

**Pasadena Tourism Business
Improvement District**

TBID ANNUAL REPORT

FY23





LETTER FROM THE EXECUTIVE DIRECTOR



Dear Partners,

I'm excited to share our outstanding achievements in inspiring travel to our beloved destination. Over the past year, our dedicated team has worked tirelessly to promote Pasadena as a premier leisure and business event destination.

Our marketing endeavors have been instrumental in drawing visitors to our city. The dynamic campaigns we've executed across digital, social media, and traditional platforms have effectively showcased Pasadena's picturesque landscapes, world-class dining, cultural richness, and vibrant events.

We launched a robust digital meetings marketing campaign to showcase the irresistible charm of Pasadena as a meetings destination to a broader audience.

Visit Pasadena had the pleasure of welcoming three accomplished industry professionals to our team. Our newly appointed Communications Manager, Destination Services Manager, and Sales Associate have brought fresh perspectives and energy to our sales and marketing strategies.

This year also marked a significant milestone as we secured the renewal of the Pasadena Tourism Business Improvement District for a ten-year period. We are immensely grateful for your support and continued partnership.

Sincerely,

Kristin McGrath
Executive Director, Visit Pasadena

LETTER FROM THE CHAIR



Dear Friends and Colleagues,

It is a great pleasure to share with you the remarkable progress Visit Pasadena has made in reviving our tourism sector over the past year. The Visit Pasadena team's commitment to showcasing Pasadena's inspiring charm, diverse culinary and retail landscape, and vibrant arts and culture scene remains steadfast.

Our robust strategic marketing and communications efforts have been instrumental in attracting leisure travelers for overnight visitation. Our sales efforts have truly excelled, demonstrating a critical step forward in Pasadena's comeback and establishing our leading position in the market. Our team's dedication and expertise brought an influx of meetings and events that bring visitors to explore our world-class destination while fostering valuable connections and business opportunities for our local communities.

I want to extend my deepest gratitude to the dedicated team at Visit Pasadena, our esteemed partners, and our supportive community. Your unwavering support and collective efforts have been the driving force behind our success.

In closing, I look forward to another year of achievement and growth. Together, we will continue to write the success story of Pasadena's tourism industry.

Sincerely,

A handwritten signature in black ink, appearing to read 'T. Hampton', written in a cursive style.

Tyron Hampton
Board Chair, Pasadena Center Operating Company



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PASADENA TBID

ABOUT

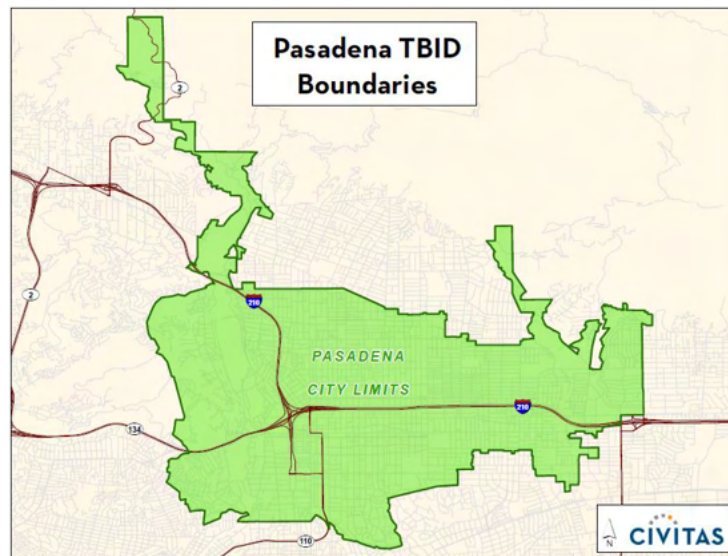
Developed by the Pasadena Center Operating Company and approved by the Pasadena City Council, the Pasadena Tourism Business Improvement District (PTBID) is an assessment district proposed to provide specific benefits to payors, by funding targeted marketing and sales promotion efforts. This approach has been used successfully in over 100 California destinations to provide the benefit of additional room night sales to payors.

BOUNDARIES

In FY23, there were no changes to the boundaries within the PTBID.

For FY24, the PTBID will include all lodging businesses, existing and in the future, available for public occupancy within the boundaries of the City of Pasadena, as shown in the map below. A listing of lodging businesses within the proposed PTBID can be found in the appendix.

Lodging business means: any structure, or any portion of any structure, which is occupied or intended or designed for occupancy by transients for dwelling, lodging or sleeping purposes, and includes any hotel, inn, tourist home or house, motel, studio hotel, bachelor hotel, lodging house, rooming house, apartment house, dormitory, public or private club, mobilehome or house trailer at a fixed located, or other similar structure or portion thereof.



CHANGES TO ASSESSED BUSINESSES

In FY23, the Pasadena Hotel & Pool (formerly The Hotel Constance) opened on September 1, 2022.

In FY24, starting July 1, the PTBID will include all short term rentals located within the boundaries of the City of Pasadena. There are approximately 160 permitted short term rentals in the city. The Sheraton Pasadena will be rebranded as Hotel Dena, a Tribute Portfolio Hotel, in July 2023.



ASSESSMENT

ASSESSMENT

There was no change in the method and basis of levying the assessment in FY23.

In FY24, the district assessment will increase from 2.89% to 3.89% between July 1, 2023 – June 30, 2024 and increase from 3.89% to 4.89% between July 2024 – June 30, 2033 of gross room rental revenue. The annual assessment rate is 3.89% of gross short-term room rental revenue on lodging businesses. Based on the benefit received, the assessment 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. Assessed businesses which are delinquent in paying the assessment shall be responsible for paying any delinquencies, penalties and interest as stated in the TBID Management District Plan.

COLLECTION

The City is responsible for collecting the assessment on a monthly basis (including any delinquencies, penalties and interest) from each lodging business located in the PTBID.

DURATION

We are reporting on the final year of the five (5) year PTBID term from July 1, 2022 through June 30, 2023. In March 2023, the PTBID was renewed for a ten (10) year life, beginning July 1, 2023, and continuing through June 30, 2033. 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 serves 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.

