
PCOC FY23 ANNUAL REPORT



PASADENA
CENTER OPERATING COMPANY

OUR 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.

LETTER FROM THE CHAIR



Dear Colleagues and Friends,

I am incredibly proud of the work of the staff, leadership, and board of the Pasadena Center Operating Company for their passion and dedication. What a year it has been for us at the Pasadena Convention Center, Civic Auditorium, Ice Skating Center, and Visit Pasadena.

The Pasadena Convention Center successfully hosted an incredible 118 events, and our events management team received a perfect 4.0 out of 4.0 for their outstanding customer service.

Our grand Pasadena Civic Auditorium was bustling with excitement as it played host to a diverse array of events including America's Got Talent Season 17 Live Shows and Season 18 Auditions, the prestigious NAACP Image Awards and the unforgettable Bernadette Peters in Concert by the Pasadena Playhouse.

The Pasadena Ice Skating Center continued its incredible journey, setting new records as thousands of skaters flocked to our facility for skating lessons, public sessions, hockey leagues, and much more.

The Visit Pasadena team worked tirelessly promoting our city and drawing visitors, meetings and events with captivating campaigns that highlighted Pasadena's stunning landscapes, top-notch dining options, cultural richness, and vibrant events.

With this current momentum, we anticipate a prosperous 2024. We eagerly look forward to your presence at one of our numerous events. If you're organizing an event and desire it to be a triumph, complete with accolades and exceptional customer service, our dedicated staff is delighted to help you achieve this goal.

With love, enthusiasm and gratitude,

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

Tyron Hampton
Chair, PCOC Board of Directors
First District Councilmember, City of Pasadena

OVERVIEW STATS

PASADENA CONVENTION CENTER

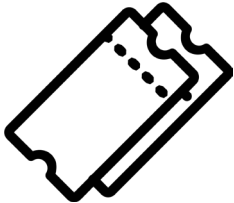


118 events
329,760 attendees



4.0 out of 4.0
client customer satisfaction
score

CIVIC AUDITORIUM



187 events days
45 events and
films productions

ICE SKATING CENTER

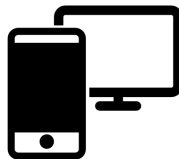


87,136 public session skaters
34,704 skate rentals
5,115 skating school attendees

CONVENTION AND VISITORS BUREAU



35,797
room nights booked



71K social media followers
2.5M website pageviews
185 media mentions

REVENUE GOALS

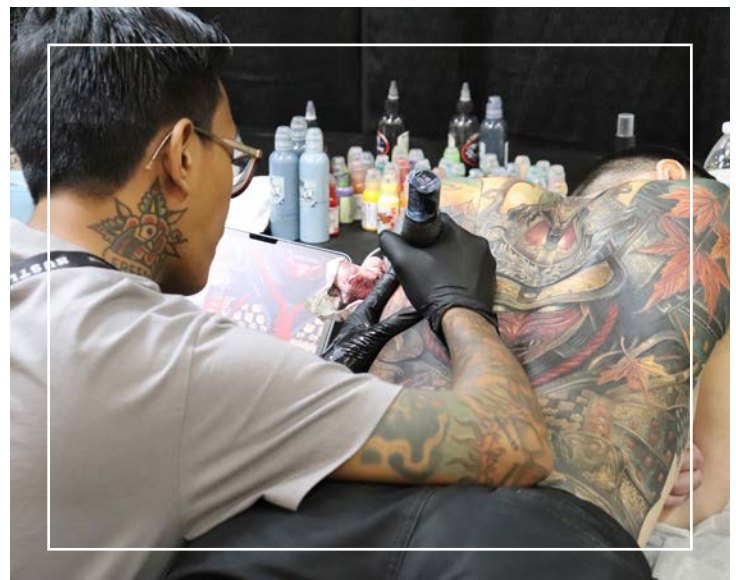
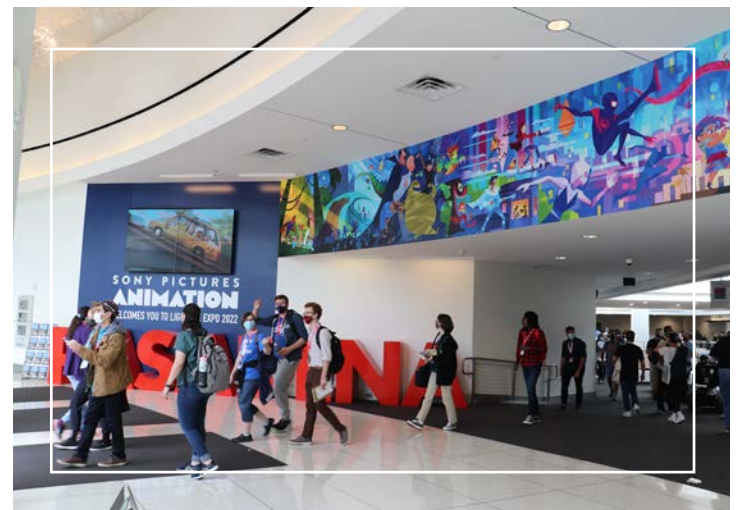
	GOAL	ACTUAL	% OF GOAL
PCOC TOTAL			
	\$10,925,000	\$12,883,000	118%
CONVENTION CENTER			
	\$4,200,000	\$5,053,000	120%
CIVIC AUDITORIUM			
	\$1,325,000	\$1,719,000	130%
ICE SKATING CENTER			
	\$2,900,000	\$3,165,000	109%

