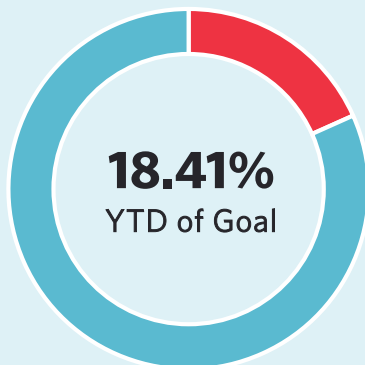


HIGHLIGHTS

CVB

Room Night Goal



8,839 YTD Room Nights Generated
48,000 Room Night Goal

Room & Booking Metrics

	As of August 2018	As of August 2019
Definite Bookings	23	28
Definite Room Nights	5,736	8,839
YTD Room Nights	5,736	8,839
Room Night Goals	46,000	48,000
% of Goal	12.47%	18.41%

CONVENTION CENTER

Revenue Goal



\$2,294,759 YTD Revenue
\$2,560,000 Revenue Goal

Revenue Goal

	As of August 2018	As of August 2019
Annual Revenue Goal	\$2,494,000	\$2,560,000
YTD Revenue	\$1,616,388	\$2,294,759
% of Goal	64.81%	89.64%
Contracts Issued Revenue	\$217,982	\$206,562

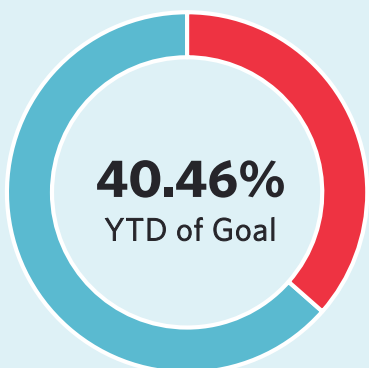
89
Events
Added

53
Contracts
Written

28
Definite
Bookings

CIVIC AUDITORIUM

Revenue Goal



\$509,810 YTD Revenue
\$1,260,000 Revenue Goal

Revenue Goal

	As of August 2018	As of August 2019
Annual Revenue Goal	\$1,249,000	\$1,260,000
YTD Revenue	\$451,538	\$509,810
% of Goal	36.15%	40.46%
Contracts Issued Revenue	\$306,595	\$50,100

