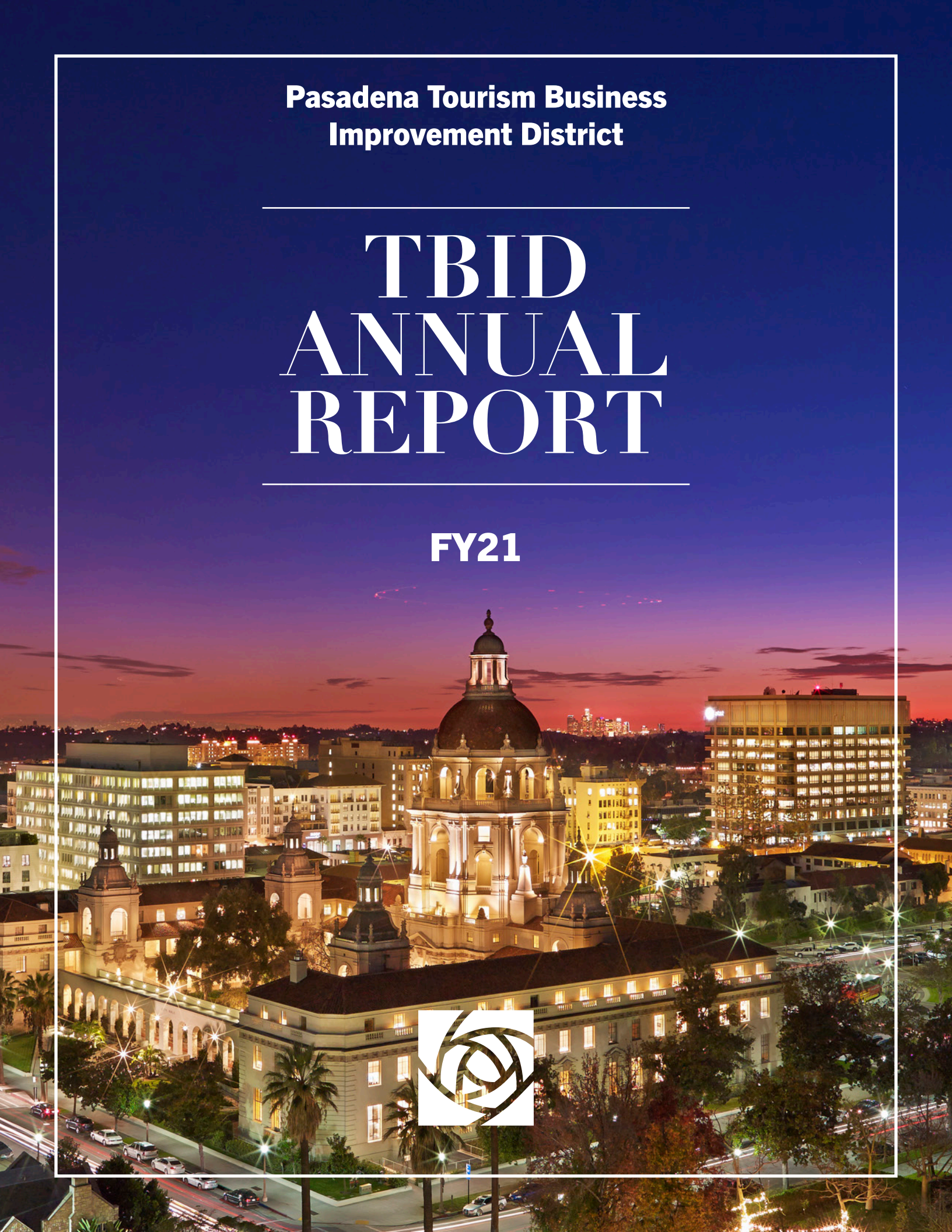


**Pasadena Tourism Business
Improvement District**

**TBID
ANNUAL
REPORT**

FY21



ABOUT

Developed by the Pasadena Center Operating Company and approved by the Pasadena City Council, the Pasadena Tourism Business Improvement District (PTBID) is an assessment district proposed to provide specific benefits to payors, by funding targeted marketing and sales promotion efforts. This approach has been used successfully in over 100 California destinations to provide the benefit of additional room night sales to payors.

LOCATION

The PTBID includes all lodging businesses located within the boundaries of the City of Pasadena. It does not include home-sharing or vacation rental businesses as defined by Pasadena Ordinance No. 7317.

SERVICES

The PTBID is designed to provide specific benefits directly to payors by increasing room night sales and revenue therefrom. Marketing and sales promotions will increase overnight tourism and market payors as tourist, meeting and event destinations, thereby increasing room night sales and revenue therefrom.

BUDGET

The total PTBID annual budget for each year of its five (5) year operation was anticipated to be approximately \$3,800,000. This budget is expected to fluctuate as room sales do but was not expected to significantly change over the life of the PTBID. However, due to COVID 19, the FY21 Budget is projected to be \$2,132,000, based upon hotel occupancy forecasts by Tourism Economics for LA County and Smith Travel Research (STR), and consultations with Pasadena hotel partners.

COST

The annual assessment rate is 2.89% of gross room rental revenue. Based on the benefit received, the assessment shall not be collected on stays of more than thirty (30) consecutive days; and stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty.

COLLECTION

The City is responsible for collecting the assessment on a monthly basis (including any delinquencies, penalties and interest) from each lodging business located in the PTBID.

DURATION

The PTBID will have a five (5) year life, beginning July 1, 2018 through June 30, 2023. Once per year, beginning on March 1, there is a thirty (30) day period in which lodging business owners paying more than fifty percent (50%) of the assessment may protest and initiate a City Council hearing on PTBID termination.

MANAGEMENT

The PCOC will serve as the PTBID's Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with this Plan, and must provide annual reports to the City Council.

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LETTER FROM THE CHAIR



Dear Friends and Colleagues,

During these unprecedented times, the tourism and hospitality industry has been severely impacted. In the face of adversity, the Pasadena Convention & Visitors Bureau continues to proactively support and strengthen our tourism community so our destination can recover quickly.

Travel and meetings bring business to our local economy. From hotels and lodgings, to museums and entertainment, to restaurants and retailers, and meetings and events, tourism is the heartbeat of Pasadena. The industry sustains over 6,000 jobs locally in Pasadena. Therefore, it is more critical than ever to build a foundation for recovery.

We are confident that tourism is a resilient industry that can lead Pasadena's recovery. We extend our gratitude to the Pasadena Center Operating Company Board of Directors, the City of Pasadena, and our community partners for their efforts and leadership to sustain the industry and provide a path forward.

Sincerely,

Tyron Hampton
PCOC Board Chair
Council Member, City of Pasadena

LETTER FROM EXECUTIVE DIRECTOR



Dear Friends and Colleagues,

After a year unlike any other, our mission to position Pasadena as a leading meeting and leisure travel destination is more critical than ever for the well-being of our community. Our work to showcase the destination infuses much needed dollars into the economy and fuels the recovery.

In June, Visit Pasadena launched our comprehensive Pasadena Tourism Recovery Plan which details our multilayered marketing approach to attract visitors and meetings back to the destination. We are grateful for the support of the Pasadena City Council for their confidence in our work and the resiliency of our industry.

As we move beyond this pandemic, we thank you for your continued support and collaboration. Despite the hardships of the last year, Pasadena is ready and eager to welcome back visitors and help drive Pasadena's recovery efforts. There is still work to be done to rebuild the vibrant travel and hospitality workforce, but we are proud of the work our destination has done and we are confident that we will rise to the occasion.

Sincerely,

Jeanne Goldschmidt
Executive Director
Pasadena Convention and Visitors Bureau

FY21 HIGHLIGHTS

MEETINGS AND CONVENTIONS

As meeting planners' needs evolved through the pandemic, our Sales Team worked closely with meeting planners to navigate ever-changing local restrictions and instill confidence in the ability to host safe meetings in our destination. We approached each relationship with care offering timely resources and expertise to keep clients engaged. We also continued to exercise flexibility in pricing, space, and contract terms for events in the short term.

Our Sales team continued to connect with prospective and returning clients to book and rebook business for 2021/2022 and into future years. The Sales team contracted 13,881 room nights for future meetings and conventions.

	Occupancy	ADR	RevPAR	Revenue
FY22 Forecast	67.33%	\$154.88	-	-
FY21	48.9%	\$126.35	\$63.05	\$49,946,079
FY20	63.8%	\$166.28	\$114.00	\$102,330,042

*Note: The Sheraton and Hotel Constance were closed during FY21 reducing the hotel supply in the market

FILM LOCATION

While on-site events were postponed, our Sales team remained active in pursuing new filming opportunities for Pasadena and the Pasadena Convention Center facilities and highlighting the availability of our Civic Auditorium to be used as the backdrop for feature films and television shows. In addition, the City of Pasadena Film Office has extended filming hours at the Pasadena Convention Center, which exempts us from the normal curfew hours of 7:00 AM to 10:00 PM.

Our team has launched campaigns to showcase why productions like America's Got Talent, Daytime Emmy Awards, and Subaru commercials choose us and continue to return to the Civic Auditorium each year. Not only are our facilities professionally managed, but our dedicated team is fully equipped to provide a controlled, safe environment for high-quality productions.



PASADENA CONVENTION CENTER

Our Doors Are Open
On June 15, California will officially be open for events and we're already prepared for you. Whether you are building a set or planning a long-term production project, our on-site staff is ready to assist you with any of your film and production needs. To ensure your safety, our GRAC Star accredited campus is equipped with state-of-the-art static sprayers, hand sanitizer stations, and more.

Extended Film Hours
The Pasadena Civic Auditorium and Convention Center have been approved by the City of Pasadena for extended filming hours.

