



**PASADENA**  
CENTER OPERATING COMPANY

# *2015 Annual Report*

Convention Center | Civic Auditorium | Convention & Visitors Bureau | Ice Skating Center





# Letter From The Chairman



**W**e are pleased to report another year of continued success for the Pasadena Center Operating Company. After undergoing a \$900,000 renovation over the past six months, we were thrilled to re-open the Historic Civic Exhibition Hall with all of its glory and celebrated architecture. Since its construction in 1931, the space has been used as an exhibition, convention and dance hall and, for 35 years, an ice rink. We are truly proud to restore it to its original, and much needed, exhibit hall use.

During the past year, the Pasadena Convention and Visitors Bureau (CVB) booked 45,608 room nights, or 114 percent of their annual goal of 40,000 room nights. The total is 7,100 more room nights than were booked during the previous year. The CVB has successfully booked new high-quality events at the Convention Center, helping to boost tourism, while elevating our reputation in the convention, meetings and events business. As such, we look forward to hosting numerous major events in Pasadena in the coming years.

Along with a full schedule of meetings, graduations and the popular Distinguished Speaker Series, the Civic Auditorium hosted the National Council of La Raza-ALMA Awards, the 45<sup>th</sup> Annual NAACP

Image Awards and a Ray Donovan film shoot.

The Pasadena Ice Skating Center continues to exceed all expectations in terms of revenues and attendance reaching 110 percent of their annual revenue goal amounting to \$2.6 million and serving more than 63,000 skaters during the year!

In May, the PCOC partnered with the city to bring the overall finish of the Amgen Tour of California to the Rose Bowl. This event broadcasted in over 200 countries and territories and attracted 598,000 viewers on NBC.

We were also extremely proud to achieve the recognition of being named "Best Arts Town of the West" by Sunset Magazine.

I salute the many remarkable PCOC employees, partners and board members who helped achieve all of these accomplishments and more. They make all of us proud to be part of the extraordinary happenings in Pasadena and have been a big part in making our city a world-renowned meeting, convention and leisure travel destination. Thank you and I wish you all the best in 2016 and the future.

Sincerely,

Gene E. Gregg, Jr.  
2015-2016 Chair  
Board of Directors



Bustamante Enterprises celebrated forty years at the Pasadena Convention Center.

## *Pasadena Convention Center*

The Pasadena Convention Center sustained another year of providing quality services and a first-in-class facility to its clients. The types of events continue to become bigger and stronger.

- Bulletproof Biohacking Conference
- Michael J. Fox Foundation's Partners in Parkinson's Los Angeles Conference
- Pinup Girl Clothing
- LA Cookie Con and Sweets Show
- Guidance Software Sales Kick-off Meeting
- Robotics Education Foundation - VEX State Championship



**353** Events Serviced



**263,497** Attendees Attracted



Mayor Bill Bogaard welcomes COSPAR 2018 at a press conference, the largest convention booking in Pasadena's history.

## Meetings & Conventions

The Pasadena Convention & Visitors Bureau's Sales Department markets Pasadena's meeting facilities, including the Pasadena Convention Center and local hotels, to associations and corporations throughout the country. Fiscal year sales efforts included tradeshows, sales missions, client events, site visits and more. The department's success is measured ultimately by the amount of hotel room nights generated.

- 340 Total Leads
- 107 Definite Bookings
- 45,605 Total Hotel Room Nights
- 114% Room Night Goal
- \$29,482,720 Economic Impact (based on 107 groups booked in 2014/2015, not actualized)
- HENAAC Conference 2015, Oct. 13-18, 2015; 3,867 TRNs
- QuiltCon 2016, Feb. 16-22, 2016; 3,189 TRNs
- IEEE International Reliability Physics Symposium, April 14-23, 2016; 1,122 TRNs
- International Microelectronics & Packaging, Oct 9-13, 2016; 1,300 TRNs
- Breeder's Cup 2016, November 4-5, 2016; 3,561 TRNs
- AMTA 2016 National Convention, September 9-19, 2017; 1,945 TRNs
- COSPAR International Conference, July 14-21, 2018; 7,946 TRNs



2015 American Phytopathological Society

## *Client Services*

This fiscal year, Client Services worked with 66 groups, and handled guestroom reservations for 2 large conventions.

