



PASADENA  
CENTER OPERATING COMPANY

## 2019 ANNUAL REPORT

CONVENTION CENTER | CIVIC AUDITORIUM | CONVENTION & VISITORS BUREAU | ICE SKATING CENTER





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# About the Pasadena Center Operating Company

## MISSION

The mission of the Pasadena Center Operating Company (PCOC) is to promote Pasadena as a meeting and travel destination in an effort to maximize economic impact through the development of meetings, conventions, entertainment events, and tourism by providing professionally managed facilities and first-class service.

## VISION

The vision for the PCOC is for Pasadena to be the premier “West Coast destination” for conventions, tradeshow, conferences, and leisure travelers.

## VALUES

In all of our relationships, we demonstrate a commitment to the following values:

**Integrity** We demand of ourselves and others the highest ethical standards by demonstrating personal responsibility to treat people with respect, trust, and by honoring our commitments.

**Leadership** We set high standards, goals, and positive results through commitment, accountability and sustainability.

**Collaboration** We support open communication among employees, stakeholders, the community and the City of Pasadena to enhance cooperation and build trust.

**Teamwork** We provide support to one another, working cooperatively, respecting one another’s views, and making our work environment fun and enjoyable.

**Customers** We commit to exceeding the expectations of our customers and constantly focus on customer satisfaction.

## *Letter from the Chair & Chief Executive Officer*

Dear Friends and Colleagues,

It is our honor to present the 2019 Pasadena Center Operating Company Annual Report. This was a milestone year for us as we celebrated ten years of excellence of the Pasadena Convention Center. In those ten years, we have hosted over 4,700 events and 3.7 million attendees bringing visitors from around the world to our city, from global leaders, renown institutions to engaging consumer events. By providing one of the best meeting and event spaces in Southern California, the Pasadena Convention Center has increased the city's visitation, economy, hotel room night stays and employment.

Together, the Pasadena Convention Center, the Civic Auditorium, Convention & Visitors Bureau, and Ice Skating Center surpassed their revenue goals and exceeded expectations to provide quality service for the Pasadena community and our visitors. We hosted 315 meetings and events and welcomed 375,000 visitors to our managed facilities, who generated an estimated economic impact of \$51 million in direct spending to our local hotels, restaurants and shops.

- The Pasadena Convention & Visitors Bureau booked over 46,000 contracted room nights for our Pasadena hotels. The Amgen Tour of California returned to Pasadena for an overall finish at the iconic Rose Bowl Stadium bringing international attention to Pasadena to over 200 countries. In addition, the PCVB received earned media coverage in national publications such as TravelandLeisure.com, TravelChannel.com, VIA Magazine, Budget Travel, California Meetings + Events, and Smart Meetings.
- The Convention Center showcased top notch events such as AIGA American Institute of Graphic Arts, Council of Engineering & Scientific Societies Executives, and the California Science Teachers Association.
- The Pasadena Civic Auditorium featured an outstanding lineup of events including the tapings of America's Got Talent, America's Got Talent: The Champions, K-Pop band Red Velvet's RedMare World Tour, Aziz Ansari: Road to Nowhere, Bill Burr.
- The Pasadena Ice Skating Center attracted over 54,000 public session skaters and 4,000 Learn-to-Skate participants this year.

We extend our gratitude to the Pasadena Center Operating Company Board of Directors, the City of Pasadena, and our community partners who support our shared mission to promote Pasadena as a premier destination. We look forward to continued partnership and success as we look forward to a bright future for the Pasadena Center Operating Company.

