



MEETING OF THE BOARD OF DIRECTORS

Wednesday, September 23, 2026 at 4:00 pm
Pasadena Convention Center, Room 211
300 E. Green St., Pasadena, CA 91101

AGENDA

Board of Directors

Tyron Hampton, Chair
Kim Burbank, Vice-Chair
Phil Hosp, Secretary
Pat Amsbry, Treasurer
Joan Aarestad
Scott Boone
Richard Bussiere
Joseph Co
David Eads
Charles Fusco
Marlon Gonzalez
Katie Green
Dave Klug
Eleanor Lee
Jeff Michael

PCOC Staff

Michael Ross, CEO

PCOC Mission Statement

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.

MEMBERS OF THE PUBLIC MAY PARTICIPATE IN THE OPEN SESSION PORTION OF THE MEETING AS FOLLOWS:

1) By submitting public comment of any length to the following email: publiccomment@pasadenacenter.com up to two hours prior to the start of the meeting. Please be aware that this email address will not be checked within the two hours prior to the start of the meeting or, 2) During the meeting, by submitting comments in writing to the Recording Secretary, or by raising their hand to be recognized to speak at the appropriate time.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call 626/793-2122. Notification 72 hours prior to the meeting will enable the PCOC to make reasonable arrangements to assure accessibility to this meeting. Language translation services are available for this meeting by calling (626) 793-2122 at least 72 hours in advance. Habrá servicio de interpretación disponible para éstas juntas llamando al (626) 793-2122 por lo menos con 48 horas de anticipación.

CONVENTION CENTER • CIVIC AUDITORIUM • CONVENTION & VISITORS BUREAU • ICE SKATING CENTER
300 E. Green Street, Pasadena, CA 91101-2399 TEL: (626) 793-9311 PASADENACENTER.COM



MEETING OF THE BOARD OF DIRECTORS
Wednesday, September 23, 2026 at 4:00 pm
Pasadena Convention Center, Room 211
300 E. Green St., Pasadena, CA 91101

AGENDA

- I. Call to Order**
- II. Roll Call**
- III. Public Comment on Matters Not on the Agenda**
- IV. Approval of June 24, 2026, Board Meeting Minutes: *Motion to Approve***
- V. Executive Committee Report – Tyron Hampton**
 - FY 2027 Board Committees
- VI. LA28 Olympic Update – Alex Souto, City of Pasadena – Deputy City Manager**
- VII. Directors Reports**
 - Financial Report, August 2026 – Eric Happe: *Motion to Approve*
 - Sales - Center, Civic, CVB - Kristin McGrath
 - Marketing Update - Christine Susa
 - Operations – Naz Sabripour
 - Ice Rink - Michael Ross
- VIII. Chief Executive Officer Report - Michael Ross**
- IX. Tournament of Roses Report - David Eads, CEO**
- X. Adjournment - Next meeting is Wednesday December 2, 2026 at 4:00 pm**

Copies of this agenda and past agendas are posted at Pasadena City Hall and available for download online at <https://www.visitpasadena.com/board-agendas/>

A handwritten signature in black ink, appearing to read "T. Hampton".

Tyron Hampton, Chair, Board of Directors

I HEREBY CERTIFY that this Agenda, in its entirety, posted on the City of Pasadena rotunda area bulletin board at 100 N. Garfield Ave., and on www.pasadenacenter.com.

A handwritten signature in blue ink, appearing to read "Margie Christ".

Margie Christ, Recording Secretary



Convention Center
Civic Auditorium
Ice Skating Center
Convention & Visitors Bureau

OFFICIAL MINUTES

BOARD OF DIRECTORS MEETING

Wednesday, June 24, 2026
4:00 p.m.

Pasadena Convention Center
300 E. Green Street
Pasadena, CA 91101

I. Call to Order:

Chairman Tyron Hampton called the June 24, 2026 Pasadena Center Operating Company (PCOC) Board of Directors Meeting to order at 4:04 p.m.

II. Roll Call:

Roll call was taken and recorded by Margie Christ. A quorum assembled.

Board Members

Tyron Hampton, Chair
Kim Burbank, Vice-Chair
Phil Hosp, Secretary (absent)
Pat Amsbry, Treasurer (absent)
Joan Aarestad
Scott Boone
Richard Bussiere
Joseph Co
David Eads (absent)
Charles Fusco
Marlon Gonzalez
Katie Green (arrived after Item IV)
Dave Klug
Eleanor Lee
Jeff Michael

PCOC Staff

Michael Ross, *CEO*
Kristin McGrath, *CVB Executive Director*
Naz Sabripour, *Convention Center Executive Director*
Eric Happe, *Director of Finance*
Margie Christ, *Director of Human Resources*
Christine Susa, *Director of Marketing & Communications*

City Staff

Arnold Lee, *Assistant Attorney, City of Pasadena*

III. Public Comment on Matters Not on the Agenda (None)

IV. Approval of April 22, 2026 Board of Directors Meeting Minutes

It was moved by Richard Bussierre and seconded by Joan Aarestad, to approve the April 22, 2026, Board of Directors Meeting Minutes as submitted. The motion unanimously carried. Absent: Phil Hosp; Pat Amsbry; David Eads; Katie Green.

V. Executive Committee Report – Tyron Hampton

Chair Tyron Hampton reported that there was no Executive Committee meeting due to lack of quorum. He directed the Board of Directors' attention to page 28 of their packages for the FY27 committee roster and said comments or volunteers were welcome.

VI. Waterproofing the Civic Plaza and Interior patching and Painting at the Pasadena Civic Auditorium. Michael Ross, CEO: *Motion to Approve*

It is recommended that the PCOC Board:

Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15301 (Existing Facilities).

Accept the proposal dated August 13, 2025, submitted by Spectra in response to the plans and specifications for the Restoration of the Civic Auditorium Phase 4, which includes additional waterproofing the Civic Plaza and interior patching and painting. Authorize the CEO to enter into a contract for an amount not-to-exceed \$450,000 which includes the base contract amount (\$400,000) and a contingency of (\$50,000) to provide for any necessary change orders.

Grant the proposed contract an exemption from Competitive Selection process pursuant to Pasadena Municipal Code Section 4.08.049 (B) contracts for which the PCOC's best interest are served.

Michael Ross, CEO directed the Board of Directors' attention to the memo on page 9 of their package. After a short review, it was moved by Joan Aarestad and seconded by Scott Boone, to authorize Michael Ross, CEO to enter into a contract for the project as outlined. The motion unanimously carried. Absent: Phil Hosp; Pat Amsbry; David Eads.

VII. Ballroom Lighting Upgrade to Energy Efficient LED Fixtures and Control Panel. Michael Ross, CEO: *Motion to approve*

It is recommended that the PCOC Board:

Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15301 (Existing Facilities).

