

FY20 (July 1, 2019 - June 30, 2020)

ANNUAL REPORT

The Pasadena Center Operating
Company



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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, tradeshow, conferences, and leisure travelers.

VALUES

In all of our relationships, we demonstrate a commitment to the following values:

Integrity

We demand of ourselves and others the highest ethical standards by demonstrating personal responsibility to treat people with respect, trust, and by honoring our commitments.

Leadership

We set high standards, goals, and positive results through commitment, accountability and sustainability.

Collaboration

We support open communication among employees, stakeholders, the community and the City of Pasadena to enhance cooperation and build trust.

Teamwork

We provide support to one another, working co-operatively, respecting one another’s views, and making our work environment fun and enjoyable.

Customers

We commit to exceeding the expectations of our customers and constantly focus on customer satisfaction.

LETTER FROM THE CHAIR



Dear Friends and Colleagues,

The global pandemic has presented unpredictable challenges which resulted in our facilities closing on March 12, 2020. Since then, we have canceled or rescheduled over 100 events amounting to millions of dollars in lost revenue.

Despite these unprecedented events, the year still culminated in a total of 182 events and attracted 234k attendees to the PCOC facilities.

The Pasadena Convention Center, Civic Auditorium, and Ice Skating Center have instituted best-in-class health and safety standards and procedures to reopen safely. The facilities have achieved the Global Biorisk Advisory Council® (GBAC) STAR™ accreditation, the gold standard for prepared facilities. The accreditation demonstrates the implementation of stringent protocols for cleaning, disinfection and infectious disease prevention.

In response to COVID-19 setbacks, the PCOC quickly reduced costs, prepared the facility for the new health protocols, all while supporting our community through local business promotion and meal distributions. These actions have positioned the PCOC for success once business resumes.

I would like to extend my gratitude to the Pasadena Center Operating Company Board of Directors, the City of Pasadena, our community partners, and dedicated staff for their efforts and leadership to sustain the industry and provide a path forward.

Sincerely,

Tyron Hampton
PCOC Board Chair
Vice Mayor, City of Pasadena



FY20 BY THE NUMBERS



CONVENTION & VISITORS BUREAU

- 341** sales leads
- 106** definite bookings
- 42K** contracted hotel room nights
- 43** media placements
- 5** new company website
- 693K** website visitors
- 62K** social media followers

CONVENTION CENTER AND CIVIC AUDITORIUM

- 182** events
- 234K** attendees
- 3** major tv broadcasted shows
- 9** film shoots

ICE SKATING CENTER

- 138K** attendees
- 41K** public session skaters

FY20 CONVENTION CENTER REVENUE GOAL

Goal: \$2.560 Million
 FY 2020 Total: \$1.962 Million
 Canceled due to COVID: \$668,435 (26% of goal)



FY20 CVB ROOM NIGHT GOAL

Goal: 48,000 room nights
 FY20 Total: 41,932 room nights
 Canceled due to COVID: 11,309 room nights (16% of goal)



FY20 CIVIC AUDITORIUM REVENUE GOAL

Goal: \$1.260 Million
 FY20 Total: \$988,950
 Canceled due to COVID: \$263,000 (23% of goal)



FY20 ICE SKATING CENTER REVENUE GOAL

Goal: \$2.79 Million
 FY20 Total: \$1.814 Million
 Canceled due to COVID: \$976,500 (35% of goal)



PASADENA CONVENTION CENTER

The Pasadena Convention Center delivered top quality service to over 180 events and welcomed over 234,000 guests through our doors. The center hosted a variety of meetings and events from entertainment, consumer, medical, space exploration and international conferences.



16
conventions and conferences

- Christian Home Educators Association Conference & Expo
- CA Hospital Association Disaster Planning Conference
- Service Titan Users Conference
- CA Library Annual Conference
- STITCHES Knitting Expo & Conference
- Hybrid & Electric Vehicle Technologies Symposium
- Sprayfoam Convention & Expo
- Southern CA Kindergarten Conference

