



PTBID
FY24
ANNUAL
REPORT



VISIT

PASADENA

LETTER FROM THE EXECUTIVE DIRECTOR



Dear Partners,

I am elated to share our hard-earned achievements in attracting travelers from all walks of life to Pasadena in fiscal year 2024. Over the past year, our incredible team has put in countless hours to promote Pasadena as a premier leisure and business event destination.

Our marketing strategy has been a focal point in inspiring visitors to choose our city for their next vacation. 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.

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 an 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.

Once again, we'd like to thank our partners for supporting us through this journey and helping us reach our goals every year. We can't wait to see what the next year brings.

Sincerely,

A handwritten signature in black ink that reads "Kristin McGrath". The signature is written in a cursive, flowing style.

Kristin McGrath
Executive Director, Visit Pasadena

LETTER FROM THE CHAIR



Dear Colleagues and Friends,

It's my pleasure to share Visit Pasadena's remarkable accomplishments throughout the past year. Visit Pasadena's commitment to showcasing the city's many facets such as its diverse culinary and retail landscape, architectural charm, and vibrant arts and culture scene remains unwavering.

Its thoughtful and strategic marketing and communications efforts have been instrumental in attracting leisure travelers for overnight visitation. Its sales efforts have continuously excelled, demonstrating a critical step forward in Pasadena's revival and establishing its lead position in the market. The team's dedication and expertise resulted in an influx of meeting and event bookings, allowing visitors to explore this world-class destination while fostering valuable connections and creating business opportunities for the Pasadena community.

All of this would not be possible without the steadfast support of Visit Pasadena's partners, the local community and of course the team at Visit Pasadena. Your collective efforts and pursuit of excellence are the driving force behind Pasadena's success.

In closing, I look forward to another impactful year full of achievements and growth. Together, we will continue to grow Pasadena's tourism industry.

Sincerely,

A handwritten signature in black ink, appearing to read 'T. Hampton', with a stylized flourish at the end.