Accept the proposal dated April 15, 2026, submitted by GonLED in response to the plans and specifications for the Ballroom Lighting Upgrade to Energy Efficient LED Fixtures and Control Panel and Authorize the CEO to enter into a Contract with GonLED in the amount of \$1,501,891.01 for the Ballroom Lighting Upgrade. Competitive Bidding is not required pursuant to City Charter Section 1002(H) contracts with other governmental entities; and

Grant the proposed contract with GonLED an exemption from the Competitive Bidding Process set forth in the Competitive Bidding and Purchasing Ordinance pursuant to the Pasadena Municipal Code Section 4.08.049(B), contracts where the best interests of the City are served.

Naz Sabripour, Executive Director of the Center, directed the Board of Directors' attention to the memo on page 11 of their package. A question was asked about consumption savings especially considering the rising cost of utilities. Naz Sabripour replied that a full study is not complete but the savings in ballast and bulb maintenance alone is considerable. It was moved by Joan Aarestad and seconded by Richard Bussierre, to authorize Michel Ross, CEO to enter into a contract for the project as outlined. The motion unanimously carried. Absent: Phil Hosp; Pat Amsbry; David Eads.

VIII. Directors Reports

- **Financial Report, May, 2026** – Eric Happe: *Motion to Approve*
Eric Happe, Director of Finance, provided an update on PCOC financials year to date through May, 2026. Operating revenue was \$12.9 million, which was \$765,000 over budget. Operating expenses

were \$9.9 million, \$900,000 better than budget. Net result is \$3.8 million which was \$2.2 million better than budget.

TOT revenue collected as of May, 2026 was \$12 million which was \$400,000 better than budget. Debt service expense was \$11.6 million, which was on budget. The result was a net gain of \$408,000 which was \$408,000 better than budget.

TBID assessment was \$4 million which was \$198,000 better than budget. CVB expenses were \$3.5 million, resulting in a net gain of \$631,000 which was \$601,000 better than budget.

The total net gain for the company was \$4.8 million, which was \$1.6 million better than budget.

There was a question about the current level of cash reserves. Eric Happe replied that they are \$25million.

It was moved by Joan Aarestad and seconded by Scott Boone, to approve the May 2026 financial report as presented. The motion unanimously carried. Absent: Phil Hosp; Pat Amsbry; David Eads.

- **Sales** - Kristin McGrath

Kristin McGrath, Executive Director - CVB, directed the Board of Directors to the information previously provided about the CVB, Center, and Civic Auditorium activity. She reported that the definite hotel room nights achieved to date in FY26 are 35,886, which is 77% of the 46,500 room annual goal. She said she expects by year end the results will be over 90% of goal. Further, she stated that new lead activity is strong with 40 leads representing over 25,000 rooms.

McGrath pointed out the two new exhibits in the package which show that Pasadena's occupancy exceeded LA County's in April and May, although ADR was only even with or even below LA County.

McGrath directed the Board's attention to several pages in the meeting package about the variety of activities the CVB sales team has had in recent months.

- **Marketing Update** - Christine Susa

Christine Susa, Director of Marketing, directed the Board to the steady and robust variety of marketing, social media and communications efforts.

- **Operations** - Naz Sabripour

Naz Sabripour, Executive Director - Center, directed the Board of Directors' attention to the materials that had previously been provided about the Convention Center's recent activity.

- **Ice Rink** - Michael Ross

Michael Ross, CEO, reported that the Ice Rink activity has continued to be strong and that the 40th anniversary of the rink's annual skating competition was very successful. He directed the Board to the information previously provided about the ice rink.

IX. Chief Executive Officer Report - Michael Ross, CEO

- **FY 2027 Budget Approval Update**

Michael Ross, CEO, informed the Board of Directors that the budget was approved at the City's EDTECH Committee on May 19th.

X. Tournament of Roses Report - David Eads, CEO

(None)

XI. Adjournment

On order of the Chair, the Board Meeting adjourned at 4:55 p.m.

Approved for the Board of Directors By:

Tyron Hampton
Chair, Board of Directors

Phil Hosp
Secretary, Board of Directors

Respectfully submitted by:

Margie Christ, Recording Secretary

Date

/----- Year - to - Date Through			August 2026 /				FY 2027
Actual	Budget	Actual vs. Budget	Prior Year	CY vs. PY	% Change CY vs. PY	Adopted Budget	
\$ 400,000	\$ 423,000	\$ (23,000)	\$ 401,000	\$ (1,000)	-0.2%	\$ 3,140,000	
5,000	-	5,000	-	5,000	0.0%	1,370,000	
279,000	261,000	18,000	281,000	(2,000)	-0.7%	2,420,000	
684,000	684,000	-	682,000	2,000	0.3%	6,930,000	
127,000	135,000	(8,000)	112,000	15,000	13.4%	1,500,000	
292,000	318,000	(26,000)	278,000	14,000	5.0%	2,150,000	
746,000	541,000	205,000	464,000	282,000	60.8%	3,465,000	
1,849,000	1,678,000	171,000	1,536,000	313,000	20.4%	14,045,000	
1,143,000	1,432,000	289,000	1,365,000	222,000	16.3%	9,629,000	
59,000	72,000	13,000	57,000	(2,000)	-3.5%	495,000	
279,000	342,000	63,000	357,000	78,000	21.8%	2,392,000	
-	-	-	-	-	0.0%	250,000	
1,481,000	1,846,000	365,000	1,779,000	298,000	16.8%	12,766,000	
\$ 368,000	\$ (168,000)	\$ 536,000	\$ (243,000)	\$ 611,000	-251.4%	\$ 1,279,000	
83,000	83,000	-	50,000	33,000	66.0%	500,000	
2,183,000	2,183,000	-	2,181,000	2,000	0.1%	13,098,000	
2,183,000	2,183,000	-	2,038,000	(145,000)	-7.1%	13,098,000	
\$ -	\$ -	\$ -	\$ 143,000	\$ (143,000)	-100.0%	\$ -	
729,000	729,000	-	698,000	31,000	4.4%	4,375,000	
663,000	748,000	85,000	339,000	(324,000)	-95.6%	4,312,000	
\$ 66,000	\$ (19,000)	\$ 85,000	\$ 359,000	\$ (293,000)	-81.6%	\$ 63,000	
\$ 4,844,000	\$ 4,673,000	\$ 171,000	\$ 4,465,000	\$ 379,000	8.5%	\$ 32,018,000	
4,327,000	4,777,000	450,000	4,156,000	(171,000)	-4.1%	30,176,000	
\$ 517,000	\$ (104,000)	\$ 621,000	\$ 309,000	\$ 208,000	67.3%	\$ 1,842,000	

Note: (1) TOT is annually capped based on Debt Service expenses plus \$500K.

