

# PCOC ANNUAL REPORT

FY24



# LETTER FROM THE CHAIR



Dear Colleagues and Friends,

It's an honor to work with the incredible staff, leadership, and board of the Pasadena Center Operating Company. Their countless hours and vested interest in providing the city and its visitors with unforgettable experiences, whether at the Pasadena Convention Center, Civic Auditorium, Ice Skating Center, or through Visit Pasadena, have ensured the past year was a fruitful and successful one.

The Pasadena Convention Center hosted an astounding 191 events – that's 73 more than the last fiscal year – and the events management team received an overall client/customer satisfaction score of 3.98 out of 4.00, a testament to the team's diligence and their ability to build and maintain strong relationships with both new and returning clients.

Legendary in its own right, the Pasadena Civic Auditorium was booked for an impressive 209 days out of 365 – that's almost 60% of the year. It hosted major Live Nation shows like Kevin Hart, Brett Goldstein, Jon Stewart, and John Mulaney. It also welcomed back America's Got Talent Season 18 Live Shows! (12 of them) and America's Got Talent Season 19 Auditions (28 recording sessions).

Living up to its moniker, "Coolest Place in Pasadena" the Pasadena Ice Skating Center welcomed over 85,000 skaters, and consistently delivered results and exceeded expectations with in-rink session attendance, membership sales and private rentals.

Notably, the Visit Pasadena team, charged with promoting the city and attracting visitors for meetings, events, and leisure travel, closed out a remarkable year with over 46,000 room nights booked, 52 pieces of earned media coverage that reached a total of 483 million readers, and 1.5 million social distribution impressions.

What a year it's been, and there's already so much to look forward to in 2025. The PCOC team and I are especially excited to welcome you to one of the numerous events hosted throughout the year. PCOC is such a valuable resource and asset to Pasadena and is here to help you host your next event, promote your tourism-facing businesses, and provide exceptional customer service to the community and visitors. Please don't hesitate to get in touch.

Wishing you the best,

A handwritten signature in black ink, appearing to read "T. Hampton". The signature is stylized and fluid.

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

# OVERVIEW STATS

## PASADENA CONVENTION CENTER

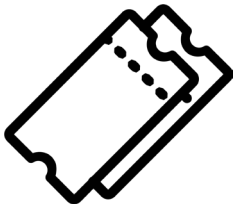


**191** events  
**323,621** attendees



**3.98 out of 4.00**  
client customer satisfaction score

## CIVIC AUDITORIUM



**209** event use days  
**32** events and films productions

## ICE SKATING CENTER

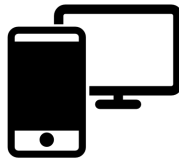


**85,289** public session skaters  
**5,269** skating school attendees

## VISIT PASADENA



**46,486**  
room nights booked



**91,000** social media followers  
**2,600,000** website pageviews  
**52** earned media coverage

## REVENUE GOALS

	GOAL	ACTUAL	% OF GOAL
<b>PCOC TOTAL</b>			
	\$12,710,000	\$12,993,000	102%
<b>CONVENTION CENTER</b>			
	\$4,905,000	\$4,852,000	99%
<b>CIVIC AUDITORIUM</b>			
	\$1,630,000	\$1,639,000	101%
<b>ICE SKATING CENTER</b>			
	\$3,100,000	\$3,147,000	102%

# CONVENTION CENTER

## EVENTS

The state-of-the-art Pasadena Convention Center impressively played host to 191 events and drew in a staggering 323,621 attendees, encompassing a diverse range of gatherings in entertainment, consumer affairs, business meetings, scientific forums, and international conferences.

