
PCOC FY21 ANNUAL REPORT



PASADENA
CENTER OPERATING COMPANY

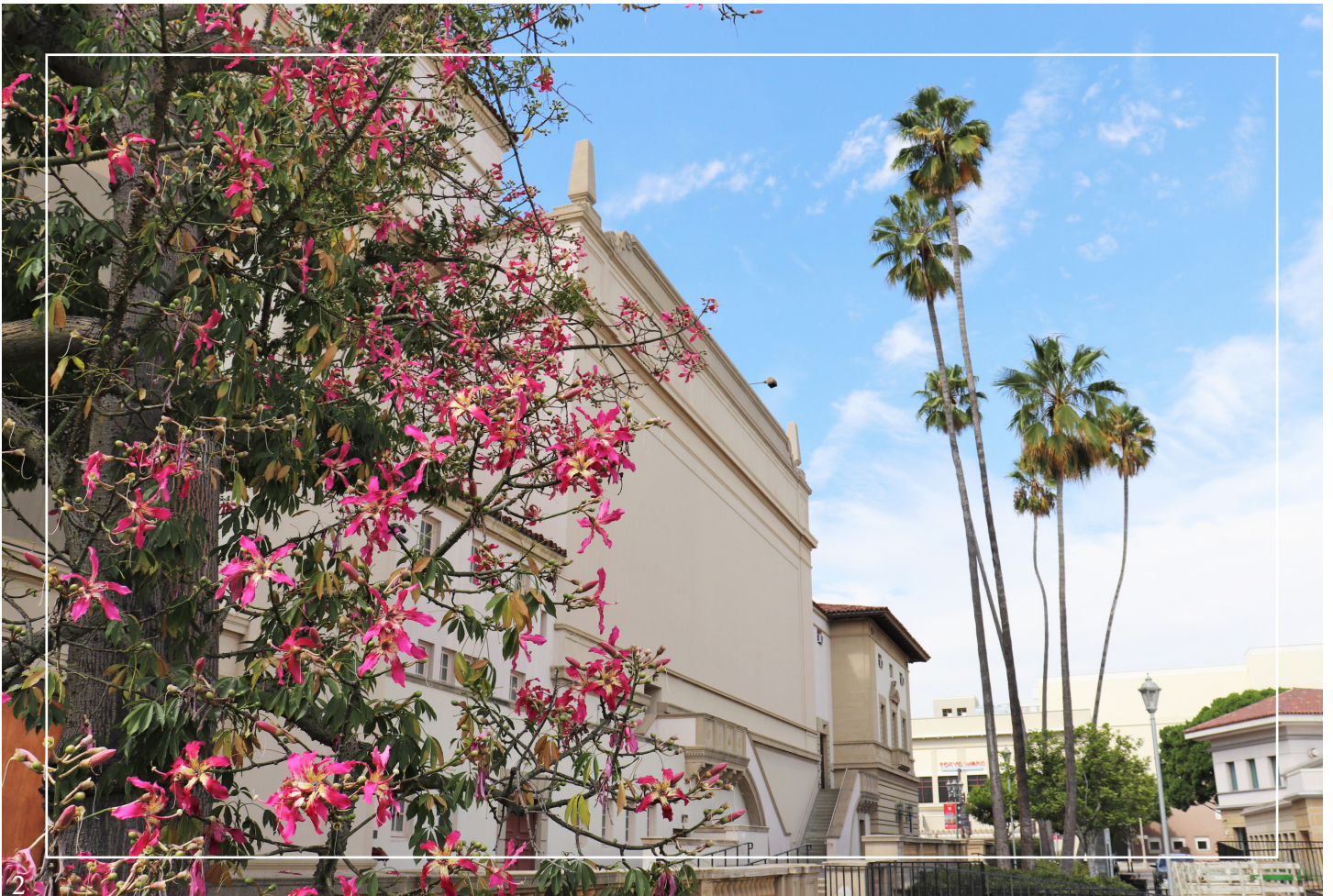
ABOUT THE PASADENA CENTER OPERATING COMPANY

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,

I am extremely proud of the hard work and commitment of the Pasadena Center Operating Company Board, leadership and staff. Despite tremendous challenges, the PCOC has continued to serve the community and creatively found a path forward for reopening safely.

