PASADENA TOURISM BUSINESS
IMPROVEMENT DISTRICT ANNUAL

FY26
REPORT

VISIT PASADENA



Pasadena TBID

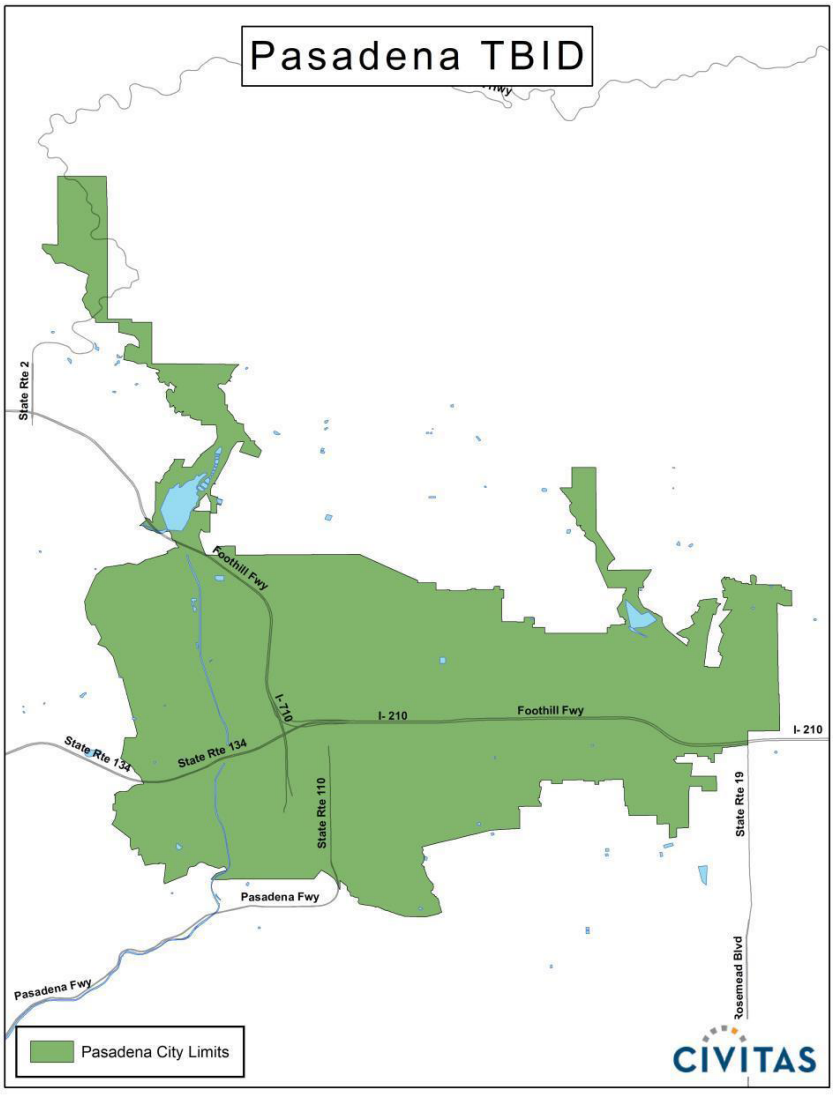
ABOUT

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

The PTBID boundary includes 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, mobile home or house trailer at a fixed located, or other similar structure or portion thereof.

There were no changes to the boundaries in FY26 and there will be no changes to the boundaries in FY27.



CHANGES TO ASSESSED BUSINESSES

There were no changes to the assessed businesses in FY26 and no changes anticipated to assessed businesses in FY27.

ASSESSMENT

The TBID annual assessment rate is 4.89% of gross room rental revenue between July 2024 – June 30, 2033.

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

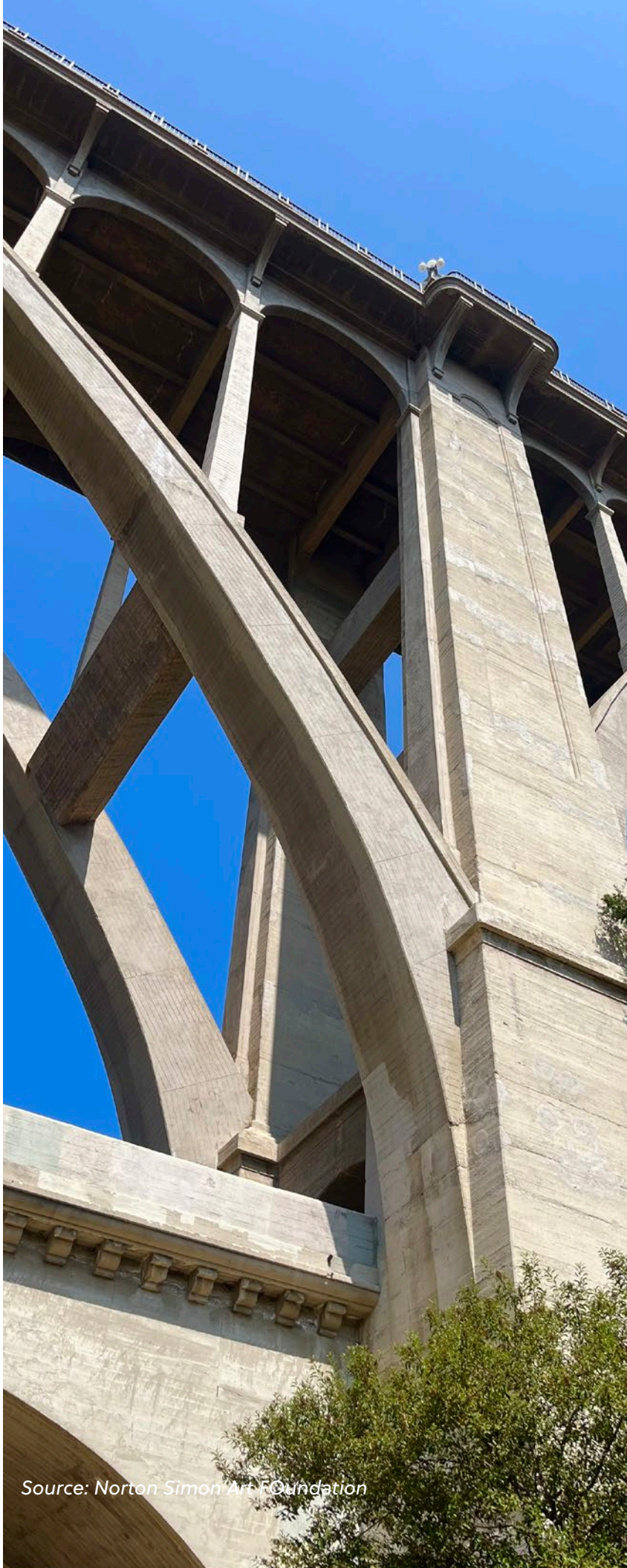
The City is responsible for collecting the assessment on a monthly basis (including any delinquencies, penalties and interest) from each lodging business located in the PTBID.

DURATION

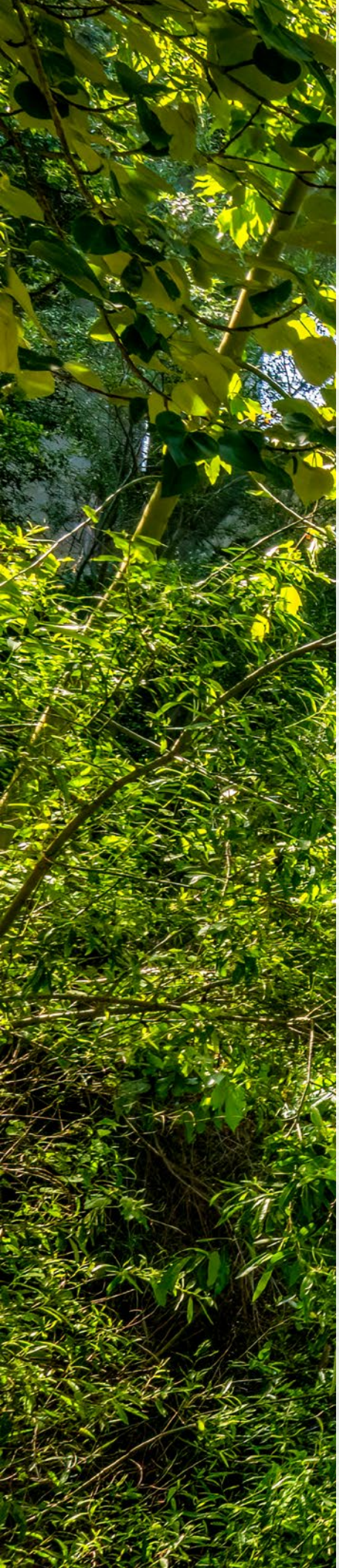
In March 2023, the PTBID was renewed for a ten (10) year life, beginning July 1, 2023, and continuing through June 30, 2033. Once per year, beginning on March 1, there is a thirty (30) day period in which lodging business owners paying more than fifty percent (50%) of the assessment may protest and initiate 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.



Source: Norton Simon Art Foundation



LETTER FROM THE EXECUTIVE DIRECTOR

Dear Partners,



As we reflect on fiscal year 2026, I'm proud of what Visit Pasadena accomplished and grateful to the partners who made it possible. This year, we found new ways to share Pasadena's story, expand our audience reach, and bring more visitors to our destination.

One of the things that makes Pasadena so special is the variety of experiences it offers. We're home to world-class research and academic institutions, a thriving arts and culture scene, beautiful historic architecture, and outdoor access. Through our strategic positioning, we've continued to highlight how these strengths come together to make Pasadena a destination worth discovering.

This year also brought opportunities to connect Pasadena with audiences near and far. With the Route 66 centennial, we secured Pasadena City Hall's Centennial Square as the finish line for the 2026 Hemmings Great Race, bringing this nationally recognized automotive event to our city. We also continued expanding our international marketing efforts as we welcomed the 2026 FIFA World Cup to Los Angeles and begin gearing up for the 2028 Olympic and Paralympic Games, helping ensure Pasadena is part of the conversation as the world turns its attention to our region.

