

BOARD OF DIRECTORS REPORT HIGHLIGHTS



CVB

New Leads:

- **TJ's Annual Meeting(LA), 1,815 room nights** - August 22-25,2021
- **Panda Restaurant Group, 800 room nights** – September 13-16, 2021
- **CalTech QIP Conference(LA), 1,350 room nights** – March 7-11, 2022
- **Occupation Therapy Assoc. of CA(LA), 335 room nights** – Nov. 2022
- **International Assoc. Of Wildland Fire(LA), 1,020 room nights** - May 2022
- **Games for Good Conference(esports), 245 room nights** – Nov 2022

Definite Bookings:

- **SoCal Kindergarten Conference, 395 room nights** – February 24-26, 2022



CONVENTION CENTER

New Leads:

- **US District Court Jury Empanelment** – January 2021
- **Red Cross Blood Drive** – January 2021
- **(2) Car Research Clinics** – February 2021
- **Family Feud Season 23 – April/May/June/July 2021**
- **Franchise Expo** – October 2021
- **Herbalife** – April 2022

Definite Bookings:

- **COP HR Dept and Fire Dept**– November 2020
- **Escalent** – November 2020
- **Film Shoot in the Kitchen** – November 2020



CIVIC AUDITORIUM

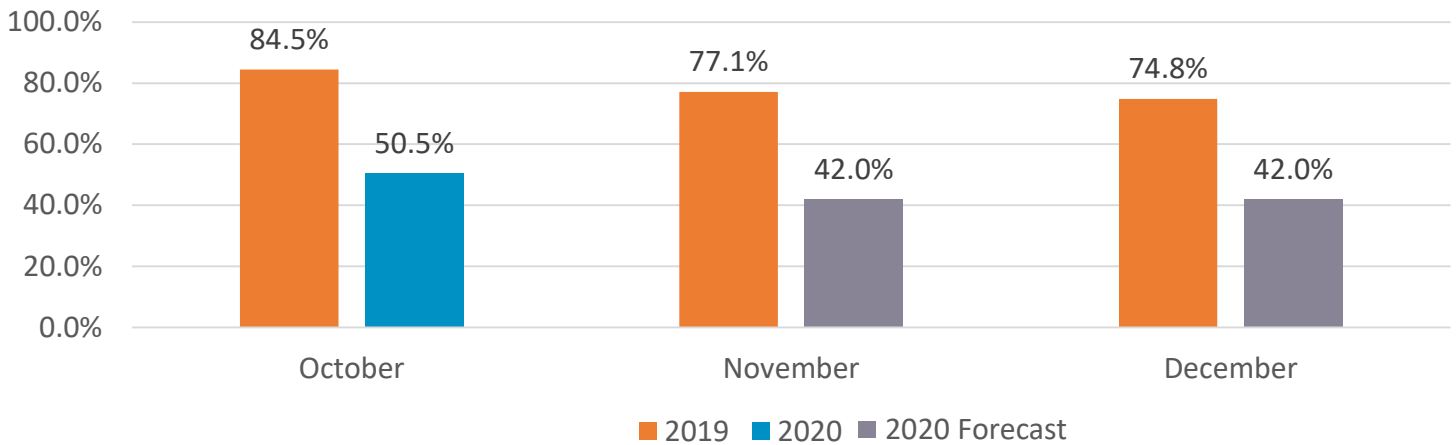
New Leads:

- **NAACP Image Awards**– February 2021
- **AGT Season 16** - March/April 2021

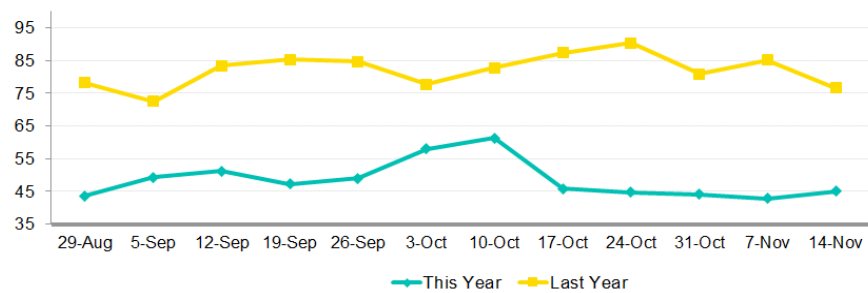




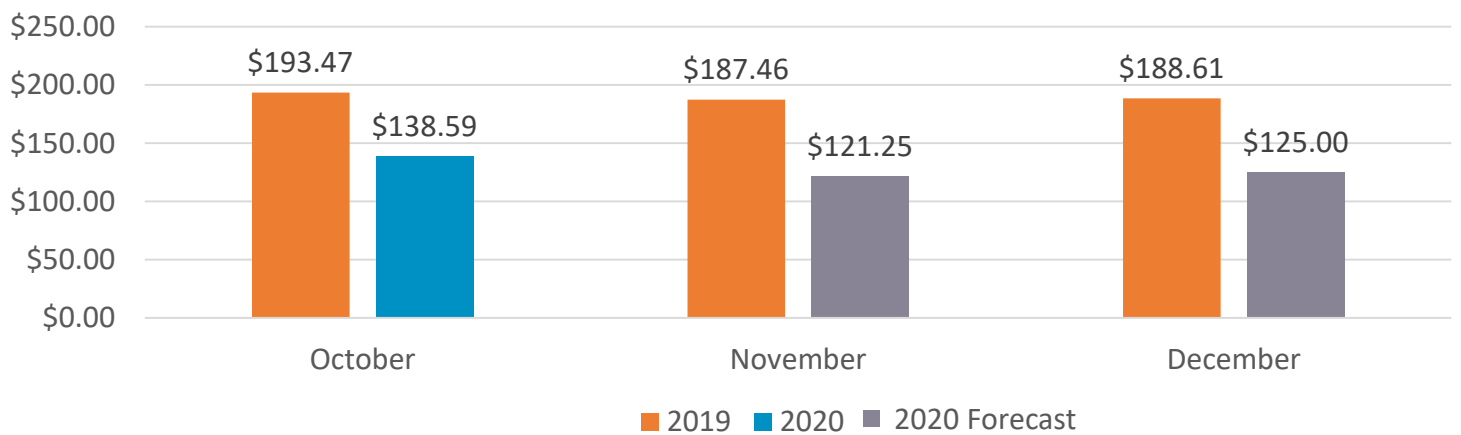
Hotel Occupancy



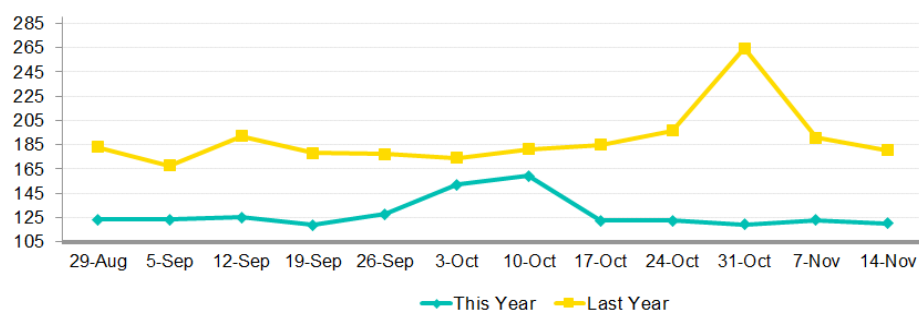
Weekly Occ (%) - Aug 29, 2020 to Nov 14, 2020



Hotel ADR (Average Daily Rate)