- Our dedicated staff managed several community meal programs, successfully providing over 82,800 meals to individuals and families in need, resulting in 2,320 staff hours and totaling \$94,610 of in-kind service.
- The Pasadena Convention Center earned the Global Biorisk Advisory Council® (GBAC) STAR™ accreditation as an important step in the safe and responsible reopening of the Pasadena Convention Center.
- The Pasadena Convention Center hosted 30 essential events including the LA County Vote Center; city interviews and testing; jury empanelments; and car research clinics.
- America's Got Talent returned for Season 16 audition tapings at the Pasadena Civic Auditorium. Additionally, the Civic served as a filming location for commercials for Buick, Evian and a tv production of a TBS cooking competition.
- The Pasadena Ice Skating Center reopened in April 2021 and resumed private lesson sessions, public sessions, skating school, and in-house hockey league games as restrictions loosened.
- Visit Pasadena generated close to 20,000 hotel room night bookings; relaunched a leisure tourism marketing campaign; partnered on several small businesses marketing initiatives; and supported the travel and tourism industry.
- Under the leadership of the PCOC Board, we voted to extend one year of health coverage benefits for laid off and furloughed workers.

We are pleased to share our FY21 PCOC annual report, to document our efforts and we are confident in the future and resiliency of the Pasadena Center Operating Company.

Sincerely,

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

Tyron Hampton
Chair, PCOC Board of Directors



CONVENTION CENTER

For 15 months, business at the Pasadena Convention Center was devastated by state regulations that prohibited most indoor gatherings, including over 300 scheduled events. The Pasadena Convention Center was able to host certain essential events such as the LA County Vote Center for the Presidential Elections, city essential interview and testing events, and jury empanelments.

CUSTOMER SERVICE

The staff and service providers continued to provide superb service to the limited clients (essential functions/meetings) hosted during the closure. The high scores from the returned surveys are evidence of PCOC's commitment to excellent service.



VOTE CENTER

The Pasadena Convention Center served as a Los Angeles County Vote Center during the 2020 Presidential Elections. The convention center was one of twelve sites in Pasadena offering three options for voters: in person voting, ballot drop-off, and curbside.

CAR RESEARCH CLINICS

The Pasadena Convention Center has been one of the leading facilities in Southern California for hosting automotive market research in the past 10 years. The center was approved to host onsite car clinics as an essential manufacturing activity.

HEALTH SAFETY

GBAC STAR ACCREDITATION

The Pasadena Convention Center took a leadership role in health safety in achieving 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 implemented the most stringent protocols for cleaning, disinfection, and infectious disease prevention in its facilities.



To achieve GBAC STAR™ accreditation, the Pasadena Convention Center was required to comply with the program's 20 core elements, which range from standard operating procedures and risk assessment strategies to personal protective equipment and emergency preparedness and response measures.

PASADENA REOPENS FOR MEETINGS AND EVENTS

BEYOND THE BLUEPRINT

After more than a year of closure, the Pasadena Center Operating Company was thrilled for the less restrictive protocols of restrictions on meetings and events. Starting April 15th, small meetings and events were able to resume with restrictions. On June 15th, California entered in a new phase of the pandemic allowing most industries across the state to return to usual operations.

The end of the blueprint allowed the Pasadena Convention Center to reopen with very minor restrictions and signaled to meeting and event planners that the Pasadena Convention Center and Pasadena are open for business.



MEAL DISTRIBUTION PROGRAMS

The PCOC and its exclusive food and beverage partner, Centerplate, have been proud to serve our community through various meal programs distributing over 82,800 meals and providing \$94,600 of in-kind service. We are grateful for our staff in supporting our community in times of crisis.