- Breeders' Cup Limited
- Seismological Society of America
- Association for Moral Education
- Occupational Therapy Association of California
- The Salvation Army
- National Association for Watch & Clock Collectors
- American Phytopathological Society

### **2 PRE-PROMOTION TRIPS TO THE FOLLOWING CONVENTIONS**

- American Choral Directors Association, Salt Lake City
- American Phytopathological Society, Minneapolis

### **27 SITE VISITS INCLUDING**

- Modern Quilt Guild
- IEEE IRPS International Microelectronics & Packaging Society
- Centerplate
- California Speech-Language-Hearing Association
- IEEE Magnetism and Magnetic Materials
- American College of Nurse-Midwives



Andrew Stucker and Jean-Arin Pavoni-Biller at CVENT Connect 2015

## *Trade Shows*

The CVB sales team executed a focused sales effort in the National Association market. Key activities include trade show participation.

- CESSE Annual Meeting
- ASAE Annual Meeting & Expo
- CalSAE Seasonal Spectacular
- Association Forum of Chicagoland Holiday Showcase
- DMAI Destination Showcase
- DMAI Destination Showcase
- ASAE Springtime Expo
- Successful Meetings IPEC
- Successful Meetings Destination California
- CVENT Connect
- Caltech Travel Fair

# EXHIBITION HALL



Richard McDonald, Matthew Lancey, Dianne Philibosian, Phlunte Riddle, Mayor Emeritus Bill Bogaard, Gene E. Gregg, Jr., Felicia Williams, Mayor Terry Tornek, Dale Brown and Michael Ross at the Grand Re-Opening of Historic Civic Exhibition Hall.

## *Civic Auditorium & Historic Hall C*

Total attendance was in excess of 111,000 with millions of additional television viewers.

- 8 Events for TV/Film Production
- 28 Arts & Culture Events on Stage
- 7 Private Events in the Gold Room
- 8 Corporate or Private Events on Stage

### **17 EVENTS UTILIZED THE NEW HISTORIC EXHIBIT HALL INCLUDING:**

- Google The Ingress Event
- La Luz del Mundo
- Master Kipp presents Claim Your Power LIVE

### **GRAND RE-OPENING**

The Pasadena Center Operating Company presented the grand re-opening of the historic Civic Exhibit Hall on February 8, 2015. The PCOC was delighted to bring the 17,000-square-foot exhibit hall back on line as part of the Pasadena Convention Center. The \$900,000 award winning restoration project maintained the building's celebrated architecture with modern amenities.

Opened in February 1932 as part of the original Pasadena Civic Auditorium, the exhibit hall was used for conventions, dances and various exhibits. It was repurposed as home to the Pasadena Ice Skating Center in 1976. The hall held the ice rink until 2011, when the Pasadena Ice Skating Center moved to a new, stand-alone facility to the east of the Civic Auditorium.





The ISI Holiday competition held in December 2014.

## *Pasadena Ice Skating Center*

As the Pasadena Ice Skating Center (PISC) neared its fourth anniversary, participation numbers and revenue reached another all-time high. PISC continues to successfully invent ways to maximize revenue with the limited ice-time resource.

PISC also improved program offerings and quality of service while maintaining a well-balanced operating schedule, attracting maximum skater participation to the ice rink.

- 63,200+ Public Session Skaters
- 50,000 Skate Rentals
- 4,350 Learn-to-Skate Class Participants
- 1,000+ Late Winter Semesters Participants (largest skating school semester in PISC history)
- 195+ Figure Skating and Hockey Summer Camp Participants
- Adult In-House Hockey League had 28 Teams in four Division Levels
- Pasadena Maple Leafs (PML) Spring Training Program

### **LA KINGS PARTNERSHIP PROMOTIONS**

- Lil Kings program for new, young skaters for grass-roots hockey program
- Doubled participation and retained 85% in group class lessons

### **ANNUAL PISC COMPETITION**

- 425+ Skaters from Southern California in the Annual PISC Competition - Nearly 100 More Than Last Year; Largest Event To Date
- First Local Rink To Implement New National Tablet Judging System, Receiving Rave Reviews



Pasadena was named "Best Arts Town" by Sunset Magazine.