Capital Improvements Programs

Fiscal Year 2027
As of August 2026

<u>Projects</u>	<u>Budget Amount</u>	<u>Actual Amount</u>	<u>Over / (Under)</u>	<u>Status</u>
Restoration, Upgrades, and Repairs of the Civic Auditorium, Convention Center, and Ice Rink	<u>1,800,000</u>	<u>693</u>	<u>(1,799,307)</u>	

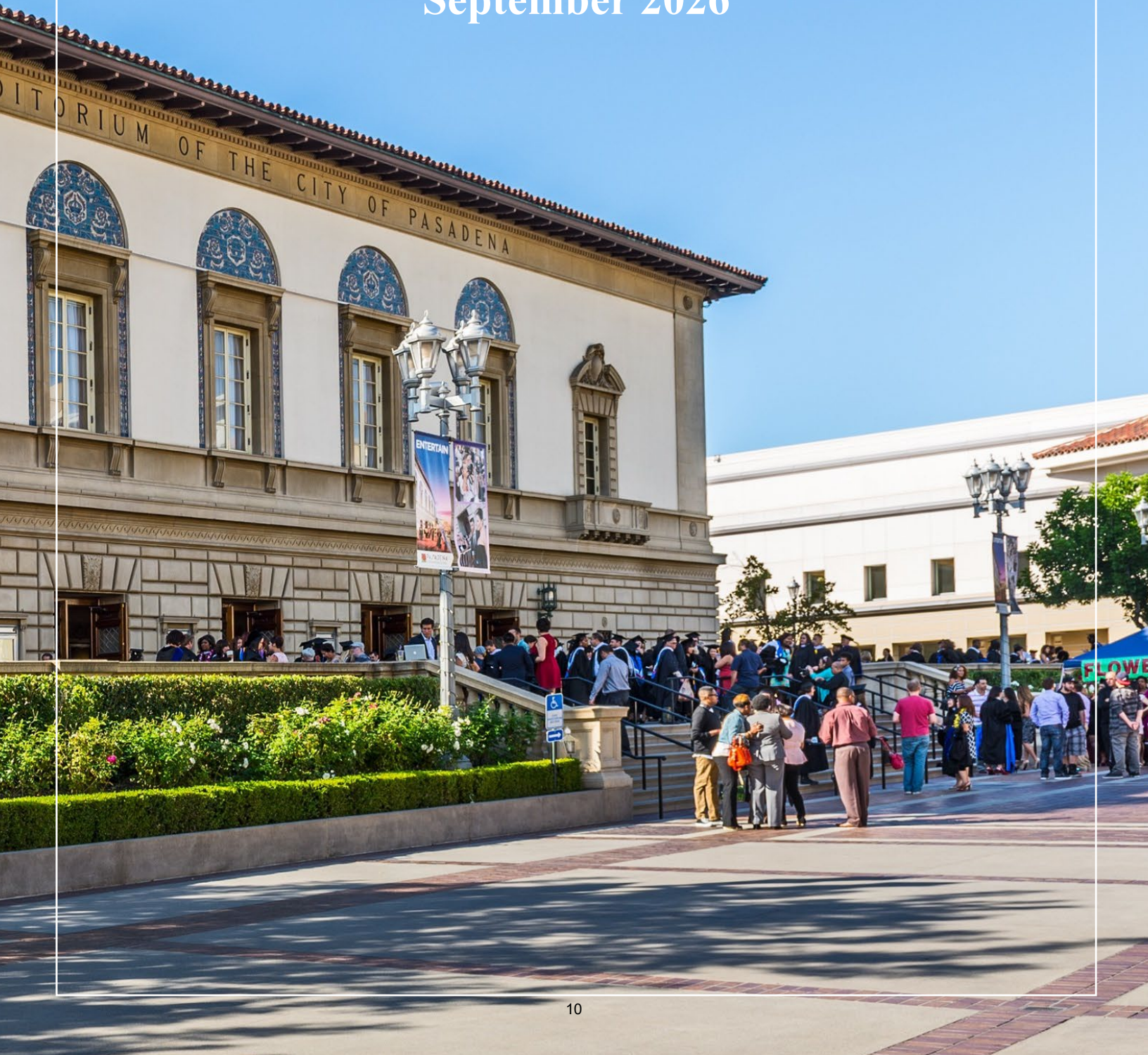
Amount spent on CIP in FY27

Box Office ADA renovation \$693



DIRECTORS REPORT

September 2026



DIRECTORS REPORT

PROFESSIONAL MEETINGS AND EVENT SALES

CVB

July & August Definite Bookings:

8 bookings; 1665 total contracted rooms

4 of the 8 bookings are repeat clients

1665 total definite rooms: 4% of FY27 goal (47,000)

Highlights:

- National Education Association, July 2026, 244 total rooms
- Groom Expo West, Feb 2027, 456 total rooms
- Alliance for Community Media, March 2027, 190 total rooms
- CA Assn of Local Agency Formation Commissions, Oct 2027, 450 rooms
- Coffee Fest Pasadena, August 2027, 217 total rooms

July & August New Leads:

42 new leads: 14,173 total room nights

Highlights:

- The Aspen Institute, Jan 2027, 168 total rooms
- National Assn of State Foresters, Feb 2027, 585 total rooms
- California Special Districts Assn, Sept 2028, 1865
- California Library Assn, October 2029 & 2030, 1125 total rooms



CONVENTION CENTER

July & August Definite Bookings (13):

- KIPP SoCal Public Schools, August 2026
- American Red Cross, August 2026
- Kaiser Foundation Health Plan, Sept 2026
- California Assn of Directors of Activities, Oct 2026
- California High Speed Rail Authority, Oct 2026
- Breakthrough T1D, November 2026