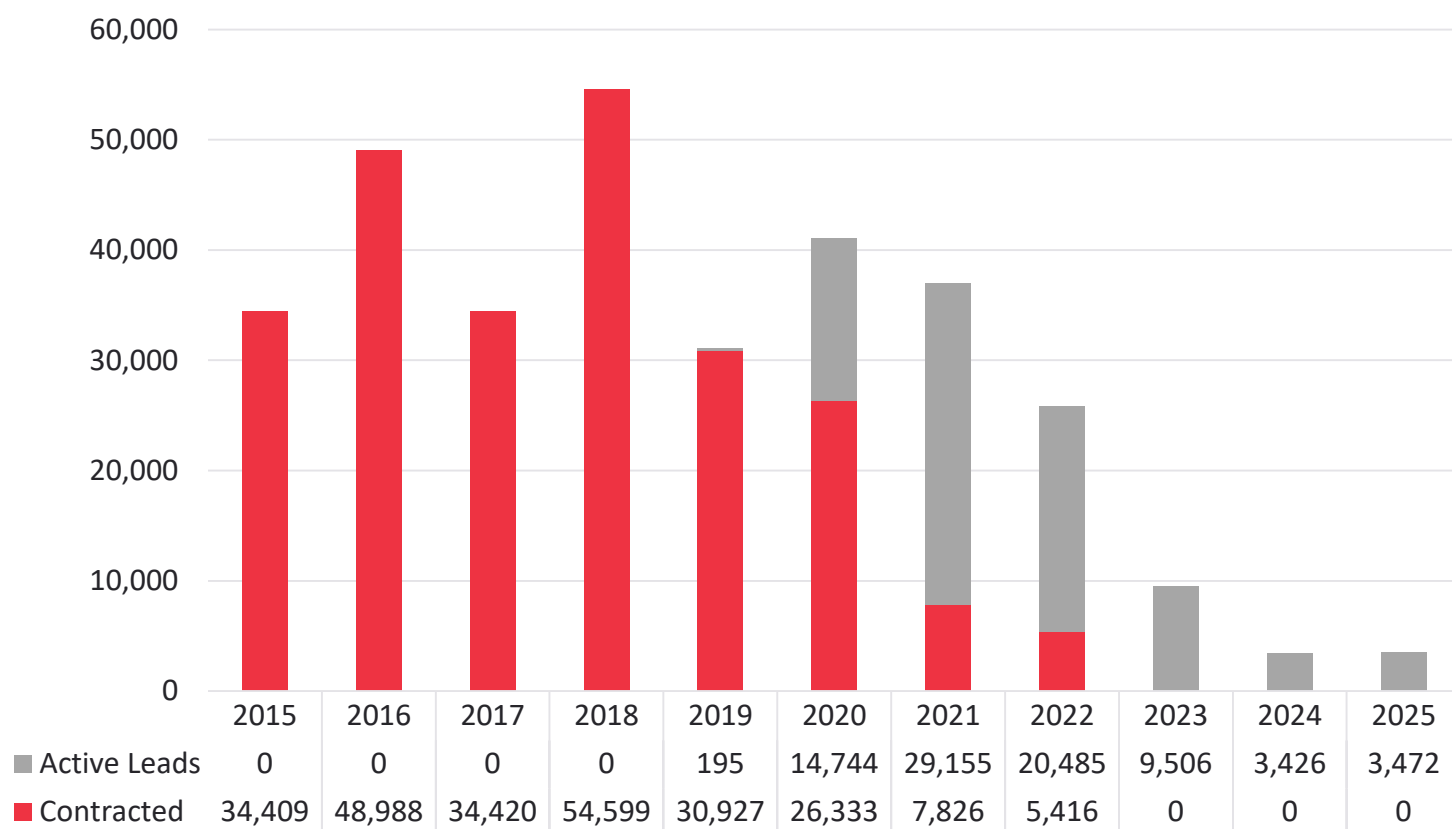
CVB SALES

Hotel Trends

	July 2018	July 2019
Occupancy	88.3	87.6
ADR	\$193.56	\$180.34
RevPAR	\$170.97	\$157.99
Revenue	\$12,317,013	\$12,464,521

	August 2018	August 2019
Occupancy	82.1	84.2
ADR	\$186.48	\$184.03
RevPAR	\$153.11	\$154.94
Revenue	\$11,030,493	\$12,223,632

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



MEETINGS SALES & MARKETING

Sales Activities



Solara Medical Supplies & Meetings Made Easy (July 23rd)

Site Visits

- National Assn of County Engineers
April 2021, 600 Room Nights
- National Association of Productivity
Organizing Professionals
April 2021, 500 Room Nights
- America Public Power Assn
March 2021, 1,053 Room Nights
- The National Academy of Television Arts &
Sciences / Daytime Emmys
May or June 2020, 131 Room nights



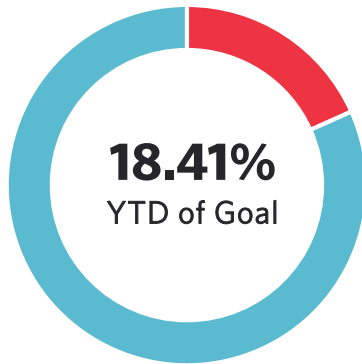
ASAE with the Hilton & the Westin (Aug 11-13)