100,000+ Sq Ft of Building Space
Our convention space is available for set building including our 88,000 sq. ft. Exhibition Hall, 17,000 sq. ft. historic Buntch Hall C, and our 28,000 sq. ft. Ballroom.

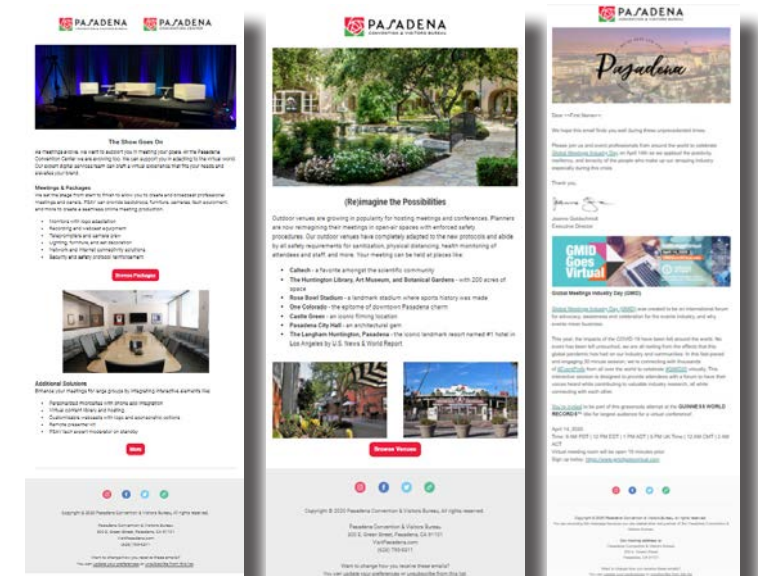
Please call, email, or text me your preferred dates and let me know if you are searching for a 1920's classic scene or a modern look for your production.

Shorely,
Marti Houghton
mhoug@pasadenaconvention.com
Office: (626) 854-4242
Cell: (626) 354-8869

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Pasadena Convention & Visitors Bureau
202 S. Garfield Street, Pasadena, CA 91101
VisitPasadena.com
(626) 799-9111
Start to check for you, realize these events? You can update your preferences or unsubscribe from this list.

MEETING CAMPAIGNS

Visit Pasadena produced e-mail campaigns to continually connect with meeting planners during the pandemic. The campaigns provided important COVID updates, additional safety protocols, virtual tours, as well as showcased outdoor venues, group tours, and experiences.



VIRTUAL CONVENTION CENTER TOURS

The Sales & Marketing team produced a six-part virtual site inspection experience for each of the Convention Center's available venue spaces as a resource for potential clients. The video series served as a COVID-safe alternative to the in-person site visit and were widely distributed across CVENT and other sales platforms.



CLEAN & SAFE VIDEO

To prepare for our public reopening, we created a video highlighting the new safety enhancements and health protocols the Pasadena Convention Center has made to ensure visitors and employees feel comfortable in our facility.

LEISURE

SHOP SMALL, DINE LOCAL

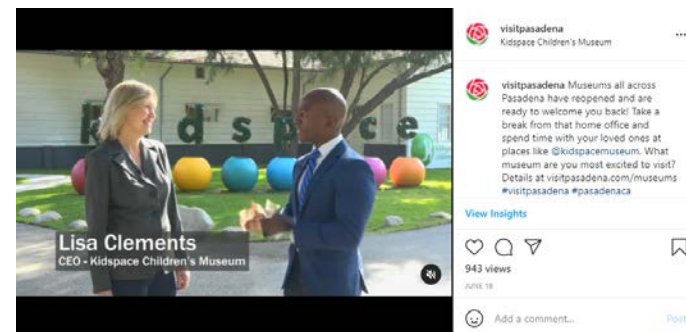
Visit Pasadena continued to support local restaurants and businesses during the ongoing COVID-19 crisis. We worked closely with the City of Pasadena to encourage people to shop small and dine spotlighting hundreds of independent businesses located in Pasadena. The team also maintained online directories to support ongoing operations and reopening of its business community. The directories have received over 1 million impressions, 65,000 pageviews, and feature over 300 Pasadena businesses.

- Shop Pasadena
- Dine Pasadena
- Connect Pasadena
- Outdoor Dining
- We're Open Keep Us Open



CULTURAL PARTNER MARKETING SUPPORT

During the pandemic, we provided marketing support to our museums and attractions to keep them top of mind during the pandemic. We encouraged participating in their virtual activities, as well as donation drives. As things progressed, we promoted their reopening plans across our social media accounts and monthly newsletters, and developed a video series to announce the reopening of museums across the city.



STAYCATIONS CAMPAIGN

We implemented a staycation campaign to encourage locals and visitors from nearby cities in Southern California to travel in the city. The campaign highlighted food and outdoor activities at popular Pasadena locations. Local businesses and attractions were able to benefit from the efforts to keep local dollars within Pasadena, rather than traveling out of state.



WEBSITE AND SOCIAL MEDIA

Visit Pasadena continued to promote our destination with original and curated content to build brand awareness on our website and social media. At this time, consumers have increased their use of official travel websites from visitor bureaus to obtain information regarding travel advisories and protocols.

- 371,000 unique website visitors
- 688,000 website page views
- 68,300 social media followers

PASADENA 626 DAY

Visit Pasadena and the City of Pasadena were thrilled to launch the first ever Pasadena 626 Day to signal a new day for the business community. It was envisioned as a way to highlight Pasadena businesses located all over the city, its unique shops and restaurants, and the cultural institutions which attract visitors to the City. Over 100 businesses participated in the day-long event on June 26. The campaign received 10,200 pageviews, five million impressions, and \$180k publicity value. It earned media coverage on Good Day LA, KABC Eyewitness News, KTLA, NBC Los Angeles, KNX Radio, and in local publications.



STIMULUS PLAN

On Monday, June 14, 2021, the Pasadena City Council approved a segment of the American Rescue Plan Act of 2021 to fund a \$475,000 Pasadena Tourism Stimulus Recovery Plan. The plan will allow the Pasadena Convention & Visitors Bureau to bring back key full time staff positions and implement a multi-layered marketing campaign to attract visitors to the destination and increase visitor spending to local hotels, restaurants, retail, and cultural attractions sooner than expected.

Visit Pasadena swiftly launched its tourism recovery advertising campaign to attract visitors and drive business to local hotels, restaurants, retail and cultural institutions just in time for the busy summer travel season.

- Advertising on popular travel platforms, Expedia, and Tripadvisor
- Targeted advertising to active travel planners using Sojern
- Social media advertising on Facebook and Instagram
- Pasadena Official Visitors Guide to prominently feature the Rose Bowl on the cover and showcase our Pasadena restaurants who have been impacted by the pandemic.
- As a part of the Tourism Stimulus Recovery, Visit Pasadena will sponsor a dedicated e-newsletter to Visit California's 180,000+ opt-in subscribers.

CALIFORNIA CONVENTION CENTER COALITION

Throughout FY 21, the Pasadena Convention Center and Visit Pasadena joined tourism officials across the State of California to advocate for the reopening of business meetings and convention centers. The California Convention Center Coalition sought to reopen convention centers and meeting venues and created a detailed plan for the reopening of convention centers with best practice recommendations for sanitation, staff training, physical distancing, and communication.

The coalition educated state legislative members on the devastation of COVID-19 on the meetings industry and sought their support. The coalition called on Governor Gavin Newsom to immediately issue state guidance clarifying under what conditions our industry can resume business.

The continued lack of guidance caused clients to back out of events for late 2021, 2022 and beyond, primarily because planning and booking require several months and sometimes years of lead time. Convention centers, hotels and other meeting venues could not compete for future events when it appeared California was closed indefinitely.

Subsequently, Governor Newsom announced that small gatherings, private meetings and events would be able to return starting April 15 and would expand to business meetings, conventions and tradeshows starting June 15.

TOURISM MARKETING PARTNER MEETINGS

Visit Pasadena convened two Tourism Marketing Partner Meetings. About thirty tourism stakeholders attended each meeting to support recovery efforts, marketing campaigns, share updates and collaborate on activities.

ECONOMIC PARTNER MEETINGS

Visit Pasadena also joined a monthly call with the Pasadena Economic Development Department, business districts and shopping centers to discuss pressing issues and share resources and information during the recovery.



FY21 FINANCIALS

For FY21, funding received from the PTBID was \$1.3M, a decrease of \$1.66M compared to FY20. The sharp decline was caused by the shutdown of travel and meetings due to the pandemic.