CIVIC AUDITORIUM

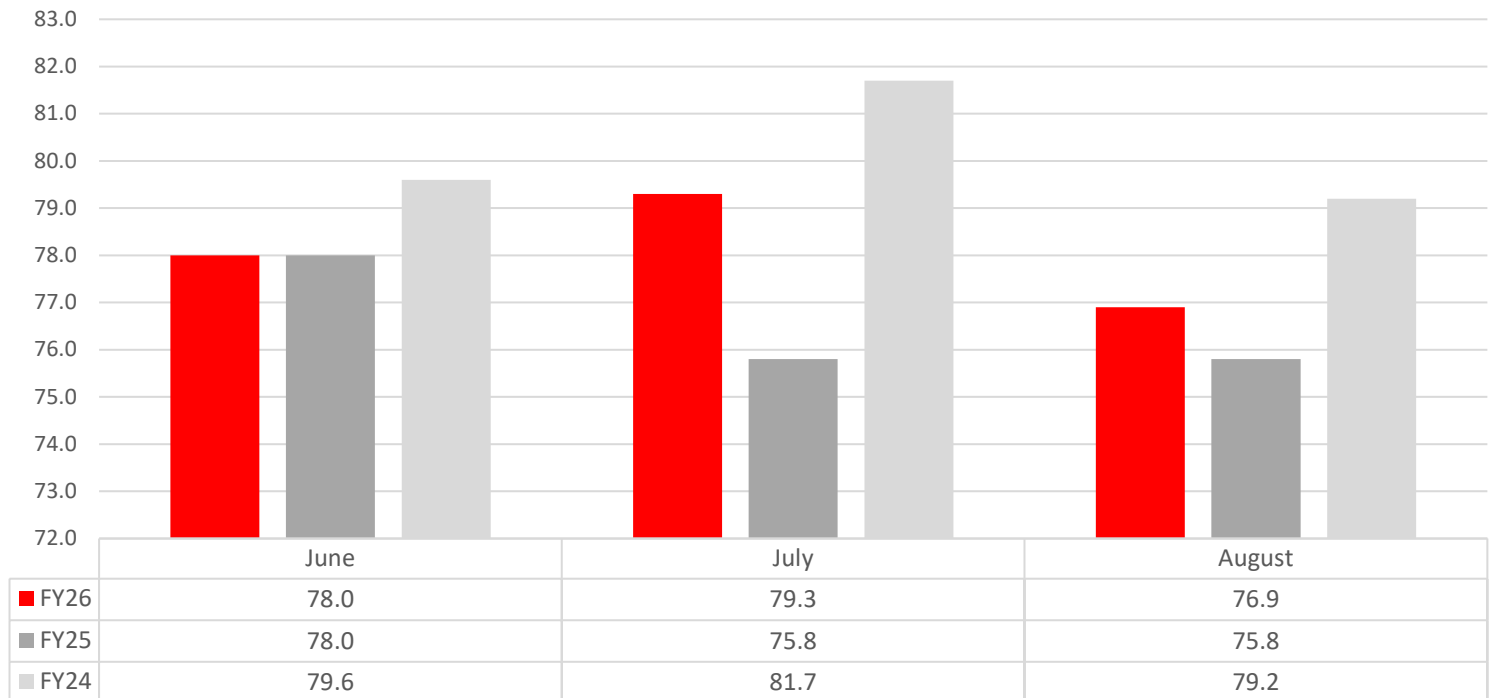
July & August Definite Bookings (3):

- Marathon Productions/AGT, March 2027

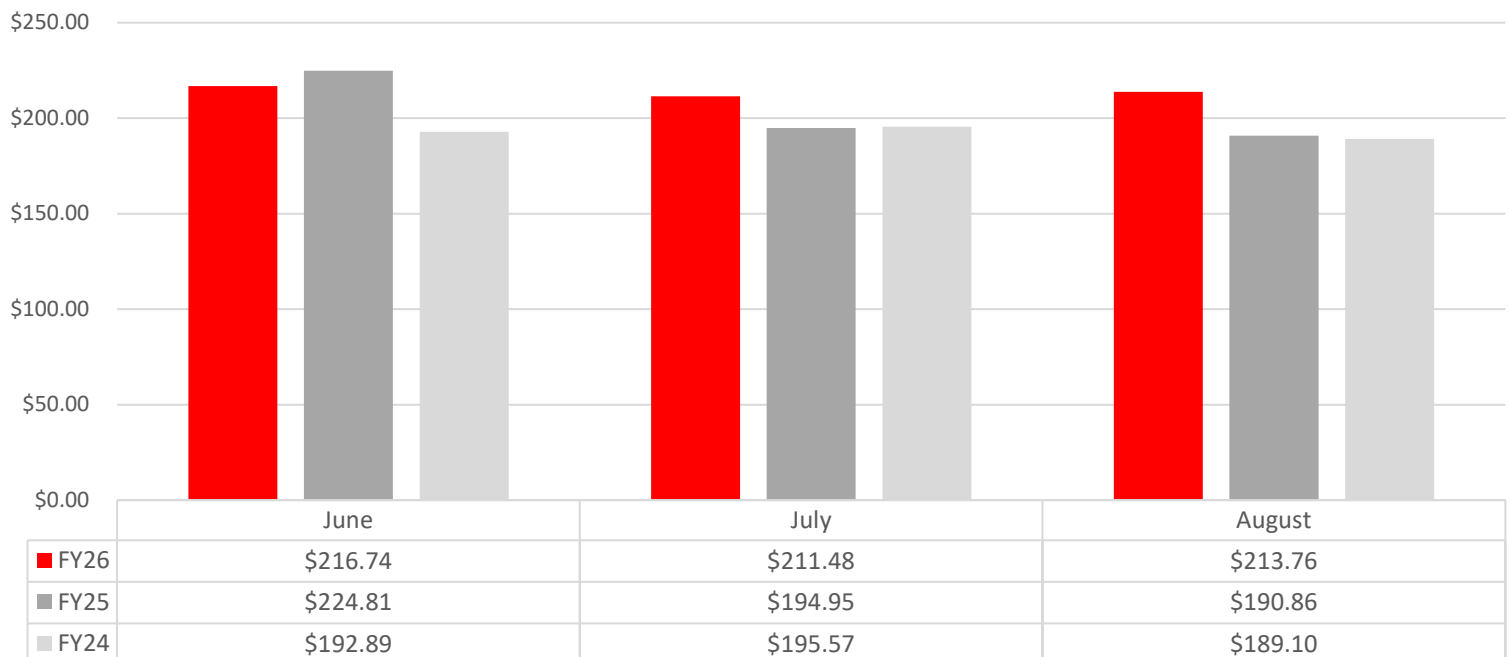
DIRECTORS REPORT

VISIT PASADENA UPDATE

HOTEL OCCUPANCY (%)



HOTEL ADR (AVERAGE DAILY RATE \$)