Tyron Hampton
Board Chair, Pasadena Center Operating Company

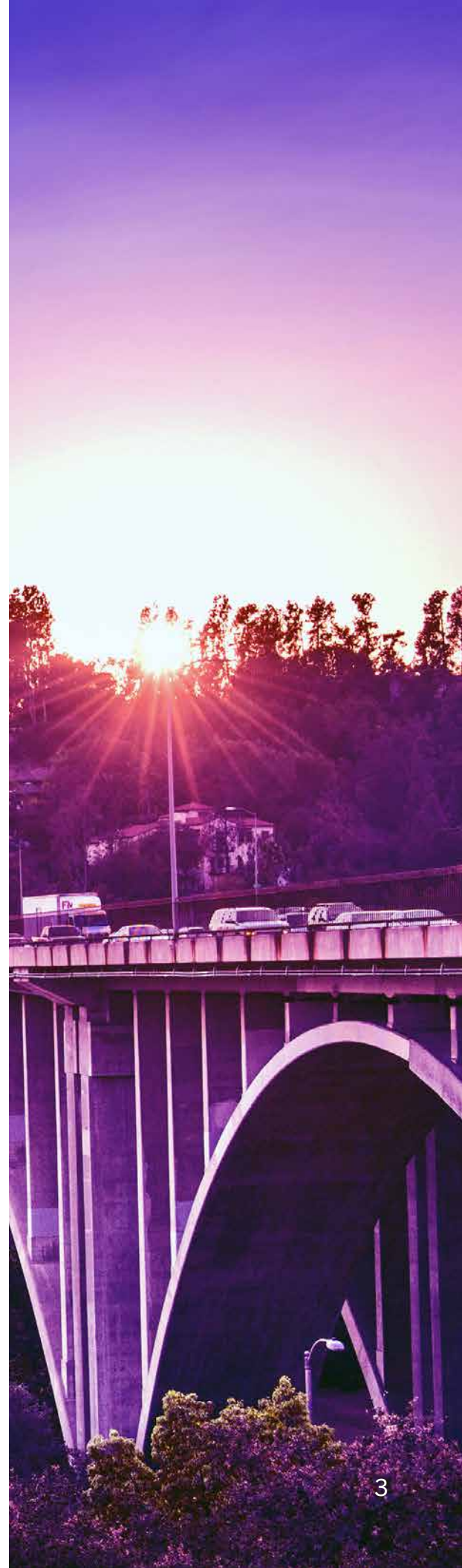


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PASADENA TBID

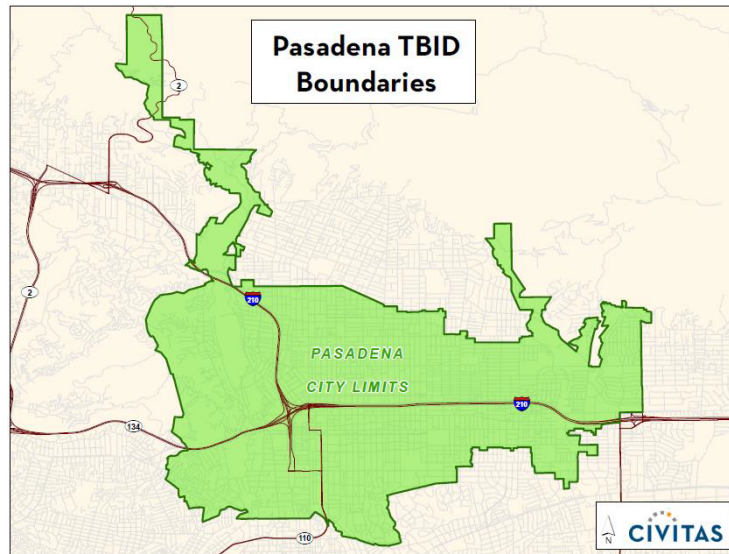
ABOUT

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

For FY24, the PTBID included 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. 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.

In FY25, there will be no changes to the boundaries within the PTBID.



CHANGES TO ASSESSED BUSINESSES

In FY24, starting July 1, the PTBID included 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 was rebranded as Hotel Dena, a Tribute Portfolio Hotel, in July 2023.

In FY25, the AC Hotel Pasadena will open in January 2025.

ASSESSMENT



ASSESSMENT

The TBID annual assessment rate was 3.89% of gross short-term room rental revenue on lodging businesses between July 1, 2023 – June 30, 2024 and increases from 3.89% to 4.89% between July 2024 – June 30, 2033 of gross room rental revenue.

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

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.

FY24 ACCOMPLISHMENTS



INSPIRING TRAVEL TO PASADENA

Visit Pasadena continued to drive tourism and support the local economy by promoting travel to the city. A strong marketing and communications strategy focused on leisure travelers, successfully attracting visitors for overnight stays. Meanwhile, targeted sales and marketing initiatives helped boost the number of meetings, conventions, and tradeshows hosted in 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
FY24	71.6%	\$206.82	\$148.04	\$138.8M
FY23	73.9%	\$201.57	\$148.88	\$138.8M

Source: STR



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.

46,486
room nights

Highlights include:

- 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



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.

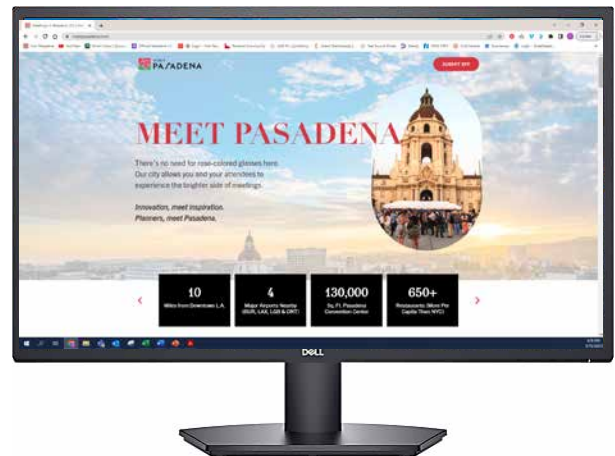
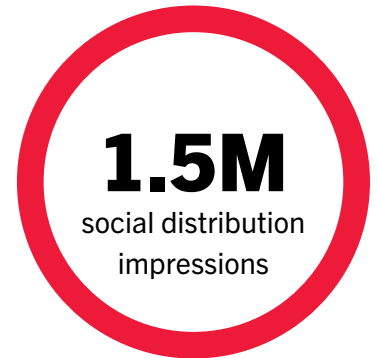
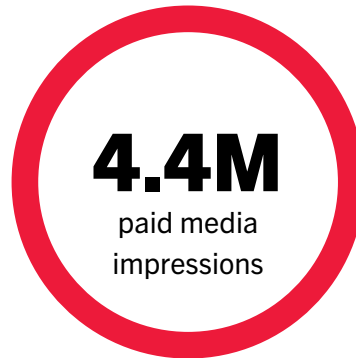


