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# PCOC FY22 ANNUAL REPORT

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PASADENA  
CENTER OPERATING COMPANY

# ABOUT THE PASADENA CENTER OPERATING COMPANY

## MISSION

The mission of the Pasadena Center Operating Company (PCOC) is 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.

## VISION

The vision for the PCOC is for Pasadena to be the premier “West Coast destination” for conventions, tradeshows, conferences, and leisure travelers.



# LETTER FROM THE CHAIR



Dear Colleagues and Friends,

The Pasadena Center Operating Company is making a tremendous comeback since the pandemic began.

I am proud of the work of the staff, leadership and board.

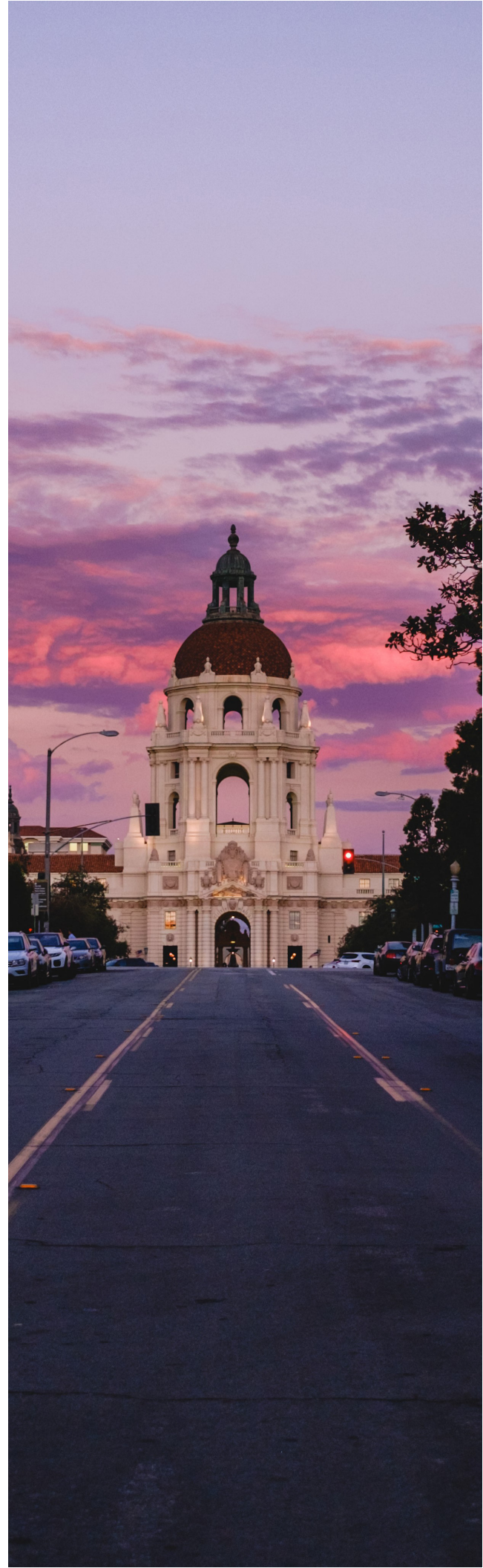
- Pasadena Convention Center held 116 events and the events management team earned a 4.0 out of 4.0 in superb customer service.
- The 49th Annual Daytime Emmy Awards were held at the Pasadena Convention Center with a new dinner format.
- America's Got Talent returned to the Pasadena Civic Auditorium with Season 17.
- The Pasadena Ice Skating Center rebounded with 200,000 skaters coming through its doors and 92,000 public skaters and 6,000 skating school skaters.
- Visit Pasadena generated close to 22,057 hotel room night bookings; relaunched a leisure tourism marketing campaign; partnered on several small businesses marketing initiatives; and supported the travel and tourism industry.

We are pleased to share our FY22 PCOC Annual Report, to document our efforts.

Sincerely,

A handwritten signature in black ink, appearing to read 'T. Hampton'.