Tradeshows

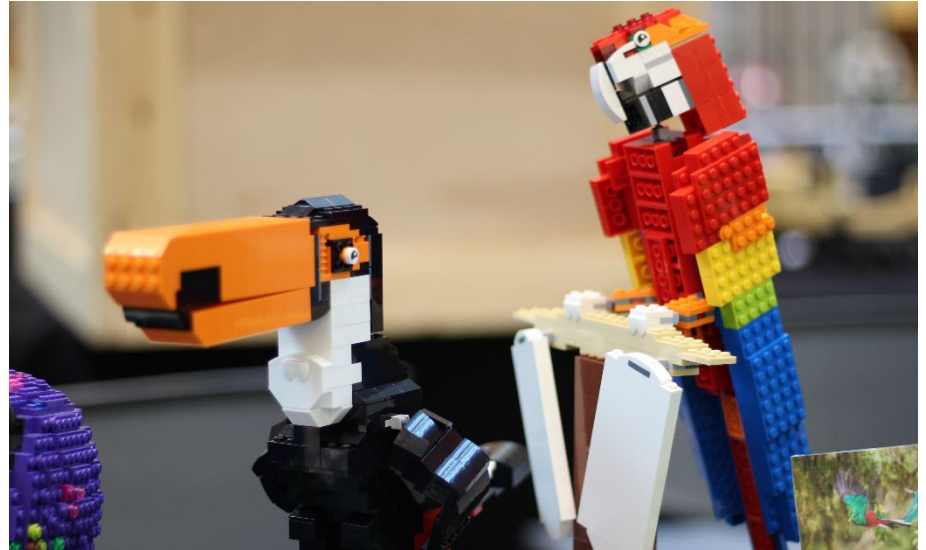
- ACCESSE Leadership Conference-
Baltimore, MD
- Destination International Annual
Convention- St. Louis, Missouri
- DMA West Leadership Summit- Pismo
Beach, CA
- Connect Marketplace-Louisville, Kentucky
- ASAE 2019- Columbus, Ohio

CVB SALES

Room Night Goal



8,839 YTD Room Nights Generated
48,000 Room Night Goal



Brick Fest Live

Definite Bookings

- NASA XRP Panel
July 2019 | 229 Room Nights
- NASA EPSCoR DIR & TIM
July 2019 | 285 Room Nights
- MPI Thought Leaders Summit
October 2019 | 255 Room Nights
- Benefit Cosmetics ASC 2020
March 2020 | 735 Room Nights
- Ethernet Alliance Confidential Joint
Interim Meeting
May 2020 | 1,000 Room Nights
- Pantheon ServiceTitan
August 2020 | 1,982 Room Nights
- American Public Power
March 2021 | 2,320 Room Nights

Room & Booking Metrics

	As of August 2018	As of August 2019
Definite Bookings	23	28
Definite Room Nights	5,736	8,839
YTD Room Nights	5,736	8,839
Room Night Goals	46,000	48,000
% of Goal	12.47%	18.41%

Generated Leads in July & August

	2019	2020	2021	2022	2023	2024	2025
Leads	15	35	15	4	2	0	0
Room Nights	1,622	12,361	14,106	12,249	4,155	0	0

CONVENTION CENTER

Noteworthy Events – July & August

- Christian Home Educators Assn. 2019
- World CBD Expo
- Japan World Heroes 2019
- Equipo Vision
- AltaMed All Hands Employee Event
- Masters of Musical Whistling
- Brick Fest Live !
- International Gem and Jewelry Show



Japan World Heroes 2019 (Aug 16-18, 2019)



International Gem and Jewelry Show (Aug 28-31, 2019)

Upcoming Events

- LightBox Expo
- CA Hospital Association 2019 Disaster Planning for CA Hospital
- Japanese Food and Restaurant Show - 31st Annual
- NAFSA: Association of International Educators Regional XII Conference
- 2019 STITCHES SoCal

Center Sales

89

Events
Added

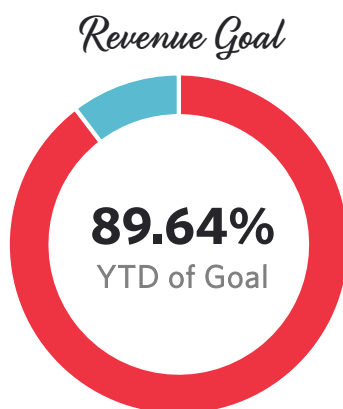
53

Contracts
Written

28

Definite
Bookings

Revenue Goal



\$2,294,759 YTD Revenue
\$2,560,000 Revenue Goal

	As of August 2018	As of August 2019
	\$1,616,388	\$2,294,759
	64.81%	89.64%
		\$206,562