## Destination Marketing

### PR & COMMUNICATIONS

The CVB's PR efforts successfully garnered media coverage regionally, nationally and internationally for Pasadena. Approximately two billion potential visitors read or heard about Pasadena through the CVB's publicity efforts. The earned media exposure was valued at \$538,000. National and international outlets included AAA Highroads, Better Homes & Garden, San Diego Union Tribune, Sunset Magazine, Oregonian, Trade Show Executive, Le Jardin (France), CEO Magazine (Australia), Hong Kong Economic Times (China), Apple Daily (China), and Fly & Drive Guidebook with BH Lee (Korea).

As a result of the CVB's PR efforts, Pasadena won the title of Best Arts Town by Sunset Magazine. The CVB's successful nomination touted Pasadena's historic architecture, world-class art museums, acres of botanical gardens, landmark theaters, entertainment venues and special events dedicated to visual and performing arts. One judge declared, "Pasadena has made an extraordinary commitment to the arts. From museums to performing arts, architecture to events, including the Rose Bowl, nothing is lacking." The article garnered attention to 1.25 million loyal, active and affluent Sunset travelers.

How will your next meeting INSPIRE?

There's a place where inspiration meets innovation and business meetings are elevated. Competitions get going. Ideas are shared, and brilliant people come to see, work and create in Pasadena. Bring your next meeting here and inspire the possibilities. Live, Love, Discover Pasadena.




**PASADENA**  
CALIFORNIA

www.VisitPasadena.com

Discover the **HEART BEAT** of Southern California's Cultural Scene



**2015 Travel Award Winner**  
*Best Arts Scene*  
VISITPASADENA.COM

**PASADENA**  
CALIFORNIA

**PASADENA: WHERE CULTURE AND SOPHISTICATION MEET NEIGHBORHOOD CHARM AND DELIGHT**



Discover the **HEART BEAT** of Southern California's Cultural Scene



**2015 Travel Award Winner**  
*Best Arts Town of the West*  
-SUNSET MAGAZINE

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**PASADENA**  
CALIFORNIA

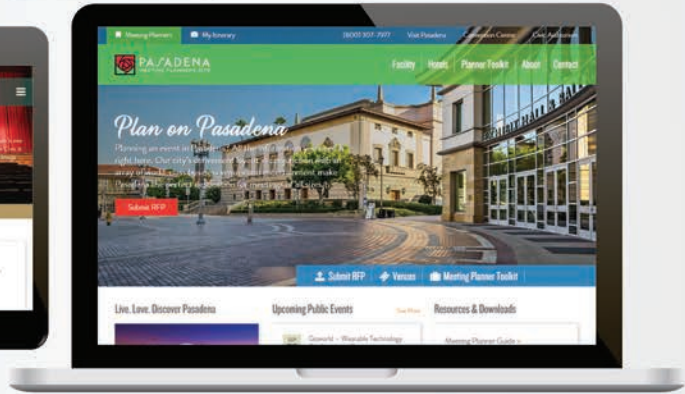
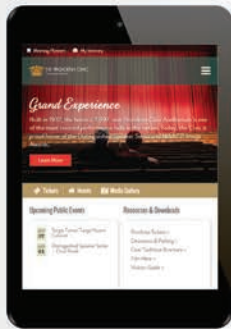
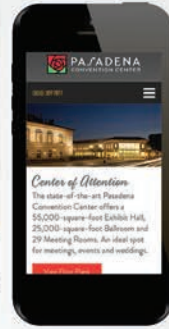
## MARKETING COLLATERAL

The CVB unveiled new collateral and a refreshed look for meeting planners and leisure travelers that showcase Pasadena's dynamic downtown experiences and the first class Convention Center. Pasadena leisure ads were seen in 10 print and online publications, including "Westways," "Sunset," "Los Angeles Magazine", "The Cultural Traveler", "California Visitors Guide", and "Los Angeles Tourism Visitors Guide." Ads targeting meeting/convention planners were placed in 18 print and online trade publications.