Sincerely,

Dianne Philibosian      Michael Ross  
Chair                              CEO

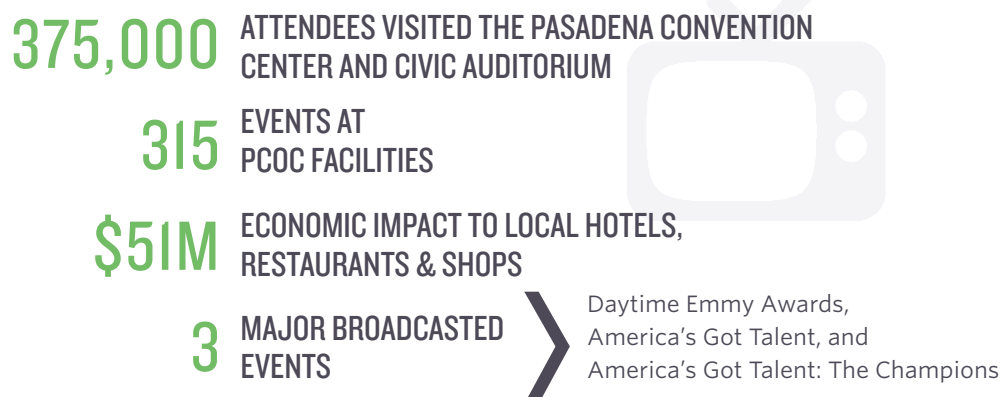


## 2019 by the Numbers

### PASADENA CONVENTION & VISITORS BUREAU



### PASADENA CONVENTION CENTER AND CIVIC AUDITORIUM



### PASADENA ICE SKATING CENTER



# *Pasadena Convention Center and Civic Auditorium*

The Pasadena Convention Center celebrated its milestone ten year anniversary in 2019. Since its inception in 1973, the Pasadena Convention Center has played an integral role in welcoming meetings and conventions to Pasadena. To effectively accommodate the growing demands of high-level events, in 2009, the convention center underwent a multi-million expansion by adding a 55,000 square foot Exhibition Hall and 25,000 square foot ballroom adjacent to the historic Pasadena Civic Auditorium. Over the years, the state-of-the-art facility has impressively hosted 4,700 events and 3.7 million attendees across a variety of meeting and events ranging from entertainment, consumer, medical, space exploration and international conferences.

<b>315</b>	EVENTS SERVICED
<b>376k</b>	ATTENDEES
<b>\$51M</b>	SPENDING IN LOCAL HOTELS, RESTAURANTS AND SHOPS
<b>113</b>	MEETINGS
<b>25</b>	SOCIAL EVENTS
<b>10</b>	SPORTS COMPETITIONS
<b>101%</b>	REVENUE GOAL





## 29 CONVENTIONS AND CONFERENCES

COSPAR 2018 42nd Assembly

51st Symposium on Microelectronics

California Association of Directors of Activities

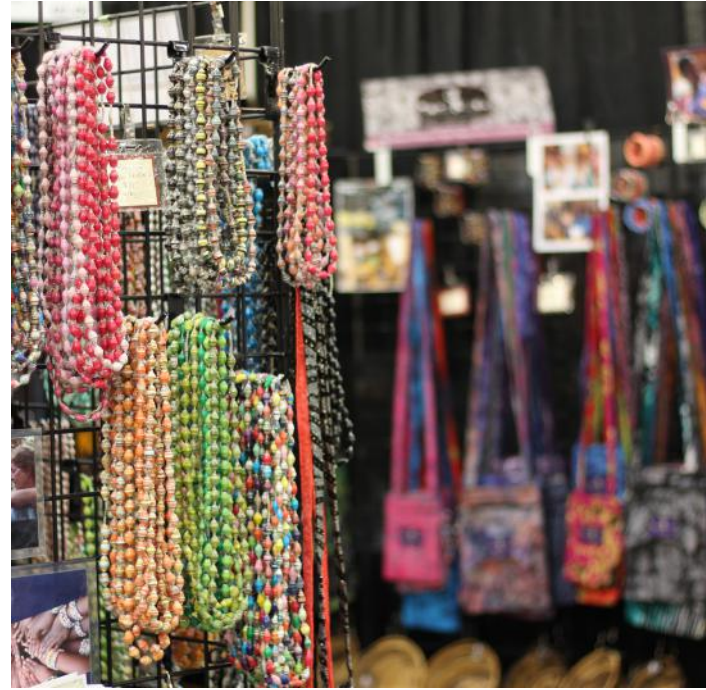
30th Annual HENAAC Conference

2018 STITCHES SoCal

Association of California Nurse Leaders 2019 Annual Conference

California Speech Language Hearing Association

AIGA Design Convention



## 14 TRADESHOWS

Japanese Food and Restaurant Show

2019 Energy Storage North America

Rare Books LA

Western Psychological Association 2019

7-Eleven Franchise Owners Association

## 30 CONSUMER SHOWS

CatCon 2019

Brick Fest LIVE!

