drive business to our hotels and tourism partners.

Based on research from Buxton mobile insights, our marketing plan will work on bringing back our Gen X patrons as well as attracting more Millennials, a growing sector. Key characteristics of our ideal customer are career driven professionals who love the energy and culture of downtown life and lead active lifestyles. Our messaging and landing pages will include safety, health and wellness information and themes.

## Phased Leisure Marketing Strategy



Locals	Drive Markets	Short-Haul
Dates: July 1 – August 15 Markets: Pasadena and Los Angeles focused Objective: Get locals back to Pasadena and promote Angelenos to plan staycations. Media: Organic and limited paid digital.	Dates: August 15 – December Markets: Southern California: Los Angeles County, San Bernardino, Riverside, Orange County and San Diego County Objective: Increase short drive, weekend trips, road trips Media: Paid Fall campaign. Participate in co-ops with LA Tourism and Visit CA.	Dates: Spring – Summer 2021 Market: California – Northern and Southern, Nevada, Arizona Objectives: Expand visitation for weekend trips Media: Paid Spring leisure campaign.

## Wave 1 Marketing Campaign

The first wave of marketing advertising will include a call to action directly to Pasadena hotel offerings and enhanced safety and health guidance.

## Meetings Marketing

Direct marketing continue to keep Pasadena top of mind as a meetings destination. Regular e-mail campaigns are sent to sales clients and active prospects on weekly basis. In addition, e-mails have been sent to specific opportunity markets including filming prospects and car research companies.



## Community Advocacy

### Public Health / Economic Development Briefing

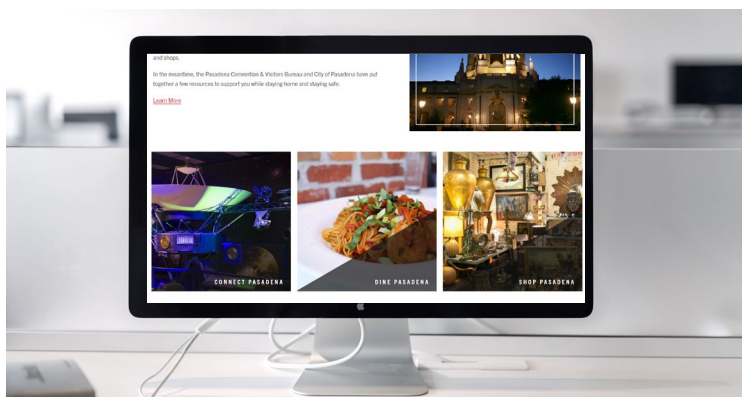
The Pasadena CVB is confident that the tourism industry will lead the recovery for Pasadena. The team is working closely with our partners. The City of Pasadena hosted a briefing on new reopening guidelines for hotels and museums with the economic development and public health departments. This was an opportunity for our partners to speak directly to a public health official and ask questions on their reopening plans.

### Tourism Recovery Meeting

The PCVB also met with a focus group of hotels and tourism partners to discuss recovery collaboration efforts. The Tournament of Roses, Rose Bowl Stadium, Gamble House, Pasadena Symphony, entertainment districts and hotels are represented.

### Weekly Partner Meetings

The PCVB continued to meet weekly with our partners at the City of Pasadena Economic Development, Pasadena Chamber of Commerce, Old Pasadena, Playhouse Village and South Lake Avenue Districts to share information and support reopening efforts. In the past month, the group has been working on reopening guidelines, and provided insights and suggestions for supporting restaurants in opening their dine-in services.



## Business Support

In addition to our restaurant and virtual activities directories, the marketing team added a new directory to support retail businesses

- [Dine Pasadena](#) (22k pageviews)
- [Connect Pasadena](#) (5k pageviews)
- [Shop Pasadena](#) (200 pageviews)





## Recent Coverage



### Pasadena Magazine

Pasadena Magazine spotlighted Naz Sabripour and her career in the venue management industry and in Pasadena.



### SoCal Life Magazine

Pasadena advertised in SoCal Life Magazine in their July/August issue with a cover feature and eight pages of editorial.

## Recent Community Updates

We have been deeply saddened and angered by the recent deaths of George Floyd, Ahmaud Arbery, Breonna Taylor and many others. We have made the following statements on Visit Pasadena channels.