We were honored to see our work recognized by the industry. In partnership with Pastilla Creative Agency, we received a Poppy Award for Best Recovery Campaign for our response to the 2025 Eaton Fire. We earned two Silver HSMAI Awards: one for our destination website, developed with Tempest, and another for our Big Ten experiential marketing campaign with Madden Media. Through in-person activations in Iowa, the campaign introduced audiences to Pasadena and encouraged travel for the Iowa versus UCLA football game at Rose Bowl Stadium. We're proud of these recognitions and the collaboration behind them.

Our work is about more than campaigns, awards, or milestones. It's about supporting the businesses that make Pasadena a great place to visit, helping our community reach new audiences, and creating opportunities that benefit our local economy. Our partners' continued support and collaboration make this possible.

As we look to the year ahead, we'll continue building on this work, finding new ways to tell Pasadena's story, and preparing for upcoming opportunities. Thank you for your continued partnership and for all you do to help make Pasadena a destination people want to experience. I look forward to what we'll accomplish together.

Sincerely,

Kristin McGrath
Executive Director, Visit Pasadena

LETTER FROM THE CHAIR



Dear Colleagues and Friends,

A strong destination is built on more than the places people visit. It depends on the businesses that welcome them, the institutions that bring people together, and the people who give a city its character. These qualities have long defined Pasadena, and fiscal year 2026 demonstrated how they contribute to our city's continued success. Tourism plays an important role in Pasadena's economic health, supporting local businesses, creating jobs, and generating opportunities that reach far beyond the visitor industry.

As Board Chair of the Pasadena Center Operating Company, I see how our convention and event facilities connect Pasadena's visitor economy with its broader economic and cultural goals. Through Visit Pasadena, PCOC supports the City's Economic Development Strategy by targeting conferences and organizations that build on Pasadena's strengths in life sciences, deep tech, research, and innovation. These gatherings do more than generate hotel stays and visitor spending. They bring researchers, industry leaders, and innovators into the community, fostering connections with Pasadena's institutions and businesses while showcasing the city as a destination for discovery and new ideas. Visit Pasadena also leveraged the Route 66 Centennial to share Pasadena's story with new audiences, securing the finish line of the 2026 Hemmings Great Race at City Hall and generating 358 room nights while celebrating the city's place along the historic highway.

Together, these efforts demonstrate how tourism can advance the city's broader priorities while creating meaningful opportunities for the community. This work depends on the collaboration of the Visit Pasadena team, city leadership, our business community, and local partners, and I'm grateful for their continued commitment to Pasadena. Their collective efforts help strengthen our local economy while preserving the character and quality of life that make our city special.

Looking ahead, I'm encouraged by what we can accomplish together. By continuing to attract meetings and events that support Pasadena's economic priorities, celebrate our distinctive cultural assets, and bring business to our community, we can build on this year's progress and help ensure Pasadena remains a vibrant place to live, work, and visit. Thank you for all you do to make Pasadena a community we are proud to be part of.

With love and gratitude,

Tyron Hampton
Chair, Pasadena Center Operating Company



VISIT PASADENA FY26 ACCOMPLISHMENTS

In FY26, Visit Pasadena focused on expanding the destination's reach, developing new visitation opportunities, and leveraging major events and milestones to raise Pasadena's profile.

Science and innovation remained a key priority. Visit Pasadena continued promoting Pasadena as a hub for science, innovation, and life sciences, while highlighting the destination's unique mix of research, academia, arts and culture, and natural beauty. The "brains and beauty" positioning helped bring these distinct assets together in the destination's storytelling.

Route 66 provided a major national opportunity. As the historic highway celebrated its centennial, Visit Pasadena secured Pasadena City Hall (Centennial Square) as the finish line for the 2026 Hemmings Great Race, bringing the nationally recognized event and its participants to the city.

International marketing expanded. Visit Pasadena increased efforts in international markets to capitalize on global attention around the 2026 FIFA World Cup in Los Angeles and build awareness ahead of the 2028 Olympic and Paralympic Games.

The organization's work also earned industry recognition. Visit Pasadena received a Poppy Award for Best Recovery Campaign for its response to the 2025 Eaton Fire in partnership with Pastilla Creative Agency. The organization also received two Silver HSMAI Awards: Website Design for its official destination website, developed with Tempest, and Experiential Marketing for its "Big Ten Campaign," created with Madden Media. The campaign brought Pasadena to Big Ten audiences in Iowa through in-person activations promoting travel to Pasadena for the Iowa vs. UCLA game at Rose Bowl Stadium.

44,359
room nights booked

$210.70
ADR

104K social media followers
2.4M website pageviews
54.5M Google search impressions

73.6% occupancy

41 earned media coverage



91 groups booked

8 citywide meetings hosted



23 client-facing & industry events

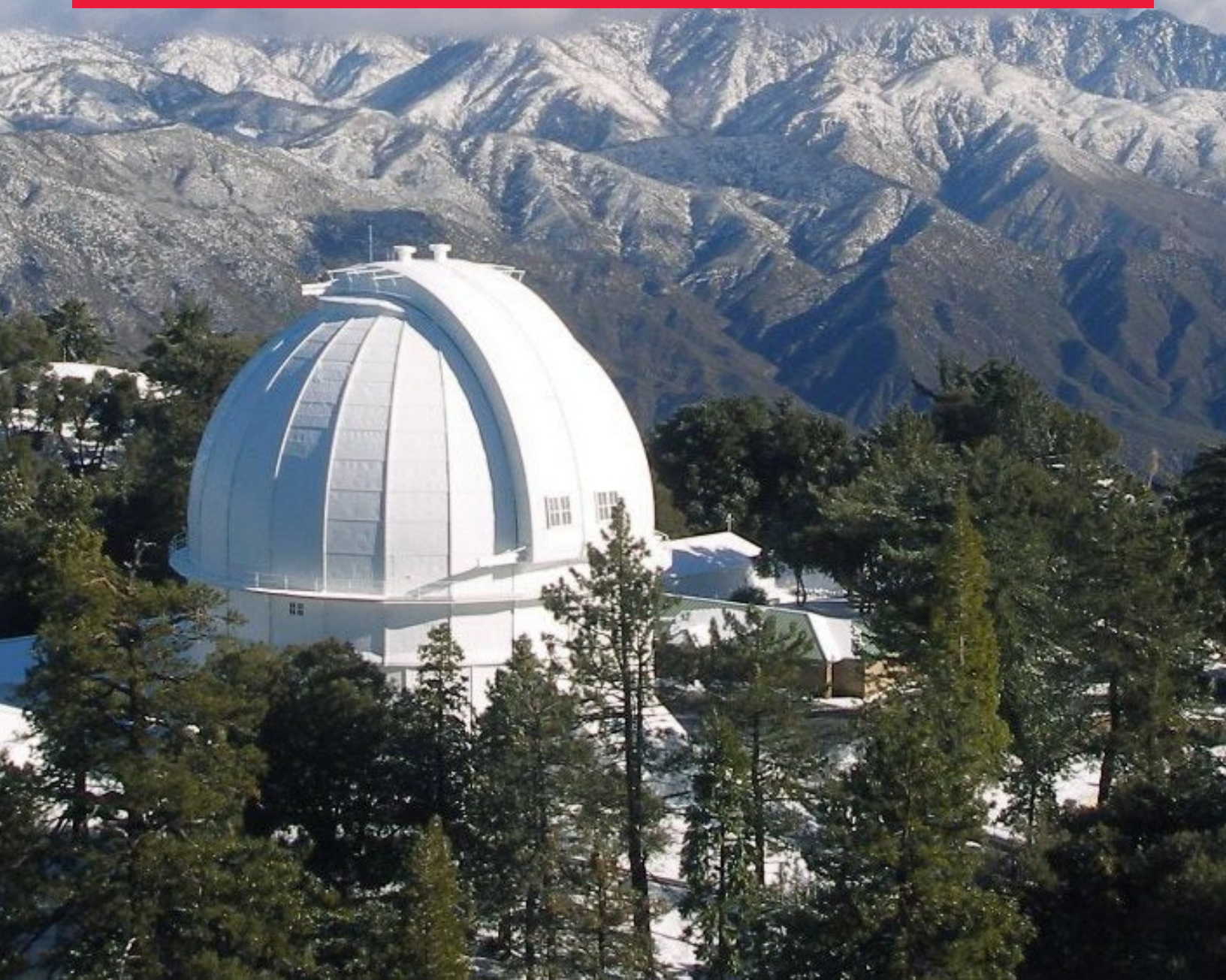
27 site inspections

WHERE INNOVATION MEETS

Pasadena has long been a place where big ideas take shape. Home to world-renowned institutions including Caltech and NASA's Jet Propulsion Laboratory, the city has built a global reputation for discovery, research and innovation.

Today, that legacy is helping fuel a growing ecosystem in life sciences, deep tech and other innovation-driven industries. The City of Pasadena's Economic Development Strategy identifies championing life sciences and cultivating a deep tech ecosystem as a key priority for the city's economic future.

Visit Pasadena supports that vision by bringing the world's professional and scientific communities to Pasadena. Through strategic sales efforts, Visit Pasadena targets conferences and organizations that complement Pasadena's existing strengths. These gatherings do more than generate hotel stays and visitor spending. They bring researchers, industry leaders, innovators, and decision-makers into the community, creating opportunities for connections with Pasadena's institutions and businesses, and showcase the city as a destination for ideas and innovation.



BRINGING THE INNOVATION ECONOMY TO PASADENA

In 2026, Visit Pasadena successfully welcomed industry conferences representing fields ranging from astronomy, climate, seismology, and engineering, to software development, design, and media technology.

- California Stormwater Quality Association 2025 Annual Conference (September)
- 2025 SMPTE Media Technology Summit (October)
- UCDA Design Conference 2025 (November)
- ASM International's The International Symposium for Testing and Failure Analysis Conference (November)
- Business Acumen for Emerging Leaders Session 1 (February)
- SCaLE 23x: The 23rd Annual Southern California Linux Expo (March)
- 2026 Climate Registry (March)
- Seismological Society of America Annual Conference (April)
- 2026 American Astronomical Society Summer Meeting (June)

In addition, Visit Pasadena successfully booked the following science and design groups for future dates.