CONVENTION CENTER

EVENTS

Since 1973, the state-of-the-art Pasadena Convention Center has impressively played host to 118 events and drew a staggering 329,760 attendees, encompassing a diverse range of gatherings spanning entertainment, consumer affairs, business meetings, scientific forums, and international conferences.

- American Public Power Association Engineering & Operations Conference
- CA School Nutrition Association Annual Conference
- CatCon
- CATESOL Annual Conference
- ChristmasCon
- Disaster Planning for California Hospitals
- Golden State Tattoo Expo
- Got Sole
- 34th Annual Great Minds in STEM Conference
- ISTFA Intl Symposium for Testing & Failure Analysis
- Lightbox Expo
- MonsterPalooza
- 2022 NISAR Science Community Workshop
- 2023 NOBULL CrossFit Games Semifinals
- PowerMorphicon
- 2023 Annual SoCal Linux Expo
- Solution Tree RTI at Work Institute



CUSTOMER SERVICE

The Pasadena Convention Center's team of event professionals and service providers consistently delivered exceptional service to their clients, achieving a perfect customer satisfaction score of 4.0 out of 4.0. These outstanding survey results serve as concrete evidence of PCOC's unwavering dedication to excellence.



CIVIC AUDITORIUM



The illustrious Pasadena Civic Auditorium has graced the Los Angeles arts and culture landscape for more than nine decades. It remains a shining star and a venue of choice for hosting live performances, television productions, cultural concerts, graduations, and corporate events.

This year was particularly remarkable, with the auditorium playing host to “America’s Got Talent: Season 17 Live Shows!,” “America’s Got Talent: Season 18 Auditions,” and the prestigious NAACP Image Awards.

The Pasadena Civic Auditorium operated 187 event days with 45 events and film productions including:

- America’s Got Talent Season 17 Live Shows! (14 shows)
- America’s Got Talent Season 18 Auditions (26 shows)
- Bernadette Peters in Concert
- Dancing with the Stars: Live! 2023 Tour
- Eric Chou World Tour
- ICONIC Concert
- Into the Woods
- NAACP Image Awards
- ONEUS Concert
- Prem Rawat Words of Peace
- Yoga Lin!



187
event days

ICE SKATING CENTER

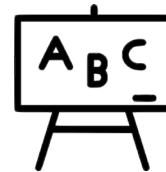
The Pasadena Ice Skating Center drew in tens of thousands of skaters last year. The “Coolest Place in Pasadena” maximizes its facility usage with daily public sessions, year-round group classes for figure skating and hockey, private lessons, birthday parties, youth and adult hockey leagues, curling, private rentals, and a plethora of other activities.