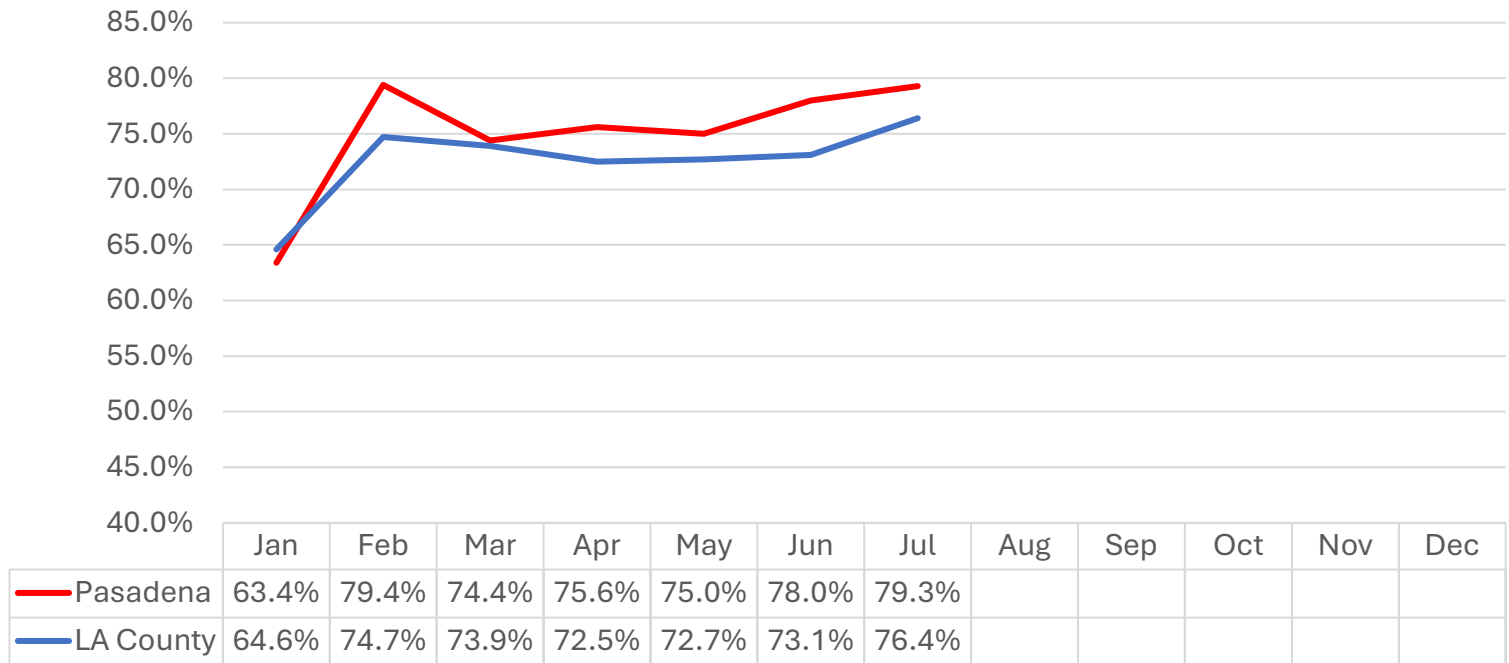


Source: CoStar STR

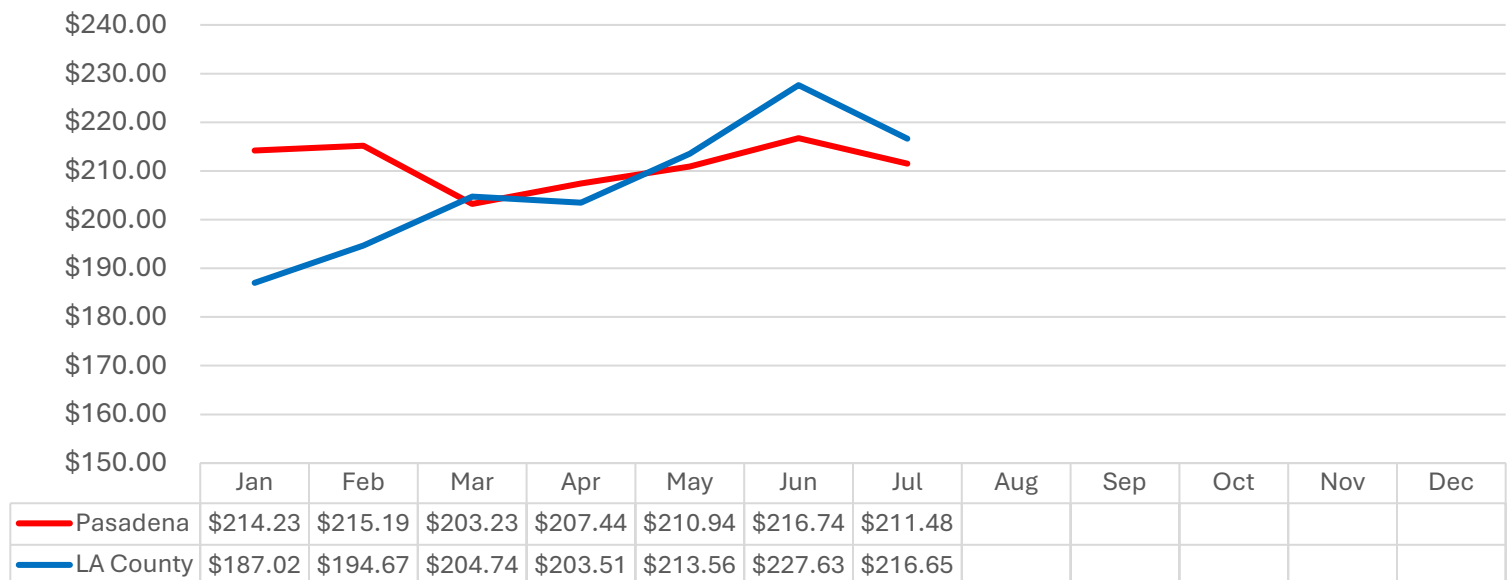
DIRECTORS REPORT

VISIT PASADENA UPDATE

LA COUNTY 2026 HOTEL OCCUPANCY (%)



LA COUNTY 2026 HOTEL ADR (AVERAGE DAILY RATE \$)



