



2014 ANNUAL REPORT



PASADENA
CENTER OPERATING COMPANY

CONVENTION CENTER
CIVIC AUDITORIUM
CONVENTION & VISITORS BUREAU
ICE SKATING CENTER



Letter from the Chairman

The growth and success of the Pasadena Center Operating Company (PCOC) continues to amaze not only those of us associated with the organization, but also people throughout the community and the tourism and hospitality industries.

In a time when convention facilities around the country continue to be subsidized by municipalities to help drive their hotel and restaurant businesses, PCOC is succeeding on its own under the capable leadership of CEO Michael Ross and his outstanding team.

During the past year, the Pasadena Convention and Visitors Bureau (CVB) booked 38,508 room nights, or 104 percent of their annual goal of 37,000 room nights. The total is 5,608 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 event business. As such, we look forward to hosting numerous major events in Pasadena in the coming years.

The Center also met the overall \$7.9 million revenue goal, while the Civic Auditorium surpassed all expectations. 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, American Idol's Green Mile segment, and the 45th Annual NAACP Image Awards.

The Pasadena Ice Skating Center continues to exceed all expectations in terms of revenues and attendance, thanks in part to a wonderful boost with this year's Winter Olympics.

In April, PCOC partnered with the City to bring the Amgen Tour of California to the streets of Pasadena, attracting a national live television audience and an estimated 20,000 to 30,000 spectators to downtown.

As I turn the gavel over to incoming PCOC Chair Gene E. Gregg, Jr., I salute the many remarkable PCOC employees, partners, and board members. They make all of us proud to be a part of the extraordinary happenings in Pasadena and have established our city as a world-renown meeting and leisure destination. Thank you, and I wish you all the best in 2015 and the future.

Sincerely,

James McDermott
2013-2014 Chair
Board of Directors

Pasadena Convention Center Events

This was another groundbreaking year for the Pasadena Convention Center. Throughout the year, the Center hosted 361 events that attracted 335,000 attendees. Highlights included:

- Northern American Particle Accelerator Conference
- Western Regional Society of Nuclear Medicine Annual Meeting
- CA Educational Technology Professionals Association Annual Conference
- BCS National Championship Party Stanford and Connects
- CA Association for the Education of Young Children Conference
- American Institute of Aeronautics & Astronautics SpaceOps 2014
- Transformers BotCon

Pasadena Civic Auditorium

The Civic hosted 67 public events on stage, 17 private events in the Gold Room, and 3 public events on the Plaza. Total attendance was in excess of 125,000, with millions of additional television viewers. Highlights of the season included:

- 2013 Alma Awards
- 10th season of the Distinguished Speaker Series
- Arab Idol on Tour
- Terracotta Nutcracker
- NAACP Image Awards
- So You Think You Can Dance “Callbacks” taping
- Salvation Army Commissioning Weekend 2014
- Multiple TV show/film shoots: NCIS Los Angeles, Scandal, and more
- 17 graduation ceremonies

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. Sales efforts included trade shows, sales missions, client events, site visits, and more. The department’s success is measured ultimately by the amount of hotel room nights generated.

- Total Leads: 329
- Definite Bookings: 132
- Total Hotel Room Nights: 38,508
- Percentage of Room Night Goal: 104%

Pasadena Ice Skating Center

As the Pasadena Ice Skating Center (PISC) neared its third anniversary, participation numbers and revenue were at an all-time high. PISC explored and invented new ways to maximize revenue with our limited ice-time resource. PISC improved program offerings and quality of service while maintaining a balanced operating schedule to attract maximum skater participation to the facility.

- Public session skaters: 57,000+
- Skate rentals: 48,300
- Learn-to-Skate class participants: 3,450
- Summer camp participants: nearly 200
- Adult in-house hockey league: 28 teams in four division levels
- LA Kings partnership promotions
- Pasadena Maple Leafs (PML) 50th Anniversary
- PML Spring Training Program
- Annual PISC Competition: 330 skaters from Southern California, Las Vegas, and Colorado



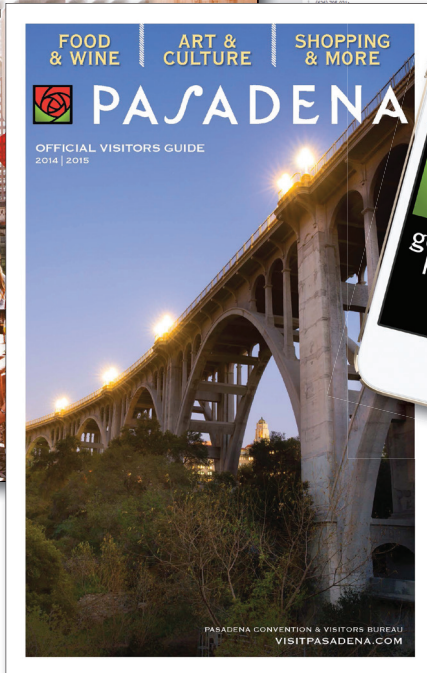


Destination Marketing

As the City's official destination marketing organization, the Pasadena Convention & Visitors Bureau (CVB) promotes Pasadena as a desirable meeting, tourist, and special event destination. 2014 marketing highlights included:

- Pasadena leisure ads in 15 print and online publications, including: Westways, Sunset, Los Angeles Magazine, U.S. Airways, The Cultural Traveler, California Visitors Guide, and Los Angeles Tourism Visitors Guide.
- Approximately 2 billion potential visitors read or heard about Pasadena through the CVB's publicity efforts. This earned media exposure is valued at \$538,000.