87,136
public session
skaters



34,704
skate rentals



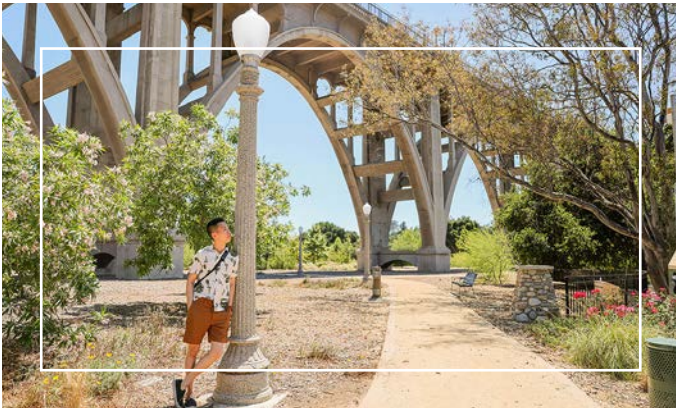
5,115
skating school
participants

HIGHLIGHTS

- Skating school group classes grew at a record-breaking pace, with over 1,000 group class skaters per week each semester.
- The Pasadena Figure Skating Club hosted a National Qualifying Series competition in September with nearly 450 skaters.
- The 37th Annual ISI rink competition was held April 28-30 with 346 skaters – and 575 events entries – with 45 coaches representing 12 local SoCal rinks.
- The Little Kings program in Pasadena continued to sell-out introducing 126 first-time beginner hockey skaters to the Pasadena Ice Skating Center.
- The Pasadena Maple Leafs (PML) youth hockey association completed an outstanding season with the PML 12U team becoming the SCAHA (Southern California Amateur Hockey Association) Champions and CAHA (California Amateur Hockey Association) State Champions and the Rose City Pats 18U AA team becoming the CAHA State Champions.



VISIT PASADENA



Visit Pasadena continued its efforts to inspire travel to the destination. A robust marketing and communications strategy continued to attract leisure travelers for overnight visitation and promote Pasadena as a premier meetings destination in Southern California. Sales efforts capitalized on targeted sales and marketing efforts to bolster the influx of meetings, conventions and tradeshows coming to Pasadena.

HOTEL TRENDS

Hotel performance indicators including occupancy, ADR, and revPAR are all trending in a positive direction.

	Occupancy	Average Daily Rate (ADR)	Revenue Per Available Room (RevPAR)	Revenue
FY23	73.9%	\$201.57	\$148.88	\$138.8M
FY22	65.9%	\$191.37	\$126.07	\$108.4M

SIMPLEVIEW INVESTMENT

A critical investment Visit Pasadena made in FY23 was a new customer relationship management system, Simpleview CRM. Designed specifically for destination marketing organizations, Simpleview CRM will enable Visit Pasadena to manage partner relationships, marketing automation, meetings and event sales management, and all aspects of the destination in one convenient place.

VISITOR PROFILE STUDY

A key component of the FY23 Marketing Plan was to undertake a research project designed to provide insight into our current and potential visitors. Visit Pasadena enlisted SMARInsights to conduct the research and results were released during the Pasadena National Travel and Tourism Week Celebration in May 2023.

HIGHLIGHTS:

- 50% of Pasadena's overnight visitors live in CA. Other top states include AZ, TX, NV, FL and WA.
- The trip planning window is short – most trips are planned in less than a month.
- Pasadena visitors take an average of 11 trips per year and spend an average of 3 nights in Pasadena.
- Pasadena attracts mostly couples and young families, who are high income, college educated, and diverse.
- Increasing Pasadena's image around romance would strengthen its competitive position.
- Promoting Pasadena as a place to visit for non-California residents to visit can increase average trip spending.
- Leveraging proximity to Los Angeles and its attractions and attributes will motivate Los Angeles visitors to include Pasadena as part of their trip or to return on their next trip.