Income	Budget Allocated	Actuals
TBID Assessment	\$2,132,000	\$1,369,000

Expenditures	Allocated	
Staffing	\$1,317,000	\$1,006,000
Administration Expenses	\$42,000	\$23,000
Advertising	\$187,000	\$66,000
Trade Shows and Activities	\$93,000	(\$11,000)
Events and Sponsorships	\$130,000	(\$23,000)
Familiarization Activities	\$16,000	-
Sales Calls and Travel	\$53,000	-
Promotional Expenses	\$255,000	\$51,000
Total Expenditures	\$2,093,000	\$1,112,000

TBID Fund Reserve	\$39,000	\$257,000
FY21 TBID Fund Balance	\$587,000	\$844,000

**Unaudited*

**TOURISM
LEADERSHIP**

FY22 TBID ACTIVITIES

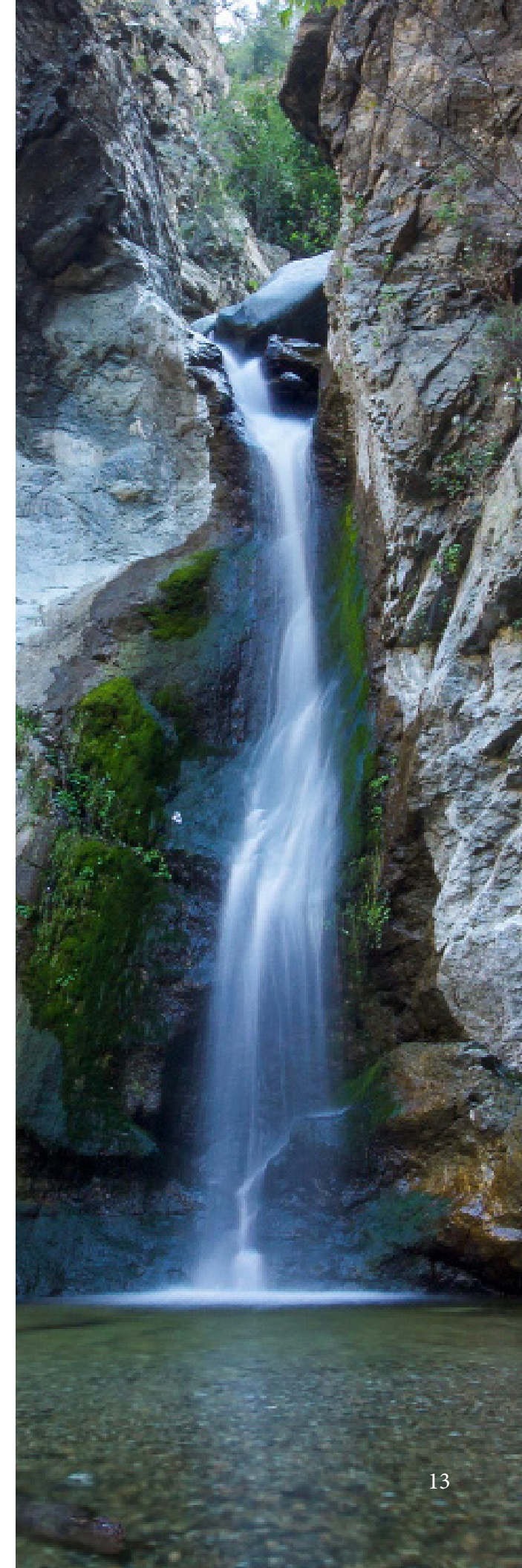


FY22 TOURISM RECOVERY PLAN

Despite the hardships of the last year, Pasadena is ready and eager to welcome back visitors and help drive Pasadena's recovery efforts. The travel industry makes tremendous contributions to our local economy and workforce as well as our community's identity and culture.

There is genuine optimism for recovery. People are making travel plans. Pasadena museums, cultural attractions, entertainment venues, and restaurants have reopened.

But there is still work to be done, particularly in rebuilding the vibrant travel and hospitality workforce. Visit Pasadena has developed a Tourism Recovery Plan to accelerate the recovery of travel and tourism over the next 12 months.



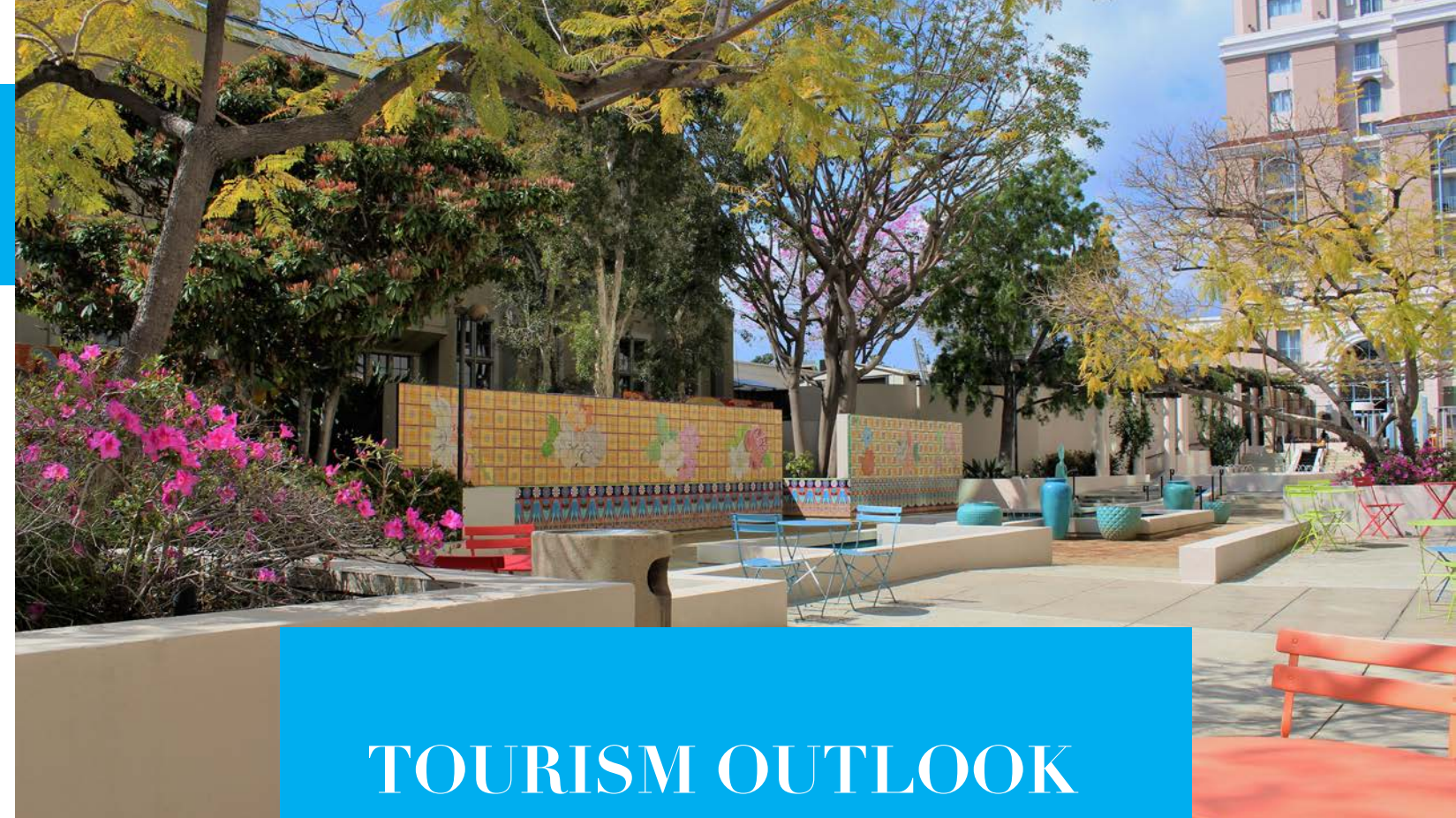
FY22 BUDGET

The TBID assessment forecasted revenue is \$2.7 million, an increase of \$1.4 million compared to FY21. This is a decrease of \$1.1 million compared to pre-pandemic FY19. The CVB expenditures budget is \$1.8 million, \$600,000 more than FY21 Budget. FY22 Budget anticipates an average occupancy of 67% with an ADR of \$154.75. Our budget projections were created in anticipation of the Sheraton and Hotel Constance reopening by September 1.

Income	FY22
TBID Assessment	\$2,700,000
ARPA Tourism Recovery Funds	\$475,000

Expenditures	Allocated
Staffing	\$ 1,560,000
Administration Expenses	\$17,000
Advertising	\$279,000
Trade Shows and Activities	\$122,000
Events and Sponsorships	\$144,000
Familiarization Activities	\$22,000
Promotional Expenses	\$131,000
Total Expenditures	\$2,275,000

TBID Fund Reserve	\$900,000
FY22 Projected TBID Fund Balance	\$ 1,744,000



TOURISM OUTLOOK

The COVID-19 pandemic brought the tourism industry to a standstill with catastrophic declines in 2020 compared to 2019. No sector within our industry has been unaffected and travel and tourism in every community across the country has suffered. Locally, hotel occupancy and average daily rates dropped 50% and 30% respectively (STR).

An estimated decline of \$8.6M in TOT and \$3.5M in TBID is projected for FY21 and FY22. Over 500 events have been canceled at the Pasadena Convention Center amounting to a loss of \$15M in revenue. In addition, Pasadena hotels have lost over \$100M in revenue to date. The industry is not expected to fully recover until 2024. Analysts forecast demand travel to return to pre-pandemic levels in late 2023, and for revenue per available room to reach full recovery in 2024 (Tourism Economics).

Starting June 15, California officially reopened for travelers as state-mandated capacity restrictions and physically distancing ended. The loosening of restrictions as well as vaccine roll-out and a decline in cases allowed leisure-travel demand to begin to gather strength. Summer travel plans were holding strong across the country. In June 2021, US travel spending reflected a drop of “only” 15% below June 2019 levels, a significant improvement from earlier months (US Travel). In California, visitor spending was down 25% from 2019 levels (Visit California).

However, in late July, an increasing spread of the Delta variant of COVID-19 is cause for concern for the recovery and is dampening expectations for a long summer travel boom. Destination Analysts reported the Delta variant are disrupting travel plans with 25% of travelers postponing upcoming trips, 19% have canceled. 45% of Americans doubt that it’s safe to go out and travel.