CIVIC AUDITORIUM (GOLD ROOM & HALL C)

Noteworthy Events – July & August

- Pantheon Service Titan User Conference
- Bonanza Productions Inc. for SHAMELESS
- Live Nation Presents Brian Regan
- JPMorgan Chase Bank, National Business Conference
- Art Center College of Design Graduation
- Alta Med All Hands Employee Event



Pantheon Service Titan User Conference (July 14-15, 2019)

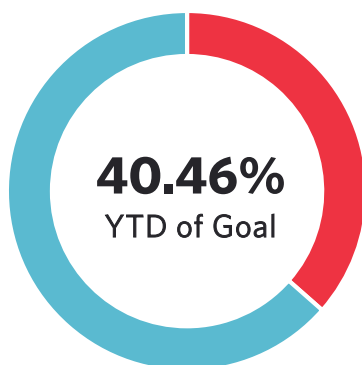
Upcoming Events

- America's Got Talent Champions (7 Shows)
- Breeders Cup Limited Fan Fest



Live Nation World Wide Inc. Presents Brian Regan (Aug 22, 2019)

Revenue Goal



\$509,810 YTD Revenue
\$1,260,000 Revenue Goal

Revenue Goal

	As of August 2018	As of August 2019
Annual Revenue Goal	\$1,249,000	\$1,260,000
YTD Revenue	\$451,538	\$509,810
% of Goal	36.15%	40.46%
Contracts Issued Revenue	\$306,595	\$50,100

TOURISM MARKETING

Marketing Activities



Visit California UK/Ireland Media Mission *Media Relations*

The Marketing & Communications Team participated in the UK/Ireland Media Mission for the first time. Over the course of six days, Christine Susa met with over 100 media journalists in Dublin, Edinburgh and London. The PR track featured media workshops, meetings and networking opportunities to develop and strengthen media relationships.



Canada/US Media Fam *Media Relations*

In August, the Communications team welcomed journalists from Canada and Southern California. The press trip included a walking tour, afternoon tea and tour of The Langham Huntington, Norton Simon, The Huntington, Fenyes Mansion, Wrigley Mansion, and the Rolling Stones concert at Rose Bowl Stadium

- USA Today – Jenny Peters
- Travel Courier (Canada) – Ann Ruppenstein
- TravelPulse – Noreen Kompanik
- Winnipeg Free Press (Canada) – Kim Pemberton



Tourism Partner Meeting *External Relations*

The PCVB hosted a tourism partner meeting to share its latest accomplishments and work to promote Pasadena as a premier destination.

COMMUNICATIONS

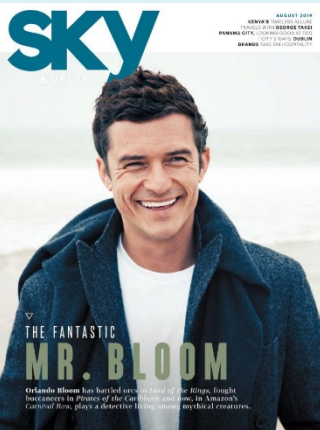
Marketing Activities



Smart Meetings

Earned Media Coverage

As a result of working with journalist Kellie Hanna, Pasadena received 3 full pages of coverage in "Find Your Southern California Grove."

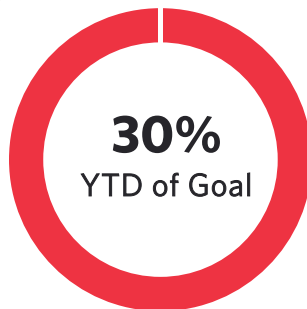


Delta Sky

Earned Media Coverage

As a result of hosting Sydney Berry, the PCVB earned the article "Pasadena: There's More to Explore Beyond the City's Rose-Hued Reputation." Delta Sky has over 6.3 million readers. The one page article is valued at \$51,957.76.