FY23 ACCOMPLISHMENTS



INSPIRING TRAVEL TO PASADENA

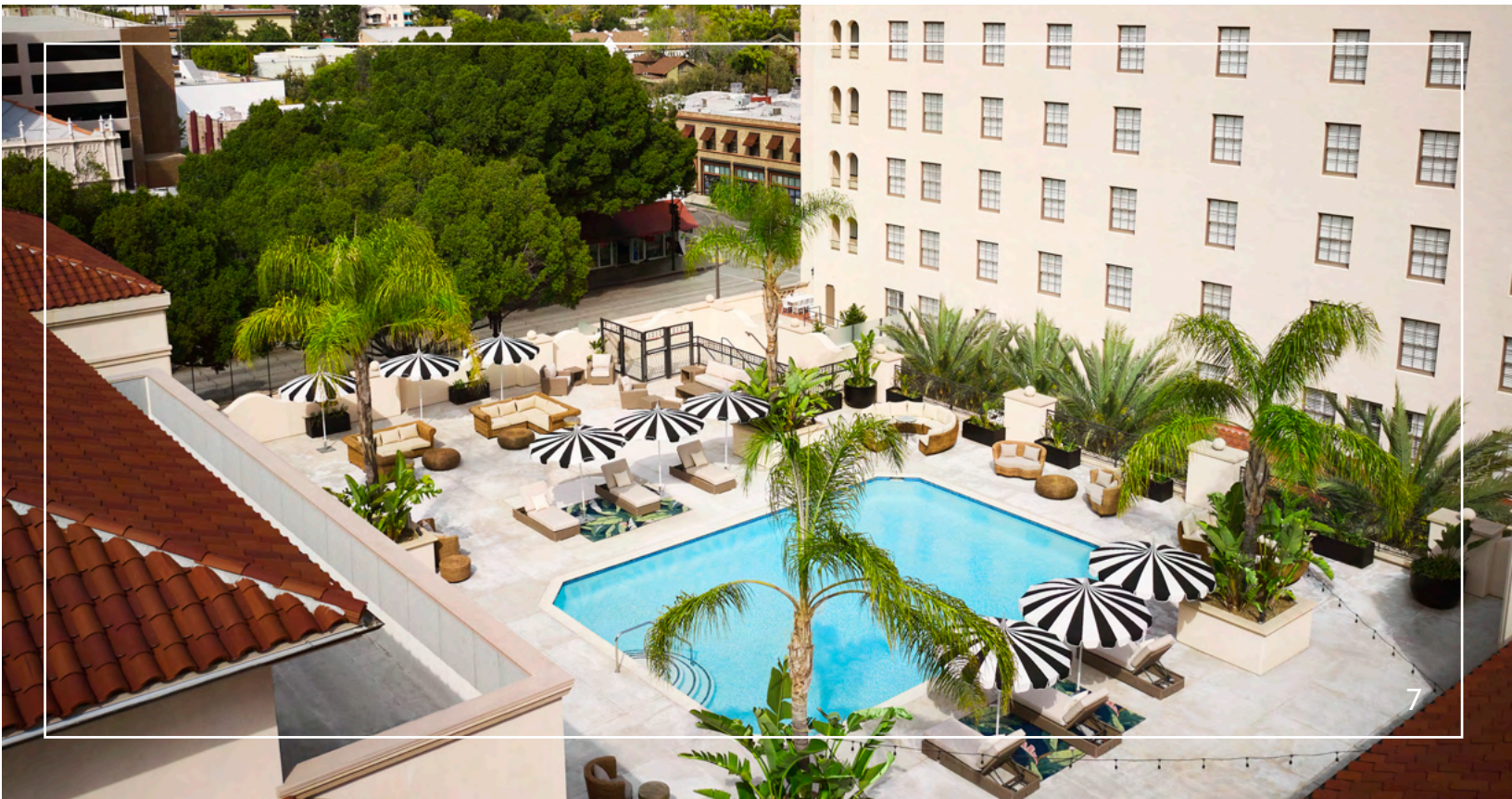
Visit Pasadena has diligently endeavored to inspire travel and accelerate tourism recovery. A robust marketing and communications leisure strategy continued to attract leisure travelers for overnight visitation. Sales efforts capitalized on targeted sales and marketing efforts to bolster the influx of meetings, conventions and tradeshows coming to Pasadena.

HOTEL TRENDS

Hotel performance indicators including occupancy, average daily rate, 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

Source: STR



MEETINGS AND SALES

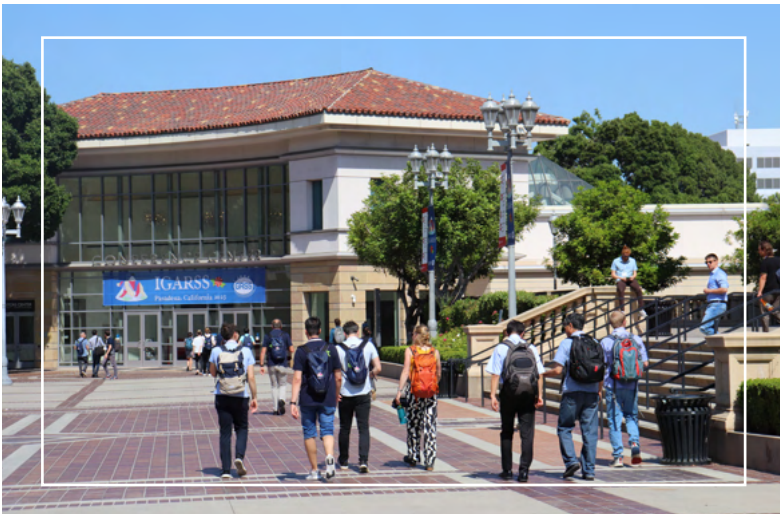
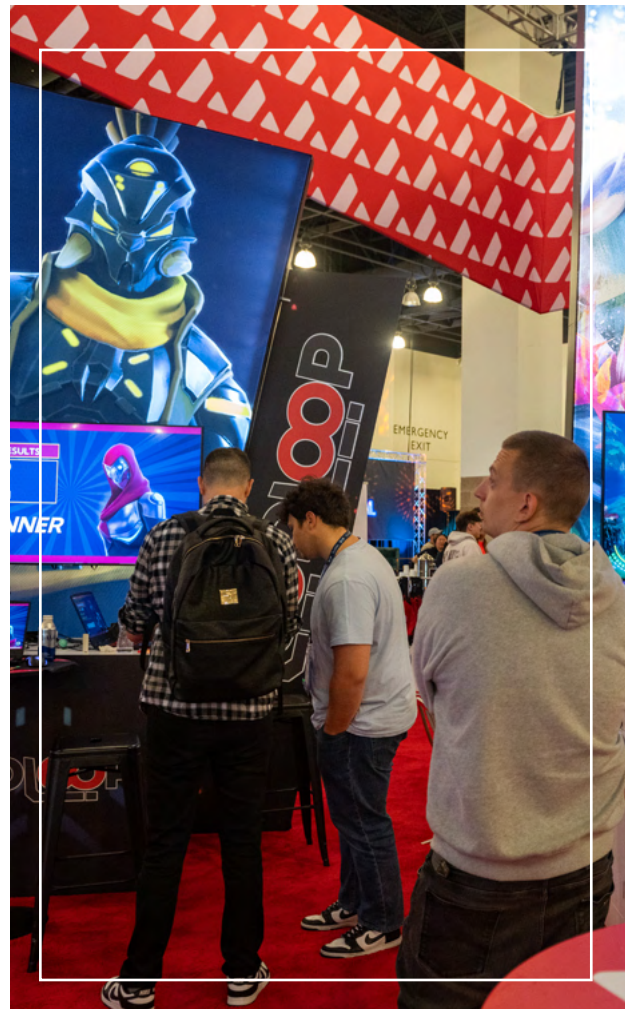
ROOM NIGHTS BOOKED FOR FUTURE BUSINESS

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 booked.

Highlights include:

- Trader Joe's, August 2025, 1905 room nights
- Antiquarian Booksellers' Association of America, February 2023, 723 room nights
- American Youth Soccer Organization, March 2023, 1338 room nights
- American Choral Directors Association, March 2024, 1455 room nights
- EarthScope Consortium GAGE/SAGE Science Workshop, March 2023, 1250 room nights
- 2023 NOBULL Crossfit Games Semifinals, May 2023, 911 room nights

35,797
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, 3810 room nights
- Lightbox Expo, Oct 12-17, 2425 rooms nights
- California School Nutrition Assn, Oct 20-23, 1430 room nights
- American Youth Soccer Assn, March 15-19, 1047 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.