MEETINGS MARKETING

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

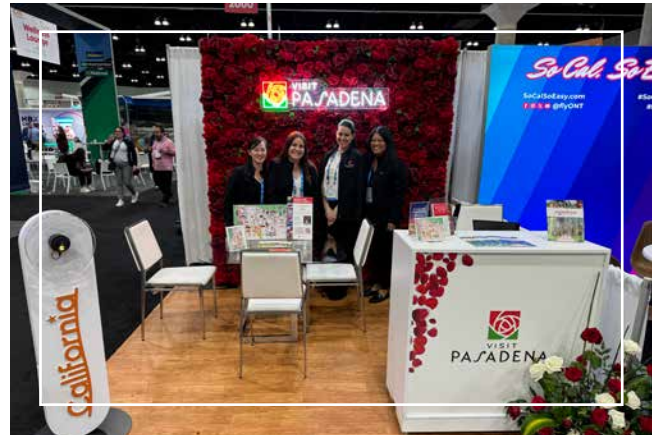
Domestic media receptions and international media trade shows were a few of the key industry opportunities that Visit Pasadena utilized to engage with editors, producers, freelance journalists, and digital influencers in target media markets.

- 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

**“52 Places to Go: Pasadena
An artsy, walkable corner of Los Angeles County that’s worth the Metro ride.”**
141M UVM



TRAVEL
An Insider's Guide to Pasadena, the Old-School Los Angeles Enclave Wooing a New Generation of Creatives
BY MICHELLE LONGBY/THE NEW YORK TIMES
December 22, 2021



VOGUE

“An Insider’s Guide to Pasadena, the Old-School Los Angeles Enclave Wooing a New Generation of Creatives”
Vogue
10M UVM

shondaland

“I Traveled to the Birthplace of the Cheeseburger”
Shondaland
335K UVM



“Visit Pasadena creates ‘Boba Trail Passport’ for National Boba Day”
7.1M UVM



f t e p

Travel

Fine art and architecture in the shadow of the Rose Bowl



Dating from 1922, the Rose Bowl has since expanded to seat more than 90,000 spectators for the Rose Bowl game on New Year's Day, home games of the UCLA Bruins and other sporting events and concerts.
Courtesy of Katherine Rodeghier

Daily Herald

“A love for fine art and football may seem dissimilar passions, but both can be satisfied in a city 10 miles from downtown Los Angeles.”
840K UVM

OTHER HIGHLIGHTS

TRAVEL+
LEISURE

SFGATE

Parents

THE KIT

EATER
LOS ANGELES

THE TIMES
THE SUNDAY TIMES

TIMES COLONIST

meetings + events

Skift
MEETINGS

Seattle's
Child
Your guide to a
kid-friendly city

LEISURE TOURISM MARKETING

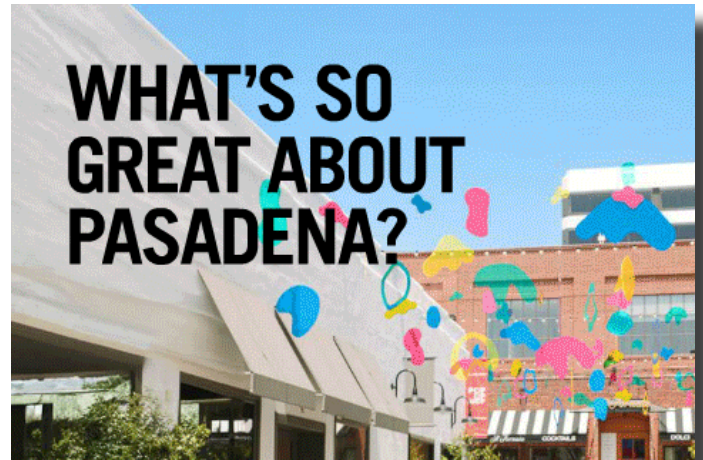


MAKE TIME FOR PASADENA 2023 CAMPAIGN

Visit Pasadena continued the “Make Time for Pasadena” campaign into the fall and winter 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.

6.7M

paid media
impressions



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.”