- 2028 SMPTE Media Technology Summit (November 2028)
- 2029 Government Microcircuit Applications and Critical Technology (GOMACTech) (March 2029)
- AAS Division for Planetary Sciences Meeting (September 2028)
- ISLH Annual Conference (May 2027)
- IDSA International Design Conference (August 2026)
- Cordilleran Section Meeting 2027 (April 2027)
- 2026 Society for NeuroEconomics Annual Conference (October 2026)
- International Electric Propulsion Conference (September 2027)
- IEEE IECON (October 2028)
- IEEE International Conf on Space Mission Challenges for Information Tech/ Space Computing Conference (August 2026)
- IEEE Photovoltaic Specialists Conference (PVSC) (June 2027)
- 2027 California Science Education Conference (October 2027)

INNOVATION IS IN OUR DNA

By attracting the people and organizations advancing these fields, Visit Pasadena helps connect the visitor economy with Pasadena's broader economic development priorities and strengthens the city's position as a destination where innovation happens.



STRATEGIC ALIGNMENT

Supporting the City's priority to champion life sciences and deep tech.



BUSINESS ATTRACTION

Introducing scientists, innovators and industry decision-makers to Pasadena's institutions, amenities and business community.



VISITOR ECONOMY

Turning Pasadena's intellectual capital into a competitive advantage for attracting meetings, room nights and visitor spending.



ROUTE 66 CENTENNIAL

For 100 years, Route 66 has captured the spirit of the American road trip. In Pasadena, the legendary highway follows historic Colorado Boulevard through the heart of the city, connecting Pasadena's architecture, culture, dining and neighborhoods to one of America's most iconic travel experiences. Visit Pasadena leveraged the 2026 Route 66 Centennial as a major destination-marketing opportunity, positioning Pasadena as a must-visit stop on the Mother Road.

CONNECTING TOURISM WITH CITY PRIORITIES

DESTINATION BRANDING

Reinforced Pasadena's position as a destination for culture, history and entertainment by connecting the city's iconic Colorado Boulevard with the national Route 66 story.

PUBLIC RELATIONS

Used the Centennial and Great Race as timely hooks to secure high-profile travel coverage and introduce Pasadena to audiences across the country.

VISITOR ECONOMY

Created new reasons to visit Pasadena, encouraging Route 66 travelers and event attendees to explore local attractions, restaurants, hotels and businesses.

COMMUNITY + PLACEMAKING

Extended the celebration throughout Pasadena with partnerships, commemorative banners, Route 66 artwork and a coordinated calendar of community programming.



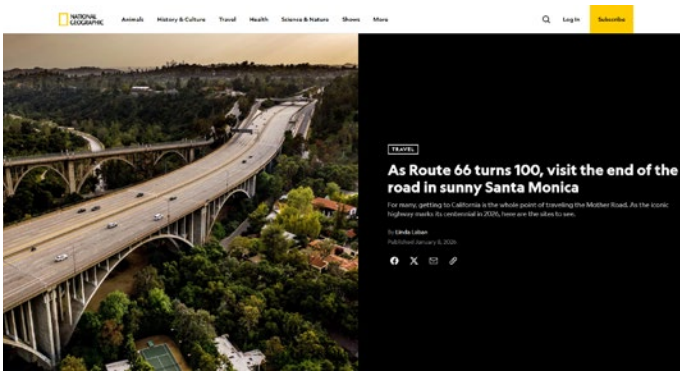
HEMMINGS GREAT RACE GRAND FINALE

At the heart of the campaign was the **2026 Hemmings Great Race**, an internationally recognized vintage automobile rally celebrating historic Route 66.

Visit Pasadena successfully secured Pasadena as the race's grand finale destination and **partnered with the City of Pasadena** to host and stage the spectacular finish at Pasadena City Hall on June 28. The event brought classic cars, competitors, and Route 66 enthusiasts into the heart of the city, generating excitement and providing a high-profile opportunity to showcase Pasadena's connection to the Mother Road.

AMPLIFYING PASADENA'S ROUTE 66 STORY

Pasadena's Route 66 story reached national and international audiences in prominent publications such as National Geographic Traveler and Lonely Planet through its media relations efforts.



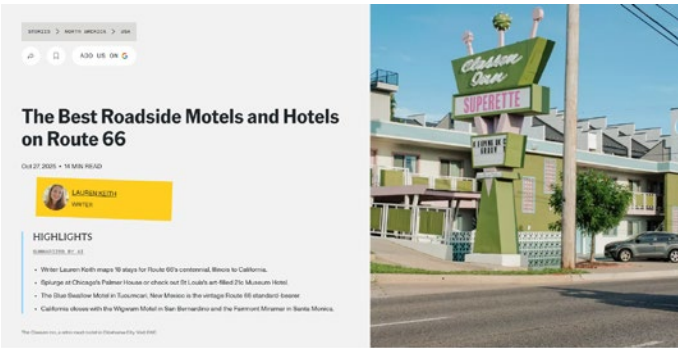
NATIONAL GEOGRAPHIC TRAVELER
AS ROUTE 66 TURNS 100, VISIT THE END OF THE ROAD IN SUNNY SANTA MONICA

6.5M
UVM



L.A. PARENT
A VINTAGE WEEKEND

150K
circulation



LONELY PLANET
THE BEST ROADSIDE MOTELS AND HOTELS ON ROUTE 66

3.0M
UVM



ちなみにパサデナはハリウッド映画のロケ地としても使われることが多く、今回はバック・トゥ・ザ・フューチャーの劇中に登場した「ドクの家」ことギャンブルハウスを訪問。ここ以外にも調べてみると、いくつかバック・トゥ・ザ・フューチャーのロケ地があり、それを回る現地ツアーもあるようなので、興味のある人は調べてみよう。

TRACIY
TRAVELING ROUTE 66 IN CALIFORNIA, USA

3.2M
UVM

ROUTE 66 CONTENT & PARTNERSHIPS

Visit Pasadena leveraged national media partnerships, travel programming, and original content to elevate the city's connection to Route 66 and inspire travelers to explore Pasadena.



PARTNERSHIP HIGHLIGHTS



SAMANTHA BROWN'S PLACES TO LOVE
3M reach



PETER GREENBERG HIDDEN PBS SHOW: ROUTE 66
100M reach (Debuts Fall 2026)



ATLAS OBSCURA MOTHER ROAD HUB AND SOCIAL VIDEOS
1M impressions



VISIT CALIFORNIA ROAD TRIPS GUIDE AND ROUTE 66 PASSPORT
1M circulation



MOTHER ROAD ROUTE 66 PASSPORT, CENTENNIAL PASSPORT, AND APP
45K reach

INTERNATIONAL MARKETING

Visit Pasadena expanded its international marketing efforts in FY26, capitalizing on global interest surrounding the FIFA World Cup, the Los Angeles Dodgers' growing popularity in Japan, and anticipation of the LA28 Olympic and Paralympic Games. Through international sales missions, media partnerships, and familiarization tours, Visit Pasadena strengthened relationships with key travel markets and positioned Pasadena as a compelling destination for international visitors to Southern California.

INTERNATIONAL MEDIA & BROADCAST PARTNERSHIPS

Visit Pasadena expanded its international media outreach through a special destination segment on Japan's J-WAVE 81.3 FM morning radio show, reaching a potential audience of 2.5 million listeners.

2.5M
estimated total listenership



MEDIA FAMILIARIZATION TOURS

The team also hosted international journalists through partnerships and familiarization tours, generating opportunities to showcase Pasadena's cultural attractions, culinary scene, and visitor experiences.

- Japan: Four journalists in partnership with Discover Los Angeles
- Mexico: Journalist Mariana Mijares, coinciding with the Mexico vs. Australia match
- United Kingdom: Journalist Demi Perera following IPW

4
media FAM participants



TRAVEL TRADE & GLOBAL PARTNERSHIPS

Visit Pasadena strengthened relationships with international travel professionals through sales missions, industry events, and hosted familiarization tours designed to increase destination awareness and encourage future travel bookings.

- China: 10 travel agents with Asiana Airlines and Discover Los Angeles
- Nordic Markets: Four tour operators with Scandinavian Airlines and Visit California
- Belgium: Exciting West luxury tour operator
- South Korea: HelmsBriscoe representative with Visit California



16
tour operator FAM participants

INTERNATIONAL TRADE SHOWS & EVENTS

Visit Pasadena participated in six international travel trade events and sales missions, connecting with travel professionals and industry partners across Asia, Europe, Mexico, and North America.

