



PASADENA
CALIFORNIA

PASADENA TOURISM BUSINESS IMPROVEMENT DISTRICT

Annual Report FY 2019

A Letter from the Chair

Dear Friends and Colleagues,

It is our pleasure to present the FY19 Annual Report. After the successful conversion of the Pasadena TBID in 2018 to the Property and Business Improvement Law of 1994, we have completed year one of our new five year term.

In FY19, the highlights included:

- The Pasadena Convention & Visitors Bureau booked over 46,000 definite room nights for our local hotels in conjunction to 315 events.
- The Pasadena Center Operating Company celebrated the 10-year anniversary of the Pasadena Convention Center expansion.
- Pasadena served as the overall finish for the 2019 Amgen Tour of California men's and women's races. The race was covered by NBC with a two-hour live broadcast with over 600k viewers.
- The Pasadena CVB welcomed nearly 1,000 fans to "The Big Bang Theory" series finale viewing party. The event included a panel with Caltech and JPL scientists and engineers tying the event to our scientific institutions. It was covered by local news outlets NBC, CBS, FOX 11, KCAL and KTLA.
- The Meet at Reimagined and Exceptional campaign focused on Pasadena's major hospitality investments including recent hotel renovations, the grand opening of Hyatt Place Pasadena, and convention center improvements.
- The "Where Great Minds Meet" video, featuring Bill Nye and celebrating Pasadena's innovation and scientific achievements, received a Silver Telly Award.
- The CVB Sales team hosted client events in Sacramento and Washington DC in FY2019. Erin van Ark hosted Sacramento-based clients representing 15 state associations in a suite for a Sacramento Kings game where we were also joined by three local hotel partners. Taylor Fry hosted 14 DC area meeting planners for a dinner and concert by Richard Marx at a venue in Washington DC followed by sales calls with SmithBucklin (6 planners), the American Institute of Architects, NASPA, and NASA (11 planners).
- The Pasadena CVB opened a pop-up store and visitors center in Old Pasadena to serve visitors coming to the Rose Parade and Rose Bowl Game.

We extend our gratitude to the Pasadena Center Operating Company Board of Directors, the City of Pasadena, and our community partners who support our shared mission to promote Pasadena as a premier destination. We look forward to your continued partnership and success in 2020.

Sincerely,



Dianne Philipbosian, Ph.D.
Chair

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About

Developed by the Pasadena Center Operating Company, 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 other destination areas throughout the country 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 the initial year of its five (5) year operation is anticipated to be approximately \$3,800,000. This budget is expected to fluctuate as room sales do, but is not expected to significantly change over the life of the PTBID.

Cost: The annual assessment rate is 2.89% of gross room rental revenue. Based on the benefit received, the assessment is 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 monthly basis (including any delinquencies, penalties and interest) from each lodging business located in the PTBID.

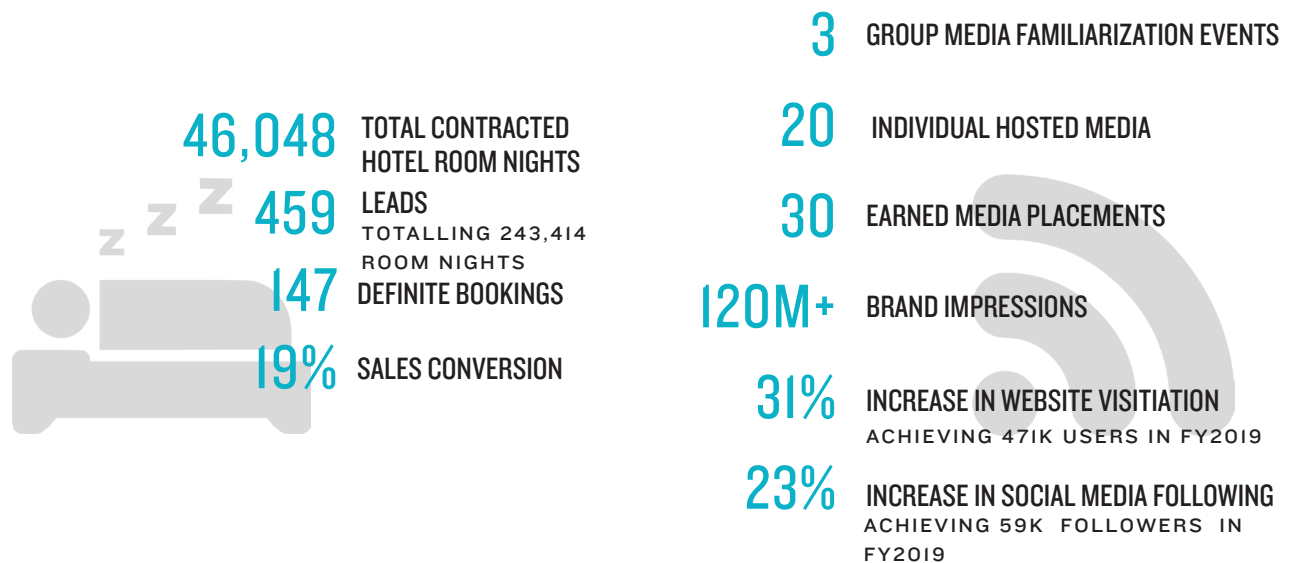
Duration: The PTBID will have a five (5) year life, beginning July 1, 2018 through June 30, 2023. Once per year, beginning on March 1, there is a thirty (30) day period in which lodging business owners paying more than fifty percent (50%) of the assessment may protest and initiate a City Council hearing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