- IEEE International Geoscience and Remote Sensing Symposium
- Techno Security & Digital Forensics Conference
- Golden State Tattoo Expo
- 33rd Annual Japanese Food and Restaurant Show
- Solution Tree Professional Learning Communities
- 35th Annual Great Minds in Stem
- Lightbox Expo
- Southern California Association of NonProfit Housing Conference
- Anime Pasadena
- California Transit Association 58th Annual Fall Conference & Expo
- California Association for Behavior Analysis 42nd Annual Western Region Conference
- Groom Expo West
- American Choral Directors Association Western Region Conference
- 2024 Annual SoCal Linux Expo
- Cognitive Development Society Biennial Conference
- American Youth Soccer Organization 2024 Sections 1/10/11 Expo
- World Congress of Cutaneous Lymphomas
- California Association for the Education of Young Children 2024 Annual Conference
- Monsterpalooza
- The Salvation Army Congress 2024



## CUSTOMER SERVICE

The Pasadena Convention Center's team of event professionals and service providers consistently delivered exceptional service to their clients, achieving a near perfect customer satisfaction score of 3.98 out of 4.00. 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 scene 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 18 Live Shows!,” and “America’s Got Talent: Season 19 Auditions.”

The Pasadena Civic Auditorium operated 209 event use days with 32 events and film productions including:

- America’s Got Talent Season 18 Live Shows! (12 shows)
- America’s Got Talent Season 19 Auditions (28 recording sessions)
- Walt Disney Animation Studios
- Live Nation Jon Stewart & John Mulaney
- Breeders’ Cup Limited Post Position Draw & Fan Fest
- Los Angeles Ballet Nutcracker & Serenade/The Firebird
- Cirque Dreams Holiday
- Live Nation Brett Goldstein
- Live Nation Kevin Hart
- Graduations including: North-West College, Western University, PUSD, Alliant International University



**209**  
event use days

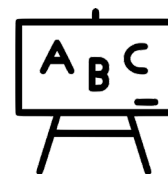
# ICE SKATING CENTER

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.

- 904 private rentals
- 13,603 figure skating rink session registrations
- 2,512 hockey rink session registrations
- 85,289 public session admission and 36,742 skate rentals
- 141 memberships sold
- Hockey adult league: 322 spring skaters / 322 fall skaters / 339 Winter skaters and over 600 drop-ins.
- Skating school group classes: 898 spring registrations / 921 summer registrations / 949 fall registrations / 931 winter registrations / 785 early spring registrations



**85,289**  
public session  
skaters



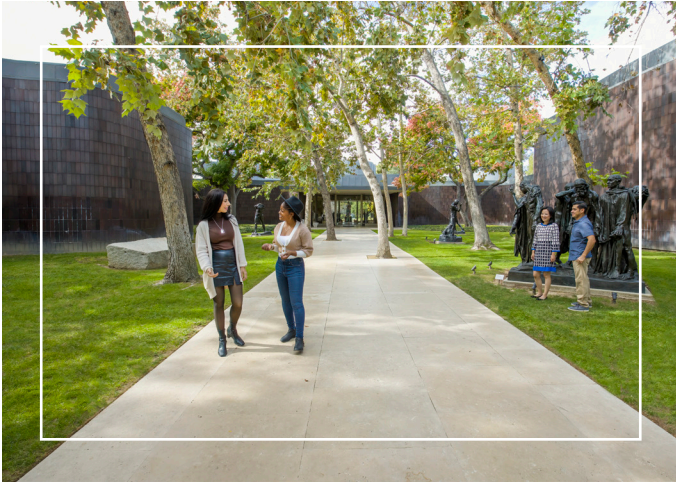
**5,269**  
skating school  
registrations

## HIGHLIGHTS

- The rink consistently delivered impressive results across all sessions, and surpassed expectations with increased participation in rink sessions, memberships, and private rentals.
- The Pasadena Figure Skating Club hosted a National Qualifying Series competition in September with nearly 450 skaters.
- The 38th Annual ISI rink competition was held April 26-28 with 312 skaters and 55 coaches representing ten local SoCal rinks.
- The rink installed new LED lights for the exterior of the rink.
- The employee break room was remodeled.



# VISIT PASADENA



Visit Pasadena continued its efforts to inspire tourism 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. Our intentional campaigns across social media, digital, and traditional platforms have positively showcased Pasadena’s charming landscapes, culinary prowess, cultural experiences, and can’t miss events. Sales efforts capitalized on targeted sales and marketing efforts to bolster the influx of meetings, conventions and tradeshows coming to Pasadena.

We proudly celebrated Pasadena making the New York Times’ “52 Places to go in 2024” list which called out select outdoor locations within our destination and is geared toward a discerning audience of avid travelers, who actually book trips based off this prestigious list.