Goal

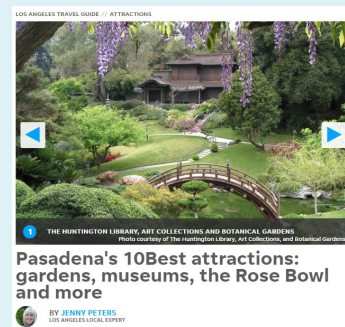


9 earned media placements YTD
30 earned media

4
Media
Hosted

9
Earned Media
Placements

4
Earned Media
Placements



USA Today 10Best

As a result of working with and hosting USA Today's Jenny Peters, Pasadena earned the following media coverage:

- Pasadena's Top 10 Restaurants Take Diners Around the Globe
- Pasadena's 10 Best Attractions

USA Today receives over 1.54 million unique visitors per month. The total value of each article is valued at \$1,242.64.

TOURISM MARKETING

External Relations Meetings

- Tourism Partner Meeting
- Destinations International
- San Gabriel Valley Economic Partnership Marketing Committee
- Huntington Centennial Celebration
- Pasadena Mom



Los Angeles Outlook Forum

Tourism Trends and Market Insights

The PCVB attended the Los Angeles Outlook Forum which shared the latest industry trends, hotel and tourism market insights. Some insights include a focus on wellness, unique culinary experiences, shopping tourism, micro-trips and bleisure. The US economy is heading towards a slow down or recession in 2020. International travel is slowing especially because of the strong dollar. Long-haul domestic travel is driving tourism growth. In Los Angeles, new hotel supply continues to grow with 107 new properties in the pipeline (2019-2022) with over 16k total rooms. Homesharing continues to grow representing 18.7% of the total room demand (17% YOY growth).

Website and Social

	YTD	Goal	% Goal
VisitPasadena.com			
Unique Visitors	173,778	396k	43%
Page Views	324,779	900k	36%
Social Media Fans	52,821	65k	81%

Visitors Center

July, & August

Phone Calls	1,741
Walk-Ins	440
Visitor Guide Requests	167

Website Booking Engine

July & August	2018	2019	YTD
Room Nights	40	27	49
Average Stay	6.22	3.25	3.8
Room Revenue	6,952.88	4,765.77	8,330.54
Attraction Tickets	78	148	204
Ticket Revenue	1,623	2,655	4,041

PRESS CLIPPINGS

Ad Value	2,793,466,673
Impressions	2,286,853.71

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
Smart Meetings Magazine Online	Find Your Southern California Grove	Visit Pasadena	47,250	\$120,162.00
Smart Meetings Magazine Online	Inspiring Volunteers for 131 Years	Tourism	49,705	\$11.43
10Best - USA Today	Neighborhood Travel Guide by 10Best	Tourism	1,543,654	\$1,242.64
10Best - USA Today	Pasadena Top 10 Restaurants Take Diners around the Globe	Visit Pasadena	1,543,654	\$1,242.64
Pasadena Now	Pasadena's Hard-Working Convention Center Starts New Fiscal Year with New Executive Director, New Initiatives	Convention Center	53,645	\$43.18
7 Publications	Sheraton Renovations	Sheraton	809,078	\$216.93
IN BRIEF	San Gabriel Valley Tribune	Meetings	68,323	\$2,057.63
IMEX America & September 10-12, 2019 & Las Vegas & Register Now	Corporate & Incentive Travel	Visit Pasadena	8,899	\$2.05
KDFW-TV	MyDestination.TV	Visit Pasadena	2,459	\$43.63
Daily Hive	A local's guide to the areas of Los Angeles	Tourism	14,466	\$3.33
Daily Hive	A local's guide to the areas of Los Angeles	Tourism	14,466	\$3.33
ZDNet	Explore Pasadena Download ZDNet	Tourism	11,857,463	\$2,727.22
Balloon Juice	On the Road and In Your Backyard	Tourism	430,674	\$198.11
Matador Network	Reasons to travel with your kids	Tourism	3,825,684	\$3,079.68
Pasadena Magazine Online	Things To Do In Pasadena For July and August 2019	Tourism	7,396	\$1.70
SUITCASE - suitcasemag.com	10 Big Little Lies Locations You Can Visit IRL	Tourism	418,070	\$9.62 ¹⁰