New collateral included a new Pasadena commercial featured

on 5,800 American Airlines flights, Travel Channel, Bravo TV and CNN. A redesigned "Pasadena Official Visitors Guide" was produced and distributed to 100,000 leisure travelers and convention delegates in collaboration with Pasadena Magazine.

A Big Bang Theory and Getaway to Pasadena campaign was attained in collaboration with Play 7 and Warner Brothers Studios. Pasadena's brand was located in 250 Papa John's stores throughout the UK as well as on Papa John's social media pages.



## Website and Social Media

The CVB unleashed the new mobile responsive website, VisitPasadena.com, in January 2015. The new site features robust imagery and enhanced event and business directory. It also included a “My Itinerary” feature for visitors to build a trip itinerary. The CVB saw a 163% growth in website users over last year amounting to 85,500 users.

Partner promotions and special events were marketed via the CVB’s Facebook, Twitter, YouTube, Pinterest, and Instagram pages, with over 20,500 Facebook likes, 3,600 Twitter followers and 2,800 Instagram followers.



**20,558 likes**



**3,697 followers**



**2,802 followers**



**254 followers**



## *Amgen Tour Of California*

Pasadena proudly hosted the overall finish for the Amgen Tour of California on May 17, 2015 at the Rose Bowl Stadium. The Amgen Tour of California broadcasted in 200 countries through 22 media partners. Media coverage from the overall finish on NBC attracted 598,000 viewers. Local media exposure included the Pasadena Star News, Daily News, Hometown Pasadena, Daily Bulletin, LA Times, Pasadena Now and KPAS.





The Tournament of Roses Royal Court opened the Visitor Hotline.

## *Visitor Services*



**26,255** Phone  
Inquiries



**1,184** Walk-Ins



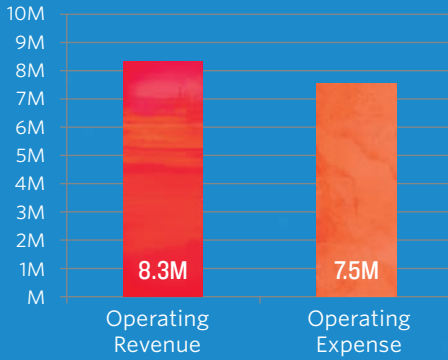
**580** Information  
Packets Mailed

## *Visitor Hotline*

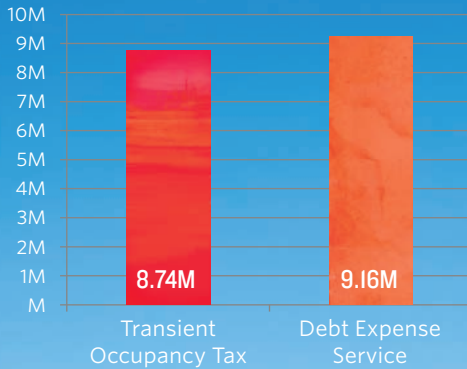
To assist visitors coming to the Tournament of Roses Parade and Rose Bowl Game, the Pasadena Convention & Visitors Bureau operated the 31st Annual Visitor Hotline from December 29, 2014-January 2, 2015. Over this period, 50 volunteers answered 1,300 toll-free phone calls. The annual Visitor Hotline Media day kicked off the Visitor Hotline, generating television and print coverage across the United States with an audience of over 1.7 million people and an estimated ad value of \$104,000.

# Financial Results

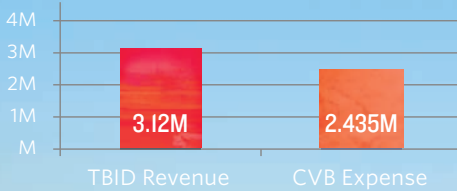
## CONVENTION CENTER, CIVIC AUDITORIUM, AND ICE SKATING



## DEBT SERVICE VS TRANSIENT OCCUPANCY TAX (TOT)



## PASADENA CONVENTION & VISITORS BUREAU



# Board of Directors

2014-2015

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