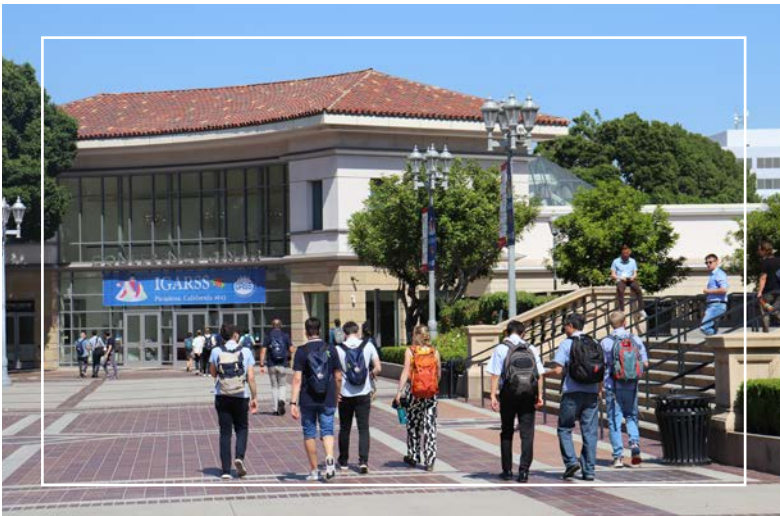
MEETINGS AND SALES

ROOM NIGHTS BOOKED FOR FUTURE BUSINESS

Our sales deployment remained focused on key areas of opportunity such as our strong client base of SoCal associations, scientific meetings, and our local corporate market. The sales team successfully booked 35,797 room nights.

Highlights include:

- Trader Joe's, August 2025, 1,905 room nights
- Antiquarian Booksellers' Association of America, February 2023, 723 room nights
- American Youth Soccer Organization, March 2023, 1,338 room nights
- American Choral Directors Association, March 2024, 1,455 room nights
- EarthScope Consortium GAGE/SAGE Science Workshop, March 2023, 1,250 room nights
- 2023 NOBULL Crossfit Games Semifinals, May 2023, 911 room nights



CITYWIDE CONVENTIONS

Visit Pasadena hosted 5 citywide conventions who brought tremendous economic value to the city.

- CATESOL, Sept 28-Aug 3, 800 room nights
- Great Minds in STEM, Oct 4-8, 3,810 room nights
- Lightbox Expo, Oct 12-17, 2,425 rooms nights
- California School Nutrition Assn, Oct 20-23, 1,430 room nights
- American Youth Soccer Assn, March 15-19, 1,047 room nights



MEETING PLANNER EVENTS

The team participated in trade shows, appointment shows and networking events to help bring awareness to Pasadena and its offerings.

- ASAE Annual Meeting & Exposition
- CalSAE Seasonal Spectacular
- Connect Marketplace
- Connect West
- Destination California
- Holiday Showcase
- IEEE Convene
- IMEX America
- Independent Planner Education Conference
- Visit California Roadshow to Denver and Seattle
- Smart Meetings California
- Showcase 2023
- Washington, DC Client Luncheon



SITE INSPECTIONS

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

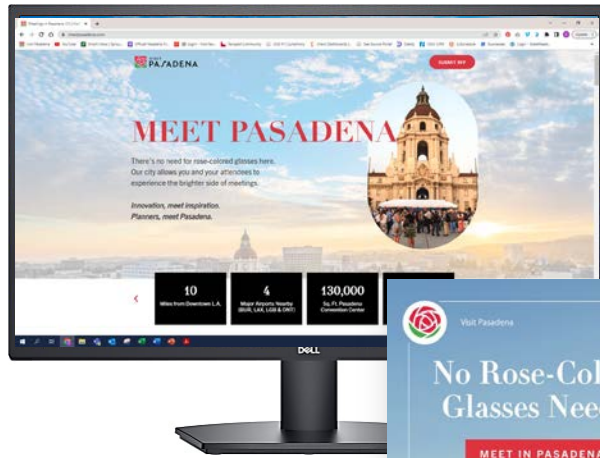


MEETING PLANNER CAMPAIGN

Visit Pasadena executed meetings marketing initiatives to build awareness from target markets and support the sales annual room night goal. Target markets included corporate, national and state associations, and engineering, scientific and technology meetings.

The programmatic display and social distribution strategy targets meeting planners where they consume media today, specifically on LinkedIn, Facebook, and Instagram.

The messaging positions Pasadena as a fun place to meet, with a walkable downtown, global cuisine, iconic landmarks, beautiful and green streets, historic architecture, warm/friendly people, and strong intellectual and innovation resources.