MEETINGS & CONVENTIONS

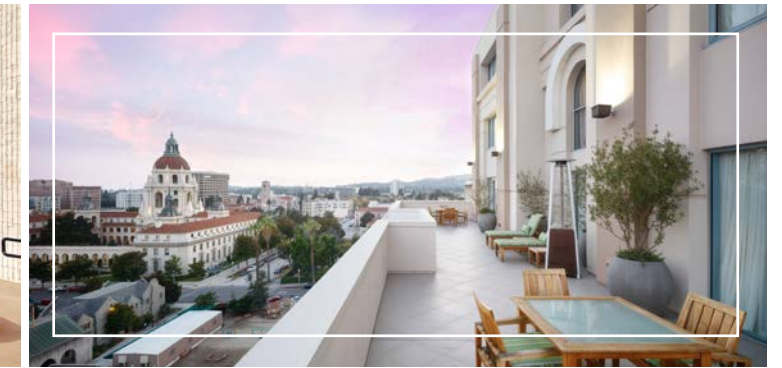
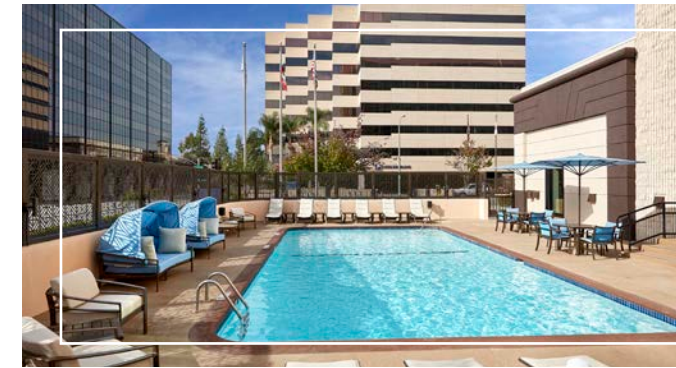
A NEW CHALLENGE

As our meeting planners needs evolve, our sales efforts will adapt in non-traditional ways. We hope to strengthen our working partnership, develop our peer-to-peer network, and create a greater sense of collaboration and transparency in our communication between ourselves and our clients.

We'll continue to exercise flexibility in pricing, space, and contract terms for events in the short term, which remains a high priority for event organizers. With the uncertainty of meeting room block and food and beverage minimums, the CVB intends to support the needs of both hotels and clients.

Meeting planners will continue to look to the CVB to navigate the local restrictions, and navigate the requirements and recommendations when hosting live events in the city. As we reassess standard offerings, it will be critical to work hand-in-hand with our clients to communicate our commitment to health and safety protocols.

Communication continues beyond health and safety measures. Our Sales and Marketing Departments will serve as destination storytellers, the main resource for local and state reopenings, and highlight upcoming events. The narrative will instill confidence in attendees that Pasadena is a safe place to meet. We will continue to share best practices and improve our protocols as more and more events return to Pasadena.



SALES DEPLOYMENT

The Sales team's key priority for FY22 is to capitalize on targeted sales and marketing efforts to increase meetings, conventions and tradeshows coming to Pasadena.

Our sales team has been reduced due to budget constraints, but our deployment will remain focused on key areas of opportunity such as our strong client base of SoCal associations, scientific meetings, and our local corporate market. Local and regional events will be important to our recovery and we anticipate short term opportunities for these types of meetings to increase once they have been approved by the State and local health officials. We will continue to source opportunities for new and returning educational, affinity and religious events. Through partnerships with LA Tourism, Helms Briscoe and CVENT we will maximize our exposure to clients to attract new citywide conventions and meetings. We will continue to work with our local partners such as Caltech and JPL to expand our reach into the scientific community and bring their conventions and scientific assemblies to Pasadena.

We anticipate refilling a remote position in Sacramento by September 1, 2021.

Our current deployment:



TAYLOR FRY

National Sales Manager

- Association of all size- CA and outside of CA
- Corporate outside of CA- 200 peak and above
- Government- state and national

DEBBIE VAIL

Sales Manager

- CA Corporate of all size
- Corporate outside of CA- under 200 peak
- SMERF of all size

MATT HOURIHAN

Senior Sales Manager

- Civic Auditorium performances
- Film and TV productions
- Televised award shows
- Convention Center tradeshows

LAURI DECLERK

Sales Manager

- Small meetings
- Civic graduations
- Consumer shows
- City of Pasadena events
- Car research clinics

TRADESHOWS/CONVENTIONS

The Sales team will attend and exhibit at hospitality industry tradeshow and conventions in our target markets, to increase the number of qualified leads. Shows that were canceled in 2020 due to COVID have had our payments transferred to FY22 events where possible. The team has developed a travel calendar based on the best opportunities to connect with qualified clients.

Tradeshow	Date	Format	Location
Smart Meetings National West 3 Day	August 8-10, 2021	In-Person	San Diego
Connect Marketplace: Assn. + Corp.	August 30-September 1, 2021	In-Person	Tampa
Destinations Int'l Destination Showcase	September TBD	Hybrid	Washington DC
Connect Med/Tech	November 29-December 1, 2021	In-Person	Washington DC
Connect DC	November 29-December 1, 2021	In-Person	Washington DC
CalSAE Seasonal Spectacular	December 14-15, 2021	In-Person	Sacramento
PCMA Convening Leaders	January 9-12, 2022	In-Person	Las Vegas

INDUSTRY ASSOCIATIONS

Sales managers will hold membership in local and national industry associations, become involved by serving on committees/boards, and attend industry meetings to increase contact with prospective clients. Our team also participates on weekly webinars to stay informed on industry trends and research.

- American Society of Association Executives (ASAE)
- California Society of Association Executives (CalSAE)
- International Association of Exhibitions and Events (IAEE)
- Destinations International (DI)
- Meeting Professionals International (MPI)
- Professional Convention Management Association (PCMA)

CITYWIDE CONVENTIONS

	Status	Dates	Room Nights
November 2021			
Assn of CA Water Agencies	Definite	Nov 28-Dec 3, 2021	2,571
January 2022			
Barbershop Harmony Mid-Winter Conference	Definite	Jan 10-16, 2022	2,503
CA Assn of Public Procurement Officials	Definite	Jan 30-Feb 2, 2022	1,825
March 2022			
SoCal LINUX Expo SCALE 20X	Contract Issued	March 1-7, 2022	646
Caltech QIP	Definite	March 7-11, 2022	920
SAE International (Aerotech)	Definite	March 13-18, 2022	1,192
AeroMat	Definite	March 14-22, 2022	682
CA Speech Language-Hearing Assn	Definite	March 23-26, 2022	1,453
April 2022			
2022 HCSRN Annual Conf	Definite	April 11-14, 2022	867
CAEYC 2022	Contract Issued	April 25-May 1, 2022	885
May 2022			
Air Sensors International	Contract Issued	May 10-13, 2022	907
Leading Age California	Definite	May 15-18, 2022	966
Fire and Climate Conference	Contract Issued	May 22-26, 2022	1,020 (not yet contracted)
June 2022			
American Astronomical Society	Definite	June 11-16, 2022	1,433

The continued closure of gatherings in California have forced the following citywide conventions from July to October to reschedule their events to future years.

	Dates	Room Nights	Rebooked
Academic Senate for CA Community Colleges	July 10-12, 2021	860 room nights	July 10-13, 2024
LightBox Expo	September 2021	1,750 room nights	October 12-16, 2022
CA Hospital Assn	Oct 4-6, 2021	550	September 12-14, 2022
Great Minds in STEM	October 19-24, 2021	4,105	October 10-15, 2023

SALES PROSPECTING

Each sales manager will prospect for new business through contacts made at tradeshows, industry events, and research. The team will reengage clients who have not held their events here in the past year and rebook their events when the time is right. The Sales and Marketing teams will develop enticing packages, sponsorships, and add-on services to entice them to rebook. Regular marketing email campaigns, targeted digital campaigns and a robust business to business social media presence will support prospecting efforts. Sales efforts are monitored weekly, monthly, and annually.



CUSTOMER SITE INSPECTIONS

In person site inspections are the optimal way for meeting planners to experience our destination and our meeting facilities. We underwrite the costs for these visits when necessary. In the interim, our Sales and Marketing teams developed a virtual site tour to allow prospective clients the opportunity to experience the Pasadena Convention Center and our destination. The videos feature guided walk throughs of our exhibit halls, ballroom, meeting rooms highlighting amenities, features and floor plans. We will resume our practice of hosting in person site inspections in FY22.