Fiscal Year 2019 by the Numbers

The Pasadena Convention & Visitors Bureau serves an important role for Pasadena in growing and managing tourism business as a cornerstone of economic development efforts. The PCVB's sales and marketing efforts allow Pasadena to compete for our share of visibility for customers in a crowded marketplace. Each year, the PCVB brings meetings, conventions and visitors to the city which drives local spending in our hotels, districts, attractions, restaurants and shops.





Highlights From Fiscal Year 2019

10 YEARS OF EXCELLENCE

Anniversary Reception for the Pasadena Convention Center

The Pasadena Center Operating Company celebrated the 10 year anniversary of the Pasadena Convention Center, in addition to National Travel and Tourism Week on Thursday, May 9, 2019. Special guests included Don Welsh, President & CEO of Destinations International; and Pasadena Mayor Terry Tornek.



AMGEN TOUR OF CALIFORNIA

On May 18, Pasadena was pleased to host the overall finish for the Amgen Tour of California at the iconic Rose Bowl Stadium. The race was covered by NBC with a two hour live broadcast and reached over 200 countries and territories. As the backdrop of the finale, Pasadena was always a part of the Amgen Tour of California conversation and received over 19.9M impressions across social, video and paid media.



BIG BANG THEORY SERIES FINALE VIEWING PARTY

Nearly 2,000 fans of the Big Bang Theory assembled at the Pasadena Convention Center for a finale viewing party on Thursday, May 16. The event featured a personal message from the cast thanking the Pasadena community for being the fictional home of the Big Bang Theory for twelve years. A panel by Caltech and JPL shared a behind the scenes look at the real lives of scientists and engineers. The event resulted in coverage on CBS and KTLA.





Meetings & Conventions

The Pasadena Convention & Visitors Bureau continues to support the economic vitality of the destination by securing hotel bookings. This year, the PCVB secured 46,048 total hotel room nights. In December 2018 the Hyatt Place Pasadena opened and the Hotel Constance added 30 additional hotel rooms, this increased our hotel room inventory by 5.3% for the year. Pasadena hotels experienced a 0.4 percent increase in occupancy, -2.8 percent decrease in the average daily rate (ADR) and -2.4 percent decline in revenue per available room (RevPAR). The Los Angeles Market reported a 1% increase in supply and occupancy at 79.5% was a 0.1% increase and ADR at \$179 and revPAR at \$142 remained flat year over year.

	Occupancy	ADR	RevPAR
FY 2019	78.1	\$188.12	\$146.85
FY 2018	77.8	\$193.46	\$150.48
Percent Change	0.4%	-2.8%	-2.4%



The Pasadena CVB attended the Ribbon Cutting Ceremony to welcome to new Hyatt Place to Pasadena in December 2018.



Sales Tradeshows

In FY2019, the CVB Sales team attended 21 tradeshows and events across the U.S. to generate citywide meeting leads, build relationships, and promote Pasadena as a premier meeting destination.