The Visit Pasadena team also grew by two, as we welcomed powerhouse professionals including our new Communications Manager and Manager of Business Intelligence & Tourism Insights.

## 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
FY24	71.6%	\$206.82	\$148.04	\$138.8M
FY23	73.9%	\$201.57	\$148.88	\$138.8M



# MEETINGS AND SALES

## ROOM NIGHTS BOOKED FOR FUTURE BUSINESS

Our sales department 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 46,486 room nights.

- Salvation Army Congress, June 2024, 3,800 room nights
- California Assn for Health, Physical Ed, Recreation & Dance, January 2025, 863 room nights
- Microcircuit Applications and Critical Tech, March 2025, 1,380 room nights
- California Storm Water Quality Assn, September 2025, 1,450 room nights
- ASM Intl Symposium for Testing and Failure Analysis, November 2025, 770 room nights
- US National Congress on Computational Mechanics, July 2027, 2,697 room nights

**46,486**  
room nights



## CITYWIDE CONVENTIONS

Visit Pasadena hosted nine citywide conventions that brought tremendous economic value to the city.

- IEEE 2023 Intl Geoscience and Remote Sensing Symposium, July 2023, 1,151 room nights
- Solution Tree Professional Learning Communities, September 2023, 1,200 room nights
- Great Minds in Stem, October 2023, 4,022 room nights
- Lightbox Expo, October 2023, 2,603 rooms nights
- Breeders' Cup, November 2023, 2,976 room nights
- CalABA Annual Western Region Conference, February 2024, 1,236 room nights
- American Choral Directors Western Region, March 2024, 1,605 room nights
- American Youth Soccer Assn, April 2024, 1,546 room nights
- Salvation Army Congress, June 2024, 3,800 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.

- CESSE: Council of Engineering and Scientific Society Executives
- American Society of Association Executives
- Connect West
- Destination California
- CalSAE Seasonal Spectacular
- IEEE Convene
- IMEX America
- Independent Planner Education Conference
- Smart Meetings California
- Destination Showcase 2024



## SITE INSPECTIONS

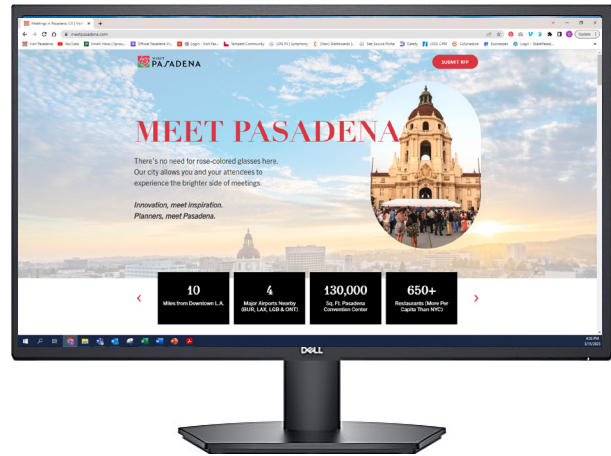
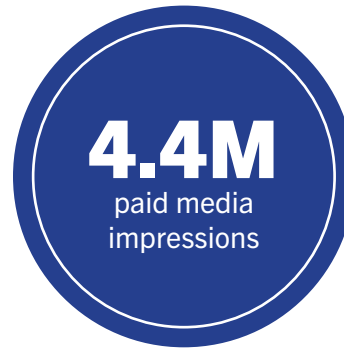
In person site inspections are the optimal way for meeting planners to experience the destination and its meeting facilities. The sales team conducted in-person site visits providing inspections for clients.



## MEETING PLANNER CAMPAIGN

Visit Pasadena refreshed the messaging of its business meetings and conferences campaign from, “No Rose-Colored Glasses Needed” to “Meetings Bloom Here” and “Where Meetings Blossom.” The targeted digital campaign included email blasts and digital media. The programmatic campaign earned 4.4M impressions and social distribution earned 1.5M impressions. Target markets included corporate, national and state associations, as well as engineering, scientific and technology meetings.