Tyron Hampton  
Chair, PCOC Board of Directors



# OVERVIEW STATS

## PASADENA CONVENTION CENTER AND CIVIC AUDITORIUM



**168**  
events



**190,791**  
attendees

## CONVENTION CENTER



**116**  
events serviced

## CIVIC AUDITORIUM



**52**  
events hosted



**11**  
tv & film  
productions



**10**  
graduations

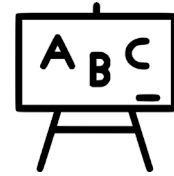
## ICE SKATING CENTER



**200,350**  
attendees



**92,125**  
public session skaters



**5,761**  
skating school  
attendees

## CONVENTION AND VISITORS BUREAU



**22,057**  
room nights  
booked



**276**  
leads



**80**  
definite  
bookings



**1.5M**  
website  
pageviews



**71,700**  
social media  
followers

## REVENUE GOALS

	GOAL	ACTUAL	% OF GOAL
<b>PCOC TOTAL</b>			
	\$7,025,000	\$8,560,000	122%
<b>CONVENTION CENTER</b>			
	\$4,250,000	\$4,931,000	116%
<b>CIVIC AUDITORIUM</b>			
	\$ 575,000	\$832,000	145%
<b>ICE SKATING CENTER</b>			
	\$2,200,000	\$2,797,000	127%

# CONVENTION CENTER

For 15 months starting in March 2020, business at the Pasadena Convention Center was devastated by the global COVID-19 pandemic. The State of California prohibited all indoor gatherings which equated to the loss of over 300 scheduled events at the Convention Center. During that time, the Pasadena Convention Center was only able to host select essential events such as the LA County Vote Center for the Presidential Elections, city essential interview and testing events, and jury empanelments. The state's strict COVID-19 regulations made California essentially closed to all meetings business and negatively affected PCOC's ability to host and attract business to Pasadena well into fiscal year 2022.

The Pasadena Convention Center and Civic Auditorium fully reopened for public events on June 15, 2021. Through March 2022, health restrictions remained in place including mask mandates, vaccination requirements and COVID-19 testing for indoor mega events. Many meeting planners were forced to push their meetings to later dates. Meeting planners were uncertain whether they could host their events as well and what those events would look like. The industry's recovery statewide was further delayed by COVID-19 case surges during Summer 2021 (Delta variant surge) and Winter 2022 (Omicron variant surge). During the first half of Fiscal Year 2022, the Pasadena Convention Center accommodated smaller meetings, consumer shows, and tradeshows. The second half featured larger consumer shows, corporate meetings, and citywide conventions.



## EVENTS

The Pasadena Convention Center hosted 116 events including:

- Anime Pasadena
- Awaken the Spirits!
- Daytime Emmy Awards
- IMATS LA 2022
- Bricks LA
- Groom Expo West
- Golden State Tattoo Expo
- Hyrox World of Fitness
- Monsterpalooza



# CUSTOMER SERVICE

The staff and service providers continued to provide superb service to its clients earning a score of 4.0 out of 4.0. The high scores from the returned surveys are evidence of PCOC's commitment to excellent service.



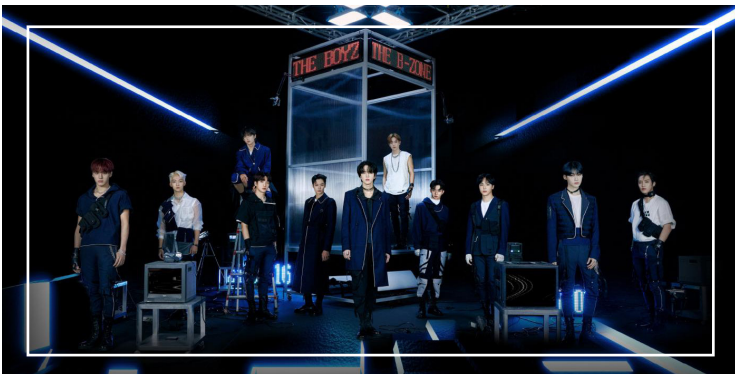
# CIVIC AUDITORIUM



For 90 years, the Pasadena Civic Auditorium has been a treasure for the Pasadena community providing endless entertainment opportunities.