7 canceled due to COVID



Sprayfoam Expo



Hybrid & Electric Vehicle Technologies Symposium



Southern CA Kindergarten Conference

182 events serviced
68 canceled due to COVID

24 consumer shows
9 canceled due to COVID

234,623 attendees

9 sporting events
1 canceled due to COVID

16 conventions and conferences
7 canceled due to COVID

81 meetings
21 canceled due to COVID

8 tradeshow
3 canceled due to COVID

15 social events
6 canceled due to COVID

8
tradeshows

- American Petroleum & Convenience Store Association
- Japanese Food & Restaurant Show
- Southern California Design-2-Part Show
- Green Technology Expo
- 40th Annual IHACI Performance Expo
- IMATS LA 2020

3 canceled due to COVID



IHACI



Japanese Food & Restaurant Show
Image Credit: Mutual Trading



IMATS

24
consumer shows

- International Gem & Jewelry Show
- Enamel Market
- World CBD Expo
- LightBox Expo
- Nerd Expo
- Bullie Con
- Golden State Tattoo Expo
- Bricks LA
- Pasadena Heritage's Craftsman Weekend

9 canceled due to COVID



Golden State Tattoo Expo



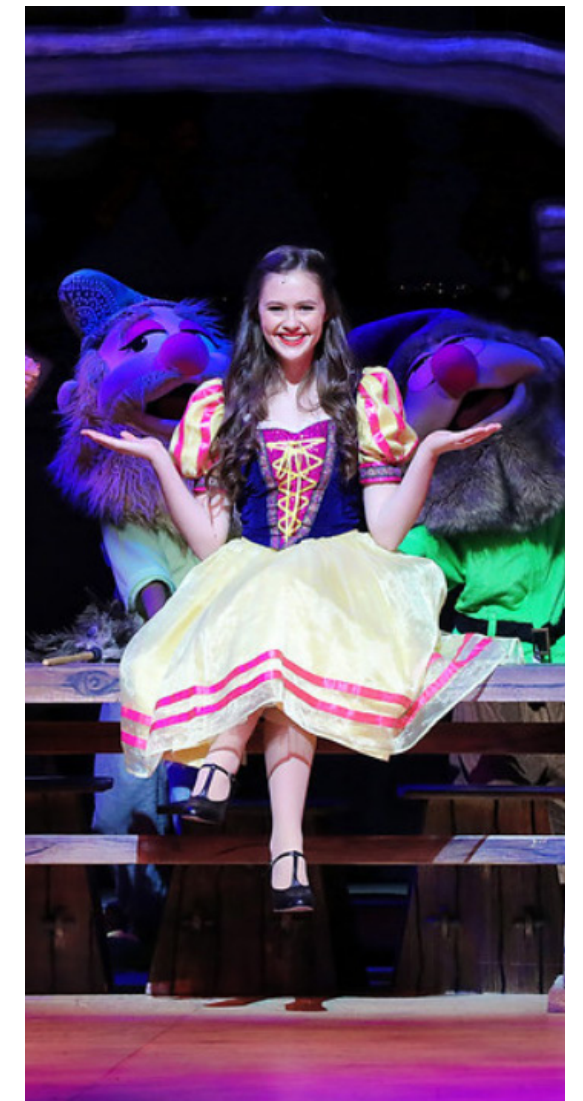
International Gem and Jewelry Show

EVENT HIGHLIGHTS

PASADENA CIVIC AUDITORIUM

Built in 1932, the celebrated 3,000-seat Pasadena Civic Auditorium has been a treasure of the Los Angeles arts and culture scene for over 85 years. The Pasadena Civic Auditorium continued to shine hosting live performances, television productions, cultural concerts, graduations and corporate events. This year, the Pasadena Civic Auditorium hosted three major televised shows including: America's Got Talent: Champions, America's Got Talent: Season 15 and the NAACP Image Awards.

- America's Got Talent – Champions
- Disney Animation Screening & Wrap Party – Frozen 2
- NAACP Image Awards
- America's Got Talent Season 15
- Brian Regan
- Snow White Christmas
- KPop Me: Kim Burn Soo
- Celebration of 70 Years PRC
- Moscow Ballet Great Russian Nutcracker