NEW EVENT TRENDS EMERGING FROM AN UNPRECEDENTED YEAR

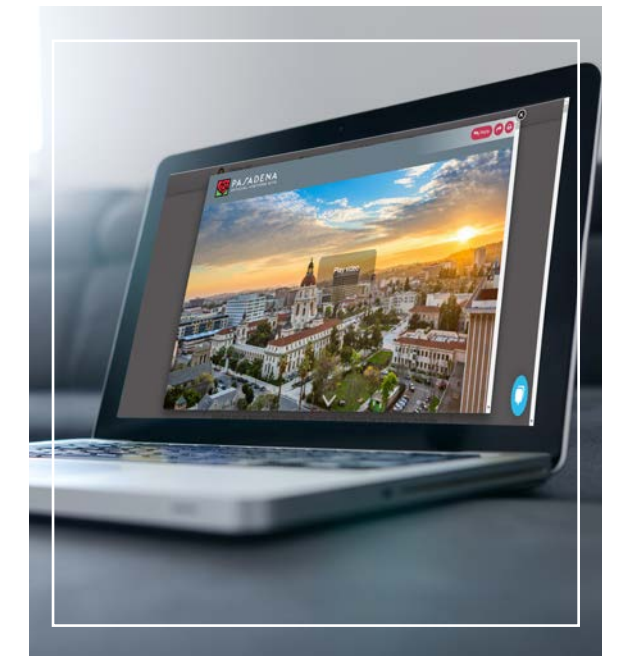
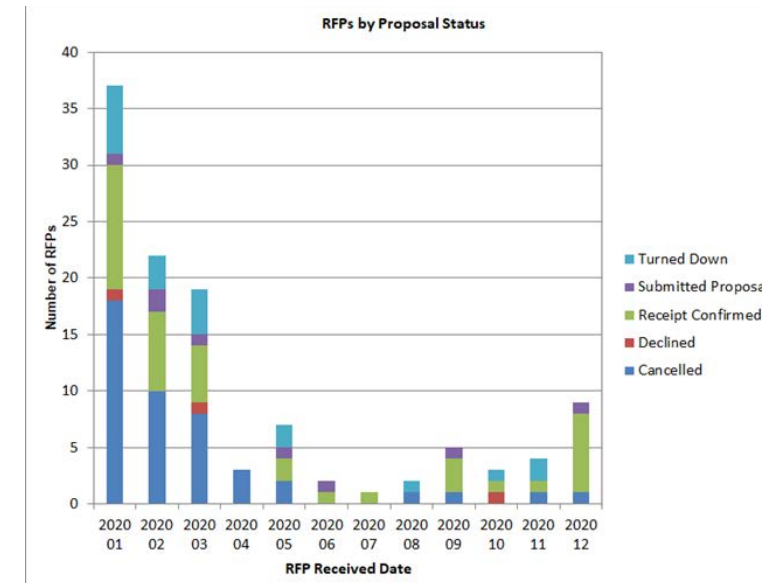
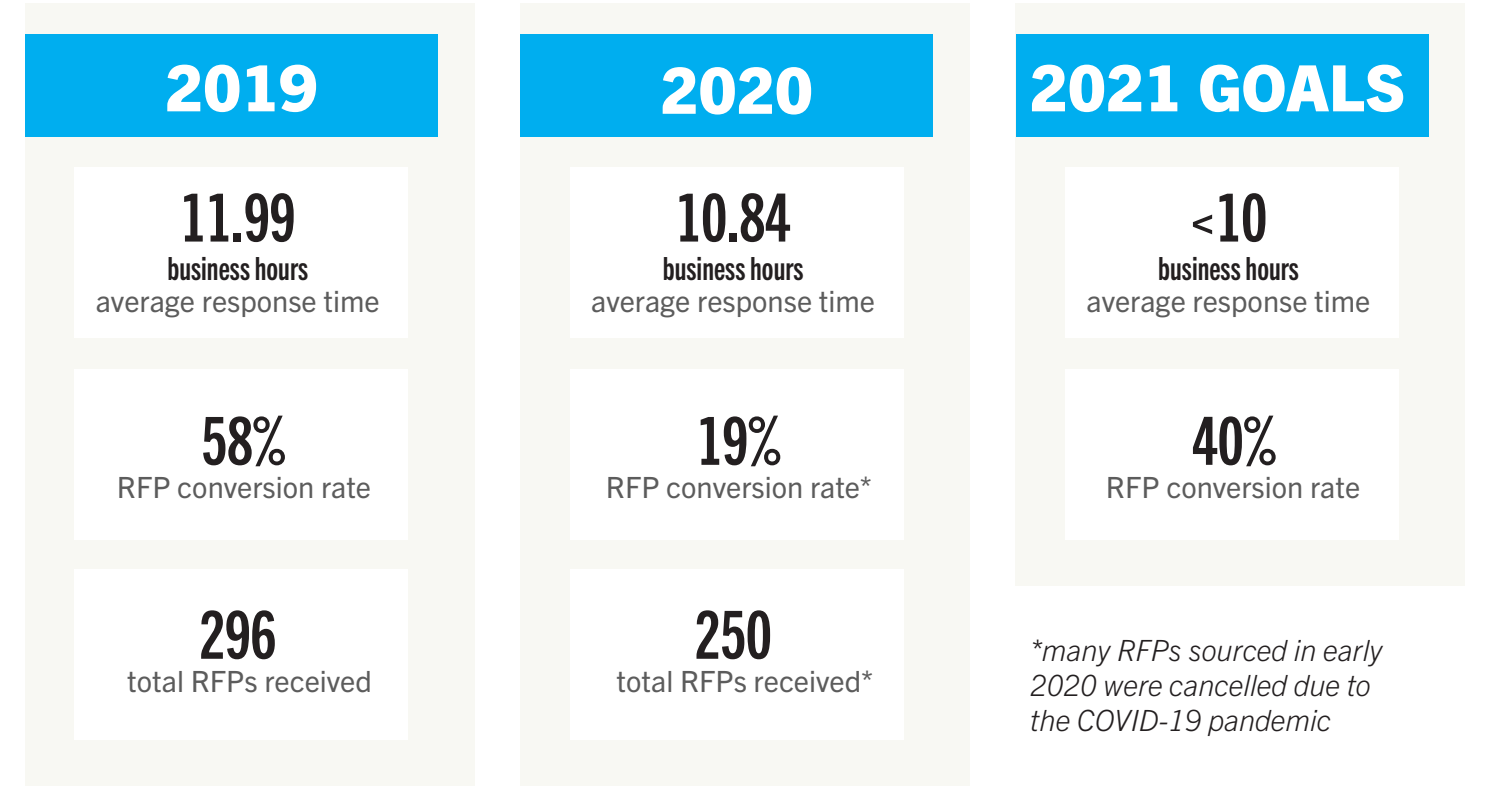
Hybrid events are here to stay. Since many groups turned to a virtual format to convene last year, clients and their attendees are familiar with Zoom and video conferences. We expect many groups will want to incorporate a virtual element to create a hybrid format for their events. Now that small meetings can resume, transitioning clients will be more attentive to virtual event production, wifi capabilities, and how venues' built-in infrastructure capabilities can support a hybrid format.

In addition to the pandemic, 2020 renewed our country's focus on social justice. For many clients, that focus has reached the c-suite, and has motivated organizations to establish a commitment to diversity, equity, and inclusion (DEI) in internal structures and how they conduct external business. As these organizations evaluate destinations to bring their event to, they will be interested to know what efforts are being made to promote DEI in gender, race, disabilities, etc., and how it is reflected in marketing materials, local leadership, and business ownership.

When selecting a destination to host their event, future meeting planners will weigh factors including - a welcoming community for all (DEI), low COVID risks, and hybrid capability. We aim to position Pasadena as a destination that meets these requirements.

RFP & CVENT PARTICIPATION

CVENT is the preeminent website database for meeting planners during their site selection and RFP process. The PCVB has invested in a robust package of advertising options to keep Pasadena top of mind for tens of thousands of planners using CVENT's digital channels. The package includes 2 diamond listings, email newsletters, banner ads, and guaranteed RFP generation. COVID has had a dramatic impact on the leads sourced thru the CVENT in 2020 and we were forced to reduce our level of commitment due to financial constraints. We gradually increase back to 2019 levels over the next few years.



MEETINGS ADVERTISING AND CAMPAIGNS

We will advertise in select meeting industry digital platforms to maintain awareness of and interest in Pasadena. Paid media will be dedicated toward digital display, mobile, email targeting and SEM. We will develop blog posts regularly for meeting planners that will keep us top of mind as they plan their meetings and will also share content in email marketing campaigns. We will also utilize LinkedIn's paid and unpaid platform to connect with meeting planners. LinkedIn is a great social media network for business-to-business interactions. Our Sales Team engages actively on LinkedIn with their networks.

Advertising campaigns will include:

- Back to Business in Pasadena
- Your Hybrid Meetings Solution
- Center for Innovation and Technology

BACK TO BUSINESS IN PASADENA

Maintaining health and safety in America is critical for social and economic recovery. Travelers, including meeting planners and attendees, expect leadership from travel brands. They require proof that safety measures are in place throughout their entire travel journey. Meeting planners will also need these assurances as they select their next meeting destination and market their events and conventions.

We will execute a marketing and communications strategy to showcase our entire destination's commitments to health and safety, including the convention center, hotels, museums, attractions, restaurants, and retailers. The strategy includes website statements, signage, email communications, and press releases.

#PasadenaPrepared

BACK TO BUSINESS

GLOBAL BIORISK ADVISORY COUNCIL ACCREDITATION

MAKE PASADENA YOUR SAFE MEETINGS DESTINATION

The 130,000 square foot GBAC STAR™ accredited Pasadena Convention Center features a 55,000 square foot exhibit hall, 20,000 square foot outdoor plaza, robust safety protocols, and professional virtual meeting capabilities. The center is also centrally located, with over 1,200 hotel rooms in easy walking distance—and another 1,300 rooms a short drive or light rail ride away. In the heart of downtown Pasadena, attendees are footsteps from safe and walkable entertainment districts and stunning architectural landmarks.

REOPENING PLANS AND GUIDELINES

The Pasadena Convention Center has developed robust health and safety measures and guidelines to reopen safely.

STREAMLINED SAFETY PROCEDURES

Pasadena is one of a few cities in California with its own health department which ensures a streamlined experience for planners to develop their operations plan and expedite safety approvals.

PASADENA COMMITMENT TO SAFETY

The entire Pasadena community is committed to health and safety, including our hotels, attractions, restaurants, and retailers. Our destination partners have implemented safety and sanitation protocols to ensure your group can meet safely.

HYBRID AND VIRTUAL MEETINGS

With the help of our preferred audiovisual partner, Encore, we have adapted to the provide hybrid meeting options. Their expertise, service, and state of the art technology help create a customized, yet safe setting for large groups and gatherings.

DESTINATION PROFESSIONALS

The Pasadena Convention & Visitors Bureau is actively engaged and prepared to help you host your next meeting or convention.

PASADENA CONVENTION CENTER

See appendix for Back to Business one sheet.