The Pasadena Civic Auditorium hosted 33 events and film productions including:

- Celtic Woman
- David Sedaris
- Encore – Lo Ta You
- Jeffrey Osborne
- Justin Lo in Concert
- The Boyz World Tour Concert
- Iconic Concert
- 15 Graduations
- Hosted the following major nationally broadcasted television show:
- America’s Got Talent Season 17 Auditions (26 live shows) (Generated 1,070 room nights)



**1,070**  
room nights  
booked due to  
America’s Got  
Talent



# COMMUNITY GIVING PROGRAM

## BIG SOUP

The Pasadena Convention Center, along with exclusive food and beverage provider Sodexo Live!, prepared 1,500 servings of soup for local shelters and service providers. This Big Soup Servathon event is part of the Sodexo Stop Hunger Foundation and its ongoing mission to stamp out hunger and address food insecurity.



## TURKEY PREP FOR UNION STATION THANKSGIVING DINNER IN THE PARK

Mayor Victor Gordo, Councilmember Tyron Hampton, Pasadena Convention Center, Sodexo Live! staff and volunteers, prepared 250 turkeys for the Union Station Homeless Services Thanksgiving Dinner in the Park. The annual program supports over 4,500 individuals in need thanks to the help of volunteers and generous partners.



# ICE SKATING CENTER



The Pasadena Ice Skating Center has seen tremendous success after its limited reopening in April 2021 and full reopening in September 2021. Skating school group classes continue to grow in popularity.

## HIGHLIGHTED EVENTS

Annual Pasadena Figure Skating Club competition in September with nearly 400 skaters.

In January, we hosted the Chinese American Federation press conference to celebrate Chinese New Year and support the upcoming Winter Olympics in Beijing. After speeches from elected Chinese officials, the Chinese Counsel General, guests were treated to exhibition skating performances from local Pasadena skaters.

In March, the Hollywood Curling Club hosted a special “Intro to Curling” session after the Winter Olympics with over 90 participants.

Our 36th Annual ISI rink competition was held in April with 320 participating skaters and 60 coaches representing 15 local SoCal rinks.

For the fourth time, our three Pasadena sessions of the 2021 Little Kings program were the first to sell-out of 12 different rinks. The Kings have started a waitlist for next year’s program. This annual program brought in over 85 new beginner hockey skaters ages 5-9 years.