CVENT

Visit Pasadena increased its presence on CVENT, the preeminent website database for meeting planners during their site selection and RFP process with a Diamond Plus Advertising Package and targeted advertising to meeting planners searching for Los Angeles and Orange County.

CVENT 2023 EXCELLENCE AWARDS FINALIST

Visit Pasadena was selected as a 2023 Hospitality Professional Excellence Awards Finalist in the Hometown Hero category. The award recognized Visit Pasadena for its tech-driven campaign targeting meeting planners who showed interest in hosting a business meeting in nearby regions during fall 2022 and spring 2023 quarters.

LEISURE TOURISM MARKETING

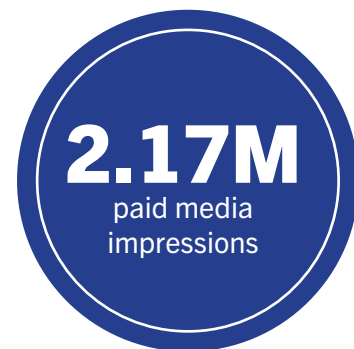
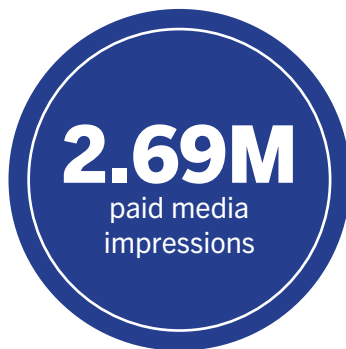


EXPERIENCE SUMMER CHILL 2022 CAMPAIGN

Visit Pasadena launched the “Sunshine and Roses” campaign in the Spring of 2022 to reframe perspectives and traveler sentiment, moving away from COVID and safety regulations, and transitioning to a more fun, upbeat tone to highlight Pasadena and rebuild the community. The campaign positioned Pasadena as a sunny, bright, and welcoming location with lots of food, outdoor activities, and Instagram-worthy spots to explore.

MAKE TIME FOR PASADENA BUCKETLIST

Visit Pasadena launched the “Make Time for Pasadena” campaign in the Winter of 2023 to align with consumer sentiments emphasizing quality time with friends, family, and promoting self-care. The imagery included people enjoying time in Pasadena while the graphics resembled a “bucketlist” and animated HTML5 ads were utilized.



THE PASADENA OFFICIAL VISITORS GUIDE & SUMMER EXPERIENCE 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 2022 reaching people as they plan their trips and once they arrive. A new Summer Experience Guide provided an indepth look at summer events and attractions. The guide is distributed in Pasadena and Los Angeles hotels, attractions, major airports and California welcome and visitor centers.



VISITOR HOTLINE

The Visitor Hotline reopened in December 2022. Over the decades, the line has been a valuable resource for both residents and tourists alike. The 2022 kickoff included a special appearance from the Tournament of Roses Royal Court, who answered calls regarding the Rose Parade, Rose Bowl Game, Float Fest, Equest Fest, and more. An accompanying Rose Parade Guide was also launched on visitpasadena.com allowing guests to easily find information during non-operating hours.



LOCAL BUSINESS SUPPORT - AUTHENTICALLY YOURS CITYWIDE HOLIDAY CAMPAIGN

Visit Pasadena and the City of Pasadena Economic Development Division partnered to host an “Authentically Yours” holiday campaign to coincide with Small Business Saturday. The campaign included a social media collaboration with the Tournament of Roses featuring the Royal Court. Eight reels were produced showcasing different small businesses within Pasadena where shoppers could obtain a limited-edition shopping tote. Additional welcome stations at small businesses across Pasadena were also chosen to hand out bags to any shoppers during the campaign timeframe.