6
trade events & missions



CLUB CALIFORNIA JAPAN — OSAKA, TOKYO
November 2025-January 2026



BRAND USA KOREA & JAPAN SALES MISSION — SEOUL, TOKYO, OSAKA
September 2025



IGLTA GLOBAL CONVENTION — PALM SPRINGS
October 2025



VISIT CALIFORNIA MEXICO MEDIA RETREAT — MÉRIDA
February 2026



BRAND USA MEXICO SALES MISSION — MEXICO
April 2026



U.S. TRAVEL IPW — FORT LAUDERDALE
May 2026

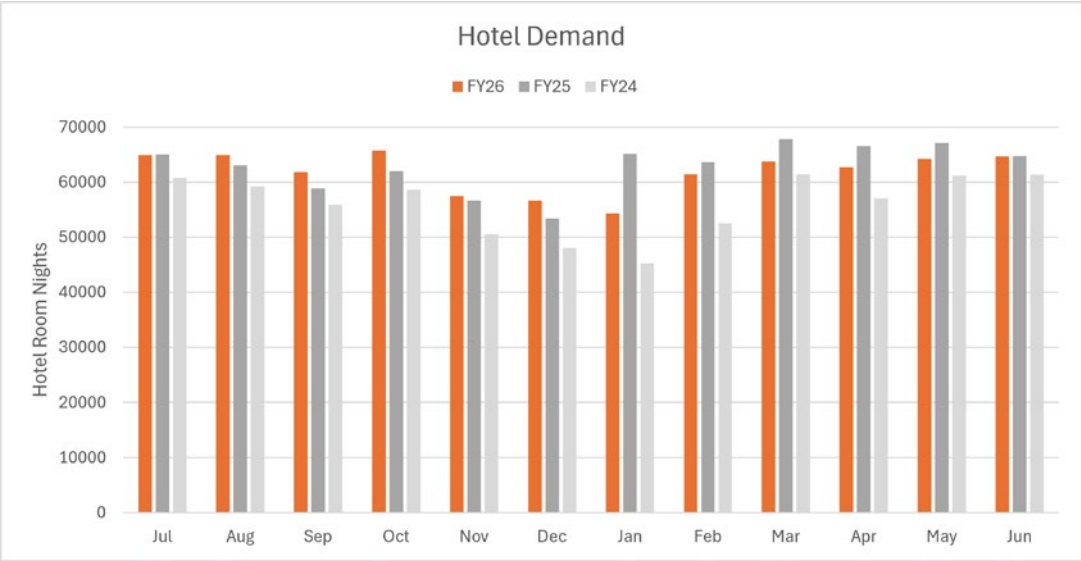


HOTEL TRENDS

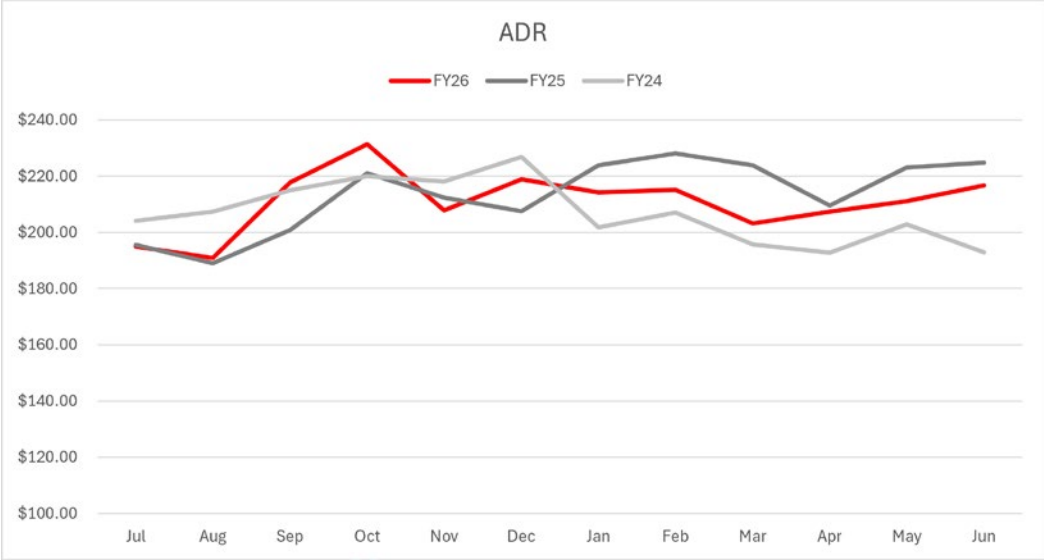
FY26 hotel performance remained resilient as Pasadena absorbed a 5.6% increase in room supply, driven by the AC Hotel's first full fiscal year of operation. While occupancy declined 6.7%, hotel demand decreased only 1.5%, indicating that demand remained relatively stable as the market absorbed additional inventory. Rate performance remained stable with ADR down 1.4%, while hotel revenue softened 2.9% to $156.5 million. Given the increase in available rooms, the limited decline in demand demonstrates the market's continued ability to attract overnight visitors and effectively absorb new lodging capacity.

Year-over-year comparisons were also influenced by elevated hotel demand in Q3 FY25 associated with displacement from the Eaton Fire. Despite this unusual comparison period and increased room supply, FY26 demand remained above FY24 levels, reflecting continued strength in Pasadena's overnight visitor market.

	Occupancy	Average Daily Rate (ADR)	Revenue Per Available Room (RevPAR)	Revenue
FY25	78.9%	$213.59	$168.62	$161.1M
FY26	73.6%	$210.70	$155.16	$156.4M
Δ	**-6.7%▼**	**-1.4%▼**	**-8.0%▼**	**-2.9%▼**

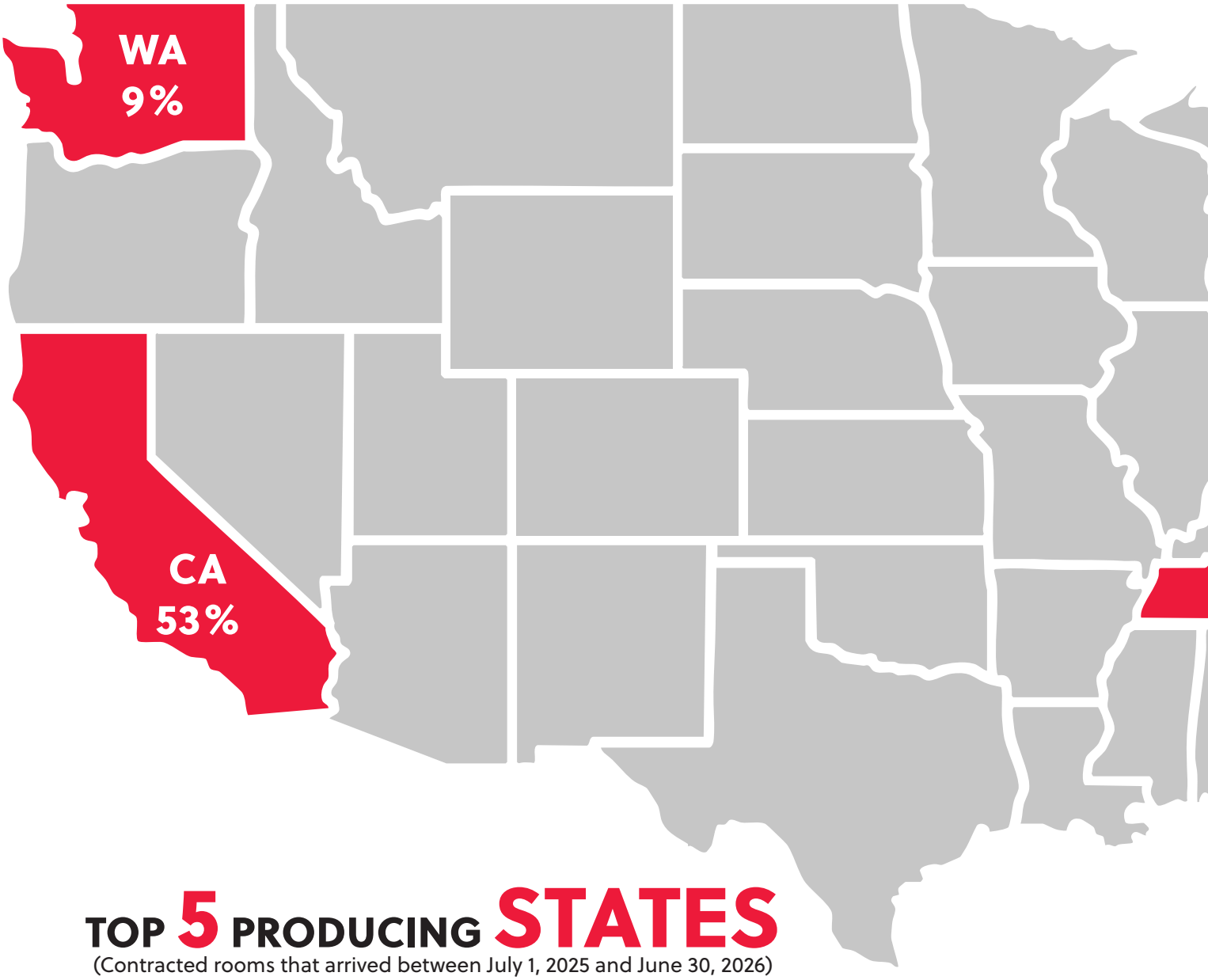


	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY26	64,890	64,907	61,876	65,707	57,506	56,670	54,297	61,437	63,759	62,684	64,205	64,690
FY25	65,051	63,097	58,838	62,030	56,660	53,395	65,159	63,658	67,803	66,579	67,151	64,774
FY24	60,782	59,200	55,880	58,650	50,503	48,095	45,290	52,548	61,402	57,092	61,194	61,333



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY26	$194.95	$190.86	$217.87	$231.35	$207.81	$218.94	$214.23	$215.19	$203.23	$207.44	$211.20	$216.74
FY25	$195.57	$189.10	$200.84	$221.11	$212.33	$207.61	$223.81	$228.12	$223.88	$209.61	$223.15	$224.81
FY24	$204.13	$207.37	$215.00	$219.97	$218.06	$226.79	$201.75	$207.06	$195.66	$192.72	$202.95	$192.89