PRESS CLIPPINGS

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
Los Angeles Times Online	SoCal museum listings, June 9-16: 'Experience 41: OZ,' 'Bauhaus Beginnings' and more	Tourism	239,753,500	\$27,571.65
Att net	SoCal museum listings, June 9-16: 'Experience 41: OZ,' 'Bauhaus Beginnings' and more - news	Tourism	1187329	\$273.09
17 Publications	Aziz Ansari	Civic Auditorium	821,782,0	\$13,219.87
11 Publications	Brian Regan	Civic Auditorium	220,921,511	\$52,016.46
TicketCity	Prem Rawat Tickets TicketCity	Civic Auditorium	430942	\$99.12
2 Publications	Great Russian Nutcracker	Civic Auditorium	36,805,172	\$8,465.19
10 Publications	Voyage to the East	Civic Auditorium	269,376,46	\$6,915.84
Follow News	A Look Inside ArtCenter's 2019 Grad Show	Convention Center	654,057	\$150.43
Apartment Management Magazine Online	Apartment Buildings Conference Expo	Convention Center	9	\$0.00
5 Publications	Bernie Sanders	Convention Center	797,562,62	\$34,907.93
27 Publications	Brick Fest LA	Convention Center	46,790,293	\$236,807.51
91 Publications	CannMed	Convention Center	52,913,739	\$41,620.38
81 Publications	Catcon	Convention Center	120,683,303	\$145,604.75
73 Publications	CHEA Convention	Convention Center	44,379,581	\$23,317.97
2 Publications	Chocolate Salon	Convention Center	107,290	\$86.36
10 Publications	Contemporary Crafts Market	Convention Center	752,777,75	\$109,876.49
2 Publications	Fertility Expo	Convention Center	107,290	\$86.36
3 Publications	Gluten Free Expo	Convention Center	539,32	\$12.40
ACHR News Online	Institute of Heating and Air Conditioning Industries Inc.	Convention Center	153,304	\$70.52
6 Publications	International Gem & Jewelry Show	Convention Center	6,480,169	\$1,626.38
4 Publications	Japan World Heroes	Convention Center	93,520	\$3,639.96

PRESS CLIPPINGS

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
LA Weekly Online	Castle Green Spring Home Tour	Castle Green	313,013,70	\$1,439.86
Pasadena Independent - Online	Centennial Square Boxing Show	City Hall	3,929	\$0.90
3 Publications	Fight Night/ Oscar De La Hoya Foundation	City Hall	160,935	\$129.54
2 Publications	Eaton Canyon	Eaton Canyon	107,290	\$86.36
21 Publications	Gamble House	Gamble House	14,937,312	\$55,251.99
Pasadena Now	Bead & Design Show	Hilton	536,45	\$43.18
6 Publications	Huntington Library	Huntington Library	24,190,690	\$27,744.54
Pasadena Now	Ian Bagg	Ice House	536,45	\$43.18
Mysteries at the Museum - Travel Channel	Mysteries at the Museum	Ice House	361,909	\$25,015.00
Pasadena Now	Nick Swardson	Ice House	536,450	\$43.18
3 Publications	JPL/NASA	JPL/NASA	69,680	\$302.26
48 Publications	Kidspace's 40 Days of Fun	Kidspace Children's Museum	800,173	\$988.50
10 Publications	Langham Huntington	Langham Huntington	44,809,266	\$38,837.54
2 Publications	Garden Movies	Langham Huntington	4,234,263	\$2,190.59
7 Publications	Trolls Afternoon Tea	Langham Huntington	2,337,129	\$1,754.25
3 Publications	Summer Vibes Concerts	Memorial Park	111,219	\$87.26
3 Publications	Pasadena Museum of History	Pasadena Museum of History	108050	\$86.53
16 Publications	Norton Simon	Norton Simon	43,700,016	\$149,258.62
16 Publications	Boldpas	Old Pasadena	124,445,184	\$31,904.02
3 Publications	Old Pasadena	Old Pasadena	10,565,689	\$11,051.63
2 Publications	Historic Pub Crawl	Old Pasadena	36,848,473	\$8,505.99