Where GREAT minds meet.

Located just 10 miles from downtown Los Angeles with easy access to four major airports, Pasadena offers small town charm steeped in history and creativity. Planning a meeting in Pasadena means you're in good hands. We have implemented the highest health and safety measures to welcome you back. The 130,000 square foot Pasadena Convention Center is GBAC Star Accredited and is centrally located, 1,000 hotel rooms within walking distance – and another 900 rooms a short drive away. Our walkable entertainment districts, memorable destination experiences, and compelling off-site venues provide a picture-perfect canvas to curate meetings and conventions that leave a lasting impression.

For more information, email us at meetings@visitpasadena.com or visit us online at PasadenaMeetings.com

STAY SAFE PLEDGE PASADENA CARES

PASADENA CALIFORNIA

See appendix for Stay Safe Pledge Ad



STAY SAFE PLEDGE

In collaboration with our hotels, business partners, and the City of Pasadena, the Stay Safe Pledge ensures visitors that Pasadena has taken all of the necessary steps in practicing the safest protocols for cleanliness, disinfection, and overall preparedness in regards to COVID-19 and all other potential viral risks.

Businesses that sign the pledge have agreed to follow all local, state and federal guidelines:

- Stay informed of the latest best practices
- Implement disinfection protocols
- Train employees on how to limit the spread of COVID-19 including daily screening measures

Stay Safe Campaign Timeline

- April 14: Debut program to tourism partners.
- May 5: Develop marketing materials and window clings.
- May 12: Solicit commitment from hotels, museums and tourism partners.
- May 19: Launch stay safe media campaign with press release.

PASADENA: CENTER FOR INNOVATION AND TECHNOLOGY

Pasadena has a long history of innovation and a deep-rooted entrepreneurial spirit. From Hubble to Hawkings, some of the world's greatest minds have lived and worked in Pasadena, making Jet Propulsion Laboratory (JPL), The Planetary Society, and the ArtCenter College of Design, Pasadena's pioneering institutions have earned worldwide recognition for their contributions to science, technology and creativity.

YOUR HYBRID AND VIRTUAL MEETINGS SOLUTION

As meetings evolve, we are marketing our readiness to support clients as they host hybrid and virtual meetings that meet their needs and elevate their brand. With our preferred audiovisual partner, Encore, the Pasadena Convention Center is prepared to provide the technology and management to professionally run a hybrid and virtual meeting. A new website page has launched, and a direct email campaign has been executed. The campaign will continue through FY22.

DESTINATION SERVICES

Meetings and events planned in FY22, will be navigating challenging waters. They will require extensive planning and ingenuity to host safe events and attract attendees. For citywide meetings, the Destination Services, Marketing and Communications teams will offer expanded services to support meetings at this critical juncture.

Services will include:

- Custom website landing pages
- Custom welcome videos featuring elected officials and local business leaders
- Offsite venue planning, group tours and activities support
- Social posts
- Sponsored giveaways and promotions
- Expanded local public relations strategy
- Collateral media such as zoom backgrounds, flyers, banners, maps, photography and fact sheets
- Promotional items such as the Pasadena Coloring Book

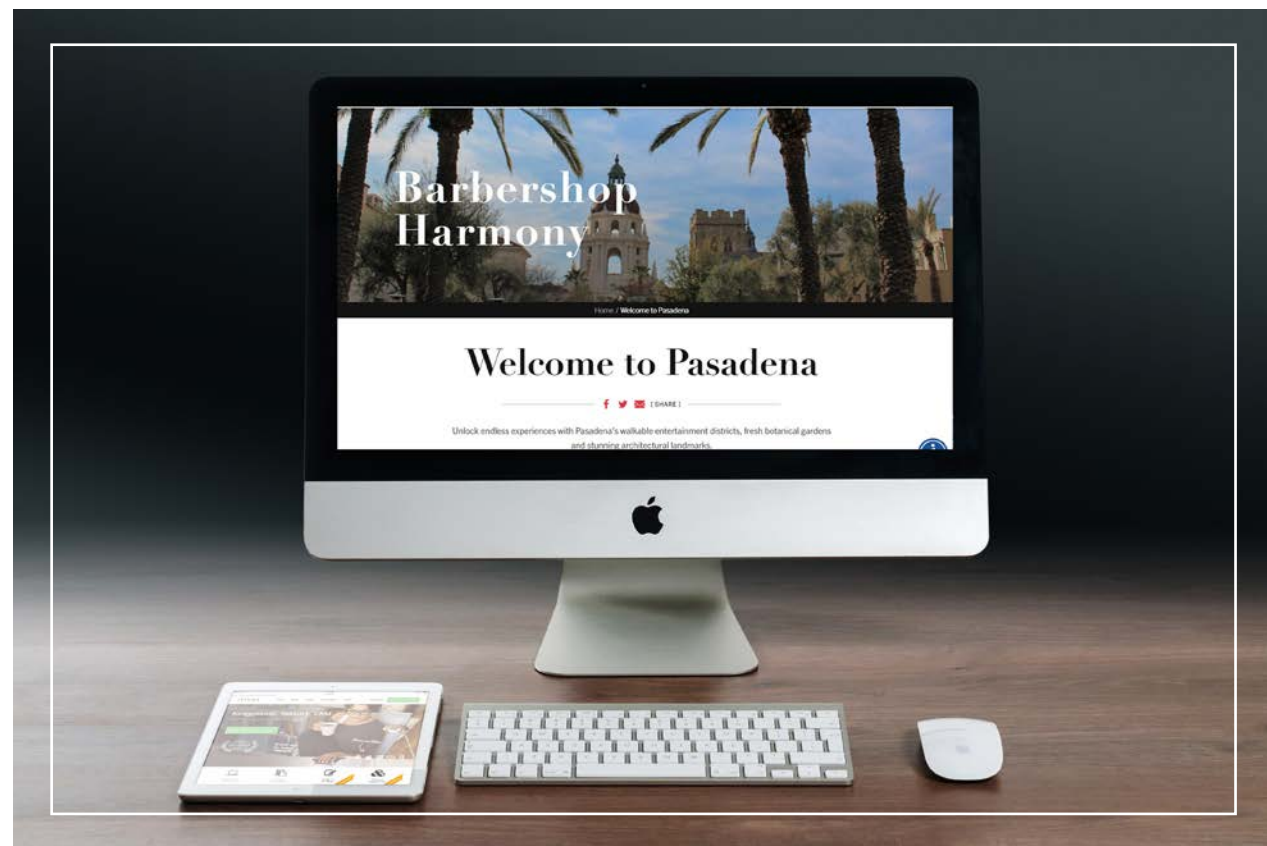
In addition, the Destination Services team will provide important travel and meeting safety messages and information for meeting planners and attendees. This includes travel restrictions and orders, guidance on large gatherings, hotel openings and closures.



Custom lamppost banners and signage



Pasadena Coloring Book



Custom website landing page



Private group tour, custom one sheets, and local guided activities

LEISURE

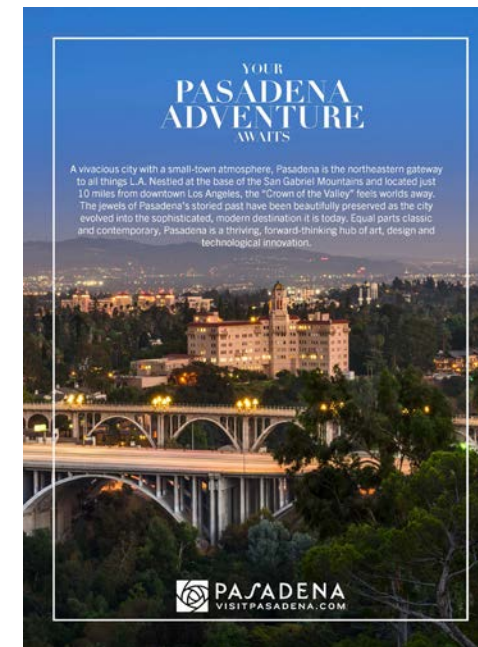


The Marketing team has worked to target drive market customers to our hotels and tourism partners since many visitors show favoritism towards staying closer to their homes - likely within driving distance. Since the reopening, travelers prioritize purposeful escapes and experiences.

Visit Pasadena's advertising and marketing focuses on wellness, the outdoors and other "off the beaten path" activities that allow for appropriate physical distances.

Our messaging for indoor activities emphasize how Pasadena has taken the appropriate protocols to make travel safer throughout their journey. We also resonated that Pasadena is a vibrant city with a small-town atmosphere and inviting vibe. Pasadena may be near Los Angeles, but it feels worlds away.

Our marketing plan has focused on increasing confidence of the Gen X crowd as well as attracting more Millennials. Key characteristics of our ideal customer are young professionals who love the energy and culture of downtown life and lead active lifestyles. They enjoy theater, movies, concerts, culture, healthy foods, sustainability and are fashion-forward. They are drawn to urban neighborhoods and love the energy of downtown life and being close to the action. They are also ethnically diverse, mostly female, college-educated, and are career driven (Buxton).



See appendix for full page ad.

VISITORS GUIDE

This year, Visit Pasadena will publish one annual, high-quality visitors guide in FY22. The publication will highlight the best events and activities and contain curated content promoting arts and cultural attractions. 75,000 copies of the Official Pasadena Visitors Guide will be polybagged with Los Angeles Magazine and Pasadena Magazine, as well as distributed in regional airports, welcome centers, hotels, and to meeting attendees.



LEISURE ADVERTISING AND CAMPAIGNS

The Marketing & Communications team will run a strategic marketing campaign focused on locals, drive market, and short-haul domestic travelers to support destination recovery, increase hotel business, and position Pasadena for long-term success.