21 Meeting and Convention Trade Shows

- ACESSE Leadership Conference (Pasadena)
- ASAE Annual Meeting & Expo (Chicago)
- Connect Marketplace (Salt Lake City)
- Connect Medical (Las Vegas)
- Connect Southwest (Reno)
- Connect DC & Connect Independent Planners (Washington DC)
- IAEE Expo Expo (New Orleans)
- Holiday Showcase (Chicago)
- CalSAE Seasonal Spectacular (Sacramento)
- Smart Meetings Northern California (Sacramento)
- PCMA Annual Meeting (Pittsburgh)
- Destination Showcase (Washington DC)
- MPI WeCon (Palm Springs)
- Smart meetings Souther California (DTLA)
- MPISSN Annual Tradeshow (Sacramento)
- Connect California (Oakland)
- CalSAE ELEVATE Annual Conference (Palm Springs)
- Helms Briscoe Annual Business Conference (Houston)
- IPW Convention (Anaheim)
- CalTech Travel Fair (Pasadena)
- PCMA Education Conference (Los Angeles)

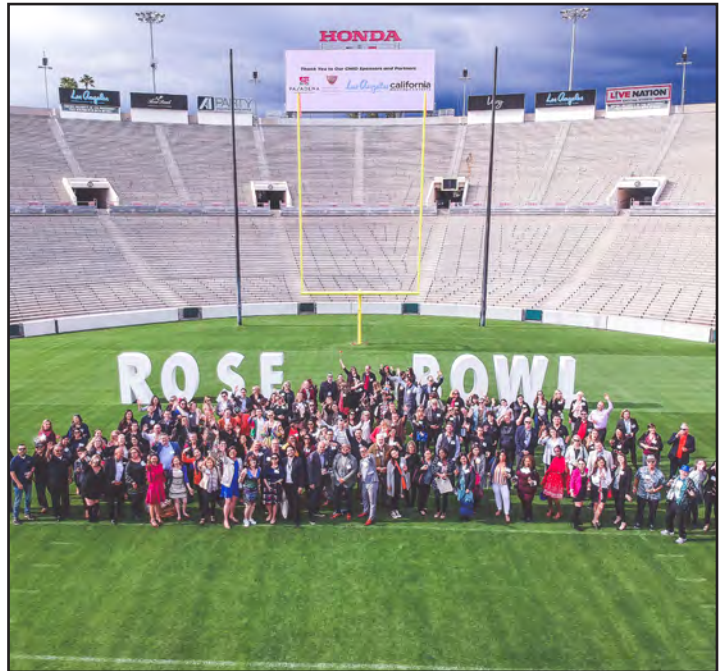




Destination Services

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.

- Serviced 58 groups, providing them with attendance builders, local information, a welcome amenity and registration/hospitality assistance
- Coordinated 36 city-wide site visits
- Provided event planning assistance for over 25 events & trade shows





Meetings Branding and Campaign

The PCVB manages the meetings brand for Pasadena. In fiscal year 2018-2019, the PCVB launched the new marketing campaign “Meet at Reimagined and Exceptional” focused on Pasadena’s major investments in the hospitality products including new hotel renovations, new Hyatt Place Pasadena, and Convention Center enhancements. The messaging inspired meeting planners to take a look at the new and reimagined offerings in Pasadena.

Meeting and convention advertisements were placed in the following publications in an effort 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

Tourism Advertising

Leisure advertisements were placed in 16 publications to promote Pasadena as a premier tourism destination. The CVB placed leisure ads in prominent travel and lifestyle publications such as Delta Sky, Southwest Magazine, AAA Westways and Sunset Magazine. Ads were also placed at Hollywood Burbank Airport and in select Metro trains and stations.

**MEET AT
REIMAGINED
& EXCEPTIONAL**

*More than a remodel,
we're transforming what it
means to stay in Pasadena.*

2.5k
guest rooms

230k
square feet of meeting
and event space

\$150m
invested

Come Curious.

PASADENA
VISITPASADENA.COM

To book, visit PasadenaMeetings.com

**WHERE
ART
& ADVENTURE
MEET**

Come Curious.

From awe-inspiring architecture to mouthwatering cuisine, Pasadena is Southern California's choice for food, fun and adventure.

PASADENA
VISITPASADENA.COM



Public Relations

The Marketing & Communications Team continues to increase Pasadena's exposure in the media and bring 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 and Receptions

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.