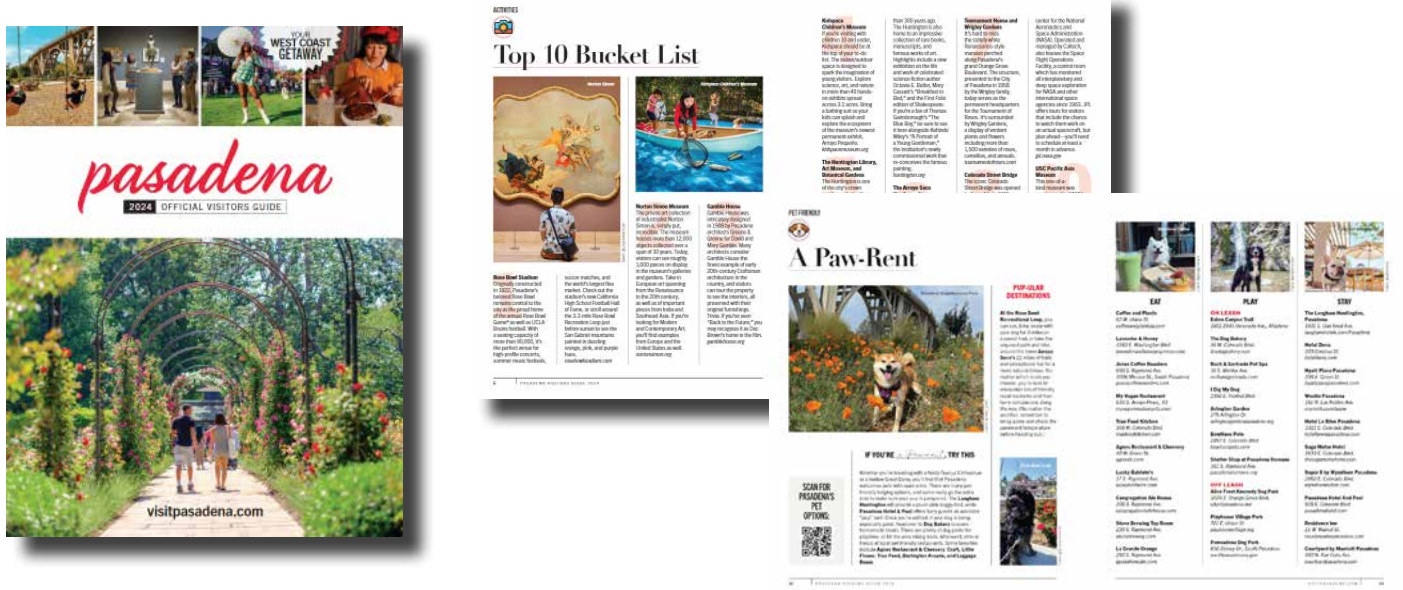
8.5M

paid media
impressions

THE PASADENA OFFICIAL VISITORS GUIDE

The Pasadena Official Visitors Guide is the definitive information resource for leisure and business visitors in Pasadena and Southern California. The guide is used during the planning process and acts as an outline for visitors once in destination.

- 60,000 copies and digital edition
- Distributed in 20+ hotels in Pasadena, Los Angeles and at 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



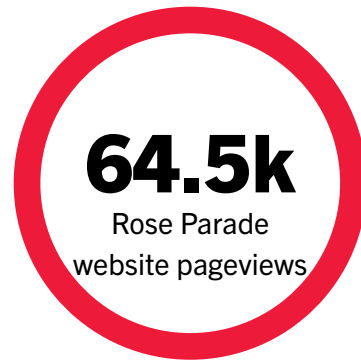
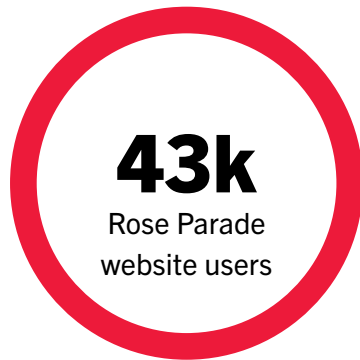
SUMMER EXPERIENCE GUIDE

The Summer Experience Guide was continued as a supplement to the annual visitor guide with an in-depth look at seasonal events and attractions. The guide included local restaurant profiles and notable location highlights. 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.



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.



BOBA PASSPORT

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.





FESTIVAL ACTIVATIONS AT ROSE BOWL

To compliment the summer-long music festivals hosted at the Rose Bowl, Visit Pasadena held a brand activation at Cruel World Festival and Just Like Heaven providing visitor resources to concert attendees. The activation included giveaways, a photo op wall painted by local artist, Victor Ving of Greetings Tour, a matching information booth, and a cooling station.

VISITORS CENTER & STORE THREADS OF PASADENA

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.