40 Years of Terror: Halloween 40th Anniversary

Pasadena Heritage Craftsman Weekend

Golden State Tattoo Expo

SoCal Retro Gaming Expo

BrideWorld Expo

Monsterpalooza 2019

Golden Future Expo 50+

Contemporary Crafts Market



# Pasadena Civic Auditorium

Built in 1932, the celebrated 3,000-seat Pasadena Civic Auditorium has been a treasure of the Los Angeles arts and culture scene for over 85 years. The Pasadena Civic Auditorium continues to shine hosting live performances, television productions, cultural concerts, graduations and corporate events.

The Pasadena Civic Auditorium exceeded all expectations in terms of events and revenue reaching 115 percent of its revenue goal.

This year, the Pasadena Civic Auditorium hosted three major televised shows including: America's Got Talent: Season 14, America's Got Talent: The Champions and the Daytime Emmy Awards.

182 USE DAYS

3 MAJOR TV BROADCASTED SHOWS

22 GRADUATIONS/AWARDS CEREMONIES

20 CULTURAL CONCERTS AND EVENTS

115% REVENUE GOAL

## HIGHLIGHTS

America's Got Talent, Season 14

America's Got Talent: The  
Champions

Daytime Emmy Awards

Wonderful Winter of Oz

Master Lu

Red Velvet Redmare Tour (K-pop)

Live Nation presents Bill Burr

An Evening with Eckhart Tolle and  
Marianne Williamson

Johnny Mathis "Voice of Romance"  
Tour

Stray Kids Unveil Tour (K-pop)

Voyage to the East Chinese Opera

Aziz Ansari; Road to Nowhere



## *Pasadena Ice Skating Center*

The Pasadena Ice Skating Center continues to welcome tens of thousands of skaters each year. Operating over twenty hours per day, seven days a week, the “Coolest Place in Pasadena” maximizes facility usage with daily public sessions, year ‘round group classes for figure skating and hockey, private lessons, birthday parties, youth & adult hockey leagues, curling, private rentals, and more.

In 2019, the Ice Skating Center hosted the largest-ever annual Pasadena Figure Skating Club competition, the annual ISI rink competition, the Inter-Collegiate City of Angels Classic competition sponsored by the UCLA Figure Skating Club and LA Kings ‘Lil Kings and ‘Lil Kings Academy programs. The rink also found unique opportunities to feature the venue in several film and photo shoots and served as project testing site for JPL/NASA next generation of lunar rover vehicles for missions to the Moon and Mars.





**200,000** ATTENDEES

**54,345** PUBLIC SESSION SKATERS

**41,538** SKATE RENTALS

**3,876** LEARN-TO-SKATE PARTICIPANTS

**214** SUMMER CAMP PARTICIPANTS

**115** HOCKEY SKATERS IN LA KINGS 'LIL KINGS PROGRAM

**30** IN-HOUSE ADULT HOCKEY LEAGUE TEAMS

**94%** REVENUE GOAL



# Pasadena Convention & Visitors Bureau

After conversion of the Pasadena Tourism Business Improvement District in 2018 to the Property and Business Improvement Law of 1994, the Pasadena Convention & Visitors Bureau has accomplished a great deal to further position Pasadena as the number one destination in Southern California for meetings and tourism. Each year, the PCVB brings meetings, conventions and visitors to the city which drives spending to local hotels, attractions, restaurants and shops.

**46,048** TOTAL CONTRACTED  
HOTEL ROOM NIGHTS

**459** LEADS  
TOTALING 243,414  
ROOM NIGHTS

**147** DEFINITE BOOKINGS

**19%** SALES CONVERSION

**3** GROUP MEDIA FAMILIARIZATION EVENTS

**20** INDIVIDUAL HOSTED MEDIA

**30** EARNED MEDIA PLACEMENTS

**120M+** BRAND IMPRESSIONS

**31%** INCREASE IN WEBSITE VISITATION

**23%** INCREASE IN SOCIAL MEDIA FOLLOWING  
ACHIEVING 59K FOLLOWERS IN FY2019



## Meetings & Conventions

The Pasadena Convention & Visitors Bureau continues to support the economic vitality of the destination by securing hotel bookings. This year, the PCVB secured 46,048 total hotel room nights. In December 2018 the Hyatt Place Pasadena opened and the Hotel Constance added 30 additional hotel rooms, this increased our hotel room inventory by 5.3% for the year. Pasadena hotels experienced a 0.4 percent increase in occupancy, -2.8 percent decrease in the average daily rate (ADR) and -2.4 percent decline in revenue per available room (RevPAR). The Los Angeles Market reported a 1% increase in supply and occupancy at 79.5% was a 0.1% increase and ADR at \$179 and revPAR at \$142 remained flat year over year.

