



PASADENA
CONVENTION & VISITORS BUREAU

Newsletter
September - October 2018

From the Executive Director

Greetings,

It's been quite a busy 2018. For those that do not know me, my name is Jeanne O'Grady Goldschmidt, Executive Director at the Pasadena Convention & Visitors Bureau. Along with myself and a team dedicated to promoting Pasadena as a leading meeting, convention and leisure travel destination, welcome to the first bi-monthly CVB newsletter.

This newsletter will inform you about:

- Events and meetings held at the Convention Center and Civic Auditorium
- Curated editorial stories by some of the region's top online and print publications
- Ongoing marketing campaigns to support tourism in Pasadena
- Partnerships with local businesses and institutions that engage locals and tourists

We are pleased to share the Pasadena Tourism Business Improvement District (TBID) was approved by our hoteliers and the Pasadena City Council this past spring. We thank you for your support and look forward to continuing our mission to promote Pasadena as a tourism and meetings destination.

Tourism is important to the city because it brings visitors near and far to explore every inch of our delicious restaurants, friendly and walkable districts, one-of-a-kind retail options, hotels and more.

We thank you for your support!

Jeanne O'Grady Goldschmidt

Jeanne O'Grady Goldschmidt



Upcoming Convention Center & Civic Auditorium Events

- International Gem and Jewelry Show (August 31-September 2)
- Romanian Pentecostal Convention (August 31-September 1)
- Bride World (September 9)
- Pasadena CVB Partner Meeting (September 12)
- America's Got Talent: The Champions (September 15, 19-30, October 1-22)
- Japanese Food and Restaurant Show: 30th Annual (September 22-23)
- California State University Counselors Conference (September 24-26)
- 12th Annual LA Chocolate Salon (September 30)
- Los Angeles Buildings Expo (October 4)
- Disco International, Inc. LA Career Forum (October 5-6)
- Guan Yin Citta Inc. Master Lu (October 6-7)
- International Microelectronics & Packaging Society (October 7-11)
- 40 Years of Terror: Halloween 40th Anniversary Convention (October 12-15)
- California Association of Directors of Activities - Region E Leadership Conference (October 15)
- HENAAC Conference (October 17-20)
- Conference on Advanced Power Systems for Deep Space (October 21-24)
- Contemporary Crafts Market (October 26-28)
- Occupational Therapy Assn. of CA Annual Conference (October 26-28)
- Jeunesse North America University West (October 26-28)
- Green Technology - Green CA Schools & Colleges Summit (October 29-30)



Featured Story

WELCOMING SCIENTIFIC SOCIETY EXECUTIVES

The Pasadena CVB welcomed ACCESE18, the annual leadership conference for the Council of Engineering and Scientific Society Executives (CESSE). The meeting allowed us to showcase our ability to host high caliber meetings for 300 association leaders and confirmed Pasadena's role as the destination for science and innovation meetings. Our involvement included: Hosting their opening and closing receptions; securing key note speaker Bill Nye and hosting four off-site learning experiences and tours.

300 executives

PROMOTING THE DESTINATION

Your CVB at Work

Every year, the CVB Sales and Marketing team attends over 35 tradeshows and events across the U.S. to learn industry trends; build relationships with meeting planners and media journalists; and share why Pasadena is a great destination to visit and host meetings and conventions.

Upcoming shows include:

- American Society of Association Executives (August 18-21 in Chicago)
- Connect Marketplace (August 23-25 in Salt Lake City)
- Hong Kong Airlines Media FAM (September 6)
- Visitor Services Summit
- Visit California Canada Media Mission (October 1-5 in Toronto & Montreal)
- Visit California Media Reception (October 9 in San Francisco)
- eTourism Summit (October in San Francisco)
- Connect Medical & Tech (October 14-15 in Las Vegas)
- Media Fam (September 20-23)

MARKETING OUR MULTI-MILLION DOLLAR EXPANSIONS

Hotel Transformation Campaign

To support the recent multi-million dollar hotel transformations, the Pasadena CVB launched a campaign to showcase the new amenities, meeting spaces and hotel products in the pipeline. Key components include advertisements in *Smart Meetings*, *California Meetings & Events* and a print and digital campaign targeting meeting planners.