CONTRACTED ROOM NIGHTS

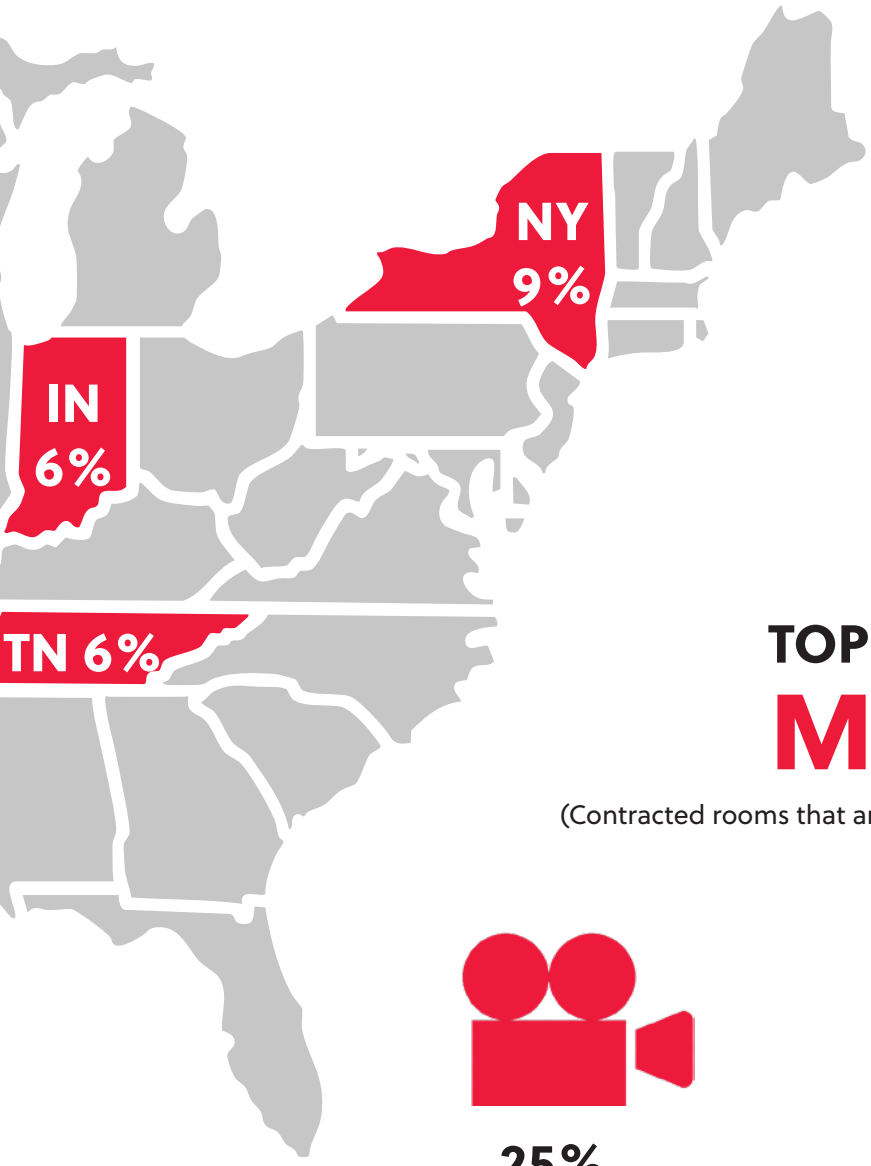


TOP 5 PRODUCING STATES

(Contracted rooms that arrived between July 1, 2025 and June 30, 2026)

State	Contract RN	Percentage
CA	18,246	53%
WA	3,127	9%
NY	3,031	9%
TN	2,106	6%
IN	2,053	6%

Market	Contract RN
Film/TV	8,793
Education	6,345
STEM	3,559
Hobby	3,280
Agriculutre	2,559



TOP 5 PRODUCING MARKETS

(Contracted rooms that arrived between July 1, 2025 and June 30, 2026)

25%
Film, TV, & Entertainment

18%
Education

10%
Engineering, Science, Research

10%
Hobby, Vocational

7%
Agriculture, Food, Nutrition



44,359
room nights

PROFESSIONAL MEETINGS & EVENT SALES

Visit Pasadena's sales team capitalized on targeted sales and marketing efforts to increase the number of meetings, conventions and tradeshows coming to Pasadena. Our sales deployment remained focused on key market segments, including California state and national associations, scientific meetings, technical conferences, and Pasadena's strong local corporate market. The sales team successfully booked 91 total groups and 44,359 room nights.

GROUPS BOOKED IN FY26

- Power Morphicon 2026, August 2026, 1135 total rooms
- Industrial Designers Society of America, August 2026, 380 total rooms
- Geological Society of America, April 2027, 364 total rooms
- Solution Tree US Literacy Summit, June 2027, 625 total rooms
- National Organization of Minority Architects, October 2027, 1980 total rooms
- American Astronomical Society, September 2028, 801 total rooms
- California Association for the Education of Young Children, April 2028, 940 total rooms
- Society of Motion Picture and Television Engineers, November 2028, 870 total rooms
- California Association for Behavior Analysis, March 2029, 1466 total rooms
- Government Microcircuit Applications and Critical Tech, March 2029, 1266 total rooms
- Public Agency Risk Management Association, February 2030, 3304 total rooms

91
total groups

CITYWIDE MEETINGS HOSTED

Visit Pasadena welcomed nine citywide conventions, each delivering significant economic impact to the city and local hospitality partners.



1,450 total rooms

California Stormwater Quality Association

(September 2025)

3,127 total rooms

Lightbox Expo

(October 2025)

1,440 total rooms

California School Nutrition Association

(November 2025)

1,378 total rooms

Solution Tree

(November 2025)

1,748 total rooms

Barber Shop Harmony Society

(January 2026)

1,119 total rooms

OVG Hospitality

(February 2026)

1,560 total rooms

American Youth Soccer Organization

(March 2026)

1,560 total rooms

Seismological Society of America

(April 2026)

CLIENT-FACING SALES AND INDUSTRY ENGAGEMENT

The sales team participated in **23 client-facing and industry events,** enhancing visibility among key decision-makers in our target markets and building future business pipelines, including expanded Pasadena hospitality presence at the IMEX America tradeshow. Visit Pasadena expanded its presence at IMEX America with strong hospitality partner involvement and a custom-designed booth. Participating partners in the 10x20 booth included: Hilton Pasadena, Hyatt Place, Hotel Dena, Westin Pasadena, Pasadena Hotel & Pool, AC Hotel Pasadena, and the Rose Bowl.

- American Society of Association Executives
- Connect Marketplace
- Destination California
- Associations West Seasonal Spectacular
- Small and Boutique Meetings
- IPW 2026
- IAEE Expo Expo!
- IMEX America
- Associations West Elevate
- HelmsBriscoe Annual Business Conference
- IPEC Convening Leaders
- MPI Sacramento Chapter Crab Feed







23
client-facing & industry events

SITE INSPECTIONS

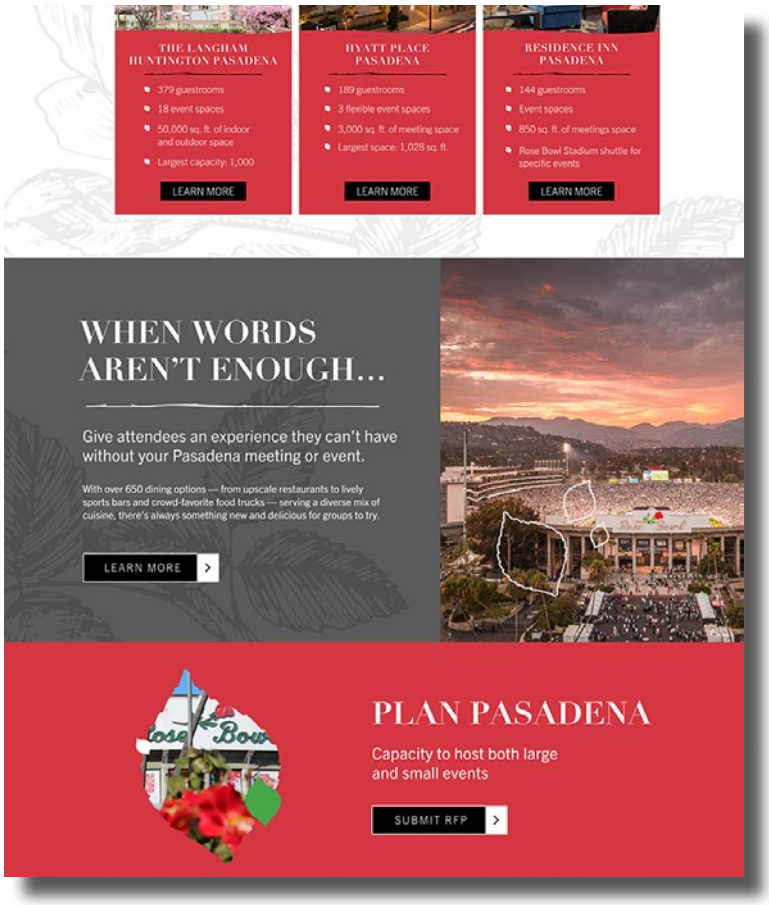
In-person site inspections are the optimal way for meeting planners to experience the destination and its meeting facilities. The sales team conducted **27 in-person site visits**, providing inspections for clients.

27
site inspections

MEETINGS MARKETING CAMPAIGN

Visit Pasadena implemented personalized marketing strategies tailored to meeting planners and reinforcing the sales team's efforts to attract professional meeting and event business. The "**Meetings Bloom Here**" campaign utilized an always-on digital strategy aimed to increase awareness of Pasadena premier meetings destination, emphasizing the city's intellectual capital and unique attendee experiences. The campaign featured targeted email outreach, digital media placements, and strategic print advertising in select industry publications including California Meetings + Events and Smart Meetings.







CVENT

Visit Pasadena continued 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.

VISIT PASADENA COMMUNICATIONS

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.

HOSTED MEDIA

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

- Christian Dose, 360° Nordamerika (Germany)
- Demi Perera, freelance (UK)
- Jacob Fu & Esther Lee, influencers
- Jeongeun Kim, Eyesmag (Korea)
- Jerry Dunn, Montecito Magazine
- Jess Feldman, Travel + Leisure
- Jordan Simon, Men's Journal
- Kris Grant, Coronado Magazine
- Lauren Keith, AAA The Extra Mile, Lonely Planet
- Linda Laban, NatGeo Travel
- Marcedes Lewis, former NFL player and influencer
- Mariana Mijares, Esquire Latin America (Mexico)
- Marie Barbieri, New Zealand Herald, The Wanderer (New Zealand)
- Pallavi Mehra, freelance
- Patricia Doherty, freelance and Travel +Leisure contributer
- Seungjun Yang, Youtuber (Youngalnam)

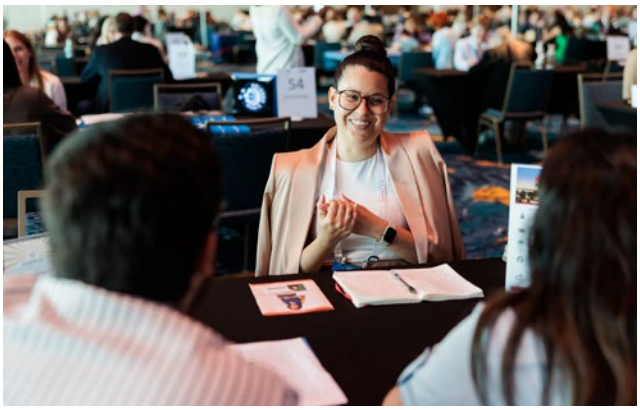
16
hosted media

MEDIA TRADESHOWS AND EVENTS

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

- The International LGBTQ+ Travel Association Global Convention (IGLTA), Palm Springs
- US Travel IPW International Travel Marketplace, Fort Lauderdale
- TravMedia International Media Marketplace, New York
- Brand USA Mexico Trade and Media Mission
- Society of American Travel Writers, Detroit
- Visit California, Japan Club California Events in Tokyo, Osaka, and online.
- Visit California Mexico Media Mission
- Visit California Washington DC Media Event
- Visit California San Francisco Media Event