- Visit California Canada Media Mission
- Visit California New York Media Mission
- Visit California Los Angeles Media Reception
- Undiscovered Los Angeles Media Activation with Discover Los Angeles, Visit West Hollywood and Santa Monica Travel and Tourism
- IPW Media Tradeshow

Media Hosting

Coordinated media visits and press trips were secured to promote Pasadena with the goal of earning valuable editorial coverage. The Communications team hosted nearly 20 media outlets and three media familiarization events. Top media included: Coast Magazine, Delta Sky, Sunset Magazine, Trekaroo and Architectural Digest.

20
INDIVIDUAL MEDIA VISITS

3
GROUP PRESS TRIPS





Earned Media Coverage

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

Top media included:

- TravelChannel.com
- TravelandLeisure.com
- VIA Magazine
- Fodor's Travel Guide
- Budget Travel
- Sherman's Travel
- Forbes.com
- NBCLA.com
- USA Today
- Southern California Life
- USAE
- Meetings + Events
- California Meetings + Events
- Smart Meetings



30

MEDIA PLACEMENTS IN
UNIQUE LEISURE AND MEETING
PUBLICATIONS

120M

MEDIA IMPRESSIONS



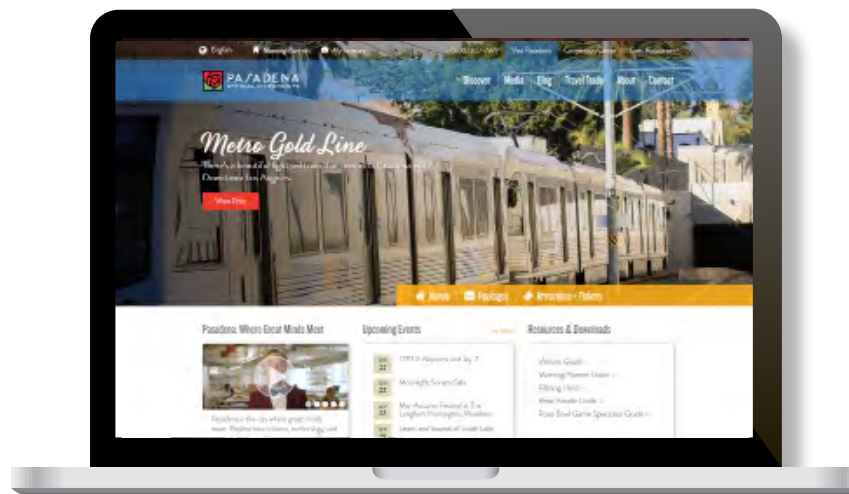


Website & Social

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.

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.

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



31%

GROWTH IN WEBSITE USERS

471k users [THIS YEAR]
361k users [LAST YEAR]

23%

SOCIAL MEDIA GROWTH

59k followers [THIS YEAR]
48k followers [LAST YEAR]



Visitors Guide

The CVB continues to inspire travel with the bi-annual Summer and Winter Official Visitors Guide. 100,000 copies were distributed in a variety of ways:

- 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.

Visit Pasadena Pop-Up Store

During the busy Rose Parade and Rose Bowl Game, the PCVB operated its first ever pop-up store and visitors center in Old Pasadena. The store featured Pasadena branded items such as tote bags, pencil bags, water bottles, onesies, post cards, stickers and candles.

Visitors Hotline

The CVB operated the 32nd Annual Visitors Hotline from December 29, 2018 through January 2, 2019 to respond to all inquiries on the Rose Parade and Rose Bowl Game. Over this period, 50 volunteers received 1,750 calls from visitors. The Visitors Hotline media event was featured on KTLA, KCBS2, KCAL9, KABC, and KNX 1070 AM.





Sponsorships and Activations

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

- Amgen Tour of California
- Big Bang Theory Series Finale Viewing Party
- Eat Drink Vegan
- Pasadena Restaurant Week
- Pasadena Chalk Festival
- Craftsman Weekend
- Pasadena Arts Council



Visitor Services

The PCVB provides dedicated customer service to visitors at the Pasadena Visitors Center.