	OCCUPANCY	ADR	REVPAR
THIS YEAR	78.1%	\$188.12	\$146.85
LAST YEAR	77.8%	\$193.46	\$150.48
PERCENT CHANGE	.4%	-2.8%	-2.4%

*Based on Pasadena hotels mid-scale and above STR, Inc Pasadena Destination Report, June 2018*

### CONTRACTED FUTURE BUSINESS

SprayFoam 2020 Convention & Expo (February 2020) **2,503 room nights**

Breeders Cup (November 2019) **2,451 room nights**

California Association of Public Procurement Officials (February 2022) **1,825 room nights**

History Con (March 2020) **1,633 room nights**

American Astronomical Society (June 2022) **1,433 room nights**

CA School Nutrition Association Annual Meeting (November 2020) **1,410 room nights**

Aero Tech Americas Congress (March 2020, March 2022) **1,192 room nights per year**

**459**

TOTAL LEADS REPRESENTING  
243,414 ROOM NIGHTS

**147**

DEFINITE BOOKINGS

**46,048**

TOTAL HOTEL  
ROOM NIGHTS



## Sales Tradeshows

Every year, the CVB Sales team attends over 30 tradeshows and events across the U.S. to generate citywide meeting leads, build relationships, and promote Pasadena as a premier meeting destination.

### 23 Tradeshows and Conventions

- ACESSE Leadership Conference (Pasadena)
- ASAE Annual Meeting & Expo (Chicago)
- Connect Marketplace (Salt Lake City)
- Connect Medical (Las Vegas)
- Connect Southwest (Reno)
- Connect DC & Connect Independent Planners (Washington DC)
- IAEE Expo Expo (New Orleans)
- Holiday Showcase (Chicago)
- CalSAE Seasonal Spectacular (Sacramento)
- Smart Meetings Northern California (Sacramento)
- PCMA Annual Meeting (Pittsburgh)
- Destination Showcase (Washington DC)
- MPI WeCon (Palm Springs)
- Smart meetings Souther California (DTLA)
- MPISSN Annual Tradeshaw (Sacramento)
- Connect California (Oakland)
- CalSAE ELEVATE Annual Conference (Palm Springs)
- Helms Briscoe Annual Business Conference (Houston)
- IPW Convention (Anaheim)
- CalTech Travel Fair (Pasadena)
- PCMA Education Conference (Los Angeles)





## Destination Services

Once a meeting is contracted, our team provides much needed support for clients to create customized meetings and one-of-a-kind Pasadena experiences for attendees. Support comes in a variety of forms including: site visits to the destination, connections with Pasadena venues and restaurants, and collateral to promote the upcoming event.



**58** GROUPS SERVICED

**36** CITYWIDE SITE TOURS

**25** TRADESHOWS AND CLIENT EVENTS

## Meeting Advertising

The PCVB manages the meetings brand for Pasadena. The marketing campaign "Meet at Reimagined and Exceptional" focused on Pasadena's major investments in the hospitality products including new hotel renovations, new Hyatt Place Pasadena, and Convention Center enhancements.

- Associations Now
- California Meetings + Events
- CVENT
- Facilities and Destinations
- Los Angeles Business Journal
- Los Angeles Meeting Planner Guide
- Meetings Today
- Multiview
- Smart Meetings
- Successful Meetings

**MEET AT  
REIMAGINED  
& EXCEPTIONAL**

*More than a remodel,  
we're transforming what it  
means to stay in Pasadena.*

**2.5k**  
guest rooms

**230k**  
square feet of meeting  
and event space

**\$150m**  
invested

*Come Curious.*

**PASADENA  
CALIFORNIA**  
To book, visit: [PasadenaMeetings.com](http://PasadenaMeetings.com)

# Public Relations

The Marketing & Communications Team continues to increase Pasadena's exposure in the media and bring the Pasadena experience to life for potential visitors. Domestic media receptions and international media missions are key platforms to engage with editors, producers, freelance journalists, and digital influencers in target media markets. This year, the team hosted 3 press trips and 20 individual media visits.