Weekly ADR - Aug 29, 2020 to Nov 14, 2020

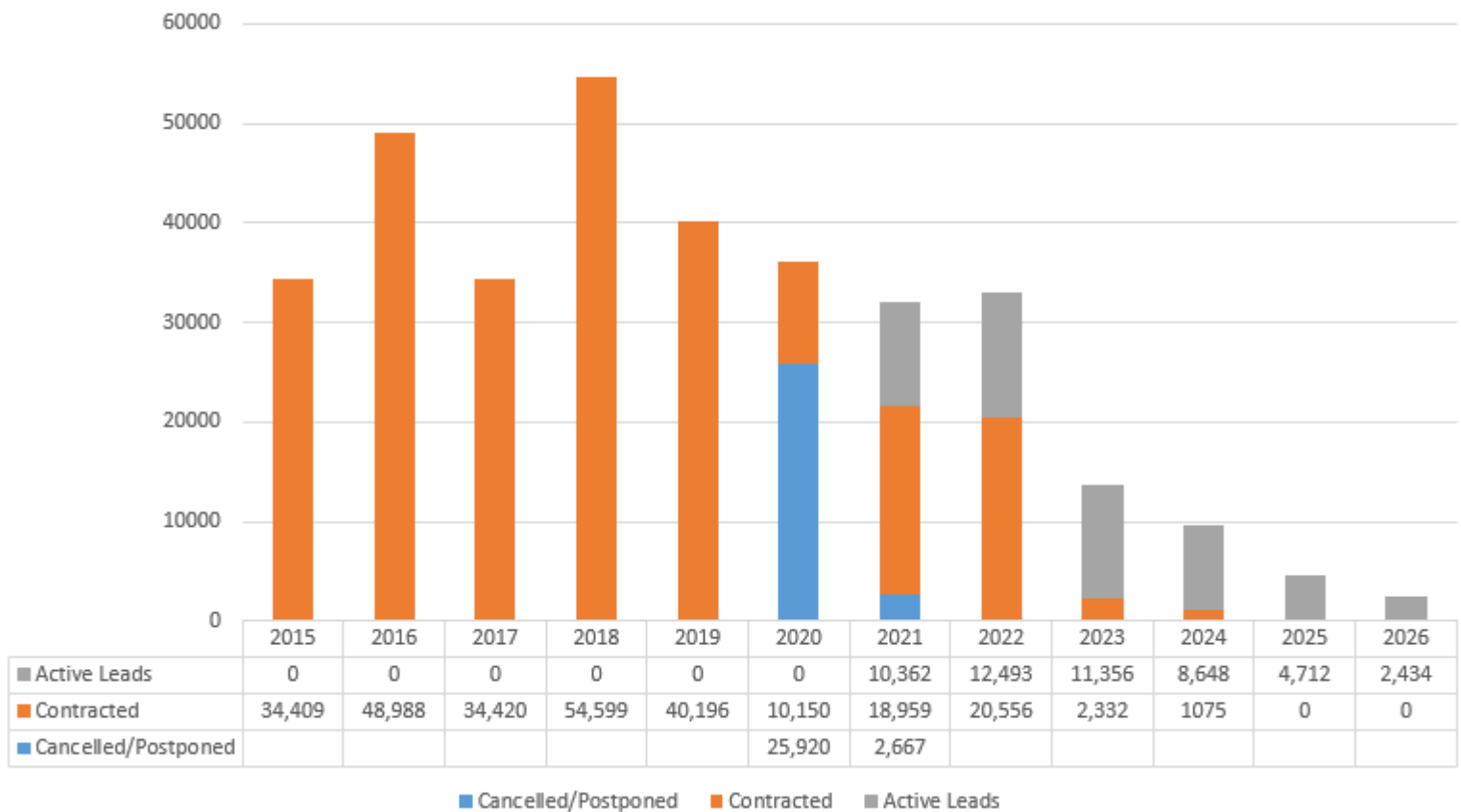




Hotel Update

- Hotel Constance and the Sheraton Hotel remain closed at this time.
- The Langham is undergoing many enhancements to their property during this slow time: Historic Picture Bridge, leveling the Horseshow Garden, 2nd Pool, etc....
- Le Meridian in Arcadia will open in April/May 2021

Contracted Room Nights & Active Leads 2015-2016



Cancelled/Postponed:

- In 2020, 64% or 16,461 room nights of the business impacted by COVID have rebooked into a future year.
- In 2021, 73% or 1,941 room nights of the business impacted by COVID have rebooked into a future year.