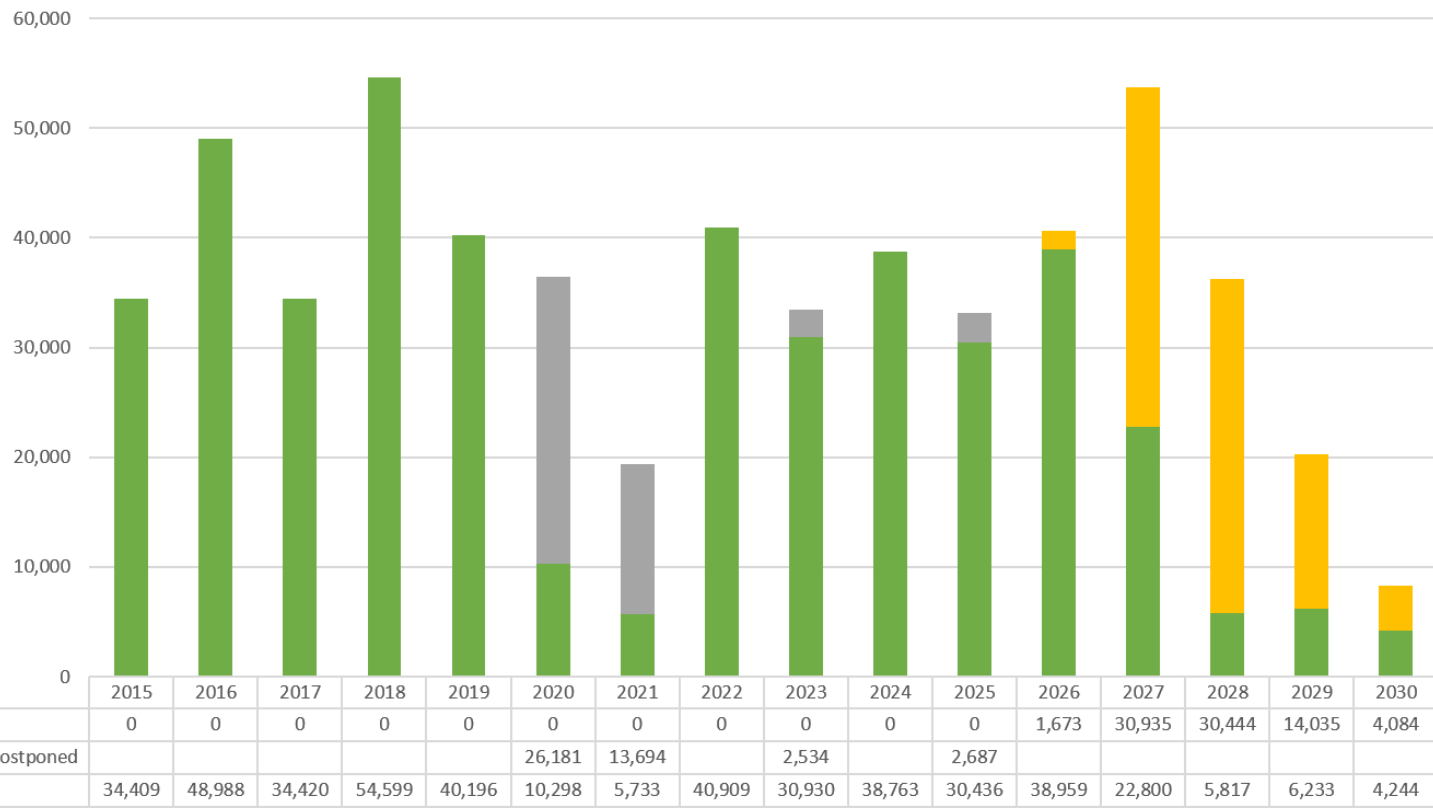
Source: CoStar STR

DIRECTORS REPORT

PROFESSIONAL MEETINGS AND EVENT SALES

CONTRACTED ROOM NIGHTS & ACTIVE LEADS 2015-2030

As of September 1, 2026



NOTES:

- Our in-the-year-for-the-year pace is ahead same time last year:
Contracted rooms for 2025 as of September 1, 2025 = 29,647
Contracted rooms for 2026 as of September 1, 2026 = 38,959
- One year out is stronger as well: 2026 in 2025 = 20,909 vs 2027 in 2026 = 22,800

DIRECTORS REPORT

PROFESSIONAL MEETINGS AND EVENT SALES

CVENT CONNECT

Debbie Vail represented Visit Pasadena at the annual Cvent Connect gathering which took place in Nashville from July 13-17, 2026. Over 5,000 business event professionals attended the conference with the split between suppliers and planners being approximately 55/45. Cvent technology facilitates approximately 60% of the leads delivered to our office. We had 36 conversations with planner with the majority of them being new contacts for our organization.

ASAE ANNUAL MEETING & EXPO

Visit Pasadena was joined by Hotel Dena, Hilton Pasadena, and Westin Pasadena at the American Society of Association Executives Annual Meeting and Expo August 15-18 in Indianapolis. Just over 150 association professionals stopped by our booth to learn more about our city and the meetings' infrastructure we have in place to support conferences and conventions of all sizes. Additionally, Visit Pasadena was a sponsor of the Associations West reception on Sunday, August 15th that allowed for additional networking with California and other west coast based association meeting planners.

CONNECT MARKETPLACE

Connect Marketplace took place at the Tampa Convention Center from August 24-26. Karalee Adams attended the corporate track and Victoria Romero attended and met with association meeting professionals. Each of them had 24 one-on-one meetings with potential clients who had indicated their desire to learn more about Pasadena as a potential destination for future meetings they are responsible for planning.



DIRECTORS REPORT

MARKETING & COMMUNICATIONS

BRAND USA SOUTH KOREA AND JAPAN SALES MISSION

Visit Pasadena participated in Brand USA's South Korea and Japan Sales Mission, with Communications Manager Mandi Prince representing the destination alongside 45 U.S. destinations. The mission provided an opportunity to strengthen Pasadena's visibility in two important international markets through one-on-one trade appointments, travel advisor trainings, presentations, and networking events in Seoul, Tokyo, and Osaka.

With outbound travel from South Korea surpassing pre-pandemic levels and Japan continuing its recovery, the mission helped position Pasadena with key travel trade partners as visitation to the U.S. from both markets continues to grow.

INDUSTRY EVENTS

Visit Pasadena participated in several leading travel and tourism industry events, including U.S. Travel Association's ESTO, Destinations International Annual Convention, and the CalTravel Summit. Participation provides valuable opportunities to connect with destination marketing peers, exchange best practices, learn about emerging trends and technologies, and identify new strategies that can be applied to Visit Pasadena's marketing and destination initiatives. These industry connections and educational opportunities help ensure Visit Pasadena remains informed, innovative, and aligned with the evolving needs of the travel industry.

FESTIVAL ACTIVATIONS

Visit Pasadena connected directly with visitors at two major music festivals at Brookside at the Rose Bowl, Just Like Heaven and Head in the Clouds. The team provided visitor information and distributed branded tote bags and Pasadena-themed stickers, leveraging the high-profile events to increase destination awareness and encourage attendees to explore Pasadena beyond the festival grounds.



DIRECTORS REPORT

MARKETING & COMMUNICATIONS

MARKETING PERFORMANCE JUNE - AUGUST

Google Search & AI	Social	PAID MEDIA	EARNED MEDIA & PARTNER IMPACT
11.4M Search Impressions	4.0M Impressions ↑ 4.6%	1.9M Impressions	13.7M+ Earned Media Reach
148K Search Clicks	103K Engagements ↑15.4%	62.7K Clicks	9 Visit Pasadena Earned Placements
862K Generative AI Impressions	2.5% Engagement Rate ↑ 10.6%	3.3% CTR	22 PCOC Earned Media Placements
1,318 AI Referral Sessions 73.3% Engagement Rate	+3,028 Audience Growth ↑ 10.6%	4,029 Engaged Sessions	6K Website Partner Referrals
	784K Video Views ↑ 4.9%		730 Inspiration Guide Views

KEY INSIGHTS

Search & AI Visibility

Visit Pasadena generated **11.4 million Google Search impressions** and **148,000 search clicks** from June through August, along with **862,000 Generative AI impressions**, demonstrating strong visibility across traditional and emerging search experiences.