27
welcome stations

72.7k
Instagram reel views

FESTIVAL ACTIVATIONS AT ROSE BOWL

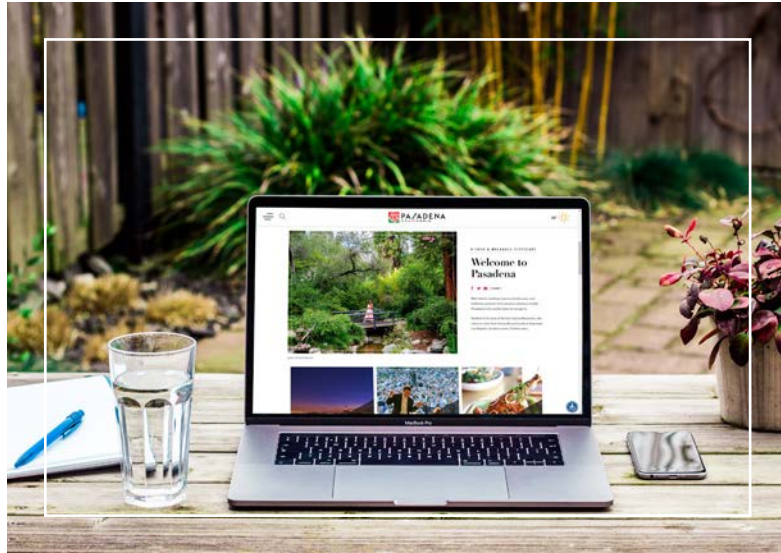
To compliment the summer-long music festivals at the Rose Bowl, Visit Pasadena hosted a brand activation at Cruel World Festival, Just Like Heaven, and Head in the Clouds providing visitor resources to concert attendees. The activation included giveaways, a photo op wall, matching information table and a cooling station.



BOBA TRAIL

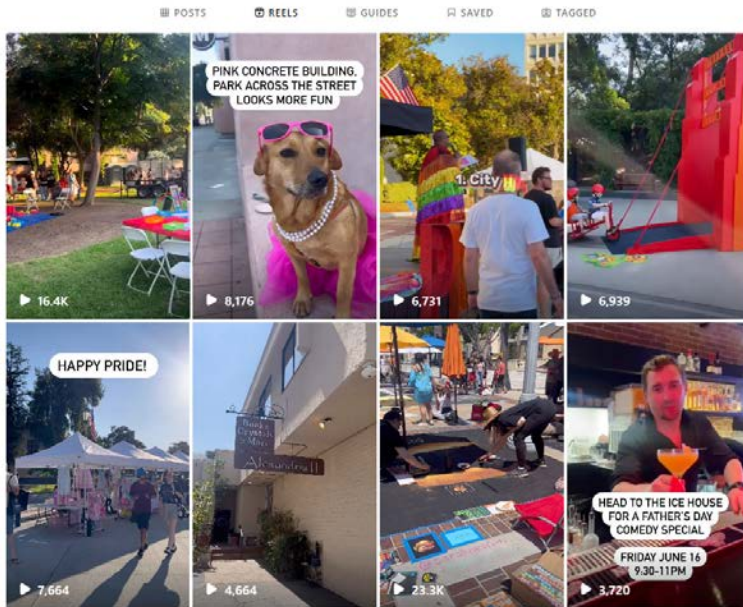
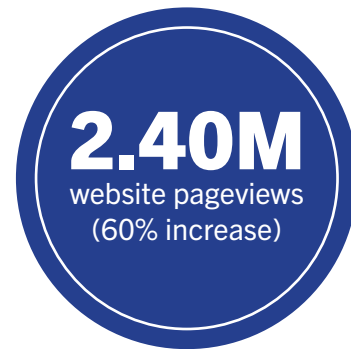
To encourage food-related tourism and to give the city a unique “signature food,” Visit Pasadena created a 30-location boba trail with graphics, addresses, and an accompanying webpage. Those who complete the trail have ability to claim an exclusive boba-themed prize. Pins, stickers, and additional collateral will also be used to promote the trail at IMEX 2023 in Las Vegas in October.

DIGITAL EFFORTS



WEBSITE

The Visit Pasadena website 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 the implementation of page heirarchies.

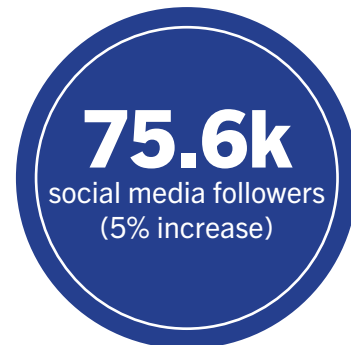


SOCIAL MEDIA

Travelers are much more likely to use visual social media platforms to find destination inspiration, research hotels, and plan activities. Visit Pasadena continues to evolve its strategies by increasing video content to engage, entertain, and disseminate information to new and current audiences. Instagram Reels have become the preferred method of video viewing amongst our target audience.