Meetings Recovery

Safely rebuilding business travel and allowing meetings and events to return in a safe and structured manner will be vital to restoring the U.S. economy, bringing back American jobs. There is a general consensus among the business community and the travel industry that **Q2 2021** is the earliest realistic time horizon for when a recovery will even begin.

Challenges

Currently the business travel sector is facing several challenges stunting its potential recovery, including:

- Federal protocols and inconsistent state ordinances on event size caps and distancing guidelines;
- Uncertainty about international border openings;
- How companies treat business travel;
- The evolving use of technology and hybrid events; and
- Changing traveler sentiment

Phased Return

Similar to leisure travel, business travel will return in phases and will be dependent on various factors, including ones dictated by government, as well as businesses themselves. Anticipated phases expected are:

1. Returning to the office
2. Regional, small meetings or gatherings within driving distance
3. Overnight travel requiring a hotel stay and possibly a flight
4. Large gatherings including trade shows, conferences and conventions, including those with international attendees

Business travel will return, even if it looks different. Face-to-face meetings and in-person events are a critical component of making connections and building relationships—all of which are the foundation of how companies operate.





Meetings Sales and Marketing Efforts

Direct marketing continues to keep Pasadena top of mind as a meetings destination. The Sales team is staying active on LinkedIn and are engaging directly with their networks.

Meet Safely

Health and safety is a baseline for competing in the marketplace. The PCVB will continue to share the message that our destination and the Pasadena Convention Center have taken the steps necessary to operate safely. With the Pasadena Convention Center's recent GBAC certification and enhanced protocols, we want everyone to know that we are ready to reopen and restart events safely. New banners on our plaza highlight our GBAC certification.



Hybrid Meetings

As meetings evolve, we are marketing that the Pasadena Convention Center is ready to support clients as they host hybrid and virtual meetings that meet their needs and elevate their brand. Alongside our AV partner, PSAV, our team is prepared to provide the technology and management to professionally run a hybrid and virtual meeting. A new website page has launched, and an email campaign has been executed.

Learn more about our capabilities on page 8.



Micro-Weddings

We anticipate an increase in micro-wedding opportunities once state and local health authorities allow it. Pasadena Convention Center and Centerplate, are ready to provide a safe and smooth celebration for small groups. A new website has launched, and new ad art will be ready as soon as we get the go ahead.





Shop Small, Dine Local

City of Pasadena and Visit Pasadena launched a campaign to encourage people to shop small and dine local this holiday season. The 2020 “Shop Pasadena” campaign spotlights hundreds of independent businesses located in Pasadena. The key message of this year’s Shop Pasadena campaign is “We’re Open, Keep Us Open.”

Campaign includes the following elements:

- Social media graphics for small businesses to join the campaign
- Window clings for storefront businesses,
- Advertisements
- Dedicated webpage
- Social media



Outdoor Dining

Visit Pasadena supported the Outdoor Dining Guide with advertisements in Pasadena Now. Tyron Hampton, Pasadena Vice Mayor and PCOC Board Chair participated in a public service announcement by Pasadena Media to promote the Outdoor Dining Guide.



Campaign Pages	FY21 YTD
Shop Pasadena	1,333
Dine Pasadena	28,676
Connect Pasadena	4,923
Outdoor Dining	6,976
Total	41,908

Vote Center PSA

PCOC supported the Vote Center with marketing support across its digital channels. To encourage voter turnout, Tyron Hampton, Pasadena Vice Mayor and PCOC Board Chair, participated in





Tourism Partner Support

- Kidspace Halloween Countdown
- Descanso Halloween
- Pasadena Heritage Craftsman Weekend
- Pasadena Playhouse Live
- ArtNight
- Craftoberfest
- Rose Bowl Cars and drive-ins
- Walktober
- Connect Week

Digital Stats

	FY21 YTD
Social Media Followers	62,239
Website Pageviews	87,750
Website Unique Visitors	43,851

Union Station Thanksgiving

Centerplate and Pasadena Convention Center prepared up to 250 turkeys to support Union Station Homeless Services' Thanksgiving Dinner in the Park. This year to adhere to strict COVID-19 protocols required Union Station to adjust the distribution. This marks the seventh year that Centerplate has participated in the Pasadena Thanksgiving tradition.