AI-Driven Traffic

AI platforms generated more than **1,300 visits to VisitPasadena.com**, with a **73.3% engagement rate**, showing that growing AI visibility is translating into engaged website traffic.

Partner Impact

VisitPasadena.com generated approximately **6,000 referrals to tourism partners** and **730 Inspiration Guide views**, helping connect travelers directly with Pasadena businesses and visitor resources.

Measurement Note: Google Analytics (GA4) traffic measurements were affected by changes to cookie-consent configuration during this period. Google Search Console and platform-level data are being used alongside GA4 to provide a more complete view of digital performance.

DIRECTORS REPORT

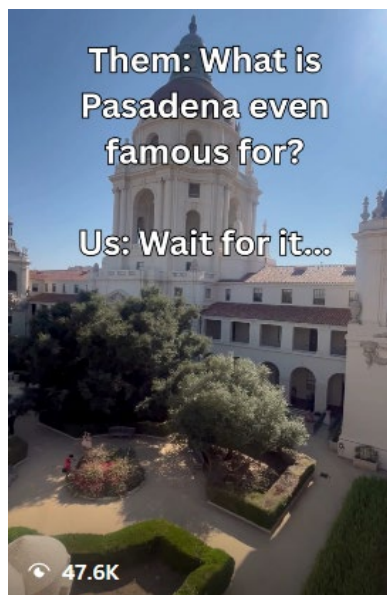
MARKETING & COMMUNICATIONS

SOCIAL MEDIA

Visit Pasadena's social channels continued to grow during June through August, generating **4 million impressions** and **more than 102,000 engagements**. Engagements increased **15.4%** compared with the previous three-month period, outpacing the 4.6% increase in impressions.

Social Performance

4.0M Impressions	↑ 4.6% vs. previous period
103K Engagements	↑ 15.4% vs. previous period
2.5% Engagement Rate	↑ 10.6% vs. previous period
+3,028	↑ 10.6% vs. previous period
784K Video Views	↑ 4.9% vs. previous period



WHAT IS PASADENA FAMOUS FOR?

47.7K views

Destination storytelling highlighting Pasadena's distinctive attractions and experiences.



FILMED IN PASADENA

47.0K views

Film and television locations provided a strong hook for showcasing Pasadena's connection to Hollywood.



FIFA WATCH PARTY

565k Views

Event content showed the energy and excitement in Pasadena for the Mexico vs. Czech Republic match.



NEON RETRO ARCADE

117K views

Reel invited visitors to relive their childhood with vintage fun at Neon Retro Arcade.

DIRECTORS REPORT

MARKETING & COMMUNICATIONS

HOSTED MEDIA

VISIT CALIFORNIA APAC INFLUENCER ADVISORY BOARD FAM, August 23-25

In collaboration with Visit California, Visit Pasadena welcomed a group of influencers from across the Asia Pacific region, including China, Japan, and Korea, as part of Visit California's inaugural APAC Advisory Board. The group spent two days exploring Pasadena, experiencing the city's cultural attractions, culinary scene, hotels, and distinctive neighborhoods while gaining firsthand insight into the city.



SOPHIE PARK, August 27-30

Visit Pasadena was nominated for a 2026 Good Housekeeping Travel Award, with the judging process including a firsthand visit from a Good Housekeeping editor. Sophie Park spent a weekend exploring Pasadena, visiting iconic attractions including the Gamble House, The Huntington, the Norton Simon Museum, along with other local experiences.

Good Housekeeping

VISIT PASADENA GROUP PRESS TRIP, September 3-6

Visit Pasadena hosted a group press trip designed to position Pasadena as an entertainment destination, with the itinerary built around the Guns N' Roses concert at the Rose Bowl. Media guests experienced a range of Pasadena's entertainment offerings, including the new Broadway Gamble Ramble at the Gamble House, and a performance of *Ma Rainey's Black Bottom* at A Noise Within, and more.



TOMOKO MATSUDA, September 14-15

In partnership with Visit California Japan, Tomoko Matsuda, a writer for Travel.jp, completed Route 66 and stayed in Pasadena for one night to gather intel on the city and include in one of three articles for the publication.

DIRECTORS REPORT MARKETING & COMMUNICATIONS

MEDIA COVERAGE

L.A. PARENT: A VINTAGE WEEKEND (150K UVM)

This fun feature on Route 66 names several Pasadena businesses including BBAD, and the Colorado Street Bridge.

Link: [L.A. Parent-July-August 2026](#)

MONTECITO JOURNAL: CULTIVATING CULTURE IN PASADENA (12K UVM)

Jerry Dunn visited Pasadena and wrote a full feature highlighting the city's museums, architecture, theater, and hotels.

Link: In print

TRAVEL + LEISURE: THE ESSENTIAL GUIDE TO PASADENA (9.7M UVM)

In the article, Pasadena is highlighted as a vibrant Southern California getaway, showcasing the city's museums, architecture, culinary scene, and neighborhood attractions.

Link: [The Essential Guide to Pasadena, California](#)

PRECIOUS.JP: TWO LUXURY STARS IN L.A. (2.7M UVM)

This story highlights Pasadena as a luxury destination, calling out its proximity to sporting events and entertainment.

Link: [最先端のカルチャーを満喫するか、緑豊かな庭園の静寂に包まれるか。至福の滞在が実現する名門ホテル2選](#)
[Precious.jp \(プレシャス\)](#)

NEW YORK POST: AFTERNOON TEA IS HAVING A MOMENT IN SOUTHERN CALIFORNIA (510K UVM)

This article highlights tea experiences around Southern California and calls out the Langham's afternoon service.

Link: [Afternoon tea is having a moment in California](#)

HARPER'S BAZAAR INDIA: MULTIGENERATIONAL GETAWAYS FOR FAMILIES THAT TRAVEL TOGETHER (12K UVM)

This roundup highlights destinations for family trips and recommends Pasadena as one of the places to have on their list.

Link: [Multigenerational getaways for families that travel together - Harpers bazaar](#)

SUNSET MAGAZINE: THESE ARE THE WINNERS OF THE 2026 SUNSET TRAVEL AWARDS (254K UVM)

Pasadena was named a winner of Where To Go: Classic West category, citing the city's historic charm and culture.

Link: [These Are the Winners of the 2026 Sunset Travel Awards](#)
[Sunset Magazine](#)



I've Lived in Southern California for 50+ Years—This Is One of the Region's Most Exciting Cities

Next time you're in the City of Roses, you may want to linger.