Paid media will be strategically focused. Utilizing limited resources, we will target our specific markets using primarily organic and paid digital advertising – digital display ads, and social media ads. Research shows that our audience is most receptive to travel and tourism content on Instagram and Google. We will subsidize these channels with Facebook and Twitter. Campaigns will target friends, family, returning visitors, and drive market through FY22. We will focus on the decision making and booking stage of the travel journey and reflect consumer sentiments.

VISIT PASADENA ENEWSLETTER

We deliver a monthly e-newsletter to over 15,000 subscribers sharing the latest news, events, and activities in Pasadena. The newsletter provides valuable content for visitors with a focus on beautiful imagery and bite-sized teasers of upcoming attractions, with clickable links to keep subscribers interested and engaged.



March Into Paradise

With the warmer weather just around the corner, it's time to get out and find safe ways to play and adventure. This month, we encourage all to take a staycation and rediscover all that Pasadena has to offer... right here in your backyard!

[Places to Stay](#)



Our website and social media promote our destination with original and curated content to build brand awareness. At this time, consumers have increased their use of official travel websites from visitor bureaus to obtain information regarding travel advisories and protocols. The team will continue to build upon the newly redesigned VisitPasadena.com. We write regular blog about what visitors can experience during their stay in Pasadena.

Social media is an ideal platform for inspiring travelers to get to know our destination. Our Marketing team develops original, high-quality, and engaging content to influence travel including scenic imagery, short, digestible videos, and focused call-to-actions. We find and curate user-generated content that fits our brand. We also post relevant content on events, activities, and things to do in Pasadena.



MEDIA RELATIONS

Visit Pasadena will distribute regular press releases, tip sheets, event listings to generate media coverage on Pasadena and the Pasadena Center Operating Company. We will also utilize our relationships with Visit California and Discover Los Angeles to keep Pasadena top of mind. We will aim to host one familiarization event in FY22, likely in Spring 2022, for travel and meeting trade journalists. Our goal is to earn coverage in 25 leisure and meeting publications.

Media campaigns will include:

- Support the Tourism Recovery – Plan Your Staycation
- Pasadena Road Trip
- Pasadena Hotel Focus
- Why Tourism Matters
- Pasadena Convention Center Readies to Reopen
- Pasadena is Open and Ready



STAKEHOLDER RELATIONS PARTNERSHIPS

TOURISM MARKETING PARTNER MEETINGS

Visit Pasadena will continue to convene regular meetings with our tourism marketing partners to support recovery efforts, engage with our partners, and elevate the Pasadena brand collectively. Our tourism partners represent Pasadena hotels, business districts, museums, performing arts organizations, attractions, and educational institutions. Our team meets monthly with the City of Pasadena Economic Development Department, districts, and shopping centers to discuss the latest news, COVID updates, and campaigns. Visit Pasadena also participates in Old Pasadena Marketing Committees and the San Gabriel Valley Marketing Committee.

TOURISM PARTNER NEWSLETTERS

We send a bi-monthly newsletter to our stakeholders as another tool to engage with our partners. The newsletter provides a glimpse of recent activities and achievements to promote Pasadena as a meetings and leisure destination. We also share industry research, trends, and consumer insights that are especially valuable in the ever-changing COVID landscape.

TOURISM PARTNER MARKETING SUPPORT

It is critical to support our partners, especially during these times. Our partners are working extremely hard to survive and thrive during the pandemic. Most have closed their doors to the public for more than a year. We will continue to actively promote their activities and virtual events to help them stay visible through the recovery. When the time is right, we will begin campaign to support their reopening.





TOURISM LEADERSHIP

Visit Pasadena is dedicated to supporting the tourism industry and our partners to aid the recovery of Pasadena and the surrounding region.

ROSE BOWL STADIUM

The Rose Bowl Stadium is an iconic landmark that is beloved across the nation and is an important piece of the City of Pasadena’s legacy and worldwide appeal. It has served as a backdrop for a centennial of annual events, new year celebrations, global performances, and more. It is a place that has created memories for families across the nation and traditions that have been passed down for generations. It is important that the stadium continues its grand tradition of providing world-class events so we can continue to attract visitors and provide lasting experiences.

Visit Pasadena enthusiastically supports the Rose Bowl Operating Company during these difficult times with marketing, public relations, and strategic partnerships. This support extends to promotion of signature events on our website and social media and prominent coverage in our upcoming Visitors Guide with a cover feature story and advertising.

SAN GABRIEL VALLEY ECONOMIC PARTNERSHIP

Leisure and hospitality play a critical role in the local and regional economy. Visit Pasadena will continue its leadership as a founding member of the San Gabriel Valley Hospitality Committee. With many upcoming major events – notably the 2026 FIFA World Cup, Breeders Cup, and the 2028 Olympics - Pasadena and the San Gabriel Valley will be front and center for the entire world to see. Therefore, it is critical to strengthen and rebuild the entire region to its full potential and showcase the best it has to offer. Visit Pasadena will also continue to lend expertise on the San Gabriel Valley Economic Partnership Marketing Committee.



SUPPORT LOCAL BUSINESSES

The Pasadena Convention & Visitors Bureau will continue to support local restaurants during the ongoing COVID-19 crisis with the recent release of the Pasadena Outdoor Dining Guide. In addition, the Marketing and Communications team continues to work closely with the City of Pasadena to maintain three online directories to support the ongoing operations and reopening of its business community. “Dine Pasadena” and “Shop Pasadena” promote local restaurants and small retail businesses open for business while “Connect Pasadena,” provides a list of educational and engaging content from Pasadena businesses and cultural institutions. The directories have received over 20,000 pageviews and feature over 300 Pasadena businesses.

INDUSTRY ASSOCIATIONS

Our goal is to develop partnerships with the greater Los Angeles travel community and regional destination marketing organizations (DMOs) to raise awareness of Pasadena as a travel destination. Visit Pasadena will maintain memberships in various industry associations and attend industry meetings to increase Pasadena’s visibility. These meetings create an opportunity to network with other destination marketing organizations and exchange information and ideas related to best practices. (i.e., Travel & Tourism Marketing Association, Destination Marketing Association International, DMA West, CalTravel Association, and Visit California).

Visit Pasadena relies on our partners to support our efforts in the “travel ecosystem.” Visit California promotes travel in and throughout the state. Discover Los Angeles inspires travel to the region. Visit Pasadena attracts visitors to our destination and onto our local downtown, hotels and attractions.

This year, our Leadership team continues to actively participate in various committees and campaigns to support the tourism industry’s recovery:

- CalTravel Association Board of Directors
- CalTravel COVID-19 Task Force
- California Convention Center Coalition
- CalTravel Diversity, Equity & Inclusion Task Force
- Southern California Destination PR Professionals
- US Travel COVID-relief advocacy efforts
- US Travel “When You’re Ready. We’ll Be Ready” campaign
- US Travel “Plan For Vacation Day” campaign
- California Travel Officials call for Governor Newsom to Release Guidelines for Business Meetings, Events and Conventions



PASADENA CONVENTION CENTER & CIVIC AUDITORIUM

COMMITMENT TO HEALTH AND SAFETY

GBAC STAR Accreditation

The Pasadena Convention Center has been awarded the Global Biorisk Advisory Council® (GBAC) STAR™ accreditation, the gold standard for prepared facilities. Under the guidance of GBAC, a Division of ISSA, the worldwide cleaning industry association, the Pasadena Convention Center has implemented the most stringent protocols for cleaning, disinfection and infectious disease prevention in its facilities.



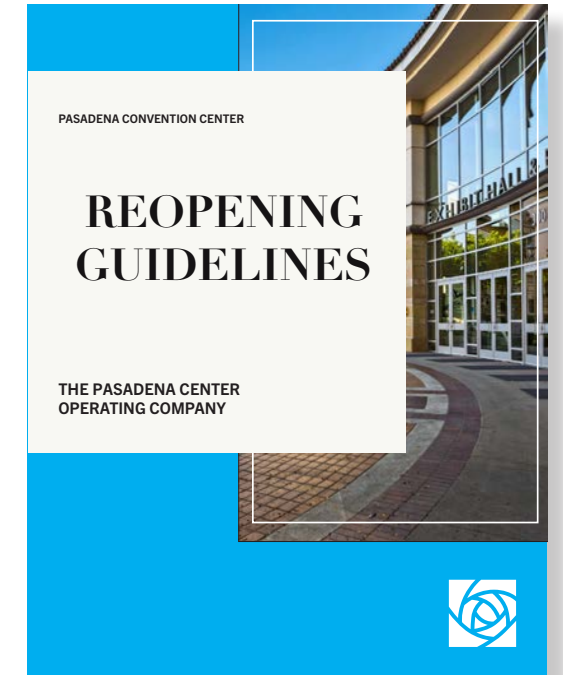
As the cleaning industry's only outbreak prevention, response and recovery accreditation, GBAC STAR™ helps organizations establish protocols and procedures, offers expert-led training and assesses a facility's readiness for biorisk situations. The program verifies that the Pasadena Convention Center implements best practices to prepare for, respond to and recover from outbreaks and pandemics.

The Pasadena CVB and Convention Center launched a campaign to showcase the recent GBAC STAR accreditation. The campaign included email newsletters, digital, social media, and a press release. Communicating the STAR accreditation will instill confidence for meeting planners and will support them as they market their events in Pasadena.



Facility Reopening Plans and Guidelines

As the City of Pasadena continues through the recovery, the Pasadena Convention Center is planning and preparing to reopen. 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.