- Canada Media Mission with Visit California
- TravMedia International Media Marketplace
- Los Angeles Media Reception with Visit California
- Undiscovered LA Media Activation in New York with Discover Los Angeles, Visit West Hollywood and Santa Monica Travel and Tourism
- IPW Media Tradeshow

**30** PRINT AND ONLINE ARTICLES  
**120M** EARNED MEDIA IMPRESSIONS

## EARNED MEDIA HIGHLIGHTS

- TravelChannel.com
- TravelandLeisure.com
- VIA Magazine
- Fodor's Travel Guide
- Budget Travel
- Sherman's Travel
- Forbes.com
- NBCLA.com
- USA Today
- Southern California Life
- California Meetings + Events
- Smart Meetings



Smart Meetings

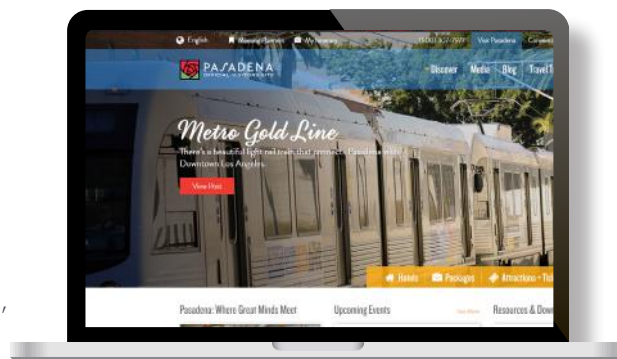


Delta Sky



## Digital & Social

The CVB's strategy has been successful in building Pasadena's brand presence in an evolving digital sphere. The Visit Pasadena website and social media channels saw significant growth this fiscal year. The social media strategy involved a robust content strategy and encouraged online community engagement across multiple sites: Facebook, Instagram, Twitter, Youtube, Pinterest, Google+ and WeChat.



# 31%

### GROWTH IN WEBSITE USERS

471k users [THIS YEAR]  
361k users [LAST YEAR]

# 23%

### SOCIAL MEDIA GROWTH

59k followers [THIS YEAR]  
48k followers [LAST YEAR]

# 23%

### GROWTH IN PAGE VIEWS

936k views [THIS YEAR]  
780k views [LAST YEAR]

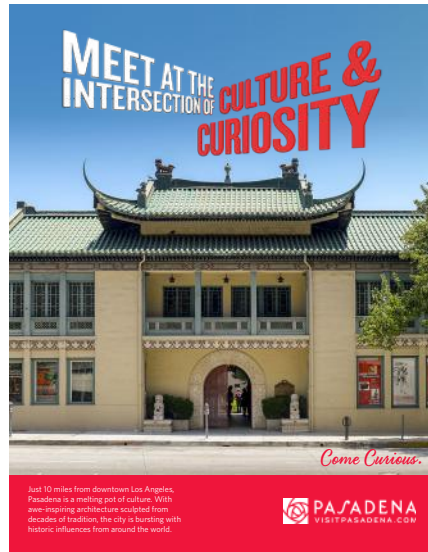
## Sponsorships and Activations

The PCVB Marketing Team sponsored activations at local events to continue to build the brand and encourage repeat visitation including Amgen Tour of California, Big Bang Theory Series Finale Viewing Party, Eat Drink Vegan, Pasadena Pop-Up Store, Pasadena Restaurant Week, Pasadena Chalk Festival and Craftsman Weekend.



## Tourism Advertising

The CVB placed leisure ads in prominent travel and lifestyle publications such as Delta Sky, Southwest Magazine, AAA Westways, and The National Magazine for Amtrak. Ads were also placed at Hollywood Burbank Airport and in select Metro trains and stations. Digital advertising was placed using Adara predictive traveler intelligence to consumers actively searching for travel.



## Visitors Guide

The CVB continues to inspire travel with the bi-annual Summer and Winter Official Visitors Guide. 100,000 copies were distributed in a variety of ways:

- 10,000 copies distributed to Pasadena Magazine subscribers.
- 45,000 copies distributed by Certified Folder Display to various California Travel & Tourism Visitor Centers throughout California, regional airports and local hotels.
- 45,000 copies distributed via the CVB to walk-in visitors and meeting delegates.