*"There is a lot of hurting and pain in our country right now. Now, more than ever, we need to step up and speak out against racism, inequality, and injustices. We must unite and take the appropriate steps towards positive change and a safer and better future for all. We are taking this #BlackoutTuesday to listen and learn with an open heart."*

*"Visit Pasadena welcomes and invites travelers and residents to explore our beautiful city. Pasadena would not be the city it is today without the leadership, perseverance, culture and achievements of the Black community."*

*We are going to use our Visit Pasadena platform to celebrate the diversity of our Pasadena businesses and continue to shine light on their achievements."*

*We see you. We hear you. We value you. We value the conversations we are all having to move forward together. We are committed to serving as a resource and ally for demanding justice and equality."*

Visit Pasadena welcomes and invites travelers and residents to explore our beautiful city. Pasadena would not be the city it is today without the leadership, perseverance, culture and achievements of the Black community.

We are going to use our Visit Pasadena platform to celebrate the diversity of our Pasadena businesses and continue to shine light on their achievements.

We see you. We hear you. We value you. We value the conversations we are all having to move forward together. We are committed to serving as a resource and ally for demanding justice and equality.





## Facility Reopening Plans and Guidelines

As the City of Pasadena continues through the recovery, the Pasadena Convention Center is planning and preparing to reopen. We hope to open minor events in our facilities during Stage 3 sometime in July. We anticipate reopening the office in July or August.

Our reopening plan to provide a safe workplace includes enhanced cleaning efforts, staggered work schedules and breaks, wearing of face masks, daily health screenings, practicing physical distancing, increased handwashing, and frequent cleaning and disinfecting of high touch areas.



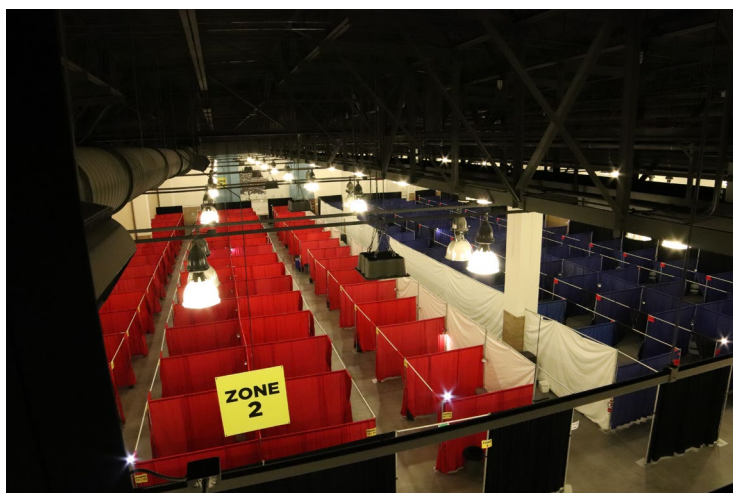
## GBAC STAR Facility

The Pasadena Convention Center, along with convention centers across California, have committed to certifying our facilities with a new accreditation program (GBAC STAR Facility) from the Global BioRisk Advisory Council, a division of ISSA—The Worldwide Cleaning Industry Association, to help us safely resume face-to-face events and assuage attendee concerns.



## Alternative Care Facility

The city's contractor Redrock will load-out the alternate care facility at the end of the month. The alternate care facility was setup at the Pasadena Convention Center in preparation to treat coronavirus patients if Huntington Hospital reached capacity during the pandemic, which thankfully did not occur.







## Meal Distribution Programs

We thank our dedicated volunteers for your continued support in serving Pasadena Unified School District families. We are grateful for our staff in stepping up to support our community in this time of crisis. PCOC and Centerplate have served over 42,000 meals in the community so far!

### PUSD Weekend Meal Programs

- 12 weekends (Saturday and Sunday)
- 4 school sites
- 34,200 meals distributed over 12 weekends

### Shower of Hope Meal Program

- Program began on April 8
- 3x per week (Wednesdays, Fridays, and Sundays)
- 40 – 50 bagged lunches delivered to Shower of Hope site
- 1,100 meals provided/delivered

### Motel Meal Program

- Program began on April 8
- Up to 70 daily meals (lunch/snack and dinner) delivered to motel site for sheltered/unsheltered guests
- Currently 7,700 meals provided/delivered

### Great Plates Meal Program

- State of California program began on May 10
- Up to 77 daily meals (breakfast/lunch/dinner) delivered to Senior Citizens
- Total meal delivered through June 12 – 708 meals



## Meal Distribution Programs

**42,000**  
Meals

**1,100**  
volunteer hours by  
PCOC employees

**\$35,000**  
in kind service