132 usage days

9 graduation/award ceremonies
18 canceled due to COVID

9 film shoots

11 cultural events
3 canceled ue to COVID

3 major tv broadcasted shows
canceled due to COVID

12 performances of the Lythgoe Family Panto - Snow White Christmas

PASADENA ICE SKATING CENTER



OVERVIEW

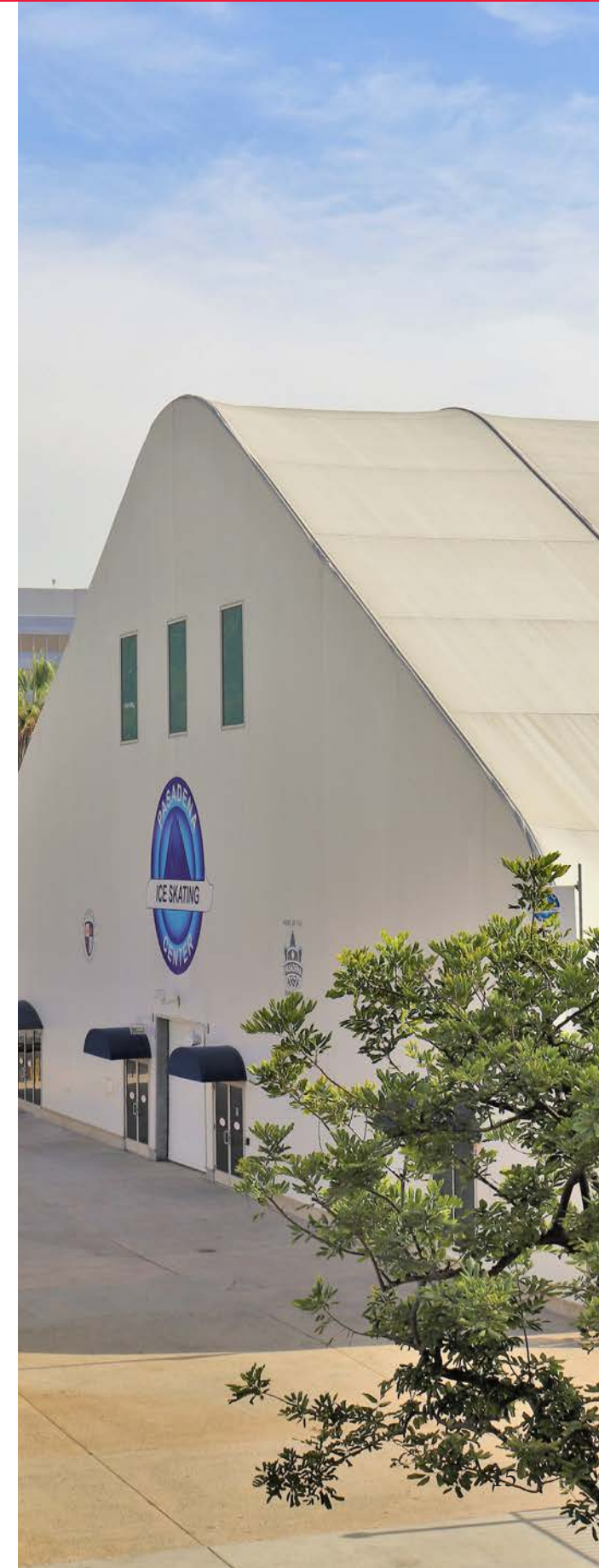
The Pasadena Ice Skating Center welcomed tens of thousands of skaters in FY20. The center typically operates up to twenty hours per day, seven days a week and maximizes facility usage with daily public sessions, year-round group classes for figure skating and hockey, private lessons, birthday parties, youth & adult hockey leagues, curling, and private rentals.

FY20 RECAP

Until the rink closure in mid-March, the Pasadena Ice Skating Center was on pace to meet revenue projections. Skating school group classes continued to grow, reaching its highest attendance during the winter session. The ice skating center hosted the annual Pasadena Figure Skating Club competition in September with nearly 400 skaters. The Hollywood Curling Club continued to host regular weekly club sessions. The rink also hosted several film and photo shoots including a TV promotion of *The Voice* featuring Blake Shelton and the U.S. Gold Medal Olympic curling team. The annual ISI rink competition was canceled and the annual LA Kings 'Lil Kings program was suspended due to COVID-19. During the closure, the Pasadena Ice Skating Center underwent maintenance and installed a new cooling tower.