The messaging positioned Pasadena as a fun place to meet, offering a safe and walkable downtown, global cuisine, iconic landmarks, beautiful and green streets, historic architecture, and warm/friendly people.



## 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 that targets meeting planners searching for locations within Los Angeles and Orange County.



# COMMUNICATIONS

Through Visit Pasadena's robust public relations efforts, the communications team earned national attention with 52 media mentions in publications such as the New York Times, Toronto Star, Shondaland, Times Colonist, Seattle's Child, and Parents Magazine.

## MEDIA TRADESHOWS AND EVENTS

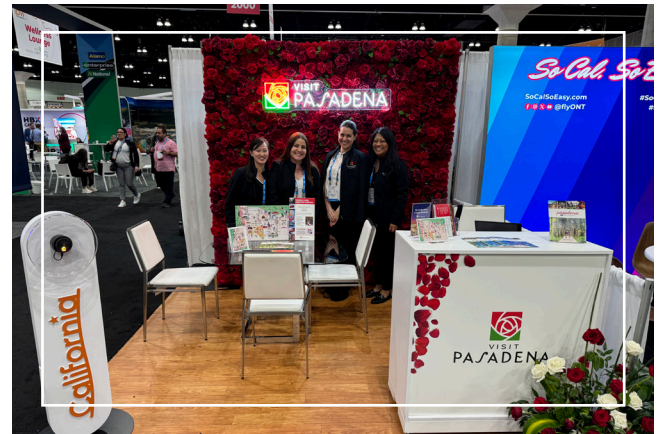
Domestic media receptions and international media trade shows were a few of the key industry opportunities that Visit Pasadena utilized to engage with editors, producers, freelance journalists, and digital influencers in target media markets.

- TravMedia International Media Marketplace
- US Travel IPW international marketplace
- PRSA Travel & Tourism Conference
- Society of American Travel Writers Annual Convention
- Society of American Travel Writers Virtual Media Marketplace
- Visit California Chicago Media Mission

## HOSTED MEDIA

Individual media visits were secured to promote Pasadena with the goal of earning valuable editorial coverage. The communications team hosted 10 media.

- Sari Hitchins, Parents Magazine
- Melissa Perdigao, Toronto Star/The Kit
- Gerald Tan, Shondaland
- Katherine Rodeghier, The Daily Herald
- Kim Pemberton, Times Colonist
- Laura Pullman, The Sunday Times (UK)
- Ed Condran, Spokesman Review
- David Swanson, Incentive & Financial Meetings Magazine
- Jiaying Grygiel, Seattle's Child
- Monica Tully and Stephanie Pak, Arcadia Magazine (UK)
- Kinya Claiborne, Style & Society Magazine
- Jacob Fu and Esther Lee, Local Adventurer
- Joe Sills, Get Lost Podcast and Forbes
- Phoenix Satellite TV Crew



# EARNED MEDIA COVERAGE

Visit Pasadena's media efforts continued to deliver successful results by consistently generating mentions and media placements. Through broadcast, digital, and print outlets, Pasadena businesses and attractions received global coverage, reaching millions of potential visitors.

- Total Mentions: 52
- Total Aggregate Readership: 483 Million



## The New York Times

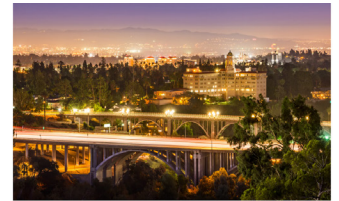


The New York Times  
Readership: 141M UVM

## VOGUE

TRAVEL  
An Insider's Guide to Pasadena, the Old-School Los Angeles Enclave Wooing a New Generation of Creatives