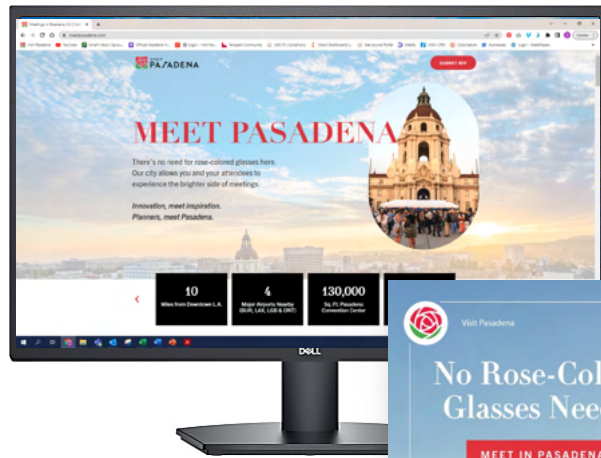
MEETINGS MARKETING

MEETING PLANNER CAMPAIGN

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

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

The messaging positions Pasadena as a fun place to meet, with a safe, walkable, great downtown, global cuisine, iconic landmarks, beautiful and green streets, historic architecture, warm/friendly people, aspirational and inspirational destination.



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 interested in hosting a business meeting in nearby Orange County during fall 2022 and spring 2023 quarters.

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 Monroy, 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

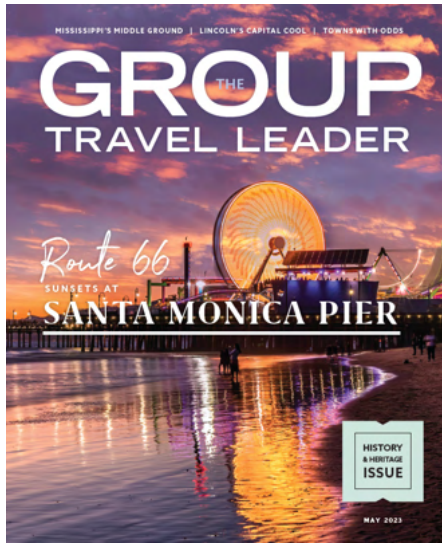


MEDIA COVERAGE

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.



- Total Mentions: 189
- Total Aggregate Readership: 1.1 Billion
- Total Blogs Readership: 25.91 Million
- Total Television Aggregate Readership: 1.4 Million



Group Travel Leader
Circulation: 30K



Smart Meetings
Circulation: 44K



For a real-life Barbie princess adventure: Pasadena



The Langham Huntington in Pasadena is a blush-pink Barbie dream house of Caroline Tran / Visit California

Where to stay: A majestic 100-year-old estate that sprawls across 23 acres, the *La* Huntington hotel is as close as it gets to a real-life version of a Barbie palace. The luxe, but the hotel is also remarkably kid-friendly. Children can opt in to the *La* Passport and complete a scavenger hunt for treats, or spend the day by the pool s sandwiches. For adults, a visit to the *Chuan* spa is non-negotiable. Book a custom spend the afternoon floating between the sauna, herbal steam room, whirlpool at room," where you can drift off a waterbed with a glass of chilled bubbly on stand

Drink & dine: For a relaxed dinner experience, restaurant-meets-cheesy *Agnes* ricks off all the bases. The crowd is buzzing, the service is friendly and the food i into the pink, cherry-dotted cornbread éclair with chicken liver mousse, or for le, palates, the fresh radiator pasta with stracciatella and basil ribbons is a hit. Over *La* Huntington, the *Chuan* spa is a must-visit for anyone looking for a real-life Barbie

Toronto Star
Readership: 62M
The Kit
Readership: 144K

This Southern California City Now Has a Boba Trail With More Than 30 Bubble Tea Shops

Whether you call it bubble or boba tea, this SoCal city is all about the big straws.

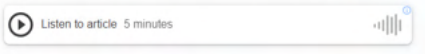


Travel + Leisure
Readership: 11M

6 Ways To Relive Apple TV's 'Shrinking' In Pasadena

Joe Silis Contributor
I'm a freelance writer, explorer, and photojournalist.

Jun 7, 2023, 06:07pm EDT



Pasadena's iconic Colorado Street Bridge is illuminated by the city's famous sunset glow. visit PASADENA

Apple TV's "Shrinking" is as cozy, sunny and charming as the city it's set in – Pasadena, California – creating a comfy space to talk about the heavier topics, such as grief, dysfunction, and racial optics.

Chances are, you've seen Pasadena appear in popular films and

Forbes
Readership: 60M



Discover the Charm of Pasadena: A Guide To the City's Best Restaurants and Things To Do

Pasadena, California, really does have something for everyone: food lovers, sports fans, those who crave for the entertainment, and history buffs will all find something to love in this city. Pasadena provides options for both families, couples, and even solo travelers.

Things to do in Pasadena
Burlington Arcade

Headed to the Arts District, the Burlington Arcade shopping mall offers a shopping experience reminiscent of the historic streets of London. The arcade's charming architecture, complete with ornate cast-iron facades, transports visitors to the other side of the world. There is a variety of shops to explore, ranging from delightful flower shops to coffee and book shops. Whether you're in search of a special gift, or just want to enjoy a stroll of old-fashioned charm, you'll find delightful surroundings. And the Burlington Arcade is a great place for those seeking a taste of London in Pasadena.

Comedy Show at Ice House



Patience looking for a night filled with laughter and entertainment, visit to the Ice House Comedy Club in Pasadena is an absolute must. As one of the oldest comedy clubs in America, it has a rich history and a reputation for hosting some of the most well-known comedians. The club is a great place to enjoy a night of laughter and entertainment.

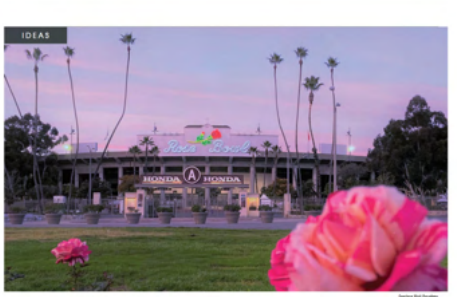
Matador Network
Readership: 1.5M

SMALL MARKET MEETINGS

COST-SAVING TIPS | COLLEGE SPORTS VENUES | WILMINGTON, NORTH CAROLINA



Small Market Meetings
Circulation: 19K



TAKING THE FIELD

College sports venues offer fascinating meeting possibilities

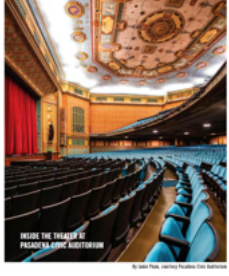
A n electric energy surrounds the arenas and stadiums where beloved college teams play. Tallgating, tasty stadium food and thousands of fans thunderously cheering on their favorite teams make for epic game-day experiences. In addition to hosting the thrilling world of college sports, many athletic venues have special meeting and event facilities. With specially designated event spaces, plentiful catering options and event coordinating staff, they can be amazing venues for everything from the most casual reception to formal business meetings.