LAUNCHING SCIENTIFIC PERSPECTIVES

Scientific Meetings Campaign

The CVB recently worked closely with Bill Nye and the Planetary Society on a citywide video, *Where Great Minds Meet*, focusing on Pasadena's innovative spirit at institutions such as Caltech, JPL, the ArtCenter College of Design, Mount Wilson Observatory and Kidspace Children's Museum. The video can be seen on Visit Pasadena's YouTube page.





HOLLYWOOD'S FILMING PLAYGROUND

Film Location Tour

In an effort to expand Pasadena's reach among entertainment and travel journalists, the Communications team hosted an exclusive media-only TV and Film driving tour highlighting several of the Pasadena's popular and not-so-known filming locations.

Highlights included:

- The Langham Huntington Pasadena (*Saving Mr. Banks*, *Beverly Hills Chihuahua*, *Parent Trap*)
- Blacker House (*Back to the Future*)



- Pasadena Civic Auditorium (*Bad Words*, *"Alias"*)
- City Hall (*Beverly Hills Cop II*, *A Walk in the Clouds*)
- Colorado Street Bridge (*La La Land*, *"Full House"*)
- The Raymond Theater (*Pulp Fiction*)

Due to the popularity of the tour, My Valley Pass is now offering it to the public.

To learn more about the next public tour and to purchase tickets, visit www.MyValleyPass.com.

IN THE NEWS

Media Placements

Most recently, the Communications team worked with a variety of national and international journalists who profiled the city in publications such as Western Art and Architecture magazine, 7x7, National Geographic, FATHOM, UK's About Time, and more.

WESTERN
ART & Architecture



FATHOM



Governor Jerry Brown gave opening remarks to the Committee on Space Research Scientific Assembly.

Featured Story

REACHING NEW HEIGHTS IN SPACE EXPLORATION

In July, Pasadena hosted the Committee on Space Research (COSPAR), a global scientific meeting. The COSPAR Scientific Assembly is the premier forum for presenting the most important results in all disciplines of space research and facilitating interactions between scientists and senior space researchers.

The Pasadena Convention & Visitors Bureau, in partnership with Caltech and Jet Propulsion Laboratory, won the bid to host this gathering in 2014. Past destinations have included Moscow, Russia; Mysore, India; Bremen, Germany; Montréal, Canada; and Beijing China.

3,000 attendees over 7 days

My Pasadena

An Insider's Perspective



As the Communications Manager for the Pasadena Convention & Visitors Bureau, I work closely with local hotel, museum, dining, and entertainment partners to promote Pasadena as a premiere destination to visit and host meetings and events. Having recently celebrated my one-year anniversary as a local resident, Pasadena is my personal retreat. The inner bookworm in me, enjoys independent bookstores such as Book Alley and Century Books. When craving healthy yet delicious food, Lincoln is my spot. For great cocktails, specifically Mezcal, head over to Maestro. There's something for everyone in Pasadena!

Crystal Williams

SOUTHWEST MAGAZINE

Inspiring travel to Pasadena

For the June issue of Southwest Airline's in-flight magazine *Southwest: The Magazine*, our Marketing team secured a paid feature that highlights the city's hotels, museums, attractions, events and restaurants.

The publication is located in the seat pockets of 3,900 flights per day with a print circulation of 5.5 million monthly readers and an e-newsletter list of 12.5 million opt-in subscribers.



REINVESTING IN OUR FACILITIES

Convention Center Enhancements

In the past two years, the Pasadena Center Operating Company has invested over \$3 million in improving our facility, such as:

- Hall C (Historic Exhibition Hall) improvements included a new HVAC system, carpet and paint
- Painting, video screens, new carpet and murals were installed in the Conference Building
- The historic fire curtain in the Civic Auditorium was restored to its past splendor
- The Center and Centerplate (exclusive food service provider) developed an onsite vegetable and herb garden
- A new facility electrical panel
- A new Zamboni was purchased for the Pasadena Ice Skating Center



Pasadena Convention and Visitors Bureau

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Christine Susa, Director of Marketing & Communications
Crystal Williams, Communications Manager
Jessica Yeh, Marketing Specialist

Pasadena Center Operating Company

Michael Ross, Chief Executive Officer

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Our Mission

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.

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