THE NUMBERS

- 138,000** attendees
- 40,675** public session skaters
- 29,461** skate rentals
- 2,509** learn-to-skate participants
- 110** hockey skaters in LA Kings 'Lil Kings program
- 30** in-house adult hockey league teams



PASADENA CONVENTION & VISITORS BUREAU

OVERVIEW

After conversion of the Pasadena Tourism Business Improvement District in 2018 to the Property and Business Improvement Law of 1994, the Pasadena Convention & Visitors Bureau has accomplished a great deal to further position Pasadena as the number one destination in Southern California for meetings and tourism. Each year, the PCVB brings meetings, conventions and visitors to the city which drives spending to local hotels, attractions, restaurants and shops.



MEETINGS SALES

41,932 total contracted hotel room nights

341 leads

106 definite bookings

24% sales conversion

LEISURE MARKETING

43 earned media placements

5 new company websites

693K website visitors

62K social media followers

MEETINGS & CONVENTIONS

FY20 started out strong for our meetings and conventions business, we had two months (October 2019 and February 2020) that generated 20.7% and 20.9% of group business. As of February, we had achieved overall occupancy of 80.55% for the 8-month time period of FY20 compared to 77.92% for the prior year. Then as we went into March, all group business canceled due to COVID-19 and remained at 0% thru June 2020. Unfortunately due to the pandemic, our meetings and conventions business will continue to be severely impacted well into 2021.

	OCCUPANCY	ADR	REVPAR	REVENUE
FY20	63.95%	\$165.00	\$112.92	\$103,121,524
FY19	77.80%	\$193.46	\$150.48	\$130,770,537
CHANGE	-13.85%	-14.71%	-24.96%	-21.1%

CONTRACTED FUTURE BUSINESS

- Pilates Method Alliance Annual Meeting – October 2023 – 1,732 room nights
- The Garden Club of America – October 2021 – 433 room nights
- American Public Power Assn Technical Conference – April 2021 – 2, 320 room nights
- Barbershop Harmony Society Convention – January 2022 – 2,503 room nights
- International Symposium for Testing & Failure Analysis – October 2022 – 801 room nights
- LightBox Expo – September 2021 – 2,740 room nights
- CA Speech Language & Hearing Conference – March 2022 – 1,453 room nights
- Great Minds in STEM – October 2021 – 4,100 room nights
- Great Minds in STEM – October 2022 – 3,810 room nights



MEETINGS, SALES & DESTINATION SERVICES

SALES TRADESHOWS

This year, the CVB Sales team attended 13 tradeshows and events across the U.S. to generate citywide meeting leads, build relationships, and promote Pasadena as a premier meeting destination. Travel was suspended in March due to COVID-19.



13 tradeshows

- ACESSE Leadership Conference (Baltimore)
- ASAE Annual Meeting & Expo (Columbus)
- Connect Marketplace (Louisville)
- IMEX (Las Vegas)
- HPN Global Conference (Seattle)
- Smart Meetings National (Estes Park, CO)
- IAEE Expo Expo (Las Vegas)
- Holiday Showcase (Chicago)
- CalSAE Seasonal Spectacular (Sacramento)
- Smart Meetings Northern California (Sacramento)
- PCMA Annual Meeting (San Francisco)
- Destination California (Long Beach)
- Destination Showcase (Washington DC)



DESTINATION SERVICES

Once a meeting is contracted, our team provides much needed support for clients to create customized meetings and one-of-a-kind Pasadena experiences for attendees. Support comes in a variety of forms including: site visits to the destination, connections with Pasadena venues and restaurants, and collateral to promote the upcoming event.

43 groups serviced

39 citywide site tours

21 tradeshows and client events



MEETING ADVERTISING

Meet at Reimagined and Exceptional” and “Where Innovation and Inspiration Meet” ad campaigns focused on Pasadena’s major investments in its hospitality products including hotel renovations, new Hyatt Place Pasadena, and Convention Center enhancements.