In February 2024, the marketing team launched the Visit Pasadena online store, with physical merchandise also being made available at the visitor center. The store features souvenirs and collectibles that represent Pasadena and the vibes of the city. All items are created and designed by local artists as a part of the “Threads of Pasadena” collaboration.



Sweater by local brand Pasadena CLSC, (pronounced classic), designed by Dennis Robinson to celebrate the city’s beauty.



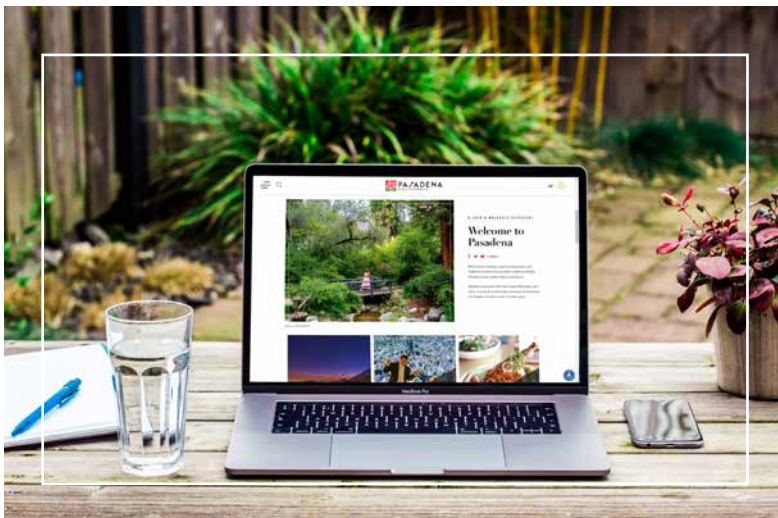
Brian Cho is an artist and designer based in Pasadena, California.

DIGITAL EFFORTS

WEBSITE & NEW REPORTING CONSIDERATIONS

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. Some additions include new content and imagery, quick facts, filtering capabilities, targeted blog content, and organized landing pages for major areas of interest. To support short-term rental properties (STRs), the marketing team also developed a presence for permitted STRs on the website.

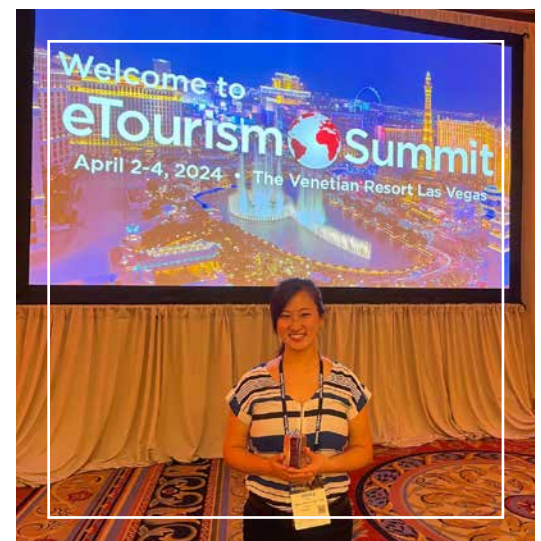
In terms of reporting, Google Analytics transitioned to GA4, which led to changes in the way users, sessions, website interactions, and tracking are recorded. Additionally, iPhone users are able to opt out of tracking all together. (Android has not be affected by this.) As a result, the general numbers for users, sessions, and pageviews have dropped around 40-60%. Despite the changes, the visitpasadena.com website still received 2.6M pageviews for FY24, an 8.3% increase above FY23.