11,549

PHONE
INQUIRIES

3,320

WALK-INS

956

VISITOR INFORMATION
PACKAGES



Financials Fiscal Year 2020 (July 1, 2019 - June 30, 2020)

Income	2019-2020
TBID Assessment	\$3,800,000
TBID Fund Reserve	\$290,000
2018-2019 Fund Balance	\$290,000
TBID Program Budget	\$3,800,000

Expenditures	Allocated
Administration Overhead	\$225,800
Staffing (12 FTE)	\$1,634,243
Overhead	\$60,000
Advertising	\$494,000
Trade Shows and Activities	\$215,000
Industry Conferences and Memberships	\$100,000
Familiarization Activities	\$144,000
Promotional Assets	\$326,000
Professional Services	\$78,000
Sponsorship - Meetings	\$135,000
Sponsorship - Event Activations	\$90,000
Sponsorship - Community Support	\$30,000
Sales Calls	\$67,000
Total Expenditures	\$3,599,043



Looking Forward Fiscal Year 2020

MEETING AND CONVENTION MARKETING

Targeted Group Markets

The Pasadena Convention & Visitors (PCVB) sales team key priorities for FY 2020 is to capitalize on targeted sales and marketing efforts to increase the number of meetings, conventions and tradeshows coming to Pasadena in order to reach our FY 2020 room night goal of 48,000 room nights. Our sales team deployment remains focused on key areas of opportunity such as the DC and Chicago based national association business. Additionally a strong presence is maintained in Sacramento, the headquarters for the CA State Association market, to support an expanding client base with SoCal Associations. Through partnerships with LA Tourism, Helms Briscoe and CVENT we will maximize our exposure to clients to attract new city-wide conventions. The sales team will also direct its efforts on the Educational, Affinity and Religious markets and continue to develop opportunities in our local corporate market. We will continue to actively promote the renovations to our hotels as well as new developments, such as the Hyatt Place Pasadena, in an effort to re-introduce meeting planners to our destination. We will continue to work with our local partners such as Caltech, JPL and capitalize on having hosted a successful CESSE conference in 2018 to expand our reach into the scientific community and bring their conventions and scientific assemblies to Pasadena.

Familiarization Events

Produce two familiarization events targeting association and corporate meeting planners and meeting publications. The purpose of the familiarization (fam) tours is to have our potential clients experience the destination first hand. There is a higher probability of conversion when the client has visited Pasadena and experiences the ease of traveling to and within Pasadena; the City's meeting facilities, attractions, and shopping, dining and cultural venues. The first fam will take place to coincide with the Breeders' Cup event in November 2019. We will take advantage of the great events booked at the Rose Bowl Stadium to plan another fam for clients as a great opportunity to entertain clients and show them all Pasadena has to offer.



Looking Forward (cont.)

Tradeshows/Conventions

Attend and exhibit at hospitality industry tradeshows/conventions in our target markets, across the country to increase the amount of qualified leads.

Examples include:

- Council of Engineering & Scientific Societies Annual Meeting (Baltimore)
- American Society of Association Executives Annual Meeting & Expo (Columbus)
- Connect Marketplace (Louisville)
- IMEX Americas (Las Vegas)
- Association Forum Holiday Showcase (Chicago)
- International Association of Exhibitions and Events EXPO EXPO (Las Vegas)
- CalSAE Seasonal Spectacular (Sacramento)
- Professional Convention Management Association's Annual Meeting (San Francisco)
- Destination Showcase (Washington DC)
- Helms Briscoe Annual Business Conference (TBD)

Customer Site Inspections

Meeting planners considering Pasadena for a specific event will be encouraged, and in some cases sponsored, to travel to Pasadena. The goal will be for meeting planners to experience first-hand our meeting facilities, attractions, dining, retail and cultural venues. The CVB will underwrite costs for these visits when necessary.

Industry Associations

Sales managers will hold membership in local and national industry associations and become involved by serving on committees/board and by attending industry meetings to increase contact with prospective clients.



Looking Forward (cont.)

Sales Prospecting

Each sales manager will prospect for new business through contacts made at tradeshows, industry events, and through data research (Knowland) to identify potential meetings for Pasadena. In addition, each sales manager will conduct outside sales calls to increase lead production. Sales efforts monitored weekly, reported monthly and annually.

Rose Bowl Operating Company Alliance

Work closely with the Rose Bowl Operating Company to sell and promote citywide events and private event opportunities for the Rose Bowl thru joint sales efforts.

Meetings Advertising/Publications

Advertising in select meeting industry publications to keep Pasadena top of mind. Paid media will be dedicated toward digital display, mobile, email targeting and SEM.

- California Meetings & Events
- CalSAE
- CVENT
- Facilities & Destinations
- Los Angeles Business Journal
- LATCB Meeting Planner Guide
- Pasadena Chamber Annual Directory
- PCMA Convene
- Smart Meetings



Looking Forward (cont.)