Meeting and convention advertisements were placed in the following publications to promote Pasadena as a premier meetings destination:

- CA Meeting + Events Magazine
- Smart Meetings Magazine
- CVENT Event Management & Hospitality Solutions
- Discover Los Angeles Meeting Planner Guide
- CalSAE Online Buyer’s Guide
- Facilities & Destinations Magazine
- Pasadena Chamber Annual Directory



LEISURE MARKETING

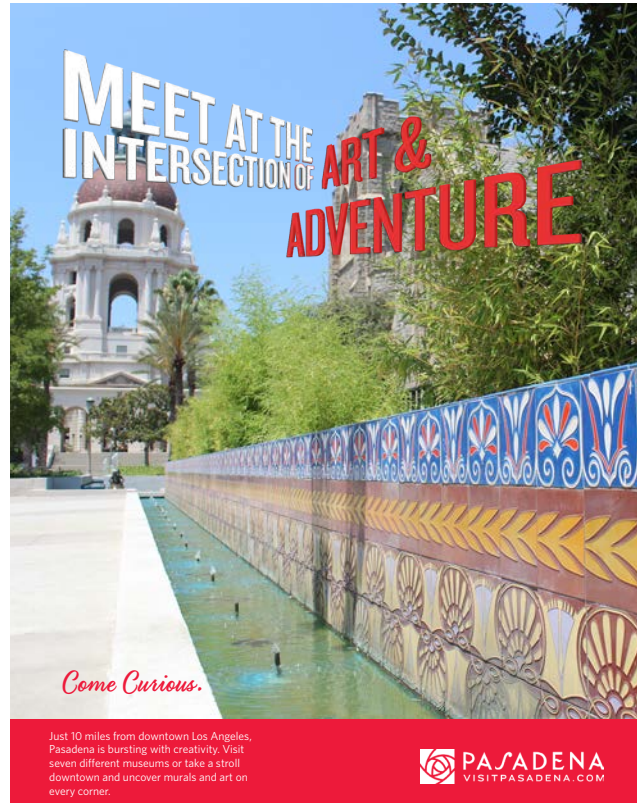
The Pasadena CVB Marketing and Communications team positively impacts the perception of Pasadena as a vibrant world class city boasting a distinctive art and culture scene with walkable entertainment districts, enchanting gardens and scenic trails.

LEISURE ADVERTISING

The Marketing team produced tourism specific ad campaigns elevating awareness of Pasadena as a breathtaking city full of sunshine, lush gardens, and art-filled alleyways. Digital advertising was a prominent part of Pasadena’s advertising strategy which were placed directly to consumers actively booking travel through Adara Advertising Solutions and TripAdvisor.

Leisure advertisements were placed in the following publications to promote Pasadena as a premier tourism destination:

- AAA Westways Co-op
- Amtrak – The National
- National Geographic Traveller (UK)
- Hollywood Burbank Airport
- California Visitors Guide
- Discover Los Angeles Visitors Guide & Map
- Brand USA Road Trips
- Los Angeles Magazine
- TripAdvisor



DIGITAL EFFORTS

The CVB’s strategy has been successful in building Pasadena’s brand presence in an evolving digital sphere. The Visit Pasadena website and social media channels saw significant growth this fiscal year.

WEBSITE

VisitPasadena.com is the primary marketing tool and destination planning guide for consumers. It features a detailed calendar of events, curated restaurant guide and robust inspirational content.



693k users (this year)
420k users (last year)



New [VisitPasadena.com](https://www.visitpasadena.com) Homepage

SOCIAL MEDIA

The social media strategy involved a robust content strategy and encouraged online community engagement across multiple sites: Facebook, Instagram, Twitter, Youtube, Pinterest, Google+.



5% annual growth
62k followers (this year)
59k followers (last year)

PUBLIC RELATIONS



The Marketing & Communications team continued to increase Pasadena’s exposure in the media while bringing the Pasadena experience to life for potential visitors. Media efforts include pitching to media, hosting media, coordinating media trips, sending out media releases, planning and executing press trips.

MEDIA MISSIONS

Domestic media receptions and international media missions are key platforms to engage with editors, producers, freelance journalists, and digital influencers in target media markets. These activities allow the Communications team to build relationships with key media and meet new prospects.

- New York and IPW
- Atlanta
- Canada
- UK and Ireland

11 individual media visits

MEDIA HOSTING

Individual media visits and group press trips were secured to promote Pasadena with the goal of earning valuable editorial coverage. The Communications team hosted 11 media outlets and three media familiarization events. Top media included: USA Today 10 Best, Canadian Travel Press, Travels with Darley, Eat Famous, GoNomad.



43
media placements

EARNED MEDIA COVERAGE

The focused PR effort continued to prove successful for Pasadena in generating mentions and media placements that highlighted Pasadena in international, national, regional and local publications.