PRESS CLIPPINGS

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
8 Publications	Jackalope Summer Nights Fair	Old Pasadena	39,898,269	\$22,244.26
Pasadena Now	Saturday Night Music	Old Pasadena	53,645	\$43.18
2 Publications	Soap Kitchen	Old Pasadena	188,15	\$4.33
49 Publications	Summer Cinema	Old Pasadena	13,518,241	\$4,430.74
6 Publications	Wine Wednesday	One Colorado	5,227,928	\$1,233.27
Pasadena Now	Saturday Night Music at One Colorado with Ty Taylor	One Colorado	53,645	\$43.18
Mxdwn	KCRW's Summer Nights Presents: Girlpool & DJ Chris Douridas @ One Colorado Old Pasadena 6/15 -	One Colorado	442,79	\$10.18
Discover Los Angeles	Silent DJ Flashback Friday with DJ ShanLynn	One Colorado	171,786,50	\$395.11
3 Publications	Trivia Tuesday	One Colorado	348,937,50	\$833.40
Pasadena Now	Wine Wednesday	One Colorado	536,450	\$43.18
Pasadena Now	Pacific Asia Museum to Celebrate Things Filipino	Pacific Asia Museum	536,450	\$43.18
Pasadena Now	Pasadena City Ballet Dances Its Way to 60th Anniversary, Celebrates Artistic Directors' 20-Year Mark	Pasadena City Ballet	536,450	\$43.18
2 Publications	Pasadena Farmers Market	Pasadena Farmers Market	107,290	\$8,636.00
3 Publications	Walking Tour	Pasadena Heritage	160,935	\$129.54
Pasadena Now	Pasadena Heritage Presents Hands-On Restoration Day Workshops	Pasadena Heritage	536,450	\$43.18
10 Publications	Parks After Dark	Pasadena	6,581,510	\$1,513.70
7 Publications	Pasadena Birthday Celebration	Pasadena Museum of History	591,595	\$346.15
3 Publications	Pasadena POPS	Pasadena POPS	188,150	\$4.33
Patch	Music of Elton John with Michael Cavanaugh	Pasadena POPS	36,794,828	\$8,462.81
Pasadena Now	Pasadena Symphony and Pops Hosts Dazzling Annual Gala at Pasadena City Hall	Pasadena Symphony and Pops	53,645	\$43.18
26 Publications	Chalk Festival	The Paseo	5,247,755	\$53,469.46
Pasadena Now	Little Shop of Horrors' Set to Electrify September at The Pasadena Playhouse	Playhouse	53,645	\$43.18 ¹³

PRESS CLIPPINGS

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
Pasadena Now	Celebrity Game Night	Playhouse	536,450	\$43.18
2 Publications	Gather	Playhouse	153,880	\$3.54
4 Publications	Playhouse Block	Playhouse District	323,742,70	\$1,526.22
Hopped LA	Craft Beer Crawl	Playhouse District	8,643	\$1.99
16 Publications	Americafest	Rose Bowl Stadium	51,509,930	\$12,190.07
10 Publications	Apollo 11	Rose Bowl Stadium	5,233,104	\$61,516.99
2 Publications	BTS/ Highest Grossing	Rose Bowl Stadium	111,731,50	\$2,569.82
16 Publications	Daydream Festival	Rose Bowl Stadium	2,267,565	\$209,556.42
Discover Los Angeles	Drum Corps at the Rose Bowl	Rose Bowl Stadium	171,786,50	\$395.11
25 Publications	Eat Drink Vegan	Rose Bowl Stadium	953,273,80	\$87,738.12
3 Publications	Final Fridays	Rose Bowl Stadium	38,391,733	\$8,830.10
San Diego Magazine Online	Flea Market	Rose Bowl Stadium	184,960	\$42.54
30 Publications	Gold Cup	Rose Bowl Stadium	623,237,690	\$39,376.35
5 Publications	Movie Night-Remember the Titans	Rose Bowl Stadium	1,164,266	\$12,195.03
348 Publications	Rolling Stones	Rose Bowl Stadium	408,779,693	\$203,352.65
5 Publications	UCLA Football	Rose Bowl Stadium	492,095	\$1,105.51
37 Publications	Dedicate statue/ 1999 USA Women's World Cup champions	Rose Bowl Stadium	390,364,960	\$188,762.89
13 Publications	US Women's Soccer vs Ireland	Rose Bowl Stadium	21,748,580	\$5,044.56
10 Publications	US Women's National Soccer Team	Rose Bowl Stadium	2,195,298	\$25,580.78
Pasadena Weekly - Online	John Lloyd	The Rose	10,344	\$2.38
Pasadena Now	Joy Riedel	The Rose	536,450	\$43.18
Pasadena Now	Sinbad	The Rose	536,450	\$43.18