PASADENA CIVIC AUDITORIUM

Home to the Daytime Emmy Awards, NAACP Image Awards and "America's Got Talent", Pasadena Civic Auditorium wasn't always a famous spot to film television shows. The auditorium was built in the 1920s in the Italian Renaissance palazzo style with beautiful interior and exterior tile work as part of Pasadena's Beaux Arts civic center. In the 1940s, the auditorium became a popular place for broadcasters to do live remotes featuring big band and swing artists, including Les Brown, Jimmy Dorsey and Stan Kenton. After World War II, the facility attracted radio broadcasters and evangelists, while still serving as a concert venue. Over the years, the likes of Louis Armstrong, Michael Jackson, The Doors, Guy Lombardo, Deep Purple and Eric Clapton graced its stage.

Now, meeting groups can take advantage of this storied building. The main floor of the auditorium has 1,800 fixed seats with 98 installable orchestra pit seats. The loge seats 560 and the upper balcony seats 459. The Gold Room, on the second floor, is perfect for smaller meetings, receptions or dinners of up to 300 guests. The room has hosted many a gala and has also been a location for various television shows, including "Scandal". The 17,000-square-foot exhibition hall, which is behind the auditorium stage, was recently restored after serving as home to conventions, dances and an ice rink.



INSIDE THE TREASURE OF PASADENA CIVIC AUDITORIUM



PASADENA CIVIC AUDITORIUM

LEISURE TOURISM MARKETING

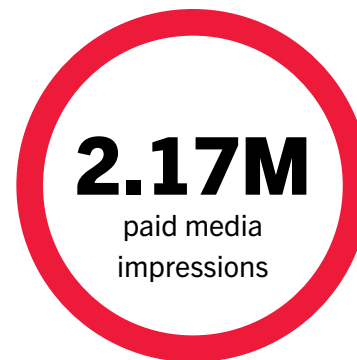


EXPERIENCE SUMMER CHILL 2022 CAMPAIGN

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

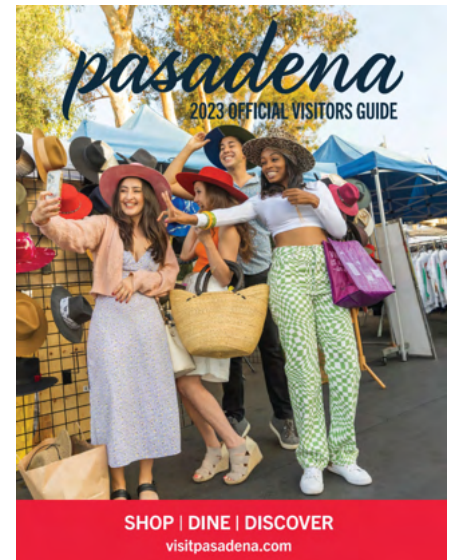
Visit Pasadena launched the “Make Time for Pasadena” campaign in the Winter of 2023 to align with consumer sentiments emphasizing quality time with friends, family, and promoting self-care. The imagery included people enjoying time in Pasadena while the graphics resembled a “bucketlist” and animated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



THE PASADENA OFFICIAL VISITORS GUIDE

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. This year, the guide prominently celebrated the Rose Bowl Stadium's Centennial; the return of the Tournament of Roses; and Pasadena's exciting restaurant community.

- 60,000 copies and digital edition
- Distributed in 20+ hotels in Pasadena and Los Angeles and regional airports
- Distributed within California welcome and visitor centers (Los Angeles, Oceanside, Pismo Beach, Barstow, San Francisco, Oxnard, Santa Monica and Venice Beach)
- Distributed at the Pasadena Convention Center, to meeting planners and to convention attendees
- Distributed in more than 100 locations in Pasadena and the San Gabriel Valley
- 20,000 copies per issue delivered to Los Angeles magazine subscribers
- 10,000 copies per issue delivered to Pasadena magazine subscribers



SUMMER EXPERIENCE GUIDE

This year, a new Summer Experience Guide was added to supplement the annual visitor guide with an in-depth look at summer events and attractions. The guide also spotlighted restaurant profiles and notable locations. Guides were distributed in the Pasadena Visitor Center as well as during prominent signature events like the Pasadena Chalk Festival and at various Rose Bowl music festivals.



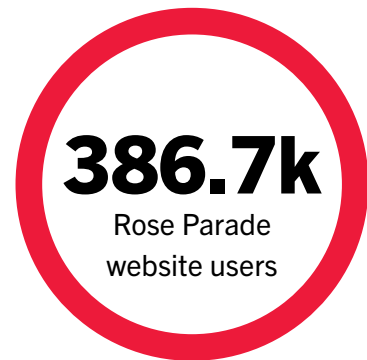
VISITORS CENTER

The Pasadena Visitors Center welcomes business and leisure travelers by providing information, brochures and maps on local attractions, lodgings, and performing arts. The Visitors Center operates five days a week and is located at the Pasadena Convention Center.



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.

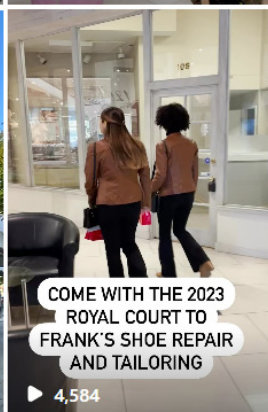
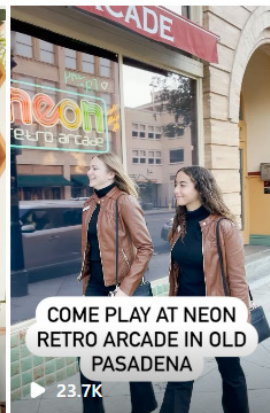
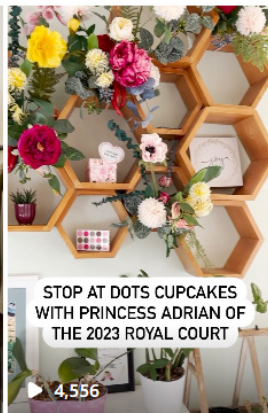


LOCAL BUSINESS SUPPORT - AUTHENTICALLY YOURS CITYWIDE HOLIDAY CAMPAIGN

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



STOP AT DOTS CUPCAKES WITH PRINCESS ADRIAN OF THE 2023 ROYAL COURT

COME PLAY AT NEON RETRO ARCADE IN OLD PASADENA

COME WITH THE 2023 ROYAL COURT TO FRANK'S SHOE REPAIR AND TAILORING

¡HOLA! SOY MICHELLE Y SOY LA PRINCESA DE DESFILE DE LAS ROSAS.