82,823

MEALS



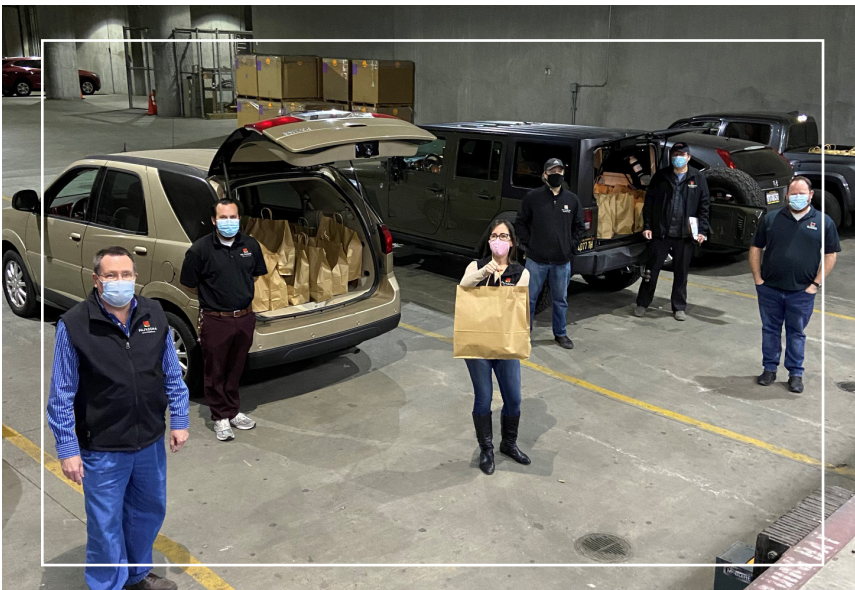
2,320

STAFF HOURS



\$94,610

IN KIND SERVICE



PROGRAMS

- **Vaccination Center - MPOD**
950 meals provided/delivered
- **Shower of Hope Meal Program**
2,710 meals provided/delivered
- **Great Plates Meal Program**
8,133 meals provided/delivered
- **Motel Meal Program**
10,330 meals provided/delivered
- **PUSD Weekend Meal Programs**
60,700 meals provided/distributed

UNION STATION HOMELESS SERVICES THANKSGIVING DINNER

The PCOC and Centerplate were also pleased to be a part of Union Station Homeless Services' Thanksgiving Dinner for the seventh time by preparing 250 turkeys to serve over 2,000 people in need for the holidays.



CIVIC AUDITORIUM

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

Due to forced closures in response to the COVID-19 pandemic, the Pasadena Civic Auditorium pivoted to host permitted television and film productions. The Sales team worked to keep the facility top of mind for film and location scouts, while the Operations team continued to provide exceptional customer service to clients and adapted protocols and procedures to stringent health guidelines for film and tv productions. The shoots included commercials for Buick, Evian, and a TBS reality television competition.



AMERICA'S GOT TALENT

The Pasadena Civic Auditorium was the backdrop of the hit variety competition series "America's Got Talent" for the initial rounds of Season 16. Returning celebrity judges included Simon Cowell, Howie Mandel, Heidi Klum, Sofia Vergara and host, Terry Crews. This year marked the sixth year of America's Got Talent being filmed at the Pasadena Civic Auditorium.

DUA LIPA X EVIAN DRINK TRUE COMMERCIAL

As part of evian's "Drink True" campaign, the brand filmed Dua Lipa singing acapella on the stage of the Pasadena Civic Auditorium.



BUICK ENVISION SUV COMMERCIAL

Buick filmed a commercial in front of the Pasadena Convention Center plaza providing an overview of its new Envision SUV.



CONVENTION & VISITORS BUREAU HIGHLIGHTS

Though the last fiscal year has been challenging, Visit Pasadena supported our local tourism industry in its recovery. Throughout the year, Visit Pasadena continued to position Pasadena as the destination of choice for tourism and meetings; marketed our local hotels, restaurants and businesses; competed for convention and meeting business; and advocated for the industry at the state and national level.

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. The CVB approached each relationship with care, offering timely resources and expertise to keep clients engaged. The team also continued to exercise flexibility in pricing, space, and contract terms for events in the short term. The Sales team continued to connect with prospective and returning clients to book and rebooked business for 2021/2022 and into future years. They were able to contract 13,881 room nights for future meetings and conventions.

HOTEL STATS

	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

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.

The Show Goes On
 All meetings are in. We want to support you in making your plans at the Pasadena Convention Center. We are supporting you in the support you need to get your event on track. Our expert event services team can craft a virtual experience that fits your needs and exceeds your goals.

Meetings & Packages
 We want to make your event the most successful one. We have created additional virtual meetings and events. We can provide location, format, services, food, equipment, and more to make a seamless virtual meeting experience.