BY MONIKA LOHMEYER HALEBERT  
September 20, 2023



Vogue  
Readership: 10M UVM

## shondaland



Shondaland  
Readership: 335K UVM

## KTLA 5 LA'S VERY OWN



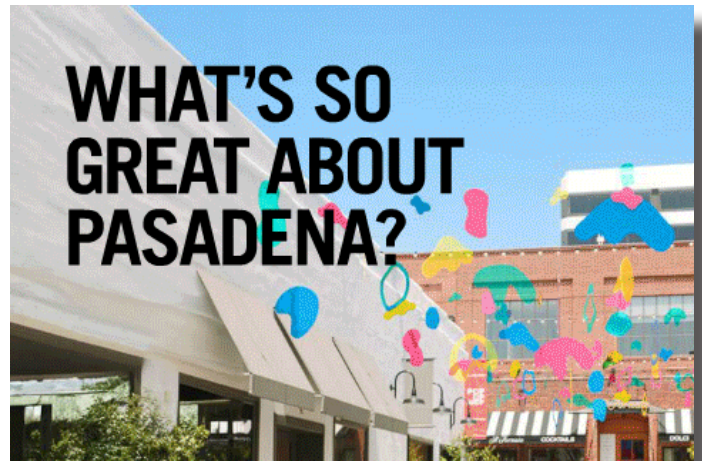
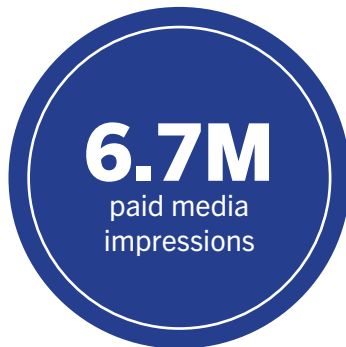
KTLA  
Viewership: 7.1M UVM

# LEISURE TOURISM MARKETING



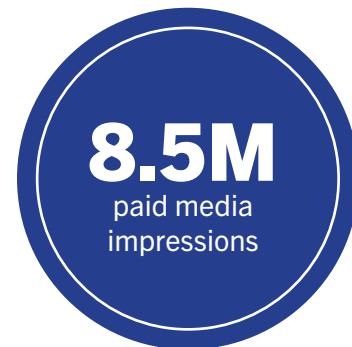
## MAKE TIME FOR PASADENA 2023 CAMPAIGN

Visit Pasadena continued the “Make Time for Pasadena” campaign in the fall 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.



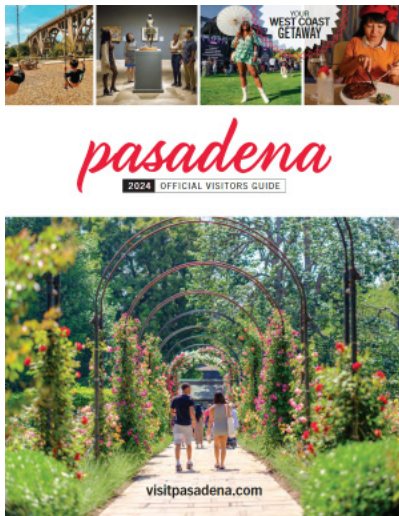
## WHAT'S SO GREAT ABOUT PASADENA 2024 CAMPAIGN

Visit Pasadena launched the “What’s So Great About Pasadena” campaign in the spring of 2024 to play upon the SF Gate article that questions why Pasadena was named one of New York Times “52 Places to Go in 2024.” The tone juxtaposes the criticism with stunning visuals and counters “if you have to ask, you haven’t been.”



# 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 provided inspiration for 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.



### ACTIVITIES

## Top 10 Bucket List

- Historic Union Museum**  
The Union Museum is a must-see attraction in Pasadena. It features a collection of historical artifacts and exhibits that provide a glimpse into the city's rich history.
- Wright Center**  
The Wright Center is a premier aviation museum that houses a collection of historic aircraft and exhibits. It's a great place to learn about the early days of flight.
- Arroyo Viejo**  
Arroyo Viejo is a beautiful park that offers a scenic view of the city and surrounding mountains. It's a great spot for a picnic or a walk.
- San Gabriel Mission**  
The San Gabriel Mission is a historic landmark that dates back to the 18th century. It's a great example of Spanish Colonial architecture.
- Wright Air Museum**  
The Wright Air Museum is a great place to see some of the most important aircraft in aviation history. It's a must-visit for anyone interested in flight.
- Arroyo Pico**  
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### POPULAR DESTINATIONS

**All the Best Restaurants**  
A list of the best restaurants in Pasadena, including local favorites and international cuisine.