**200,350**  
annual attendees



**92,125**  
public session  
skaters



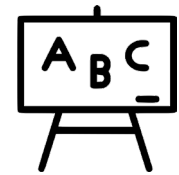
**36,885**  
skate rentals



**9,775**  
freestyle  
session  
admissions



**3,250**  
hockey  
session  
admissions



**5,761**  
skating school  
participants  
(largest yearly  
total in PISC  
history)

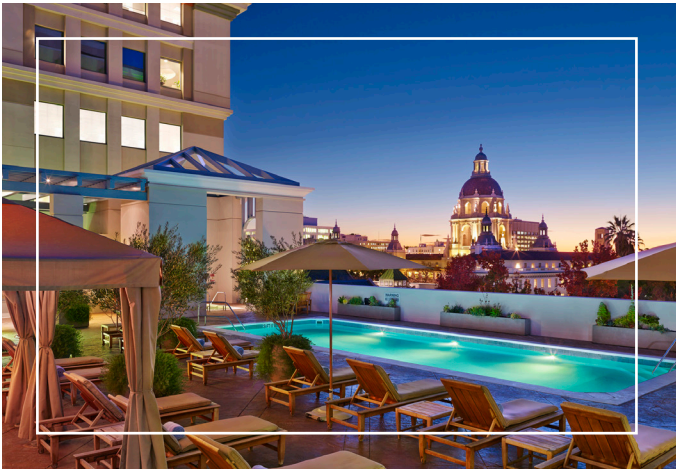


**85**  
hockey skaters  
in LA Kings Lil  
Kings program



**28**  
adult in-house  
hockey league  
teams with over 560  
participating players  
each season

# CONVENTION & VISITORS BUREAU



Despite the hardships of the past two years due to the COVID-19 pandemic, the Pasadena Convention & Visitors Bureau (Visit Pasadena) worked tirelessly to fuel tourism recovery efforts. Early in the fiscal year, marketing efforts capitalized on pent up travel demand by attracting leisure travelers for overnight visitation. Sales efforts reenergized as restrictions loosened by reconnecting in person at face-to-face trade events and promoting Pasadena as back and ready for business.

## HOTEL TRENDS

Recovery is well underway. Hotel performance indicators including occupancy, average daily rate, and revPAR are all trending in a positive direction.

	Occupancy	Average Daily Rate (ADR)	Revenue Per Available Room (RevPAR)
FY22	65.6%	\$190.10	\$124.65
FY21	49.0%	\$130.63	\$64.02
FY20	65.1%	\$178.28	\$116.03
FY19	78.4%	\$189.60	\$148.58



# MEETINGS AND SALES

## ROOM NIGHTS BOOKED FOR FUTURE BUSINESS

The Pasadena Convention & Visitors Bureau continued to support the economic vitality of the destination by securing hotel bookings.

Highlights include:

- Academic Senate for California Curriculum Institute, July 2024, 880 room nights
- Fire & Climate Conference, 692 room nights, May 2022
- Groom Expo, 333 room nights, February 2022
- NISAR Science Community Workshop – 1,000 room nights
- Lightbox Expo, October 2022, 2,740 room nights
- STITCHES, 500 room nights, November 2023

**22,057**  
room nights



## CITYWIDE CONVENTIONS

Visit Pasadena hosted 15 citywide conventions who brought tremendous economic value to the city and 18,600 room nights in Pasadena.

- Association of CA Water Agencies, Nov. 28-Dec. 2, 2021, 1,218 room nights
- Barbershop Harmony Conference, Jan. 10-16, 2022, 539 room nights
- CA Public Procurement Officers, Jan. 30-Feb 2, 2022, 804 room nights
- SoCal Kindergarten Conference, Feb. 24-26, 2022, 203 room nights
- Caltech QIP, March 7-11, 2022, 792 room nights
- AeroTech, March 15-17, 2022, 600 room nights
- AeroMat, March 15-17, 2022, 700 room nights
- CA Speech Language/Hearing Assoc., March 23-26, 2022, 1,453 room nights
- CA Nurse Practitioners Conference, Mar. 29-Apr. 3, 2022, 395 room nights
- HCSRN Annual Conference, April 11-14, 2022, 867 room nights
- CAAEYC 2022, April 28-May 1, 2022, 714 room nights
- Air Sensors International May 10-13, 2022, 909 room nights
- Leading Age California, May 15-18, 2022, 966 room nights
- Fire and Climate Conference, May 22-26, 2022, 692 room nights
- American Astronomical Society, June 11-16, 2022, 1,433 room nights



## MEETING PLANNER EVENTS

Visit Pasadena sales team has been working hard to reframe mindsets and assure potential clients that Pasadena is a safe, welcoming, and modern destination. The team participated in trade shows, appointment shows and networking events to help bring awareness to Pasadena and its offerings.

- Smart Meetings SoCal Regional
- Destinations International
- Prestige Global Meetings Partner Conference
- HelmsBriscoe Annual Partner Meeting
- PCMA Educon
- CalSAE Elevate



## SITE INSPECTIONS

In person site inspections are the optimal way for meeting planners to experience our destination and our meeting facilities. The sales team resumed in-person site visits providing inspections for 31 clients.