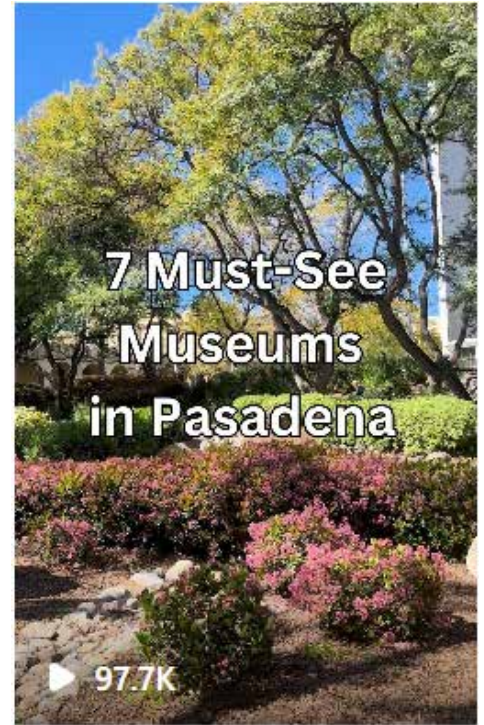
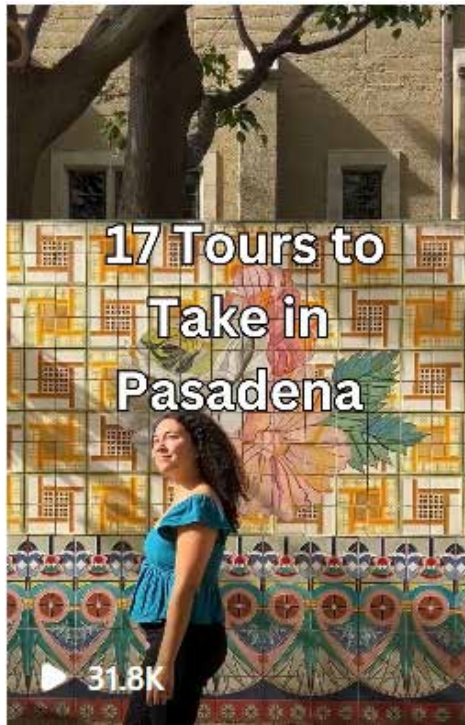


ETSY AWARD (ETOURISM SUMMIT)

The “Pasadena as Taylor Swift Albums Branding Campaign,” on social media won for “Best Viral Campaign” at the eTourism Summit’s 2024 eTSY Awards. The video utilized the hype for Taylor Swift’s Eras tours by using trending audio to highlight Pasadena attractions and showcase the city’s different “eras.”

The reel was the highest non-event promoting reel of Summer 2023 (May - Sept). The views were 600 times higher than Visit Pasadena’s average view count, with 80% exposure being completely new audiences directly within our target demographic.



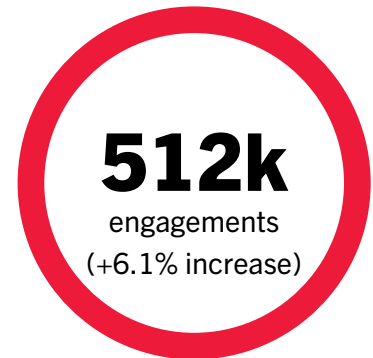
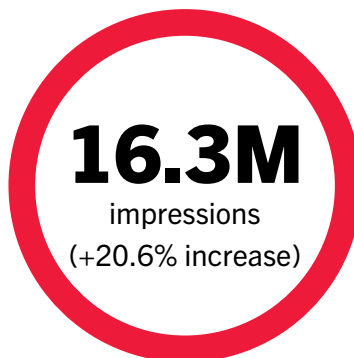


SOCIAL MEDIA

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. As a result, there was a substantial increase in reach and impressions among non-followers. This increased visibility effectively heightened awareness of Pasadena, its brand, and its offerings.

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.



ROSE BOWL

The Rose Bowl Operating Company (RBOC) sales and marketing teams sought to retain existing clients while securing new business opportunities to boost overnight visitation and room night sales for assessed lodging businesses. The RBOC promoted the Rose Bowl and the destination through client advertising initiatives and client and partner familiarization activities.

INDUSTRY EVENTS AND FAMILIARIZATION ACTIVITIES

The RBOC participated in tradeshows and networking events to help raise awareness of Pasadena and the Rose Bowl Stadium.

- IMEX America
- VenuesNow Conference
- Pollstar Conference

Events and activities were sponsored to familiarize event promoters and planners with the Rose Bowl's capabilities.

- Hosted client appreciation events
- Hosted in-person site visits
- Sponsored Visit Pasadena suite at Rose Bowl Stadium