## Visitors Hotline

The CVB operated the 33rd Annual Visitors Hotline from December 29, 2018 through January 2, 2019 to respond to all inquiries on the Rose Parade and Rose Bowl Game. Over this period, the hotline received 1,750 calls from visitors. The Visitors Hotline was broadcasted on KTLA, KCBS2, KCAL9, KABC, and KNX 1070 AM.

**1,750** PHONE CALLS

**121K** WEBSITE PAGEVIEWS



## Visitor Services

The Pasadena Visitors Center operated year-round to support visitor's' needs and respond to public inquiries.

**11,549**  
PHONE INQUIRIES

**3,320**  
VISITOR CENTER WALK-INS

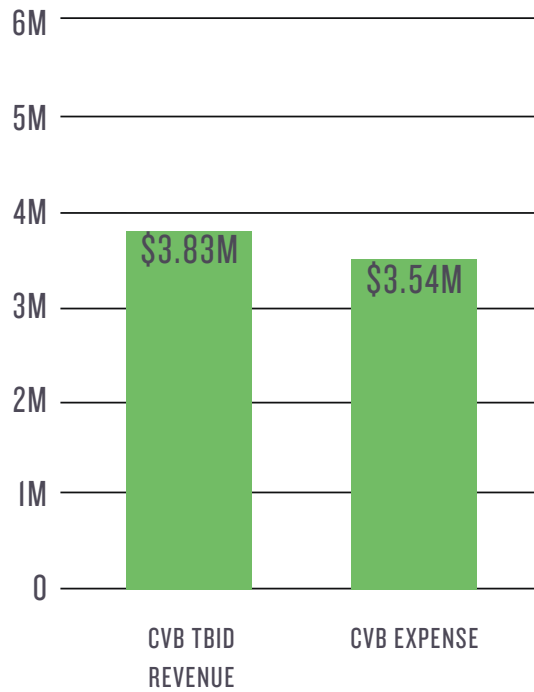
**956**  
INFO PACKAGES

## Year End Financials

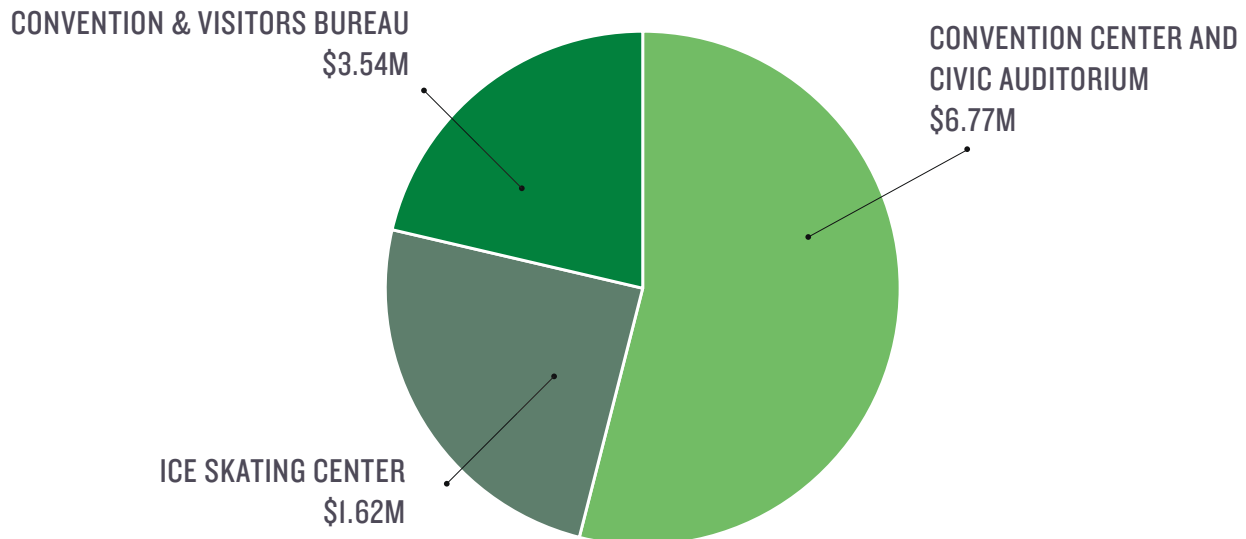
### CONVENTION CENTER, CIVIC AUDITORIUM & ICE SKATING CENTER



### CONVENTION & VISITORS BUREAU



## EXPENSES





## *Board of Directors*

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# PASADENA

CENTER OPERATING COMPANY

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