LEISURE AND TOURISM MARKETING

The PCVB Marketing and Communications Team will continue its comprehensive tourism marketing strategy, positioning Pasadena as the City of Sunshine and Roses, the perfect getaway for the authentic California experience.

Advertising/Publications

Paid media will focus heavily on a digital strategy to target frequent travelers who are already in the booking decision-making process. Key geographic markets include San Francisco, San Diego, Santa Barbara, New York and Chicago. The PCVB will select a limited number of high profile publications and guides that reach affluent frequent travelers.

Leisure Publications

- AAA Westways
- California Visitors Guide
- Los Angeles Magazine
- Los Angeles Visitors Guide
- Travel + Leisure
- Tripadvisor
- USA Visitors Guide

Website & Social Media

This year, the Marketing & Communications team will redesign VisitPasadena.com to leverage the newest website technologies. The new website will continue to be the centerpiece of Pasadena brand presence and will allow the marketing team to personalize content to key target audiences. Continue to expand our social media audience with regular postings focusing primarily on Instagram, Facebook, Twitter and LinkedIn.



Looking Forward (cont.)

COMMUNICATIONS / PUBLIC RELATIONS PROGRAMS

Communications will continue an assertive strategy to target major national and regional publications to keep Pasadena top of mind as a premier travel and meeting destination. The CVB will host two familiarization events for travel and meeting trade journalists to provide firsthand experience of the destination. The CVB will distribute regular press releases, tip sheets, event listings to generate media coverage on Pasadena and the Pasadena Center Operating Company.

Media Events & Partnerships

Pasadena will develop relationships with major national travel and meeting trade journalists in New York, Atlanta, Canada and Mexico utilizing in-market activations. The annual Visitor Hotline media event will continue to promote the Visitor Hotline as a complimentary service for travelers during the Rose Parade and the Rose Bowl Game.

- TravMedia International Media Marketplace, New York
- Visit California UK Media Mission, Dublin, Edinburgh, London
- Visit California Canada Media Mission, Toronto, Montreal, Vancouver
- Visit California Mexico Media Mission, Mexico City
- Visit California Media Boot Camp, Atlanta
- Discover Los Angeles Media Activation, TBD

Pasadena Awareness Training

The CVB will hold a training session and Pasadena bus tour on October 24, 2019 to familiarize hotel and convention center employees, city kiosk volunteers and business district guides with Pasadena's visitor attractions.



Looking Forward (cont.)

Special Events & Community Partnerships

Sponsor and support community events that generate tourism and stimulate economic impact for the City of Pasadena.

Sponsored events include:

- Sip and Savor
- Eat Drink Vegan
- Craftsman Weekend
- Colorado Street Bridge Party
- Small Business Saturday
- Pasadena International Film Festival

Tourism Partner Meetings

Hold three tourism partner meetings gathering business districts, local museums, educational institutions, performing arts organizations, hotels, and others each year to discuss and develop CVB marketing initiatives to promote Pasadena as a premier visitor destination.

Industry Associations

Develop partnerships with the greater Los Angeles travel community and regional Destination Marketing Organizations (DMOs) to raise awareness of Pasadena as a travel destination. The CVB will participate in co-op marketing opportunities with the Los Angeles Tourism and Convention Board and Visit California.

The CVB will hold 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, Cal Travel Association, Visit California). The PCVB will increase participation in CalTravel's Ambassador Committee and Board of Directors.



Pasadena Center Operating Company

Board of Directors

Hon. Tyron Hampton, Chair, City of Pasadena Vice-Mayor
Archie C. Purvis, Vice-Chair, Purvis Enterprises, Inc.
Paul Leclerc, Langham Huntington, Pasadena
Joe Titizian, Secretary, Hilton Pasadena
Dianne Philibosian, Past Chair, CSU Northridge
Emina Darakjy, Resident
Eric Duyshart, City of Pasadena
David Eads, Tournament of Roses
Phillip Hosp, Locke Lord, LLP
Paul Little, Pasadena Chamber of Commerce
Siamak Nassirpour, The Westin Pasadena
Louisa Nelson, Attorney at Law
Blair Salisbury, El Cholo

Staff

Michael Ross, CEO
Jeanne Goldschmidt, Executive Director
Christine Susa, Director of Marketing & Communications

Mission

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.