EVENT INCENTIVES

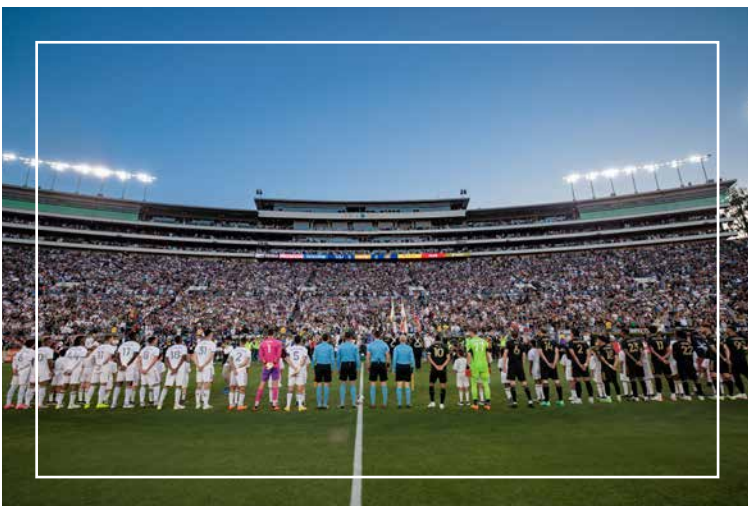
In response to escalating event operational expenses in 2024, the RBOC offered incentives and sponsorships for major events that increased demand for overnight stays. It also invested in crucial infrastructure upgrades, including a new sound system and enhanced safe-seating technology, to strengthen its competitiveness in a crowded market.



FY24 ROSE BOWL EVENTS

The allocation of TBID funds has led to an increase in high-profile events in FY24, setting the stage for event growth in 2025, and positively influencing hotel occupancy and average daily rates.

- July - El Trafico, a match between LA Galaxy and LAFC broke the MLS stand-alone attendance record of 82,110 fans.
- August - Karol G became the first artist of Latin American descent to sell out two consecutive nights at the Rose Bowl and her Mañana Sera Bonito Tour has become the highest grossing tour by a Latina in history.
- September/October – Coldplay performed at the Rose Bowl for two nights to sold out crowds and were quoted saying, “The Rose Bowl is a theater of dreams, life doesn’t get much better than being at the Rose Bowl.”
- October - El Classico de Mexico match was the most attended match between two Mexican clubs on US soil that year with 86,134 fans in attendance.
- On October 28 the Rose Bowl turned 101 and celebrated with the largest PAC 12 attended game of the year with UCLA playing Colorado and drawing in 71,343 fans.
- January 1 – The CFP Semifinal had an average of 27.2M viewers and a peak of 32.8M during the fourth quarter between Michigan and Alabama. The game marked the most watched CFP Semifinal since its inaugural playoff and the most watched non-NFL sports telecast since 2019. It also ranked as one of the top 10 cable telecasts of all time.
- May - Cruel World & Just Like Heaven Music Festivals drew over 30,000 music fans per show featuring headliners such as Postal Service, Death Cab for Cutie, Duran Duran, Interpol, Blondie, Simple Minds, Placebo, Soft Cell, Adam Ant, Ministry, Gary Numan, Dreamcar and many more.



FY24 FINANCIALS

INCOME	BUDGET	ACTUALS
TBID Assessment	\$5,250,000	\$5,582,602

EXPENDITURES	ALLOCATED	ACTUALS	PERCENTAGE
Staffing	\$1,779,000	\$1,463,169	26.2%
Administration Expenses	\$412,000	\$399,380	7.2%
Advertising	\$778,000	\$1,152,405	20.6%
Trade Show Activities	\$217,000	\$280,122	5.0%
Events and Sponsorships	\$347,000	\$253,052	4.5%
Familiarization Activities	\$64,000	\$43,178	0.8%
Promotional Expenses	\$92,000	\$78,388	1.4%
Rose Bowl Sales & Marketing	\$1,349,000	\$1,435,074	25.7%
Total Expenditures	\$5,038,000	\$5,104,768	91.4%

TBID Reserve Fund	\$212,000	\$212,000	3.80%
FY24 TBID Carry Forward	\$0	\$265,833	4.76%

Note: The cumulative carry-forward includes 23.8% in Sales & Marketing and 11.8% in Administration.

FY25 IMPROVEMENTS & ACTIVITIES

The PTBID is designed to provide specific benefits directly to payors by increasing room night sales and revenue therefrom. FY25 activities and 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.

LEISURE MARKETING AND COMMUNICATIONS

Marketing

Design and execute comprehensive marketing campaigns to increase brand visibility and drive tourism to Pasadena, showcasing its unique appeal and leisure offerings for new and returning visitors.

Advertising

Utilize a data-driven approach to advertising, optimizing outreach across multiple channels, including digital platforms and traditional print media. The strategy will focus on engaging potential visitors and reinforcing connections with returning tourists.

Digital Marketing

Enhance Pasadena's online presence with a dynamic, user-friendly, and visually engaging website that serves as a central hub for travel inspiration and planning. In addition to producing original, high-quality, and engaging content to influence travel

Promotional Materials

Produce high-quality promotional materials, including the Pasadena Visitor Inspiration Guide, brochures, maps, and digital passports, strengthening the Pasadena brand and assisting travelers.