"It has been an honor for the Pasadena Convention Center and Centerplate to donate resources in order to help make Union Station Homeless Services' Dinner in the Park a success," Michael Ross, CEO of the Pasadena Center Operating Company.

Pasadena Mayor-Elect Victor Gordo, Vice Mayor and PCOC Board Chair Tyron Hampton, and Union Station CEO Anne Miskey joined our media photo opportunity to highlight Centerplate and PCOC's efforts to support the community.





EVENTS

Vote Center

The Pasadena Convention Center served as a Vote Center for a five-day period from Friday, October 30, 2020 – Tuesday, November 3, 2020. We were one of twelve sites in Pasadena. Vote Centers offered three options for voters: in person voting, ballot drop-off, and curbside.

Car Research Clinics

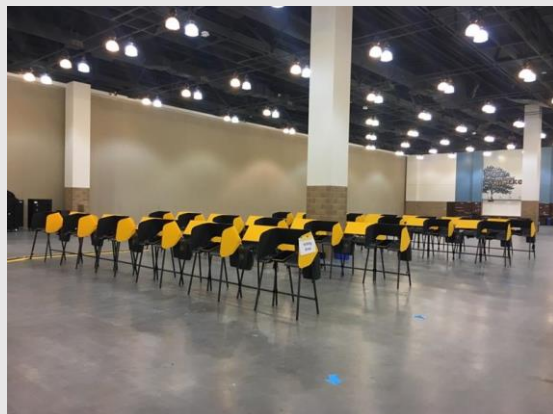
The center was also able to host a five-day car research clinic in November. The Pasadena Convention Center has been one of the leading facilities in Southern California for hosting automotive market research in the past 10 years. The convention center team worked with the public health department for the approval to host onsite car clinics as they are essential to the manufacturing and sales of automobiles.

Film Shoot

The Pasadena Convention Center hosted a film shoot in November which provided us the opportunity to become familiar and knowledgeable of the stringent protocols for Music, Television, and Film Production.

Pie 'N Burger - Outdoor Dining

The Pasadena Convention Center is hosting the Pie 'N Burger Food Truck on the Civic plaza on Saturdays and Sundays starting at 11 am. The convention center team worked with the public health department for outdoor dining approval.



Hybrid and Virtual Events

The future of how we experience events is readily available to our existing and prospective clients through PSAV's services, event technology, and innovation. PSAV currently offers turnkey and custom solutions for hybrid and virtual events.

Presentation Stages – (3) onsite studio sets/packages that offer onsite virtual or hybrid conference and event hosting capabilities

Chime Live - At home, at work or at the venue, Chime Live connects everyone to virtual meeting experiences, enabling clients to carry on with keynote presentations, topic streams and breakouts as planned.

Virtual events take many shapes and sizes, including video conferencing to multiple locations or webcasting a speaker or panel over the internet.





Meal Distribution Programs

We are grateful for our staff in stepping up to support our community in this time of crisis. PCOC and Centerplate have served over 78,000 meals in the community so far!

Great Plates Meal Program

- State of California program began on May 10
- 5,316 meals provided/delivered

Shower of Hope Meal Program

- Program began on April 8
- 2,060 meals provided/delivered

Motel Meal Program

- Ended late July
- 10,330 meals provided/delivered

PUSD Weekend Meal Programs

- Ended September 13
- 60,700 meals provided/distributed

Meal Distribution Programs

78,406

Meals

2,156

hours by
PCOC employees

\$89,000

in kind service