- The Pasadena CVB hosted 600 travel industry professionals at Visit California Outlook Forum 2014 in partnership with the Langham Huntington Hotel. The Pasadena CVB sales and marketing teams organized a dine-around and tour for Visit California's international offices.
- The free GoPasadena Smartphone app was downloaded by 4,000 users who logged a total of 24,600 sessions. The interactive app, which is a cooperative effort between the CVB and City of Pasadena, offers detailed information on more than 150 points of interest throughout the City.



- A digital partnership with Los Angeles Tourism and Convention Board garnered over 2 million impressions through Pasadena webpages and 1 million impressions via social media.
- The Pasadena Official Visitors Guide and Deals and Discounts Card were produced and distributed to 130,000 leisure travelers and convention delegates.
- Partner promotions and special events were marketed via the CVB's Facebook, Twitter, YouTube, Pinterest, and Instagram pages, with more than 20,500+ Facebook fans and 2,800 Twitter followers.
- The CVB sponsored: Make Music Pasadena, Craftsman Weekend, Pasadena ArtWeekend, Pasadena International Film Festival, Jazzy Jam 4 Kidz, Pasadena Chalk Festival, and Friends of the Gamble House.
- Ads targeting meeting planners were placed with 20 print and online trade publications.
- Pasadena hosted Stage 7 finish of the Amgen Tour of California on Saturday, May 17, 2014. This event is considered America's largest and most prestigious cycling race. In its ninth edition, it covered more than 720 miles of California terrain from Sacramento to Thousand Oaks passing through 10 host cities from May 11- 17, 2014. Thousands of spectators lined up along the race route and attended the Lifestyle Festival leading up to Peter Sagan's win.



Client Services

The Pasadena CVB has created a wide array of services for more successful, stress-free, and memorable events. As destination experts, staff assisted meetings from start to finish with their plans.

The Client Services department conducted 23 site visits to entice planners to book their meetings in Pasadena, including: Great Minds in STEM, Garden Writers Association, American Phytopathological Society, and the American Choral Directors Association. In addition, the team supported 10 events, including the Visit California Outlook Forum and the Amgen Tour of California.

During the year the department also serviced 63 groups and provided reservation assistance for three groups that used three or more Pasadena hotels. Some of these included:

- American Institute of Aeronautics & Astronautics SpaceOps 2014
- Western Chapter International Society of Arboriculture
- International Field Directors and Technologies
- Novospace
- Salvation Army Commissioning Weekend
- Breeders' Cup World Championships
- California Association for the Education of Young Children
- California Educational Therapy Professionals Association

Visitor Services

The Visitor Center is located inside the Conference Center building at the Pasadena Convention Center. Here, visitors can ask questions, pick up brochures, and receive recommendations on everything from hotels to restaurants.

A satellite information desk is also available in the foyer of the Exhibit Hall and Ballroom. Guests can pick up visitor information at the desk during operating hours and peak periods.

- Phone inquiries: 36,000
- Walk-ins: 3,230
- Information Packets mailed: 1,033

Visitor Hotline

To assist visitors coming to the Tournament of Roses Parade, Rose Bowl Game, and the BCS Championship Game, the Pasadena Convention & Visitors Bureau operated the 30th Annual Visitor Hotline from December 30, 2013 through January 6, 2014. Over this period, 60 volunteers answered 3,500 toll-free phone calls. The annual Visitor Hotline Media Day kicked off the Visitor Hotline, generating television coverage across the United States with an audience of more than 1.9 million people and an estimated ad value of \$59,000.

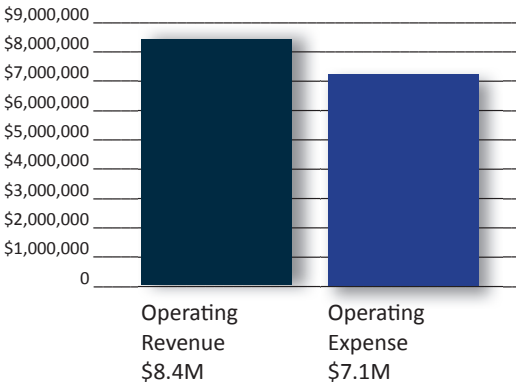




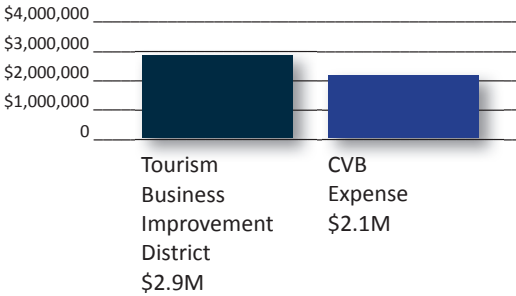


Financial Results

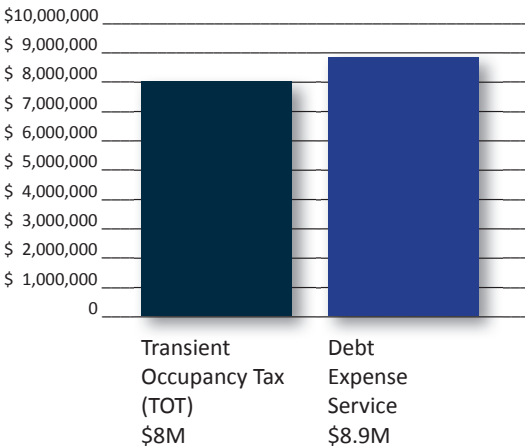
Convention Center, Civic Auditorium and Ice Rink



Pasadena Convention and Visitors Bureau



Debt Service vs. Transit Occupancy Tax (TOT)



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