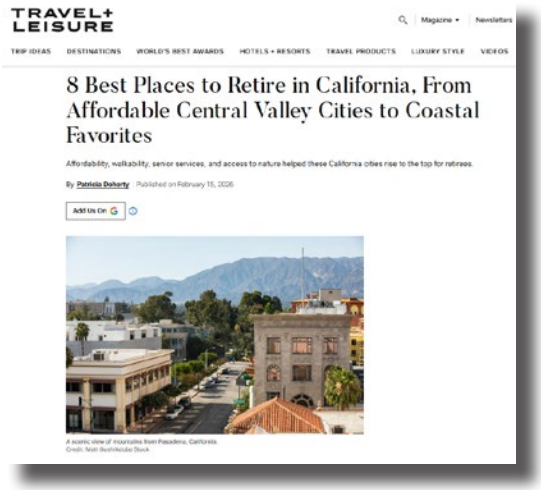




EARNED MEDIA COVERAGE

Visit Pasadena earned media coverage articles in **41 publications** promoting Pasadena as a premier meetings and leisure destination including: AARP, The Atlantic, Esquire Latin America, National Geographic Traveler, Lonely Planet, Sunset Magazine, SFGATE, Seattle Magazine, and Travel + Leisure.

41
earned media coverage


TRAVEL+ LEISURE

8 Best Places to Retire in California, From Affordable Central Valley Cities to Coastal Favorites

TRAVEL + LEISURE
8 Best Places to Retire in California, From Affordable Central Valley Cities to Coastal Favorites

11.3M
UVM

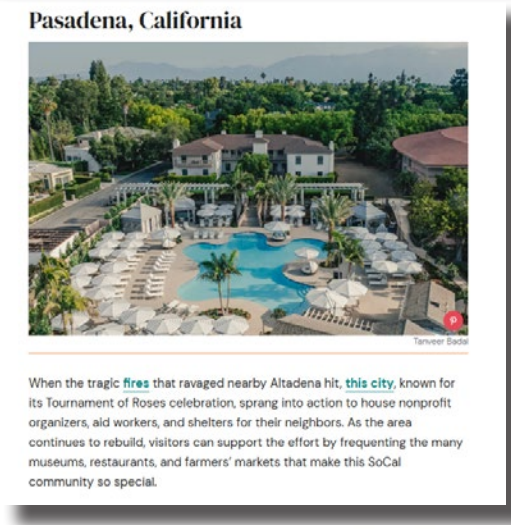

Sunset

TRAVEL

These Vibrant Cities Show Why the West Is the Best

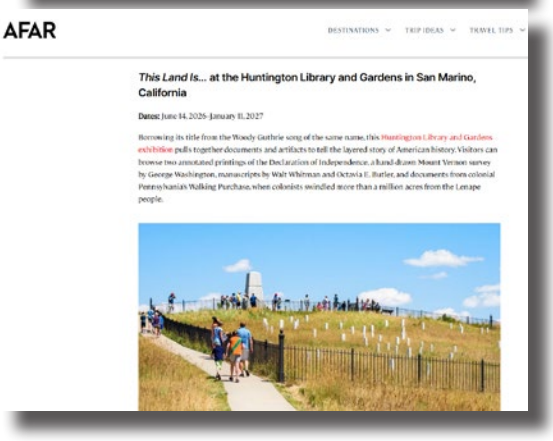
SUNSET
THESE VIBRANT CITIES SHOW WHY THE WEST IS THE BEST

230K
UVM


Pasadena, California

When the tragic fires that ravaged nearby Altadena hit, this city, known for its Tournament of Roses celebration, sprang into action to house nonprofit organizers, aid workers, and shelters for their neighbors. As the area continues to rebuild, visitors can support the effort by frequenting the many museums, restaurants, and farmers' markets that make this SoCal community so special.

NAMED ONE OF SUNSET MAGAZINE'S "BEST PLACES TO GO: SUPERLATIVE CITIES."


AFAR

This Land Is... at the Huntington Library and Gardens in San Marino, California

AFAR
LOWRIDERS, RODEOS, AND COWBOY POETRY: AMERICA 250 CELEBRATIONS IN THE WEST

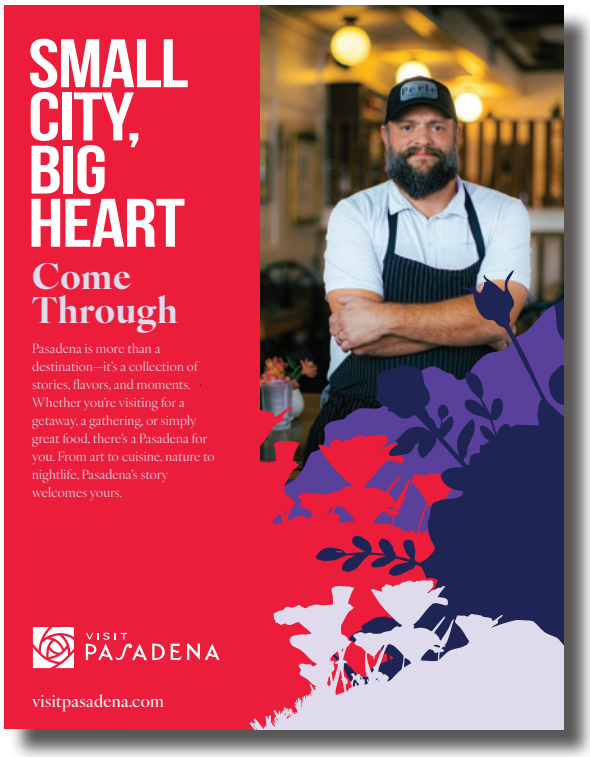
599K
UVM

VISIT PASADENA MARKETING

A CITY BEST SHARED

To support Pasadena's tourism recovery, Visit Pasadena launched a strategic paid media campaign designed to rebuild destination awareness, reinforce positive perceptions of Pasadena and inspire visitation. The "Pasadena, A City Best Shared" campaign reached prospective travelers across key drive and fly markets through a mix of digital, native, online video and travel platforms.





8.5M+
paid media impressions

72,000
engaged website visits via Google Ads

$110K
attributed hotel revenue via Expedia

MEASURABLE IMPACT

+11.6 pts
awareness attributed from Pasadena hub with TripAdvisor

+6.4 pts
favorability attributed from Pasadena hub with TripAdvisor

2,740
observed visits via AdGenuity campaign

Tripadvisor/Lucid measured brand lift; Tourism Economics attribution identified observed visits, with an average of approximately 91 days between ad exposure and arrival.

UCLA FOOTBALL & BIG TEN

TURNING GAME DAY INTO A PASADENA EXPERIENCE

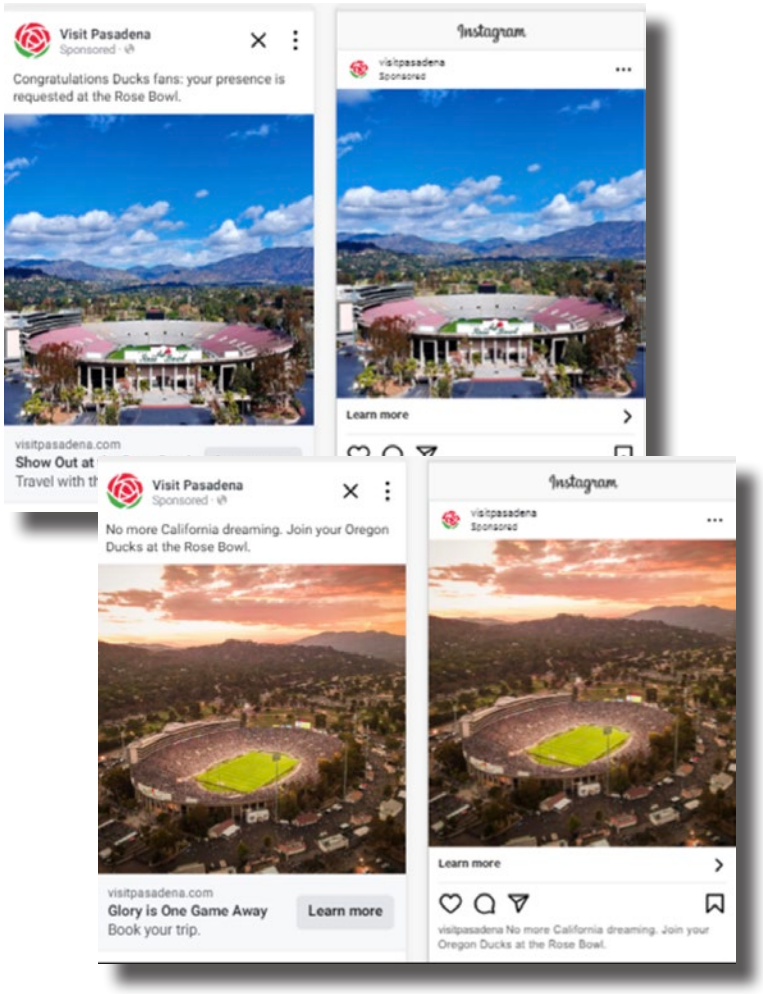
In UCLA's second Big Ten season, Visit Pasadena targeted fans and alumni in visiting-team markets, positioning Pasadena as a home base for football weekends and a destination to explore beyond the Rose Bowl Stadium.