By **Enidia Dobry** Published on July 19, 2025

[LEAVE A COMMENT](#)

[FOLLOW CALIFORNIA](#)

In This Article

Best Things to Do

Where to Eat and Drink

Where to Stay



Photo: Getty Images / iStockphoto.com

KEY POINTS

- The Wrigley Mansion, a historic family home that now serves as the headquarters for the Tournament of Roses, offers tours for guests to see original furnishings and an extensive collection of Rose Parade memorabilia.
- The vibrant Arroyo Seco ecosystem connects the Angeles National Forest with South Pasadena, featuring natural beauty and outdoor activities.
- Visitors can explore art museums, visit architectural landmarks, and meander through picturesque gardens.

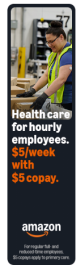


Photo: Amazon

Health care for hourly employees. \$5/week with \$5 copay.

amazon

Employee Health and Wellness Program

TRAVEL These Are the Winners of the 2026 Sunset Travel Awards

EARNED MEDIA

	#
Visit Pasadena	9
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DIRECTORS REPORT

MARKETING & COMMUNICATIONS

MEDIA COVERAGE

PASADENA MAGAZINE: THE BEST OF PASADENA (20K UVM)

Link: In print

PASADENA NOW: A SUMMER WEEKEND OF COLOR & DESIGN COMES TO PASADENA (169K UVM)

Link: [A Summer Weekend of Color, Texture & Design Comes to Pasadena July 31–August 2 – Pasadena Weekendr](#)

COLORADO BOULEVARD: GRAB YOUR FREE TICKETS TO AMERICA'S GOT TALENT IN AUGUST (26K UVM)

Link: [Grab Your Free Tickets to America's Got Talent in August < ColoradoBoulevard.net](#)

PASADENA NOW: AMERICA'S GOT TALENT LIVE RETURNS TO PASADENA, INVITING AUDIENCES TO EXPERIENCE TELEVISION MAGIC UP CLOSE (169K UVM)

Link: [America's Got Talent Live Returns to Pasadena, Inviting Audiences to Experience Television Magic Up Close – Pasadena Weekendr](#)

PASADENA NOW: PASADENA TO WELCOME INAUGURAL AZUKI TCG GARDEN ARENA REGIONAL TOURNAMENT (169K UVM)

Link: [Pasadena to Welcome Inaugural Azuki TCG Garden Arena Regional Tournament – Pasadena Weekendr](#)

PASADENA NOW: POWER MORPHICON BRINGS THE WORLD OF POWER RANGERS BACK TO PASADENA (169K UVM)

Link: [Power Morphicon Brings the World of Power Rangers Back to Pasadena – Pasadena Weekendr](#)

PASADENA NOW: PASADENA BLOOD DRIVE INVITES COMMUNITY TO HELP ADDRESS ONGOING NEED FOR LIFE SAVING DONATIONS (169K UVM)

Link: [Pasadena Blood Drive Invites Community to Help Address Ongoing Need for Lifesaving Donations – Pasadena Weekendr](#)

PASADENA WEEKLY: AGT RETURNS HOME (6.5K CIRCULATION)

Link: In print

PASADENA NOW: GOT TALENT? "AGT" STARTS TAPING SHOWS AT THE CIVIC AUDITORIUM TODAY (169K UVM)

Link: [Got Talent? "AGT" Starts Taping Shows at the Civic Auditorium Today – Pasadena Weekendr](#)

PASADENA WEEKLY: POWER RANGERS FANS GET READY: BI- ANNUAL CONVENTION RETURNS TO PASADENA THIS MONTH (6.4K UVM)

Link: [Power Rangers Fans Get Ready: Bi-annual convention returns to Pasadena this month | News | pasadenaweekly.com](#)

PASADENA WEEKLY: COMBATING A NATIONAL CRISIS: INTERNATIONAL WELOVEU FOUNDATION HOSTS BLOOD DRIVE IN PASADENA (6.4K UVM)

Link: [Combating a National Crisis: International WeLoveU Foundation hosts blood drive in Pasadena | News | pasadenaweekly.com](#)

PASADENA NOW: ARTAZAN RETURNS TO PASADENA THIS NOVEMBER FOR A CELEBRATION OF HANDCRAFT (169K UVM)

Link: [Artazan Returns to Pasadena This November for a Celebration of Handcraft – Pasadena Weekendr](#)

DIRECTORS REPORT CONVENTION CENTER

EVENT STATS

	# of Events	Attendance
June	16	50,993
July	13	9,189
August	13*	18,926*

**inclusive of AGT Live Shows*

FEATURED EVENTS

- Monsterpalooza 2026
- The 248th Meeting of the American Astronomical Society
- Mexico vs Czechia Futbol 2026 Watch Party
- Clarity Research
- International Gem and Jewelry Show
- State Bar of California Exam
- Bead & Design Show
- Industrial Designers of Society of America - Symposium
- KIPP SoCal Start Strong Conference
- Power Morphicon



Pasadena & Palm Springs – Facility Tour



Mexico vs Czechia Futbol 2026 Watch Party



Power Morphicon

FACILITY HIGHLIGHTS

- The Convention Center continues to achieve a high level of client satisfaction survey score, with an overall score of 3.94 out of 4.00
- The Pasadena Convention Center hosted Palm Springs Convention Center for a collaborative meet and greet and facility tour on July 7.
- The Guest Services Department participated in the Career and Resource Fair at Robinson Park Recreation Center on September 10.

DIRECTORS REPORT

ICE SKATING CENTER

RINK HIGHLIGHTS

- Hosted over 160 groups over the Summer for Public Session visits, Field Trips, Birthday Parties, Broomball and Private Rentals.
- The rink is preparing to welcome skaters for the 47th Pasadena Open, hosted by the Pasadena Figure Skating Club which will take place September 18-20.

FACILITY HIGHLIGHTS

- Following the completion of the ice painting project, we are edging and maintaining ice levels to ensure safe, consistent skating conditions.
- The rink installed a new scoreboard monitor for the Pasadena Maple Leafs to meet CAHA requirements for the upcoming season.
- Continuing rental skate sharpening and bringing in new inventory to keep the fleet guest-ready as we head into the busy season.

PROGRAM REGISTRATIONS

Skating School	Skaters	Drop-Ins
Spring	839	113
Spring 5-Week Beginner	62	N/A
Summer	718	81
Summer 5-Week Beginner	46	N/A
Fall	825	4

Hockey Adult League	Teams	Skaters	Drop-Ins
Summer	29	319	865

SESSION REGISTRATIONS

Rink Sessions	June
Public Sessions	4,530
Freestyle Sessions	1,483
Hockey Lesson Sessions	118
Stick Time Sessions	173

Rink Sessions	July
Public Sessions	3,874
Freestyle Sessions	1,172
Hockey Lesson Sessions	97
Stick Time Sessions	191

Rink Sessions	August
Public Sessions	4,325
Freestyle Sessions	1,727
Hockey Lesson Sessions	63
Stick Time Sessions	135



Pasadena Ice Skating Center