TOP MEDIA OUTLETS

- Alaska Airlines
- Amtrak - The National
- Coast Magazine
- Connect Associations
- Delta Sky Magazine
- Facilities and Destinations
- Fodor’s Travel
- Los Angeles Times
- OC Register
- Prevue Meetings
- Smart Meetings
- Toronto Sun
- USA Today 10Best
- Vancouver Sun
- Venues Now
- Wall Street Journal
- WestJet Magazine

VISITOR SERVICES

VISITOR GUIDE

The CVB continued to inspire travel with the bi-annual Summer and Winter Official Visitors Guide.

10,000 COPIES

distributed to Pasadena Magazine subscribers

45,000 COPIES

distributed by Certified Folder Display to various California Travel & Tourism Visitor Centers throughout California, regional airports and local hotels.

45,000 COPIES

distributed via the CVB to walk-in visitors and meeting delegates



100,000 TOTAL COPIES



VISITORS HOTLINE

The Pasadena Convention & Visitors Bureau hosted its 36th Annual Visitor Hotline to assist guests with information about all parade and game-day activities, dining, directions, accommodations and other holiday-related events. The visitor hotline ribbon cutting was attended by Pasadena Mayor Terry Tornek, Tournament of Roses President Laura Farber and the 2020 Rose Queen and Royal Court. The event also received media coverage in the following outlets NBC 4 News, ABC 7 News, NBC Los Angeles, Pasadena Star-News, Pasadena Now, KNX 1070 AM, Pasadena Independent, Pasadena Journal, Phoenix Satellite TX, Sinovision and FOX 47 in Wisconsin.

SPONSORSHIPS AND ACTIVATIONS

The PCVB Marketing team sponsored activations at local events to continue to build the brand and encourage repeat visitation.

- Craftsman Weekend
- Pasadena Chalk Festival
- Pasadena Art Night
- Pasadena Arts Council
- Pasadena Restaurant Week
- Sip and Savor



Pasadena Chalk Festival



National Plan for Vacation Day promo with Jeanette Ceja

MEDIA PARTNERSHIPS

The Marketing team collaborated with prominent travel hosts to produce Pasadena destination videos to share what makes Pasadena such an exciting urban city.

As part of National Plan for Vacation Day on January 28th, the PCVB partnered with award-winning travel and TV host Jeanette Ceja of Jet Set with Jeannette to encourage locals and visitors to use their unused vacation days in 2020. The bilingual video, English and Spanish, highlighted major Pasadena tourism locations.

Darley Newman's PBS show "Travels with Darley" took her viewers to experience the food, culture and outdoor experience in Pasadena. Jessica Beinecke shared her Pasadena journey in the "I Know This Spot" Chinese-English digital travel series.

VISITOR CENTER

The PCVB provided dedicated customer service to city visitors and convention center attendees at the Pasadena Visitors Center.

7,222 phone inquiries

1,966 walk-ins

1,035 visitor information packages

SAFE REOPENING



COMMITMENT TO HEALTH AND SAFETY

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.

Achieving the GBAC STAR accreditation is an important step in the safe and responsible reopening of our facilities.

The Pasadena Center Operating Company has developed a thorough reopening plan for our facilities that includes detailed protocols, procedures, and systems that create a safe environment for its employees and guests. It is also working with the Pasadena Public Health Department on its plan.

COMMUNITY OUTREACH

MEAL DISTRIBUTION PROGRAM

Since the end of March, PCOC and Centerplate, our in-house food service provider, have supported the local community through various meal distribution programs for PUSD families and for sheltered and unsheltered citizens throughout the city.