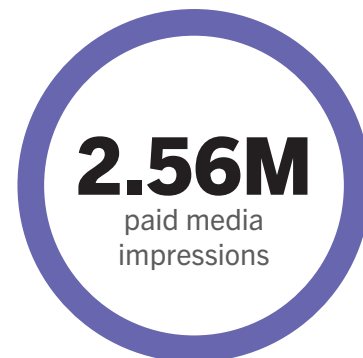
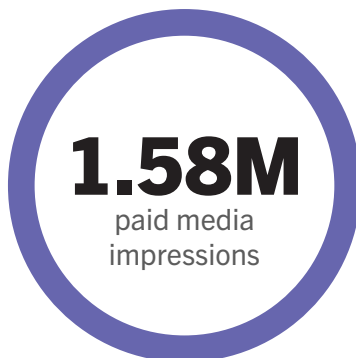


# LEISURE TOURISM MARKETING



## TOURISM RECOVERY ADVERTISING - ADVENTURE AWAITS CAMPAIGN

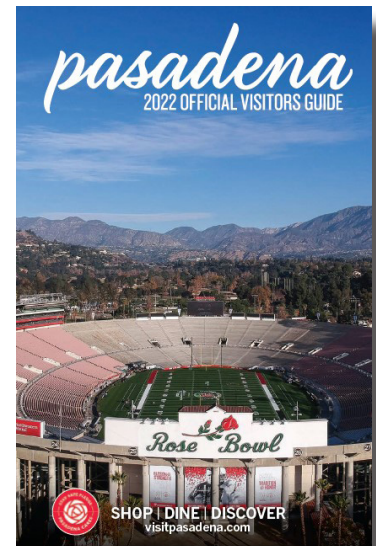
Tourism has proven to be one of the fastest industries to recover in the aftermath of a crisis and its reactivation will help restore jobs and businesses. Visit Pasadena launched its tourism recovery advertising campaign to attract visitors and drive business to local hotels, restaurants, retail and cultural institutions just in time for the busy summer travel season. The multi-layered campaign ran from June to November 2021 and included an “Adventure Awaits” campaign on popular travel platforms (Expedia, Tripadvisor, Sojern), social media sponsored content (Facebook and Instagram) as well as other supporting activities.



# THE PASADENA OFFICIAL VISITORS GUIDE

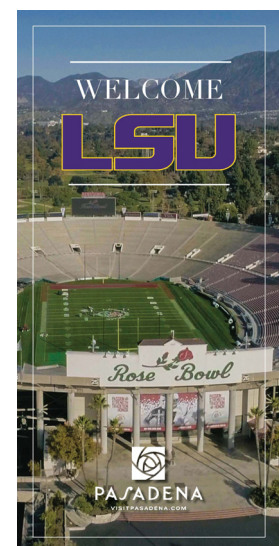
The Pasadena Official Visitors Guide is the definitive information source for leisure and business visitors to Pasadena and Southern California. The guide was published in November 2021 reaching people as they plan their trips and once they arrive. This year, the guide prominently celebrated the Rose Bowl Stadium's Centennial; the return of the Tournament of Roses; and Pasadena's exciting restaurant community.

- 100,000 copies and digital edition
- Distributed in 20+ hotels in Pasadena and Los Angeles and regional airports
- California Welcome and Visitor Centers (Los Angeles, Oceanside, Pismo Beach, Barstow, San Francisco, Oxnard, Santa Monica and Venice Beach)
- Distributed at the Pasadena Convention Center, to meeting planners and to convention attendees
- Distributed in more than 100 locations in Pasadena and the San Gabriel Valley
- 20,000 copies per issue delivered to Los Angeles magazine subscribers
- 10,000 copies per issue delivered to Pasadena magazine subscribers
- The guide prominently celebrates the Rose Bowl Stadium's Centennial; the return of the Tournament of Roses; and Pasadena's exciting restaurant community.



## WELCOME LSU

To help welcome LSU alumni and visitors for the UCLA vs. LSU football game at the Rose Bowl in September, the destination services and marketing teams put together welcome packages at each hotel that consisted of visitor resources, visitor guides, team color beads, and digital marketing pieces. The team also placed window clings with QR codes linked to the official Visit Pasadena website at ~50 major restaurants in Old Pasadena and the surrounding area. A special welcome video was also filmed outside the Rose Bowl and shown at the Visitor Center for guests coming in for additional travel assistance and resources.