- Venues with top location
- Reservations and booking support
- Transportation and car services
- Lighting, AV, and audio support
- Virtual and hybrid event solutions
- Security and safety protocol implementation

Virtual Venues

Additional Solutions
 Enhance your meetings for large groups by incorporating impactful solutions like:

- Awarded event locations with group and registration
- Virtual content delivery and hosting
- Customized materials with high-end design and printing options
- Remote presentation kit
- 24/7 live event moderation and analytics

(Re)imagine the Possibilities
 Outdoor venues are growing in popularity for hosting meetings and conferences. Planners are now reimaging their meetings in open-air spaces with enhanced safety procedures. Our outdoor venues have completely adapted to the new protocols and abide by all safety requirements for sanitization, physical distancing, health monitoring of attendees and staff, and more. Your meeting can be held in peace like:

- **Caltech** - a favorite amongst the scientific community
- **The Huntington Library, Art Museum, and Botanical Gardens** - with 200 acres of estate
- **Rose Bowl Stadium** - a landmark stadium where sports history was made
- **Old Colorado**, the epitome of downtown Pasadena charm
- **Castle Green** - an iconic filming location
- **Pasadena City Hall** - an architectural gem
- **The Langham Huntington, Pasadena** - the iconic landmark resort named #1 hotel in Los Angeles by U.S. News & World Report

GMID Goes Virtual
 GMID Goes Virtual is a virtual event that is designed to provide attendees with a chance to have their own virtual event. It is designed to provide attendees with a chance to have their own virtual event. It is designed to provide attendees with a chance to have their own virtual event.



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.

MEET SAFELY

The PCVB delivered the message that the entire destination had taken the steps necessary to operate and welcome guests safely. We also developed a video highlighting our new health safety enhancements/protocols.



LEISURE

SHOP SMALL, DINE LOCAL

Visit Pasadena continued to support local restaurants and businesses during the ongoing COVID-19 crisis. Visit Pasadena worked closely with the City of Pasadena to encourage people to shop small and dine local, 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.

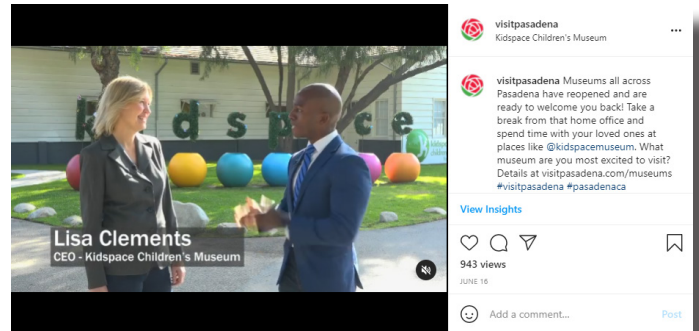


- Shop Pasadena
- Dine Pasadena
- Connect Pasadena
- Outdoor Dining
- We're Open Keep Us Open

CONVENTION & VISITORS BUREAU HIGHLIGHTS (CONT.)

MUSEUM REOPENINGS

During the pandemic, The Pasadena Convention and Visitors Bureau provided marketing support to local museums and attractions to keep them top of mind during the pandemic. People were encouraged to participate in their virtual activities, as well as donation drives. As things progressed, promotion pivoted to focus on reopening plans across and were highlighted across social media accounts, monthly newsletters, and a video series was developed to announce the reopening of museums across the city.



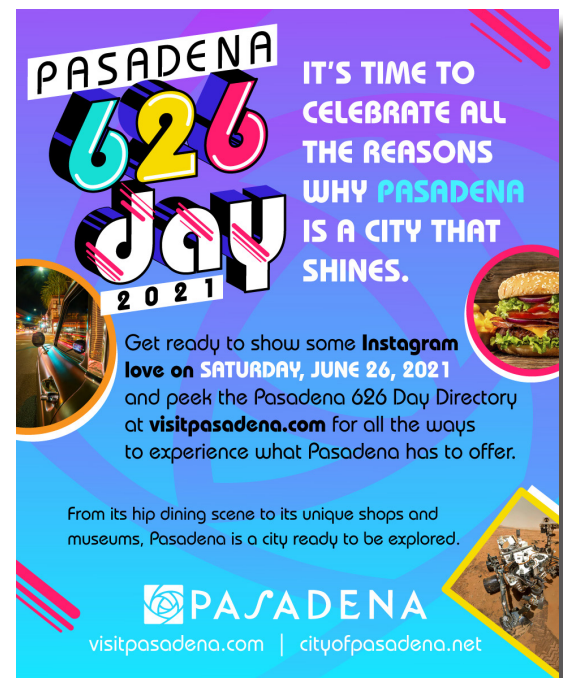
WEBSITE AND SOCIAL MEDIA

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.