▶ 3,237

▶ 4,556

▶ 23.7K

▶ 9,035

▶ 9,037

▶ 4,584

▶ 13K

▶ 5,627

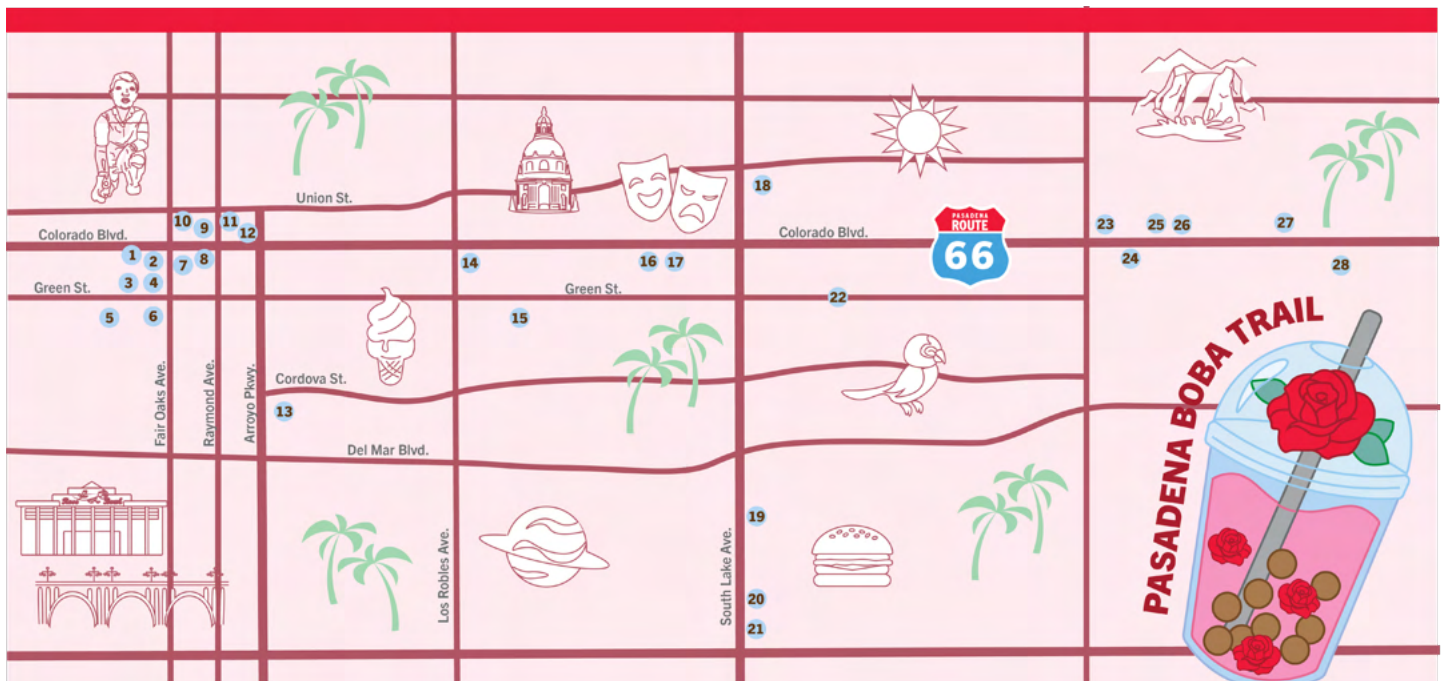


FESTIVAL ACTIVATIONS AT ROSE BOWL

To compliment the summer-long music festivals hosted 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.

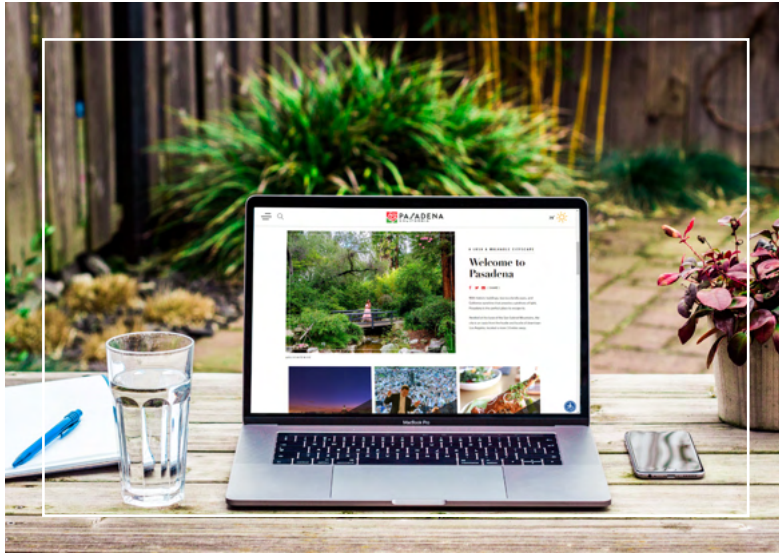
BOBA TRAIL

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.



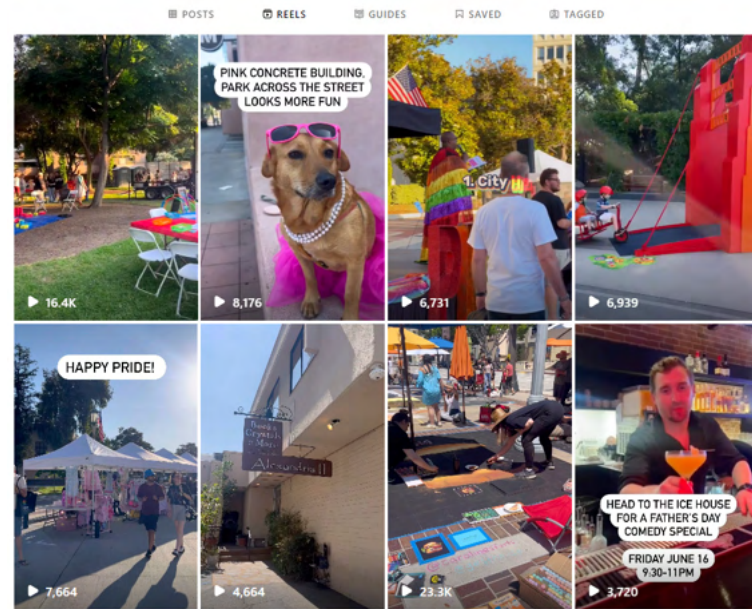
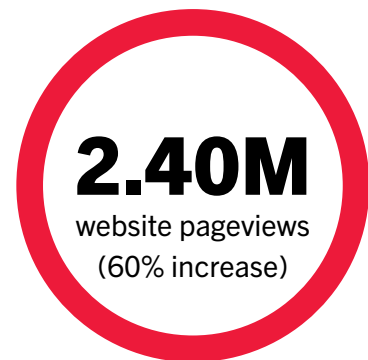
- | | | | | | | |
|--|---|---|---|---|--|--|
| 1 Sunlight Tea Studio
16 W. Colorado Blvd. | 5 Motto Tea
100 W Green St. | 9 Bearology
59 E. Colorado Blvd. | 13 Miss Cheese Tea Cafe
238 S. Arroyo Pkwy. #110 | 17 R&B Tea
766 E. Colorado Blvd. #103 | 21 TPumps
524 S. Lake Ave. | 25 Sweet Cow Cafe
1517 E. Colorado Blvd. |
| 2 Prolece Tea
19 S. Fair Oaks Ave. | 6 Jin Tea
18 W. Green St. #2008 | 10 Cha Redefine
20 Union St. #110 | 14 Ginger and Spice
Noodle & Grill
451 E. Colorado Blvd. | 18 DASH Coffee
912 Union St. | 22 L'Moon Creamery
1045 E. Green St. | 26 Bubble Puff & Tea Cafe
1543 E. Colorado Blvd. |

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.