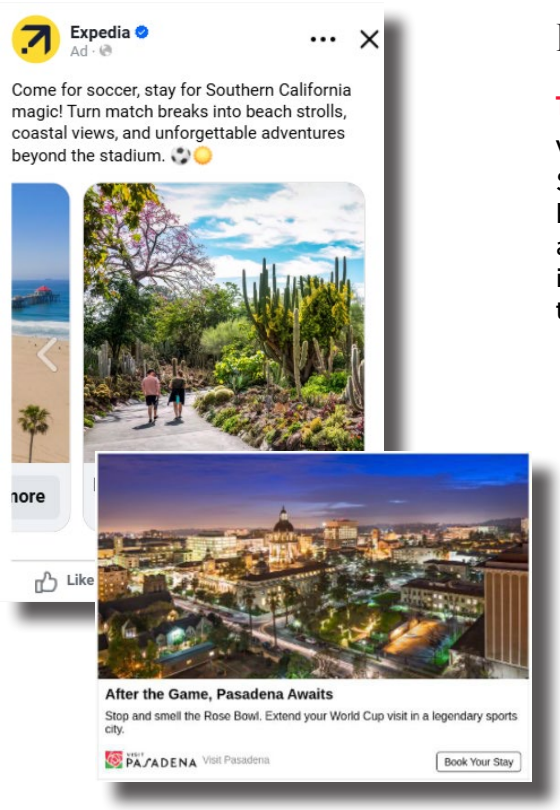
1.37M+
impressions

47K
clicks

3.03%
Meta CTR

54.6%
SEM engagement rate





FIFA WORLD CUP

TURNING GLOBAL SPORTS INTEREST INTO OVERNIGHT VISITATION

Visit Pasadena used the 2026 FIFA World Cup to introduce Southern California-bound soccer travelers to Pasadena. ADARA built awareness; the Expedia co-op focused on hotel bookings and measurable visitor spending. Expedia also generated 15.3M impressions and 21,012 clicks. Campaign learnings will inform sports-traveler targeting and partnerships ahead of LA28.

ADARA AWARENESS

5.26M
impressions

6,314
clicks

EXPEDIA CONVERSION

17,327
room nights

$4.4M
hotel revenue

VISIT CALIFORNIA PARTNERSHIPS

Visit Pasadena maintains a strategic partnership with Visit California, leveraging the state's global marketing reach, industry relationships, and resources to elevate Pasadena's visibility in key domestic and international markets.

Through collaborative initiatives, including international media and travel trade events, professional meetings road shows, the MICHELIN Guide California, Club California Japan, advertising cooperatives with Expedia and Tripadvisor, and the Creator Partner Program, Visit Pasadena amplifies its marketing efforts and reaches new audiences.

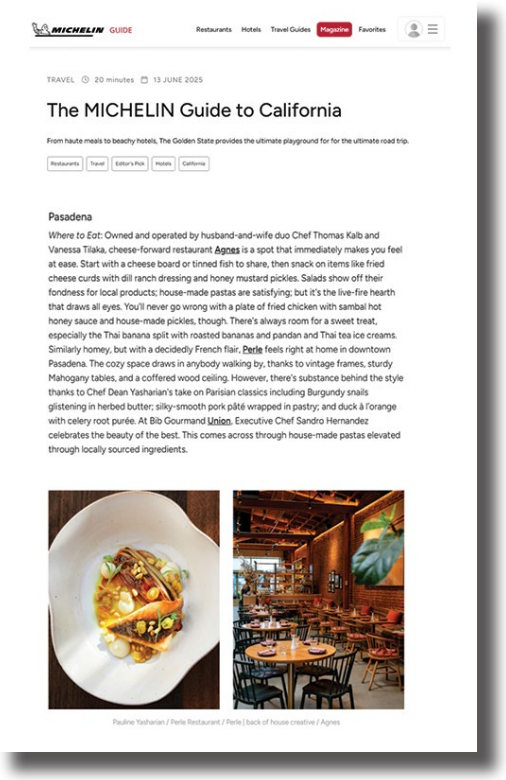
Additional promotional opportunities included Pasadena's inclusion in the California Route 66 Passport (23,000 guides printed), advertising on Visit California's Route 66 digital hub, and placements in the California Visitor's Guide (500,000 copies printed) and California Road Trips Guide (1 million copies printed). Together, these initiatives expand Pasadena's reach, strengthen its position within California's tourism landscape, and inspire travelers to explore the destination.

500K

California visitor guides printed

1M

Road Trips guides printed









PASADENA VISITOR HOTLINE

The marketing and communications team operated the annual Pasadena Visitor Hotline with a team of dedicated volunteers. VisitPasadena.com received 414k views of Tournament of Roses-related pages.

414K

pageviews of Tournament of Roses content



ROSE CROWN ACTIVATION

In addition to the Visitor Hotline, the Visit Pasadena marketing team designed a "Step Up, Queen" photo activation to accompany the Tournament of Roses and Visitor Hotline. From December 18 – 29th, visitors could enter to win two tickets to the Rose Parade by taking a photo and tagging @ VisitPasadena on social media.

In addition to dozens of entries, the photo op also had a steady stream of non-contest visitors that took photos in anticipation of the Tournament of Roses. Passersby, visitors, locals, and Lululemon 5K participants all utilized the photo op.





ROSE BOWL BRAND ACTIVATIONS

To complement the music festivals hosted at Brookside at The Rose Bowl, Visit Pasadena held a brand activation at Just Like Heaven and Head in the Clouds providing visitor resources to concert attendees.

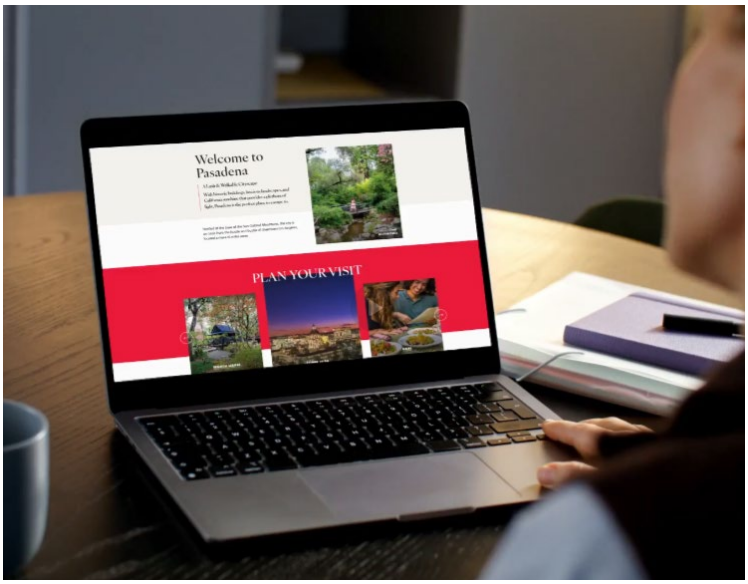
The activation included sticker and tote bag giveaways, a new inflatable headphone mister that doubled as a photo op, and a matching information booth.

OFFICIAL PASADENA VISITOR INSPIRATION GUIDE

Visit Pasadena published a redesigned Pasadena Inspiration Guide distributed throughout California at hotels, welcome centers, and local airports, and Las Vegas and Arizona markets. The Inspiration Guide approach inspires travel to Pasadena and provides dynamic storytelling about the destination and the people and places that make it special.



40k
inspiration guides



WEBSITE

Visit Pasadena redesigned its website and the Pasadena Convention Center and Pasadena Civic Auditorium microsites to enhance navigation, search functionality, and the visitor experience. The redesign introduced AI-powered visitor assistance and earned a Silver HSMAI Adrian Award for Website Excellence.

In FY26, the Visit Pasadena website attracted 1.2 million users and generated 2.4 million pageviews. Its strong organic search presence delivered 54.5 million Google Search impressions and 748,000 clicks, connecting travelers with Pasadena's attractions, events, businesses, and visitor experiences.

54.5M
Google Search Impressions

748K
Google Search Clicks

1.2M
Website Users
(+1.0%▲)

2.4M
pageviews
(-5.8%▼)

SOCIAL MEDIA

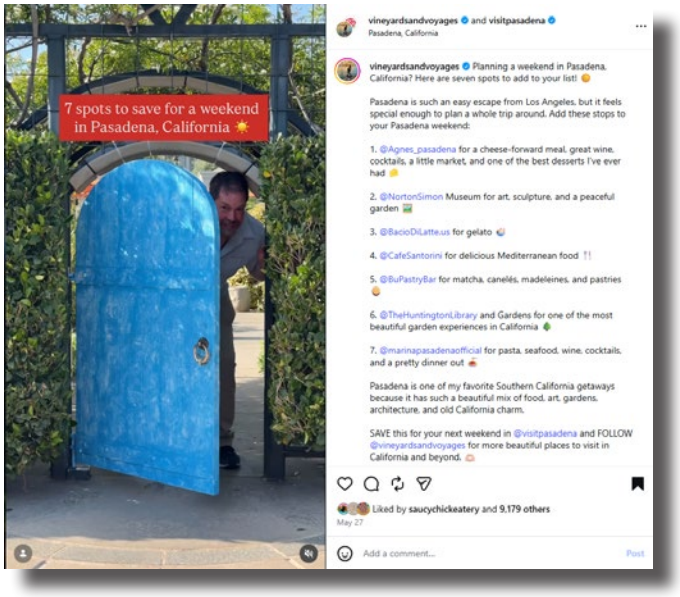
Visit Pasadena continues to adapt to the ever-changing social media algorithms. This year, the team implemented comment automation to increase engagement rates, target specific groups, and increase website traffic in lieu of new cookie policies that caused a significant drop in trackability of website visitors. Expanded social media strategy with increased emphasis on Reels and short-form video content.

104K
followers
(+16.2%▲)

14.8M
impressions
(+8.7%▲)

466K
engagements
(+13.8%▲)

3.1%
engagement rate
(+4.6%▲)





ROSE BOWL SALES & MARKETING

During FY26, the Rose Bowl Operating Company (RBOC) dedicated its sales and marketing efforts to strengthening client relationships and attracting new events that expand Pasadena's visitor economy. By promoting the Rose Bowl Stadium and Pasadena through media and partner engagement activities, the RBOC was able to secure high-profile events at the Rose Bowl Stadium that encouraged overnight stays, increased hotel occupancy, and delivered economic benefit to the city's lodging community.