## FESTIVAL ACTIVATIONS AT ROSE BOWL

To compliment the summer-long music festivals hosted at Brookside at Rose Bowl Stadium, Visit Pasadena participated as welcome station at Cruel World Festival, Just Like Heaven, Palomino Festival, Head in the Clouds, and This Ain't No Picnic, providing visitor resources to concert attendees. The activation included giveaways, a photo op wall with matching information table, lounge area, and offered souvenir merchandise available for purchase.

## VISITOR HOTLINE

After a year of silence due to the 2020 parade and game not taking place in Pasadena, the phone lines at the Pasadena Visitor Hotline rang again. The hotline assisted visitors coming to the city for the Tournament of Roses. Local experts helped guests with driving and transportation directions, lodging and reservations, street closures, attractions and events, dining options, and more.

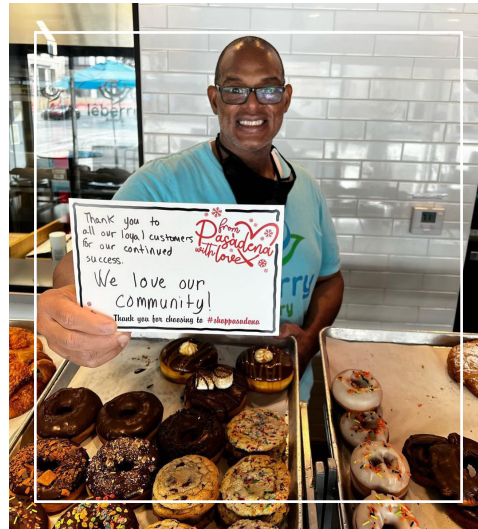
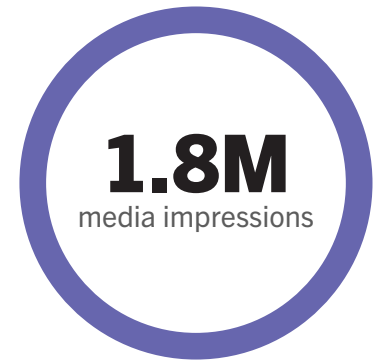




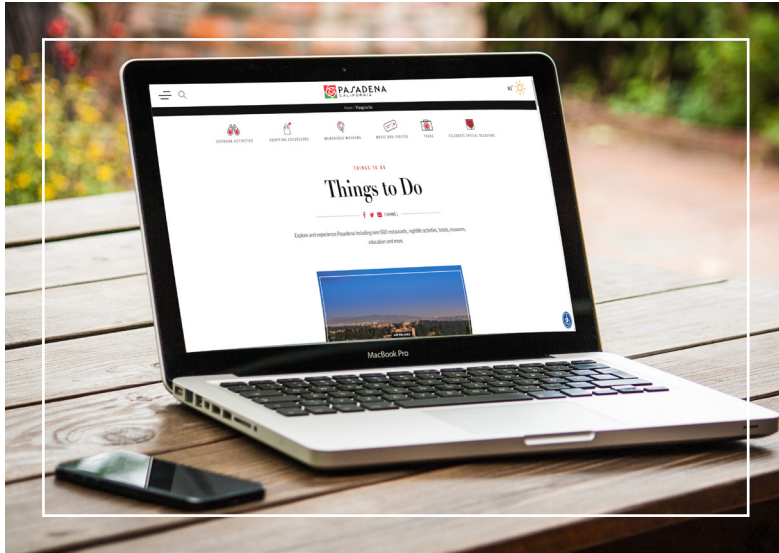
# LOCAL BUSINESS SUPPORT - FROM PASADENA WITH LOVE

The City of Pasadena and Pasadena Convention and Visitors Bureau partnered to host a "From Pasadena With Love" holiday campaign to coincide with Small Business Saturday. On Small Business Saturday, the holiday shopping campaign featured 26 welcome stations at small businesses across Pasadena. Shoppers got a chance to win Pasadena-branded swag and experiences including tickets to the Rose Parade, music festival passes, museum admissions, gift certificates and merchandise. The campaign continued with social media takeovers and digital ads promoting local restaurants and shops.