CROWDRIFF

This year, Visit Pasadena partnered with Crowdriff to source social media photos to expand its image library and b-roll video. The team also created a media hub within the platform to easily share approved content with press, partners, and clients.



COMMUNICATIONS

Through Visit Pasadena's robust public relations efforts, the Communications team brought national attention with 189 media mentions in publications such as Smart Meetings, Sunday Times Ireland, Travel & Leisure, Forbes and the Toronto Star.

MEDIA TRADESHOWS

Domestic media receptions and international media missions are key platforms Visit Pasadena participated in to engage with editors, producers, freelance journalists, and digital influencers in target media markets.

- TravMedia's International Media Marketplace
- PRSA Travel & Tourism Conference
- US Travel's IPW International Marketplace
- Visit California Canada Media Mission
- Visit California San Francisco Media Reception



HOSTED MEDIA

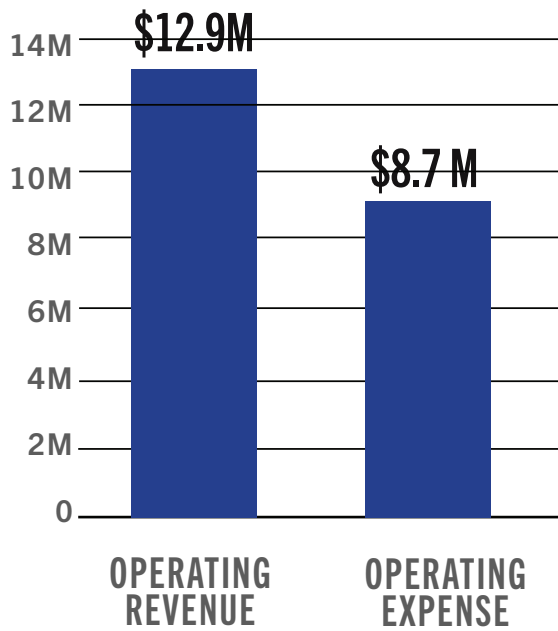
Individual media visits were secured to promote Pasadena with the goal of earning valuable editorial coverage. The Communications team hosted 19 media journalists.

- Chris Dong, freelance journalist
- Christina Fuoco, Times Group Publications
- Milena Monrroy, NBC Los Angeles
- Vicki Notaro, Sunday Times Ireland
- Molly O'Brien, freelance journalist
- Nneka Okona, freelance journalist
- Melissa Perdigao, The Kit/Toronto Star
- Whitney Phaneuf, AAA VIA
- Secret Los Angeles
- Morgan Saltz, Smart Meetings
- Nikki Star, Blogger, Where's The Frenchie?
- Laura Studarus, Shondaland
- Megan Varela, Matador Network
- Jill Weinlein, Beverly Press
- Erica XX, Phoenix Satellite TV
- Alicia Tenise Chew, Content Creator
- Jacob Fu & Esther Lee, Local Adventurer
- Tommy Lei, Content Creator
- April & Justin Moore, Content Creator