Media Events

Actively participate in media events, tradeshows, and tourism missions to connect with travel writers and media professionals. The aim is to generate buzz about Pasadena, position it as a must-visit destination, and secure positive media coverage in leading travel publications.

Hosted Media Trips

Organize familiarization trips to immerse journalists and influencers in Pasadena, generating authentic editorial coverage that enhances Pasadena's profile.

Visitor Services and Support

Operate the Pasadena Visitors Center and Hotline to provide real-time support, ensuring visitors have the resources they need for a memorable experience.



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.

Destination Services

Provide services for citywide meetings, booked conventions, trade shows, and events utilizing a consultative approach based upon each group's specific needs and unique goals.

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.

ROSE BOWL SALES AND MARKETING

In FY25, the Rose Bowl Operating Company will receive 40.1% 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.

Event Incentives

Provide sponsorships for events that drive overnight visitation on assessed businesses, stimulating demand for accommodations.

Rose Bowl Infrastructure Improvements

Invest in infrastructure improvements that enhance the destination's competitive position making it more appealing for special events year-round and attracting overnight visitors to local lodging businesses.

Sales and Marketing

Market the Rose Bowl as a premier venue for world-class events by engaging in sales prospecting, conducting site tours, participating in tradeshows and appointment-based events, and maintaining active membership in relevant industry associations to connect with event organizers and promoters.



FY25 BUDGET

SOURCES	BUDGET	PERCENTAGE
TBID Revenue Assumption	\$6,870,000	100.0%

EXPENDITURES	BUDGET	PERCENTAGE
Sales & Marketing	\$1,838,000	26.8%
Administration Expenses	\$445,000	6.5%
Advertising	\$1,040,000	15.1%
Trade Show Activities	\$260,000	3.8%
Events and Sponsorships	\$301,000	4.4%
Familiarization Activities	\$102,000	1.5%
Promotional Expenses	\$81,000	1.2%
Rose Bowl Sales & Marketing	\$2,750,000	40.0%
TOTAL EXPENDITURES	\$6,817,000	99.2%

TBID Reserve Fund	\$53,000	0.8%
<p>Note: The total budget for FY25 is \$6,870,000 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.</p>		

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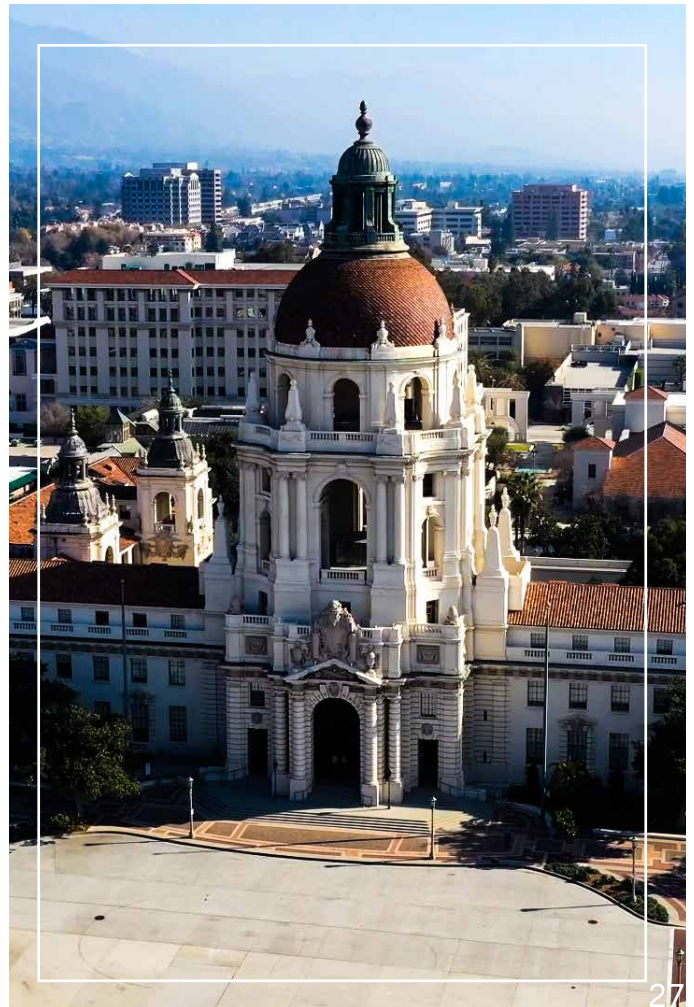
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