4	meal distribution programs
77,043	meals
2,060	hours by PCOC employees
\$85,400	in kind service

PUSD WEEKEND MEAL PROGRAMS

- March - September
- 60,700 meals provided/distributed

MOTEL MEAL PROGRAM

- April - July
- 10,330 meals provided/delivered

SHOWER OF HOPE MEAL PROGRAM

- Program began on April 8
- 1,900 meals provided/delivered

GREAT PLATES MEAL PROGRAM

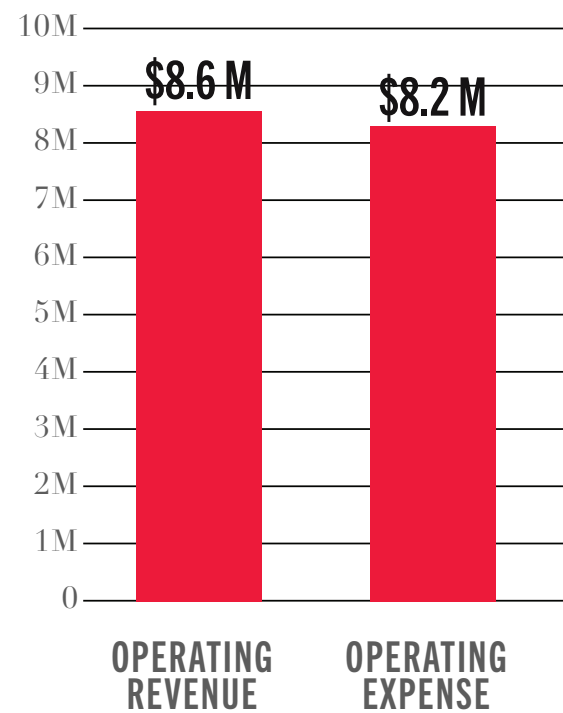
- Program began on May 10
- 4,113 meals provided/delivered

SUPPORTING LOCAL BUSINESS RECOVERY

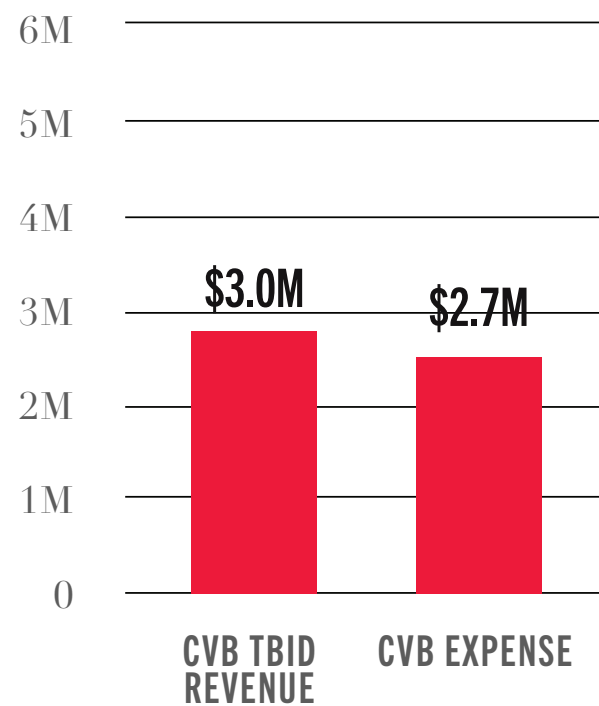
The PCVB continued to support local businesses and restaurants during the COVID-19 crisis. Three online directories were developed with the City of Pasadena Economic Development: “Dine Pasadena;” “Shop Pasadena;” and “Connect Pasadena;” and “Pasadena Outdoor Dining Guide.” The directories have received over 40,000 pageviews and feature over 300 Pasadena businesses. Our team also meets regularly with business community partners and tourism stakeholders to collaborate and leverage shared resources.