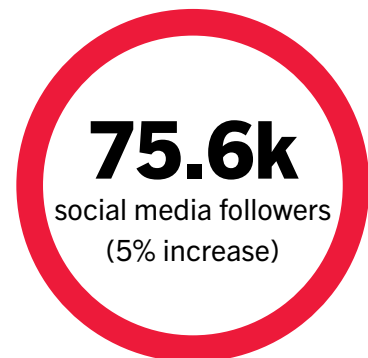


SOCIAL MEDIA

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.



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 enables Visit Pasadena to manage all aspects of our destination in one convenient place. From partner relationships to marketing automation, from meetings and event sales management to collaborating across departments, Simpleview CRM will allow Visit Pasadena to make the most of every opportunity for Pasadena.

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 Pasadena's National Travel and Tourism Week Celebration in May 2023.

KEY HIGHLIGHTS INCLUDE:

- 50% of Pasadena's overnight visitors live in CA.
- Almost 25% of overnight visitors are from AZ, TX, NV, FL and WA combined.
- 60% of visitors come for leisure trips: vacation, getaway, special event, sporting event.
- 40% of visitors come to visit friends/family, for business, or other reasons.
- The trip planning window is short – most trips are planned in less than a month.
- 46% of Pasadena leisure trips are first-time visits.
- 93% of visitors have visited the LA area previously.
- The majority of visitors are happy and plan to recommend Pasadena as a destination.
- 59% of visitors rated Pasadena as excellent.
- 39% of visitors rated Pasadena as good.
- Pasadena visitors take an average of 11 trips per year and spend an average of 3 nights in Pasadena.
- 50% of visitors spend more than \$5,000 per year on travel.
- Pasadena attracts mostly couples and young families from California.
- Leisure visitors skew slightly younger with almost 40% in the 18-34 range.
- Visitors are high income, college educated, and diverse.
- Pasadena has a strong image centered around developed product including festivals/events, high quality dining, and local/independent shopping.
- Pasadena's personality drivers are enchanting, romantic, charming, vibrant, and serene.
- They visit because Pasadena is a fun destination with lots to do and has a vibrant downtown.
- They describe Pasadena as beautiful, sunny and welcoming destination.
- In comparison with other destinations, Pasadena is highly correlated to being diverse, progressive and modern.

OPPORTUNITIES INCLUDE:

- 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.

FY23 FINANCIALS

INCOME	BUDGET	ACTUALS
TBID Assessment	\$3,600,000	\$4,030,000

EXPENDITURES	ALLOCATED	ACTUALS	PERCENTAGE
Staffing	\$1,331,000	\$1,292,000	32%
Administration Expenses	\$315,000	\$512,000	13%
Advertising	\$612,000	\$900,000	22%
Trade Show Activities	\$345,000	\$243,000	6%
Events and Sponsorships	\$242,000	\$209,000	5%
Familiarization Activities	\$58,000	\$50,000	1%
Promotional Expenses	\$97,000	\$36,000	1%
Total Expenditures	\$3,000,000	\$3,242,000	80%

TBID Reserve Fund	\$360,000	\$403,000	10%
FY23 TBID Carry Forward	\$339,000	\$385,000	10%

Note: The cumulative carry-forward includes Sales & Marketing - 18.6% and Administration Expenses - 11.4%.

FY24 IMPROVEMENTS & ACTIVITIES

The PTBID is designed to provide specific benefits directly to payors by increasing room night sales and revenue therefrom. Presented below is a summary of activities planned for fiscal year 2023-2024. These initiatives are strategically designed to boost demand for overnight visits and increase room night sales, thereby raising occupancy rates and Average Daily Rates (ADR) for assessed Pasadena lodging properties, including hotels, motels, and short-term rental establishments. For a comprehensive understanding of our strategies, please refer to Visit Pasadena's FY24 Marketing Plan.

LEISURE MARKETING AND COMMUNICATIONS

Leisure Advertising

- Craft a strategic advertising campaign aimed at boosting awareness, driving overnight visitation to Pasadena, increasing lodging business, and positioning Pasadena for long-term success.
- Implement data-driven advertising strategies across digital and print platforms, targeting specific audiences by analyzing behavioral and psychographic profiles, past visitation patterns, and growth potential.

Digital Marketing Efforts

- Enhance brand awareness and inspire travel with useful and entertaining website and social media content.
- Exemplify diversity, equity and inclusion on website and social media while being mindful of sensitive content.

Communications

- Develop compelling key messages highlighting Pasadena's distinctive attractions and offerings for travel and meetings industry journalists.
- Participate in travel public relations shows and activities to build relationships with travel and trade journalists.

Visitor Services

- Publish promotional materials such as the Pasadena Visitors Guide, summer guide, brochures, and maps.
- Operate the Pasadena Visitors Center to provide visitors with information and improve the visitor experience.

STRATEGIC PARTNERSHIPS

Partner with key tourism partners to leverage opportunities including the Tournament of Roses, Rose Bowl Stadium, City of Pasadena Economic Development, Districts: Old Pasadena, Playhouse Village, South Lake Ave, Caltech, JPL, ArtCenter, Pasadena City College, and Innovate Pasadena.

BUSINESS EVENTS MARKETING & SALES

Client Facing Industry Events

Participate in a variety of regional and national traditional trade shows, as well as appointment shows, to promote the destination and conduct one-on-one sales conversations with meeting planners.

Customer Site Tours

Encourage and offer personalized tours for prospective planners that give a behind-the-scenes, in-depth look at the city of Pasadena and showcase the best the destination has to offer.

Industry Associations

Hold membership in local and national industry associations, become involved by serving on committees/boards, and attend industry meetings to increase contact with prospective clients.

Sales Prospecting

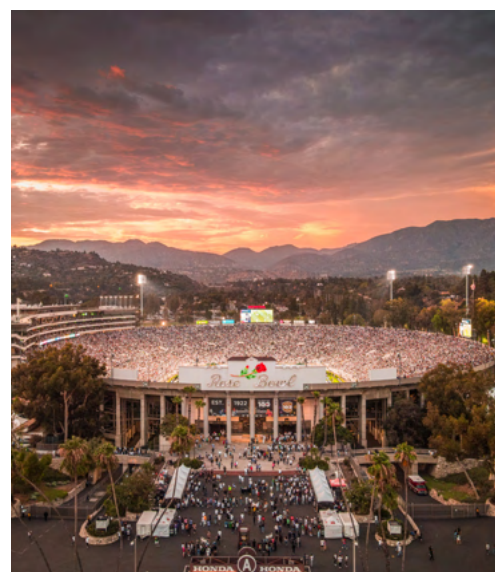
Prospect for new business through contacts made at tradeshow, industry events, and through data research to identify potential meetings for Pasadena. In addition, each sales manager will conduct outside sales calls to increase lead production. Sales efforts monitored weekly, reported monthly and annually.

Meetings Advertising

Strategically advertise to meeting planners with a mix of email, digital, social media, lead generation campaigns and tradeshow marketing.