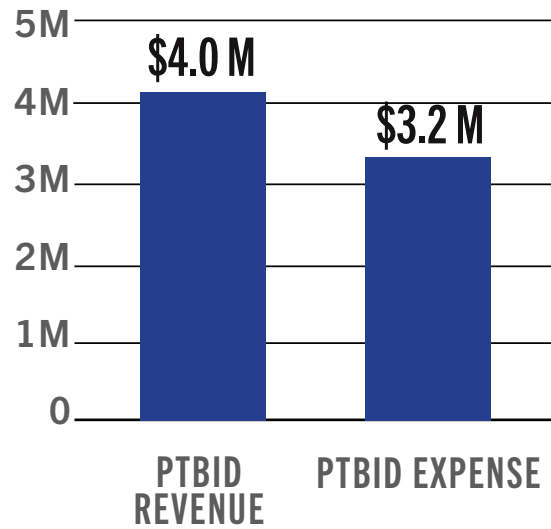


FY23 FINANCIALS

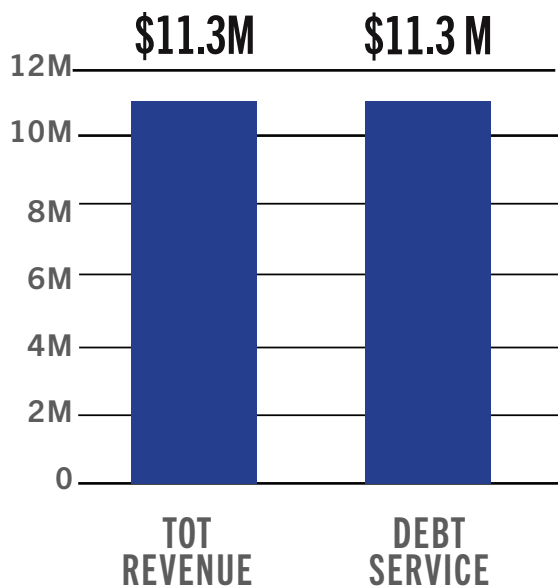
PASADENA CONVENTION CENTER, CIVIC AUDITORIUM & ICE SKATING CENTER EXPENSES



PASADENA TOURISM BUSINESS IMPROVEMENT DISTRICT (TBID) REVENUE & EXPENSES



TRANSIENT OCCUPANCY TAX (TOT) REVENUE & EXPENSES



FY23 BOARD

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Jeff Michael
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Mike Owen
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Blair Salisbury
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PCOC KEY STAFF

Michael Ross
CEO

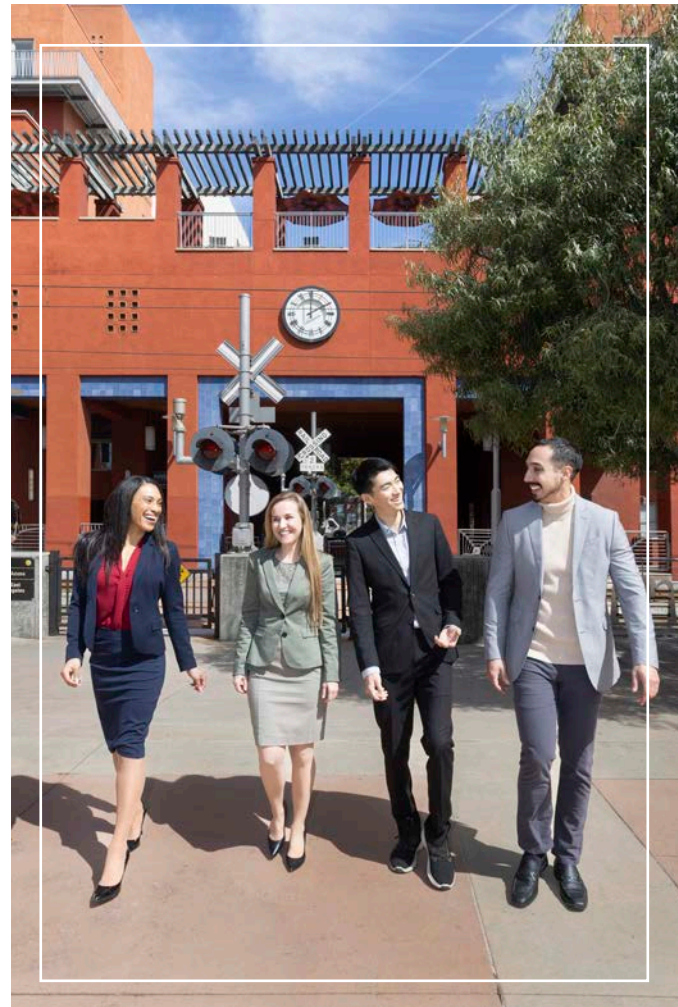
Kristin McGrath
Executive Director, Visit Pasadena

Naz Sabripour
Executive Director, Pasadena Convention Center

Christine Susa
Director of Marketing & Communications

Margie Christ
Director of Human Resources

Phuong Wong
Director of Finance





THE AUDITORIUM OF THE CITY OF PASADENA

PASADENA



VISIT
PASADENA