YEAR END FINANCIALS

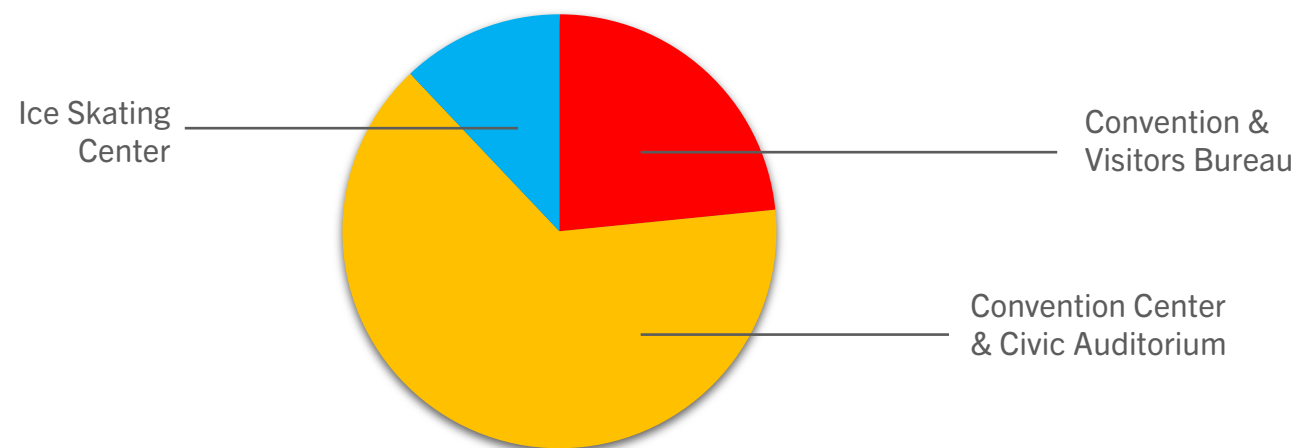
CONVENTION CENTER, CIVIC AUDITORIUM, ICE SKATING CENTER



CONVENTION & VISITORS BUREAU



EXPENSES



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Vice Mayor, City of Pasadena

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Purvis Enterprises, Inc.

Paul Leclerc, Treasurer
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Joe Titizian, Secretary
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Dianne Philibosian, Past-Chair
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Hotel Constance Pasadena

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David Eads
Tournament of Roses

Kim Ferreira
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Paul Little
Pasadena Chamber of Commerce

Louisa Nelson
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Michael Owen
Old Pasadena Courtyard by Marriott

Siamak Nassirpour
Westin Pasadena

Blair Salisbury
El Cholo

PCOC EXECUTIVE TEAM

Michael Ross
CEO

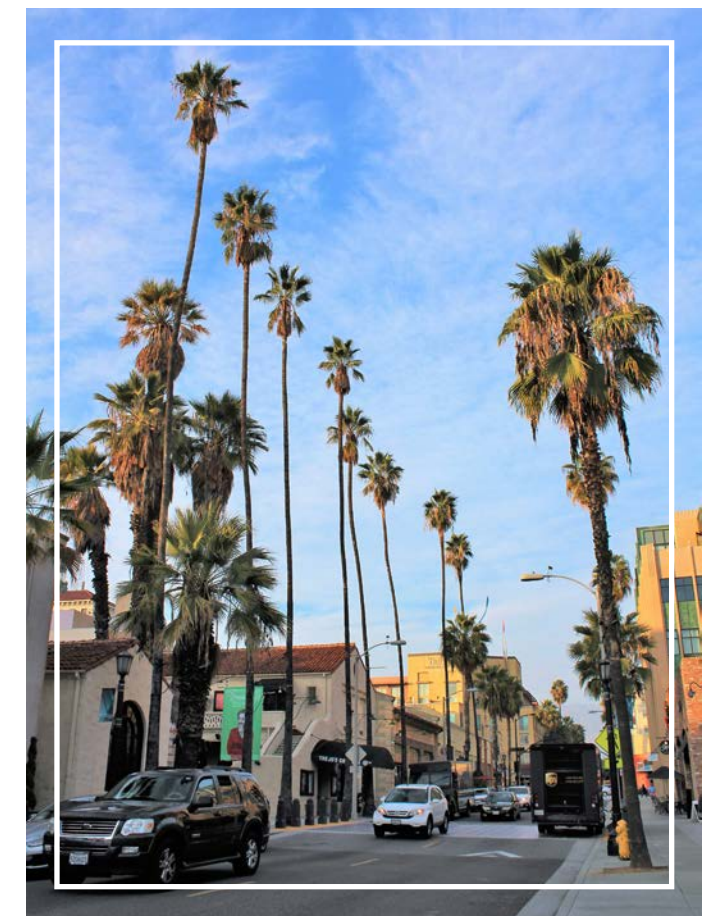
Jeanne Goldschmidt
Executive Director
Pasadena Convention & Visitors Bureau

Naz Sabripour
Executive Director
Pasadena Convention Center

Margie Christ
Director of Human Resources

Christine Susa
Director of Marketing & Communications

Phuong Wong
Director of Finance





PASADENA

CENTER OPERATING COMPANY

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CONVENTION & VISITORS BUREAU | ICE SKATING CENTER
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