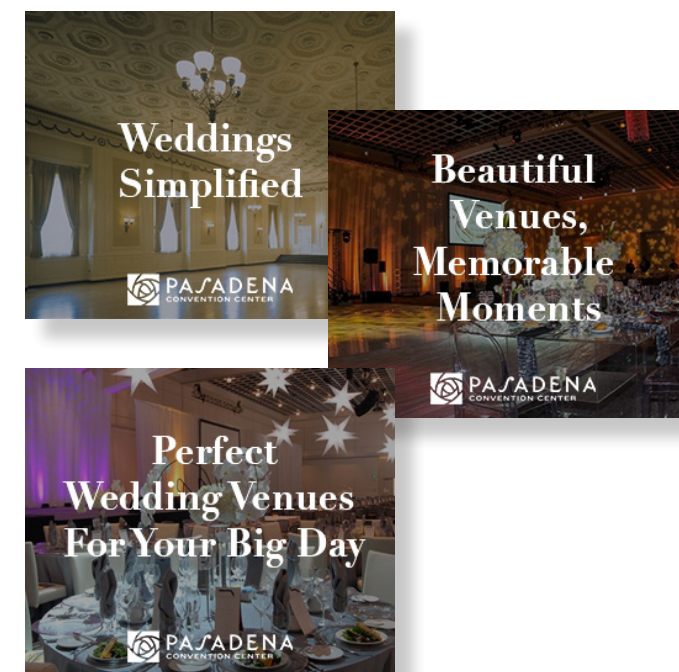


Weddings and Social Events Campaign

Because weddings and social events were restricted through the pandemic, we believe there is pent up demand for these activities, starting with very small outdoor gatherings. Our team has also developed micro-weddings packages to use during the recovery and are actively promoting our offerings. The campaign will include organic marketing, press releases, and paid advertising.

Paid advertising campaign will be featured in the following publications:

- Here Comes The Guide
- Wedding Wire
- The Knot
- Targeted Facebook, Instagram, Google Search Advertising



FILMING

While on-site events have been postponed, our Sales team has remained active in pursuing new filming opportunities for Pasadena and the Pasadena Convention Center facilities and highlighting the availability of our Civic Auditorium to be used as the backdrop for feature films and television shows. In addition, the City of Pasadena Film Office has allowed for extended filming hours at the Pasadena Convention Center, which exempts us from the normal curfew hours of 7:00 AM to 10:00 PM.

Our team has launched campaigns to showcase why productions like America's Got Talent, Daytime Emmy Awards, and Subaru commercials choose us and continue to return to the Civic Auditorium each year. Not only are our facilities professionally-managed, but our dedicated team is fully equipped to provide a controlled, safe environment for high-quality productions.



Announcing Extended Hours

We are happy to announce that the City of Pasadena Film Office has allowed us to extend filming hours at the Pasadena Convention Center. Our great relationship with them exempts us from the normal curfew hours of 7:00 AM to 10:00 PM. If you require earlier or later working times, we can extend filming hours on our property to help you get that perfect shot from dusk to dawn.

[Contact Us](#)



#PasadenaPrepared

BACK TO BUSINESS



MAKE PASADENA YOUR SAFE MEETINGS DESTINATION

The 130,000 square foot GBAC STAR™ accredited Pasadena Convention Center features a 55,000 square foot exhibit hall, 20,000 square foot outdoor plaza, robust safety protocols, and professional virtual meeting capabilities. The center is also centrally located, with over 1,200 hotel rooms in easy walking distance—and another 1,300 rooms a short drive or light rail ride away. In the heart of downtown Pasadena, attendees are footsteps from safe and walkable entertainment districts and stunning architectural landmarks.



GLOBAL BIORISK ADVISORY COUNCIL ACCREDITATION

The Pasadena Convention Center has achieved the Global Biorisk Advisory Council® (GBAC) STAR™ accreditation, the gold standard for prepared facilities. The program verifies that the Pasadena Convention Center implements best practices to prepare for, respond to, and recover from outbreaks and pandemics.

REOPENING PLANS AND GUIDELINES

The Pasadena Convention Center has developed robust health and safety measures and guidelines to reopen safely.

STREAMLINED SAFETY PROCEDURES PROCESS

Pasadena is one of a few cities in California with its own health department which ensures a streamlined experience for planners to develop their operations plan and expedite safety approvals.

PASADENA COMMITMENT TO SAFETY

The entire Pasadena community is committed to health and safety, including our hotels, attractions, restaurants, and retailers. Our destination partners have implemented safety and sanitation protocols to ensure your group can meet safely.

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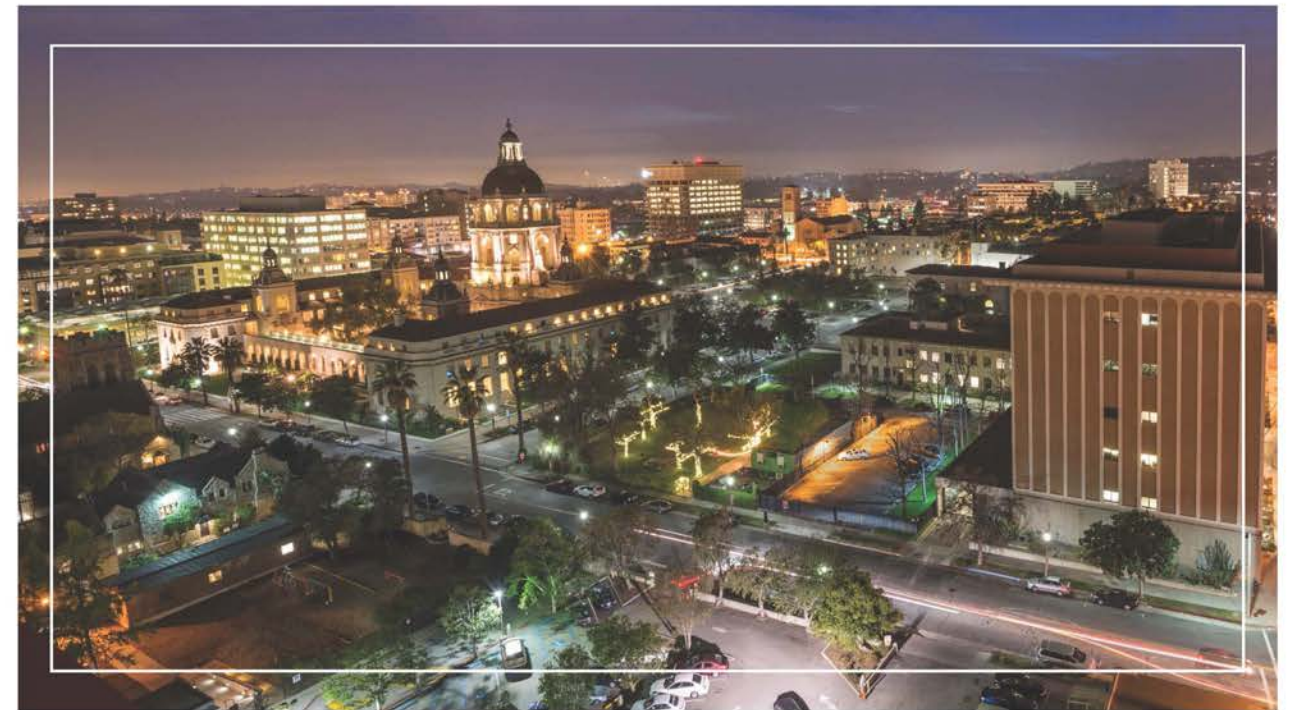
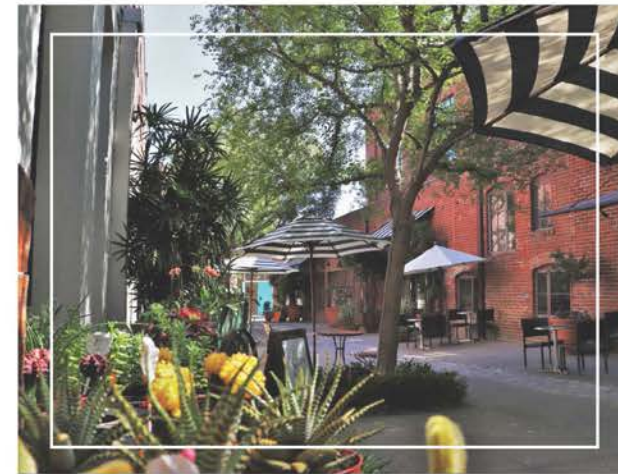
DESTINATION PROFESSIONALS

The Pasadena Convention & Visitors Bureau is actively engaged and prepared to help you host your next meeting or convention.



YOUR PASADENA ADVENTURE AWAITS

A vivacious city with a small-town atmosphere, Pasadena is the northeastern gateway to all things L.A. Nestled at the base of the San Gabriel Mountains and located just 10 miles from downtown Los Angeles, the “Crown of the Valley” feels worlds away. The jewels of Pasadena’s storied past have been beautifully preserved as the city evolved into the sophisticated, modern destination it is today. Equal parts classic and contemporary, Pasadena is a thriving, forward-thinking hub of art, design and technological innovation.



Located just 10 miles from downtown Los Angeles with easy access to four major airports, Pasadena offers small town charm steeped in history and creativity. Planning a meeting in Pasadena means you’re in good hands. We have implemented the highest health and safety measures to welcome you back. The 130,000 square foot Pasadena Convention Center is GBAC Star Accredited and is centrally located, 1,600 hotel rooms within walking distance—and another 900 rooms a short drive away. Our walkable entertainment districts, memorable destination experiences, and compelling off-site venues provide a picture-perfect canvas to curate meetings and conventions that leave a lasting impression.

For more information, email us at meetings@visitpasadena.com or visit us online at PasadenaMeetings.com



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