ROSE BOWL SALES AND MARKETING

Starting in FY24, the Rose Bowl Operating Company will receive 25.7% of the total TBID dollars. The funds will be used for Rose Bowl Stadium Sales and Marketing efforts to retain existing clients and acquire new business opportunities that increase overnight visitation and room night sales at the assessed lodging businesses requires investment in product development. Projects to include sponsorship of Rose Bowl special events designed to increase demand for overnight visitation on assessed businesses; and Rose Bowl infrastructure improvements that enhance the destination's competitive position to attract desirable special events year-round and attract overnight visitors to assessed businesses.



BUDGET FY24

SOURCES	BUDGET	PERCENTAGE
TBID Revenue Assumption	\$5,250,000	100%

EXPENDITURES	BUDGET	PERCENTAGE
Sales & Marketing		
Staffing	\$1,779,000	34%
Advertising	\$778,000	15%
Trade Show Activities	\$217,000	4%
Events and Sponsorships	\$347,000	7%
Familiarization Activities	\$64,000	1%
Promotional Expenses	\$92,000	2%
Sales & Marketing Total	\$3,277,000	62%
Administration Expenses	\$412,000	8%
Rose Bowl Sales & Marketing	\$1,349,000	26%
TOTAL EXPENDITURES	\$5,038,000	96%

TBID Reserve Fund	\$212,000	4%
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Note: The total budget for FY24 is \$5,250,000 in collections and \$0 in carry-forward from prior years. All budget cost category allocations are within the fifteen percent (15%) adjustment limit for the budget year.

APPENDIX 1 - ASSESSED BUSINESSES

	ADDRESS	CITY	STATE	ZIP
Ace Motel	2870 E. Colorado Blvd.	Pasadena	CA	91107
Astro Hotel	2818 E. Colorado Blvd.	Pasadena	CA	91107
Caltech - The Athenaeum	1200 E. California Blvd.	Pasadena	CA	91125
Courtyard Marriott Pasadena	180 N. Fair Oaks Ave.	Pasadena	CA	91105
GreenTree Pasadena Inn	400 S. Arroyo Pkwy	Pasadena	CA	91105
Hilton Pasadena	168 S. Los Robles Ave.	Pasadena	CA	91101
Hotel Dena Pasadena	303 Cordova Street	Pasadena	CA	91101
Hotel Le Reve Pasadena	3321 E. Colorado Blvd.	Pasadena	CA	91106
Howard Johnson	1599 E. Colorado Blvd.	Pasadena	CA	91107
Hyatt Place	399 E. Green St.	Pasadena	CA	91105
Hyland Inn	2462 E. Colorado Blvd.	Pasadena	CA	91107
La Casa Inn	2800 E. Colorado Blvd	Pasadena	CA	91107
Lincoln Motel	1559 Lincoln Ave.	Pasadena	CA	91103
Pasadena Hotel & Pool	928 E. Colorado Blvd.	Pasadena	CA	91106
Pasadena Lodge	2855 E. Colorado Blvd.	Pasadena	CA	91107
Pasadena Rose & Crown Hotel	1203 E. Colorado Blvd.	Pasadena	CA	91106
Pasadena Rose Inn	2097 E. Colorado Blvd.	Pasadena	CA	91107
Pasadena Travelodge	2131 E. Colorado Blvd.	Pasadena	CA	91107
Ramada Inn by Wyndham Pasadena	2156 E. Colorado Blvd.	Pasadena	CA	91107
Residence Inn Pasadena	21 W. Walnut St.	Pasadena	CA	91103
Rodeway Inn & Suites	2860 E. Colorado Blvd	Pasadena	CA	91107
Saga Motor Hotel	1633 E. Colorado Blvd	Pasadena	CA	91106
Super 8 Motel	2863 E. Colorado Blvd	Pasadena	CA	91107
The Langham Huntington, Pasadena	1401 S. Oak Knoll Ave.	Pasadena	CA	91106
The Westin Pasadena	191 N. Los Robles Ave.	Pasadena	CA	91101
Equity Corporate Housing (National Corp Housing)	No address			
Vacation Living Rentals	Various addresses			

APPENDIX 2 - ASSESSED BUSINESSES, PERMITTED SHORT TERM RENTALS AS OF JULY 2023

Assessments to begin July 1, 2023 in FY24.

ADDRESS	APARTMENT	CITY	STATE	ZIP
1600 San Pasqual St		Pasadena	CA	91106
755 E Del Mar Blvd	300	Pasadena	CA	91101
755 E Del Mar Blvd	100	Pasadena	CA	91101
755 E Del Mar Blvd	200	Pasadena	CA	91101
1290 Doremus Rd		Pasadena	CA	91105
1875 Garfield Ave		Pasadena	CA	91104
1545 E Orange Grove Blvd		Pasadena	CA	91104
3135 Estado St		Pasadena	CA	91107
1026 E Orange Grove Blvd		Pasadena	CA	91104
446 Lola Ave		Pasadena	CA	91107
93 S Oak Ave		Pasadena	CA	91107
794 S El Molino Ave		Pasadena	CA	91106
2232 E Mountain St		Pasadena	CA	91104
2232 E Mountain St		Pasadena	CA	91104
1612 N Hill Ave		Pasadena	CA	91104
1475 Sunset Ave		Pasadena	CA	91103
780 N Pasadena Ave		Pasadena	CA	91103
276 Linda Vista Ave		Pasadena	CA	91105
910 S Los Robles Ave		Pasadena	CA	91106
910 S Los Robles Ave		Pasadena	CA	91106
260 Del Monte St		Pasadena	CA	91103
433 Maple Way		Pasadena	CA	91101
1710 N Catalina Ave		Pasadena	CA	91104
475 Wyoming St		Pasadena	CA	91103
399 Hamilton Ave		Pasadena	CA	91106
30 W Peoria St		Pasadena	CA	91103
621 Castano Ave		Pasadena	CA	91107
1625 Bancroft Way		Pasadena	CA	91103
1069 S Los Robles Ave		Pasadena	CA	91106
1770 Newport Ave		Pasadena	CA	91103
641 N Madison Ave		Pasadena	CA	91101
641 N Madison Ave		Pasadena	CA	91101
110 N Meridith Ave	4	Pasadena	CA	91106
59 S Meridith Ave	3	Pasadena	CA	91106
130 Arlington Dr		Pasadena	CA	91105
97 N Parkwood Ave		Pasadena	CA	91107
650 N Madison Ave	654	Pasadena	CA	91101

APPENDIX 2 (CONT.)