The campaign theme, "From Pasadena, with Love," showed local love for the city while highlighting feelings of gratitude for the public's ongoing support of the local business community. Pasadena's holiday shop local campaign was covered by KCAL-9, CBS-2, KNX 1070, NBC-LA and local dailies.



# DIGITAL EFFORTS

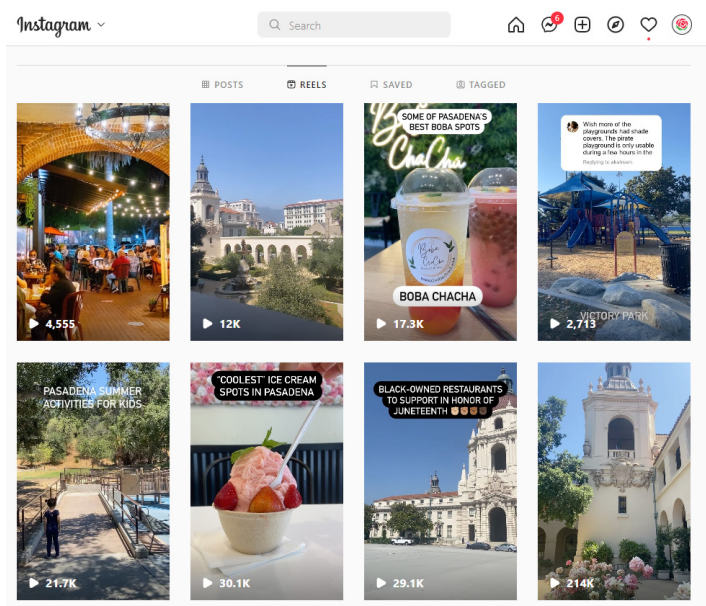
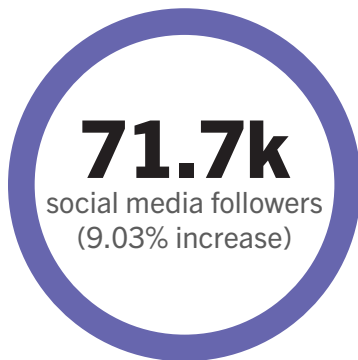
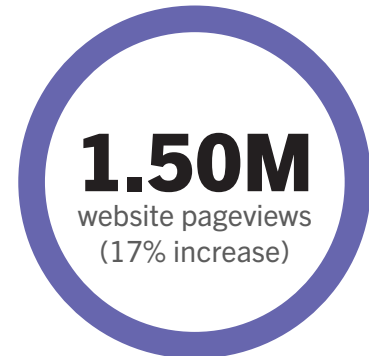


## WEBSITE

The Visit Pasadena website was given a major overhaul in FY21 to modernize the design, improve user experience, and optimize searchability. Since then, Visitor preferences continue to favor mobile-first, digital-focused search methods to find information. The CVB is constantly updating and iterating the Visit Pasadena website to align with user trends. Some additions include new filters, targeted blog content, visual icons, and implementing page hierarchies.

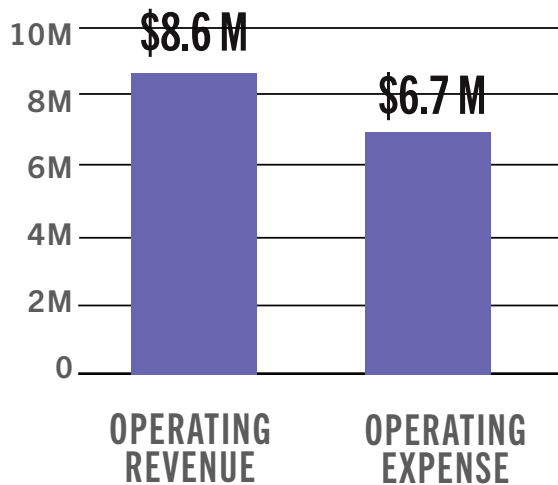
## SOCIAL MEDIA

Travelers utilization of social media for inspiration and travel planning continues to grow. To adapt, the CVB has begun utilizing social media channels and video content to engage with and entertain potential audiences. Instagram Reels have been gaining momentum and Tiktok is becoming a popular search tool for younger demographics.