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### PET FRIENDLY

## A Paw-Rent

Whether you're traveling with a dog or a cat, A Paw-Rent has you covered. We offer a variety of pet-friendly accommodations and services to make your trip as comfortable as possible.

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## VISITOR HOTLINE

The Visitor Hotline reopened in December 2023. Over the decades, the line has been a valuable resource for both residents and tourists alike. The annual media 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’s Economic Development Division partnered to host an “Authentially 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.



## 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.

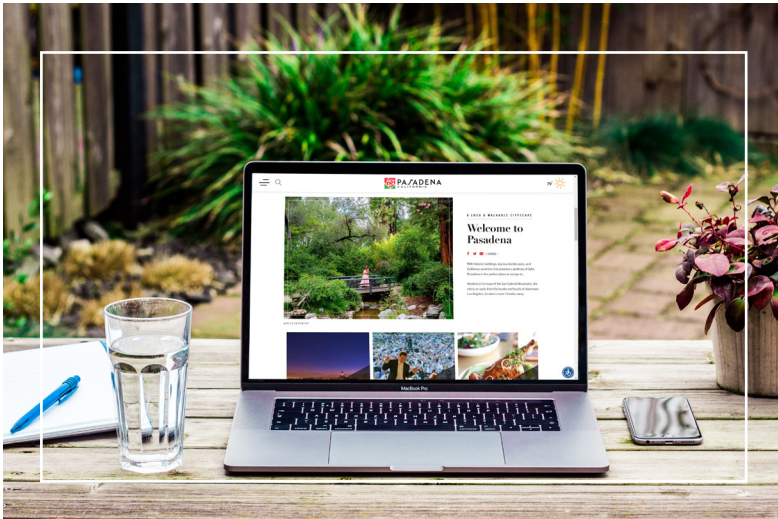
## BOBA TRAIL

Following the successful launch of the 2023 Boba Trail, the marketing team partnered with Bandwango to create a gamified version of the trail, with passholders being able to earn points for checking in at various boba shop locations around the city. Points are then redeemed for prizes at the visitor center. The passport was launched on National Boba Day and received broadcast coverage on KTLA News.



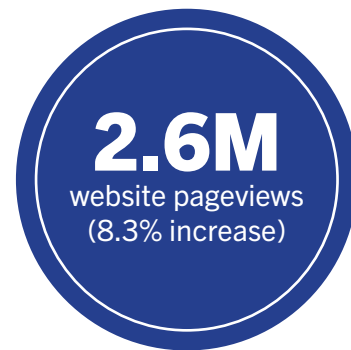


# DIGITAL EFFORTS



## WEBSITE

The marketing team is constantly updating and iterating the Visit Pasadena website to align with user trends and improve user experience to make navigation quick and easy. To support short-term rental properties (STRs), the marketing team also developed a presence for permitted STRs on the website.

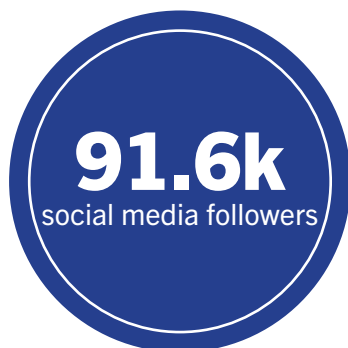


## SOCIAL MEDIA

Visit Pasadena has strategically invested in video content creation and leveraged Crowdriff Creator Studio to adapt to the evolving algorithms on Facebook and Instagram. This approach significantly enhanced its reach and engagement across these platforms.

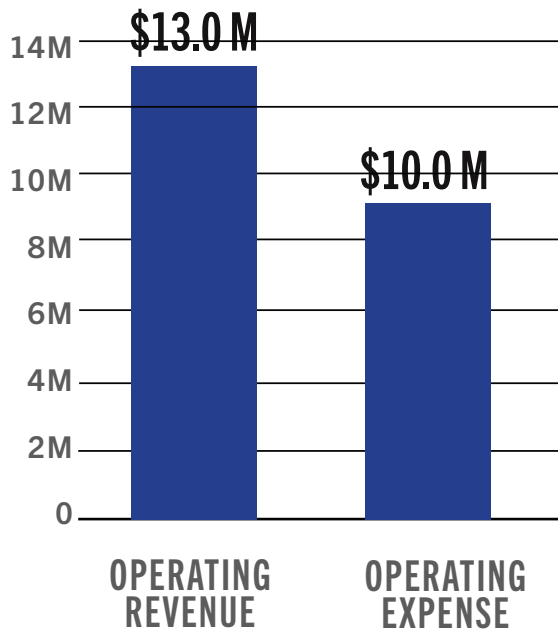
The introduction of collaboration tags on Instagram has enabled Visit Pasadena to expand its audience by connecting with followers of its partners, vetted content creators, and paid influencers.