PRESS CLIPPINGS

Publications	Article Headlines/Events	Pasadena Partner Mentions	Circulation	Publicity Value
Pasadena Now	PTed Nugent	The Rose	536,45	\$43.18
	Herman's Hermits	The Rose	268,225	\$215.90
	Geisha in the Garden	Storrier Stearns Japanese Garden	160,935	\$129.54
Real Deal Online	Developer plans 3rd resi complex in the city	South Lake Avenue	652,004	\$149.96
Pasadena Now	Touch a Truck Month	Southern California Children's Museum	53645	\$43.18
Pasadena Now	Everything Plumeria	The Los Angeles County Arboretum and Botanic Garden	53,645	\$43.18
2 Publications	Moonlight Forest	The Los Angeles County Arboretum and Botanic Garden	107290	\$86.36
22 Publications	Tournament of Roses	Tournament of Roses	7,126,863	\$5,831.70
Eater LA	Six-course Asian in America experiential dinner	USC Pacific Asia Museum	826,418	\$665.27
Pasadena Now	Beatrice the Biologist to Plain Talk Amazing Science	Vroman's Bookstore	53,645	\$43.18
Pasadena Now	George Takei	Vroman's Bookstore	53645	\$43.18
Pasadena Now	Gregg Segal to Talk "Daily Bread" and Other 'Tasty' Topics at Vroman's	Vroman's Bookstore	53,645	\$43.18
Pasadena Now	Janet Fitch Discusses and Signs 'Chimes of a Lost Cathedral	Vroman's Bookstore	53,645	\$43.18
2 Publications	Kids Week	Vroman's Bookstore	107,290	\$86.39
4 Publications	Vroman's Bookstore	Vroman's Bookstore	194,007,50	\$1,763.15
		Total:	2,793,466,673	2,286,853.71

ICE SKATING CENTER



- July 4th annual adult hockey game in memory of previous long-time PISC employee and player Jon Suing
- Youth hockey tournament on July 6 with 40 participants from this year's Lil Kings program.

- Pro Ambitions Hockey (based in Boston) hosted their 6th annual successful camp at PISC, July 15-19
- The fall/winter operation ice schedule has been booked and confirmed with all regular user groups – Pasadena Maple Leafs, Pasadena Figure Skating Club, Rose City Crystals synchro teams, USC Figure Skating Club, and Hollywood Curling. We continue to explore new ways to maximize our schedule with limited ice time resources
- After last year's "Olympic boost" and our highest-ever summer camp participation, there were about 50 less skaters for this year's PISC summer camps.
- Our adult in-house hockey league finished their spring season playoffs and finals. Online registration opened for our fall season that began after the Labor Day holiday
- Annual staff meeting was held for rink staff, supervisors, and management to review current policies & procedures – and have a little fun – before the busier fall/winter skating season begins.



Revenue Goal

	As of August 2018	As of August 2019
Annual Revenue Goal	\$2,786,000	\$2,795,000
YTD Revenue	\$462,000	\$404,000
% of Goal	16.58%	14.45% 16