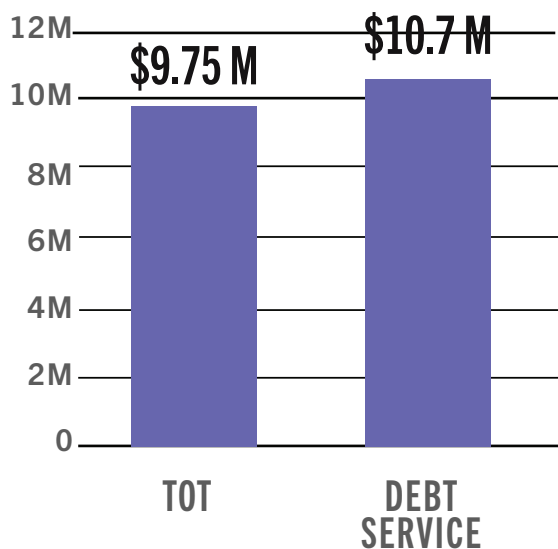


# YEAR END FINANCIALS

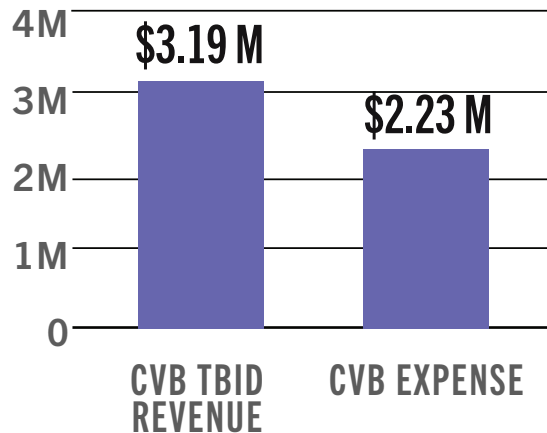
## PASADENA CONVENTION CENTER, CIVIC AUDITORIUM & ICE SKATING CENTER EXPENSES



## TRANSIENT OCCUPANCY TAX (TOT) REVENUE & EXPENSES



## CONVENTION & VISITORS BUREAU



## GRANTS

PCOC received federal emergency assistance and relief funds for businesses affected by COVID-19 through the U.S. Small Business Administration and the City of Pasadena.

Grant	Amount
Shutter Venue Operators Grant	2.143M
American Rescue Plan Act	\$475K



## FY22 BOARD

**Tyron Hampton**

PCOC Board Chair, City Council District 1 Member

**Phillip Hosp**

PCOC Vice-Chair, At Large

**Paul LeClerc**

Treasurer, The Langham Huntington, Pasadena

**Joe Titizian**

Secretary, Hilton Pasadena

**Kim Burbank**

At Large

**Scott Boone**

At Large

**William Chu**

Hotel Constance

**Enima Darakjy**

At Large

**David Eads**

Tournament of Roses

**David Klug**

City Manager Representative

**Eleanor Lee**

At Large

**Jeff Michael**

At Large

**Siamak Nassirpour**

Westin Pasadena

**Mike Owen**

Courtyard by Marriott Pasadena

**Blair Salisbury**

El Cholo Restaurant

## PCOC KEY STAFF

**Michael Ross**

CEO

**Kristin McGrath**

Executive Director, Visit Pasadena

**Naz Sabripour**

Executive Director, Pasadena Convention Center

**Christine Susa**

Director of Marketing & Communications

**Margie Christ**

Director of Human Resources

**Phuong Wong**

Director of Finance