Following trends, Visit Pasadena's focus shifted from X to YouTube Shorts, citing the superior engagement and expansive reach of video content across all platforms. Instagram Reels continued to be the preferred medium for target audiences to receive information about upcoming events and unique attractions in Pasadena as well as entertaining, knowledgeable content about the city.

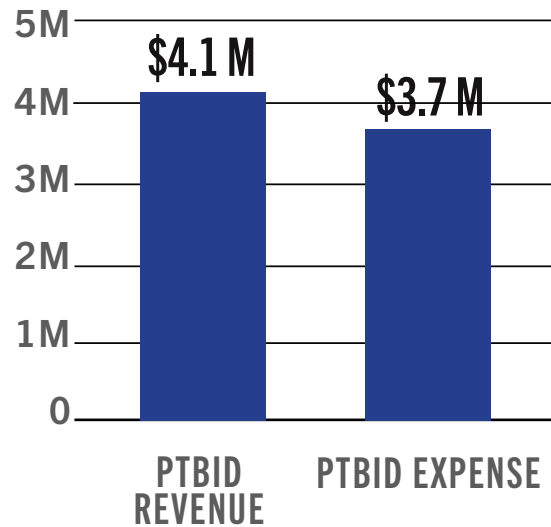


# FY24 FINANCIALS

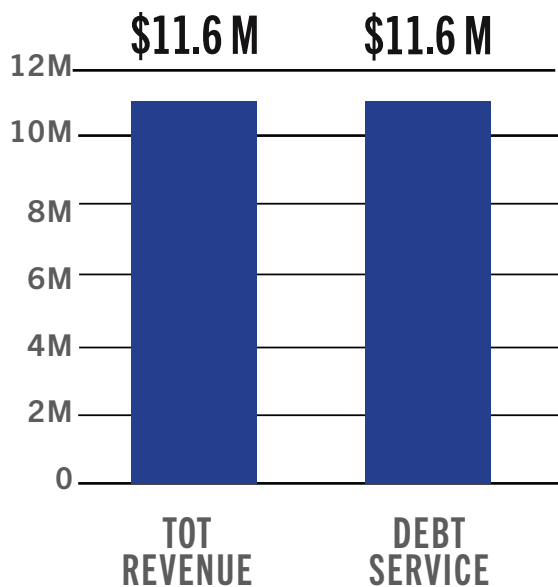
## PASADENA CONVENTION CENTER, CIVIC AUDITORIUM & ICE SKATING CENTER EXPENSES



## PASADENA TOURISM BUSINESS IMPROVEMENT DISTRICT (PTBID) REVENUE & EXPENSES



## TRANSIENT OCCUPANCY TAX (TOT) REVENUE & EXPENSES



# FY24 BOARD

**Tyron Hampton**

PCOC Chair, Pasadena City Council Member, District 1

**Phillip Hosp**

Vice Chair, At Large

**Joe Titizian**

Secretary, Hilton Pasadena

**Pat Amsbry**

At Large

**Kim Burbank**

At Large

**Joan Aarestad**

At Large

**Scott Boone**

At Large

**David Eads**

Tournament of Roses

**Marlon Gonzalez**

Hotel Dena

**David Klug**

City of Pasadena

**Paul LeClerc**

The Langham Huntington

**Eleanor Lee**

At Large

**Jeff Michael**

At Large

**Blair Salisbury**

El Cholo Restaurant

**Dan Stenz**

Westin Pasadena

# PCOC EXECUTIVE STAFF

**Michael Ross**

Chief Executive Officer

**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



# 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.



PASADENA  
CENTER OPERATING COMPANY