TOURISM RECOVERY MARKETING PLAN

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 allowed 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.





The Pasadena Ice Skating Center reopened the week of April 26 for individual skating with limited capacity and stringent health safety protocols in place. In accordance with local and state health guidelines, the ice rink gradually reopened for youth hockey, public sessions, skating school group classes, and in-house adult hockey league games. The Pasadena Ice Skating Center is ecstatic to welcome skaters back to the rink and are thrilled with the response from the community to return.



5,950 PUBLIC SESSION SKATERS

- 2,682 Skate rentals
- 1,156 Freestyle session admissions
- 672 Hockey session admissions



312 SKATING SCHOOL PARTICIPANTS

(Originally from Spring 2020)



54 OF ADULT IN-HOCKEY GAMES

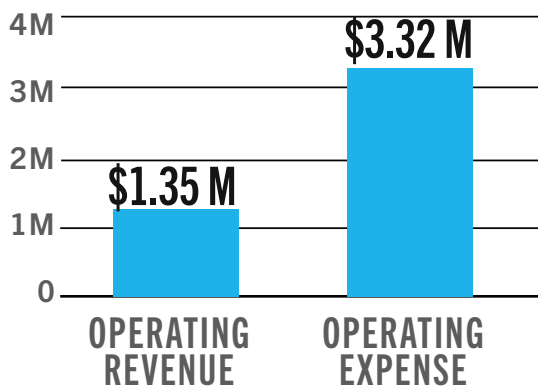
(Original season was Spring 2020)

ICE SKATING CENTER

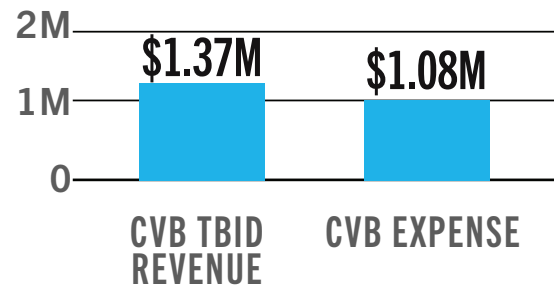
YEAR END FINANCIALS

Due to the pandemic, the Pasadena Center Operating Company (PCOC) lost \$8.4 million which includes a Transient Occupancy Tax shortfall of \$6.3 million in Fiscal Year end 2021. The PCOC will self-fund these losses using its rainy-day reserve funds. The PCOC has successfully managed and reduced expenses over the past 15 months at the Pasadena Convention Center, Civic Auditorium, Convention & Visitors Bureau and Pasadena Ice Skating Center by over \$7.6 million dollars. The company diligently put away money over the course of 10 years into its emergency fund in case of major disruptions to operations. Regrettably, the pandemic has made it necessary to use the funds.

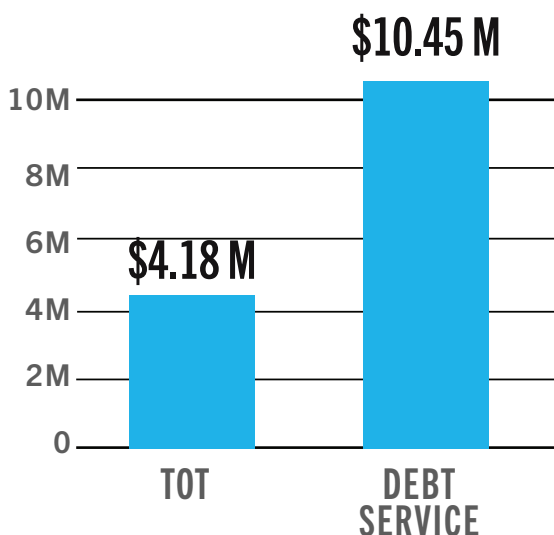
CONVENTION CENTER, CIVIC AUDITORIUM, ICE SKATING CENTER



CONVENTION & VISITORS BUREAU



TRANSIENT OCCUPANCY TAX (TOT)/DEBT SERVICE



BOARD OF DIRECTORS

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Executive Director, Visit Pasadena

Naz Sabripour, CEM, CVP
Executive Director, Pasadena Convention Center

Margie Christ
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Christine Susa
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