1561 Loma Vista St		Pasadena	CA	91104
91 Allen Ave		Pasadena	CA	91106
675 N Raymond Ave		Pasadena	CA	91103
1084 Garfield Ave	B	Pasadena	CA	91104
1709 N Madison Ave		Pasadena	CA	91104
1095 N Hill Ave		Pasadena	CA	91104
606 Palisade St		Pasadena	CA	91103
2480 Lambert Dr		Pasadena	CA	91107
1715 Las Lunas St		Pasadena	CA	91106
1680 E Orange Grove Blvd		Pasadena	CA	91104
1272 Allen Ave		Pasadena	CA	91104
658 W Howard St		Pasadena	CA	91103
1178 E Topeka St		Pasadena	CA	91104
791 Earlham St		Pasadena	CA	91101
1170 N Arroyo Blvd		Pasadena	CA	91103
148 Allen Ave		Pasadena	CA	91106
146 Allen Ave		Pasadena	CA	91106
469 E Mountain St		Pasadena	CA	91104
59 S Meridith Ave	4	Pasadena	CA	91106
176 N Meridith Ave		Pasadena	CA	91106
1845 Reiter Dr	1845	Pasadena	CA	91106
1540 Lancashire Pl		Pasadena	CA	91103
991 Palm Terrace		Pasadena	CA	91104
2361 E Orange Grove Blvd		Pasadena	CA	91104
979 E Washington Blvd		Pasadena	CA	91104
816 N Summit Ave		Pasadena	CA	91103
547 N Wilson Ave	4	Pasadena	CA	91106
1490 Old House Rd		Pasadena	CA	91107
150 S Grand Oaks Ave		Pasadena	CA	91107
1280 S Marengo Ave		Pasadena	CA	91106
3526 Ranch Top Rd		Pasadena	CA	91107
271 Markham Pl		Pasadena	CA	91105
1485 E Mountain St		Pasadena	CA	91104
953 N Catalina Ave		Pasadena	CA	91104
1264 N Oxford Ave		Pasadena	CA	91104
158 S Allen Ave		Pasadena	CA	91106
640 N Madison Ave		Pasadena	CA	91101
1203 E Elizabeth St		Pasadena	CA	91104
270 Grandview St		Pasadena	CA	91104
145 N Greenwood Ave		Pasadena	CA	91107

APPENDIX 2 (CONT.)

2555 Morningside St		Pasadena	CA	91107
468 Sycamore Glen		Pasadena	CA	91105
731 Sinaloa Ave		Pasadena	CA	91104
121 S Chester Ave	5	Pasadena	CA	91106
355 S Madison Ave	217	Pasadena	CA	91101
156 W Peoria St		Pasadena	CA	91103
985 N Los Robles Ave		Pasadena	CA	91104
660 S Marengo Ave		Pasadena	CA	91106
660 S Marengo Ave		Pasadena	CA	91106
660 S Marengo Ave		Pasadena	CA	91106
1007 S Euclid Ave		Pasadena	CA	91106
1963 N Fair Oaks		Pasadena	CA	91103
151 Mar Vista Ave		Pasadena	CA	91106
1971 N Fair Oaks Ave		Pasadena	CA	91103
1010 N El Molino Ave		Pasadena	CA	91104
588 N Fair Oaks Ave	104	Pasadena	CA	91103
328 Bellefontaine St		Pasadena	CA	91105
925 N El Molino Ave		Pasadena	CA	91104
312 E Mountain St	1	Pasadena	CA	91104
653 Hamilton Ave		Pasadena	CA	91106
1205 Sunset Ave		Pasadena	CA	91103
28 W Peoria St	A	Pasadena	CA	91103
28 W Peoria St	B	Pasadena	CA	91103
733 Earlham St		Pasadena	CA	91101
66 W Peoria St		Pasadena	CA	91103
803 Old Mill Rd		Pasadena	CA	91108
114 W Montana St		Pasadena	CA	91103
114 W Montana St		Pasadena	CA	91103
683 Highland St		Pasadena	CA	91104
820 1/2 N Pasadena Ave		Pasadena	CA	91103
551 N Madison Ave		Pasadena	CA	91101
1481 N Catalina Ave		Pasadena	CA	91104
811 S Oakland Ave		Pasadena	CA	91106
487 W Hammond St	2	Pasadena	CA	91103
1021 Palm Terrace		Pasadena	CA	91104
1708 N Marengo Ave		Pasadena	CA	91103
276 W Howard St		Pasadena	CA	91103
675 Highland St		Pasadena	CA	91104
627 S Marengo Ave		Pasadena	CA	91106
1736 Glen Ave		Pasadena	CA	91103

APPENDIX 2 (CONT.)

1614 Pleasant Way		Pasadena	CA	91105
144 W Claremont St		Pasadena	CA	91103
3190 Lombardy Rd		Pasadena	CA	91107
1261 Glen Ave	1263	Pasadena	CA	91103
1955 El Sereno Ave		Pasadena	CA	91103
1821 Paloma St		Pasadena	CA	91104
201 S Parkwood Ave		Pasadena	CA	91107
1681 N Michigan Ave		Pasadena	CA	91104
1460 N Arroyo Blvd		Pasadena	CA	91103
1210 Solita Rd		Pasadena	CA	91103
655 S Catalina Ave	655 & 657	Pasadena	CA	91106
128 Glen Summer Rd		Pasadena	CA	91105
407 Patrician Way		Pasadena	CA	91105
1640 Brigden Rd		Pasadena	CA	91104
150 Fern Dr		Pasadena	CA	91105
260 Plymouth Dr		Pasadena	CA	91104
709 S Mentor Ave		Pasadena	CA	91106
2257 E DelMar Blvd		Pasadena	CA	91107
1559 Forest Ave		Pasadena	CA	91103
193 S Parkwood Ave		Pasadena	CA	91107
684 Elliott Dr		Pasadena	CA	91106
1282 N Summit Ave	1282	Pasadena	CA	91103
1450 E Topeka St		Pasadena	CA	91104
922 N Craig Ave		Pasadena	CA	91104
553 S Marengo Ave		Pasadena	CA	91101
166 E Tremont St		Pasadena	CA	91103
1737 El Sereno Ave		Pasadena	CA	91103
1735 El Sereno Ave		Pasadena	CA	91103
691 S Marengo Ave	8	Pasadena	CA	91106
1586 Old House Rd		Pasadena	CA	91107
1176 Mar Vista Ave		Pasadena	CA	91104
564 Vermont St		Altadena	CA	91001
7 Richland Pl		Pasadena	CA	91103
780 S Lake Ave		Pasadena	CA	91106
2536 Woodlyn Rd		Pasadena	CA	91107
2305 E Del Mar Blvd		Pasadena	CA	91107
1780 Keystone St		Pasadena	CA	91106
625 N Madison Ave		Pasadena	CA	91101
451 S Oakland Ave	10	Pasadena	CA	91101
1757 Belmont Ave		Pasadena	CA	91103

APPENDIX 2 - (CONT.)

227 W California Blvd	A	Pasadena	CA	91105
484 Del Monte St		Pasadena	CA	91103
89 S Roosevelt Ave	6	Pasadena	CA	91107
317 E Del Mar Blvd	21	Pasadena	CA	91101
262 N Wilson Ave	103	Pasadena	CA	91106
262 N Wilson Ave	102	Pasadena	CA	91106
1060 Mar Vista Ave		Pasadena	CA	91104
2405 Oswego St	105	Pasadena	CA	91107
2405 Oswego St	106	Pasadena	CA	91107
2411 Oswego St	104	Pasadena	CA	91107
2411 Oswego St	103	Pasadena	CA	91107
118 Allen Ave	1	Pasadena	CA	91106
2411 Oswego St	101	Pasadena	CA	91107
118 Allen Ave	2	Pasadena	CA	91106
118 Allen Ave	4	Pasadena	CA	91106
2411 Oswego St	102	Pasadena	CA	91107
2411 Oswego St	102	Pasadena	CA	91107
265 Bellefontaine St		Pasadena	CA	91105
1715 E Del Mar Blvd		Pasadena	CA	91106
157 S Wilson Ave		Pasadena	CA	91106
1830 E Del Mar Blvd		Pasadena	CA	91107
504 Highland St		Pasadena	CA	91104

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PASADENA