INDUSTRY EVENTS & FAMILIARIZATION ACTIVITIES

The RBOC participated in several key industry tradeshows and conferences to showcase Pasadena and the Rose Bowl Stadium. These efforts helped elevate destination awareness and generated new business opportunities by engaging directly with prospective clients and event organizers.

- IMEX America
- MPISCC WeCon Conference
- Pollstar Conference
- Sports Business Journal Business of Soccer Conference
- MLS All Star

Sponsored events and activities to familiarize event promoters and planners with Rose Bowl Stadium capabilities:

- Engaged directly with Big Ten universities to secure new business opportunities for tailgates, tours, and events during team visits to Pasadena.
- Hosted and planned multiple in-person events, including the MPI WeCon Conference Reception, where the Rose Bowl showcased the venue to 150 event planners for future meetings and event opportunities.
- Hosted and led familiarization tours with travel and events industry groups including top international markets, including SITE SoCal, Fete, Visit California Asia Pacific Influencer Advisory Board, Travel + Leisure, and LA Tourism Japan.
- Organized and moderated the WISE (Women in Sports and Events) Speed Mentoring event, convening senior executives and emerging professionals to foster industry connections and mentor top talent.
- Hosted the Travel and Tourism Marketing Association Meeting, where the Rose Bowl exchanged marketing and events experiences with industry leaders to strengthen industry relationships.
- Sponsored the Visit Pasadena suite and partnered with multiple hotel clients at Rose Bowl Stadium events, strengthening hospitality partnerships and driving visitation.

EVENT INCENTIVES

Rose Bowl Stadium worked with partners to manage costs and provide incentives for multi-event bookings, resulting in back-to-back weekends of activity that helped drive hotel occupancy upward. These back-to-back weekend events would not be possible without the TBID partnership. The TBID funds are used to help pay for costly (~$500k per occurrence) field installations that allow the Rose Bowl Stadium to now play a football game five days after a stadium concert.

FY26 ROSE BOWL EVENTS

AUGUST– RUFUS DU SOL

Welcomed close to 60,000 fans for a concert, reinforcing the Rose Bowl Stadium's role as a premier venue for marquee concert events.



SEPTEMBER – OASIS

The Rose Bowl hosted two nights of the hottest stadium tour in the world. In addition to domestic travelers this concert run was one of the largest drivers of international travel across the US in FY26.

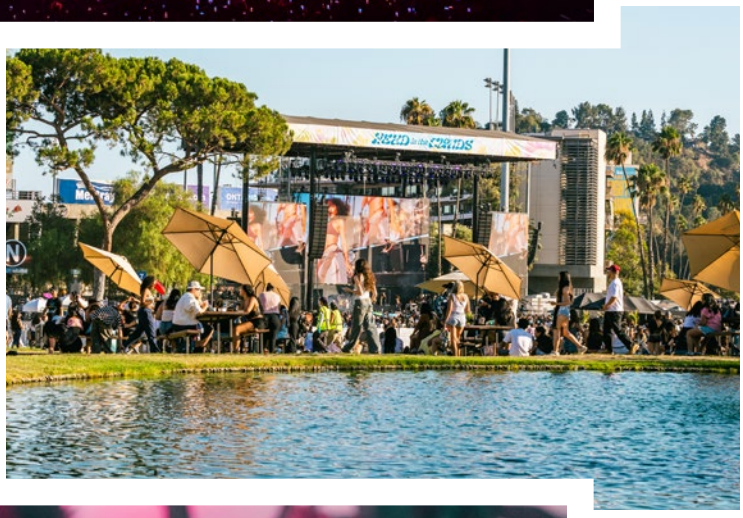


AUGUST–NOVEMBER

The Stadium, and market, continue to see the benefits of the move to the Big Ten. Beginning with Utah and an important matchup of Penn State vs UCLA (Bruins with the big upset win!). Midwest fans continue to show us that they love staying and playing in Pasadena.

OCTOBER AND MAY – GOLDENVOICE MUSIC FESTIVALS

Partnered with AEG Goldenvoice to stage three major festivals including Chappell Roan. The Chappel Roan shows are a model for the future for AEG/Goldenvoice. The community should look forward to many more artist curated shows in the future.



JANUARY – ROSE BOWL GAME®

Served as a College Football Playoff Quarterfinal, featuring Indiana and Alabama in front of a national audience and delivering strong demand for local lodging. The Rose Bowl Operating Company continues to see that being part of "games that matter" in the CFP is what really drives fan interest. Both teams traveled well but Indiana seemed to just want it more both on the field and from a fan travel perspective.

MAY – INTERNATIONAL SOCCER MATCH MEXICO VS AUSTRALIA HOSTING 72,000 ATTENDEES

The Rose Bowl Operating Company was excited to host both teams prior to the World Cub. It was clear that, based on the high World Cup ticket prices in market that this was a chance for more fans to see their team at a lower price point. Soccer continues to be an important business for the bowl especially leading into the 2028 Olympic Games.



FY26 Financials

INCOME	Allocated	Actuals
TBID REVENUE	$7,094,000	$6,984,000

Expenditures	Allocated	Actuals	Percentage
Staffing	$1,949,000	$1,820,000	26.06%
Advertising	$1,023,000	$998,000	14.29%
Trade Show Activities	$300,000	$302,000	4.32%
Events and Sponsorships	$298,000	$330,000	4.73%
Familiarization Activities	$124,000	$193,000	2.76%
Promotional Expenses	$56,000	$34,000	.49%
Sales & Marketing	$3,750,000	$3,677,000	52.26%
Administration Expenses	$440,000	$501,000	7.17%
Rose Bowl Sales & Marketing	$2,843,000	$2,857,000	40.91%
TOTAL EXPENDITURES	$7,033,000	$7,035,000	100.73%

FY26 Surplus (Deficit)	$61,000	($51,000)	-.73%
Cumulative Carryforward	$0	$1,117,833	
*Unaudited			

FY27 Improvements & Activities

The PTBID is designed to provide specific benefits directly to payors by increasing room night sales and revenue therefrom. FY27 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.



DESTINATION MARKETING AND COMMUNICATIONS

DESTINATION MARKETING

Develop and implement integrated marketing campaigns that elevate Pasadena's brand, inspire travel, and drive overnight visitation. Showcase the city's distinctive cultural, culinary, outdoor, and entertainment experiences to attract new and returning visitors.

ADVERTISING

Execute data-driven advertising campaigns across digital, social, search, and traditional media channels to reach targeted domestic and international audiences. Optimize marketing investments to increase destination awareness, visitor engagement, and travel consideration.

DIGITAL MARKETING

Enhance Visit Pasadena's digital presence through ongoing website improvements, search engine optimization, and compelling destination content. Adapt to evolving consumer behaviors and AI-powered travel discovery to improve online visibility, inspire trip planning, and connect travelers with local experiences.

PROMOTIONAL MATERIALS

Produce and distribute engaging print and digital resources, including the Pasadena Visitor Inspiration Guide, destination maps, itineraries, and travel planning materials. Support visitor exploration and encourage increased spending at Pasadena's attractions, restaurants, hotels, and businesses.

PUBLIC RELATIONS & MEDIA ENGAGEMENT

Strengthen Pasadena's destination awareness through proactive media relations, strategic storytelling, trade shows, and domestic and international tourism missions. Build relationships with journalists, travel media, and content creators to secure positive editorial coverage in priority markets.

HOSTED MEDIA TRIPS

Organize targeted familiarization trips and hosted experiences for journalists, influencers, and content creators to showcase Pasadena's unique attractions and experiences, generating authentic storytelling and valuable earned media exposure.

INTERNATIONAL TOURISM MARKETING

Expand Pasadena's international presence through strategic partnerships, travel trade engagement, and targeted marketing initiatives. Leverage major global events and regional collaborations to increase awareness and visitation from key international markets.

VISITOR SERVICES AND SUPPORT

Provide personalized visitor assistance through the Pasadena Visitor Center, visitor hotline, and digital resources. Enhance the visitor experience by connecting travelers with local attractions, events, businesses, and travel planning information.

PROFESSIONAL MEETINGS & EVENT SALES



CLIENT FACING INDUSTRY EVENTS

Participate in targeted regional and national trade shows, appointment-based events, and industry conferences to engage meeting planners, generate qualified leads, and promote Pasadena as a premier destination for meetings, conventions, and events.

CUSTOMER SITE TOURS

Coordinate personalized site inspections and familiarization experiences for prospective meeting planners, showcasing Pasadena's meeting facilities, hotels, attractions, and destination amenities to increase booking opportunities.

INDUSTRY ASSOCIATIONS

Maintain active participation in local, regional, and national industry associations through memberships, leadership positions, networking, and professional development to strengthen relationships and expand business opportunities.

SALES PROSPECTING & BUSINESS DEVELOPMENT

Implement proactive sales strategies utilizing industry research, targeted outreach, customer relationship management tools, and relationship development to identify new opportunities, increase qualified leads, and secure future meetings and conventions that generate hotel room nights.

MEETINGS ADVERTISING

Execute targeted marketing campaigns through digital advertising, email, social media, industry publications, and trade show promotions to increase Pasadena's visibility among meeting planners and generate qualified sales opportunities.

DESTINATION SERVICES

Provide customized planning assistance and destination support for confirmed meetings, conventions, trade shows, and events. Connect planners with local resources and partners to enhance attendee experiences, encourage local spending, and strengthen repeat business opportunities.

STRATEGIC PARTNERSHIPS

TOURISM & COMMUNITY PARTNERSHIPS

Strengthen partnerships with the City of Pasadena, Tournament of Roses, Rose Bowl Stadium, Rose Bowl Aquatics Center, Caltech, Jet Propulsion Laboratory, ArtCenter College of Design, Pasadena City College, and other key stakeholders to advance tourism initiatives, support economic development, and increase year-round visitation.

SPORTS TOURISM & MAJOR EVENTS

Leverage Pasadena's iconic sports venues and major events to attract visitors, generate overnight stays, and elevate the city's international profile. Advance collaborative marketing and destination readiness initiatives in preparation for the LA28 Olympic and Paralympic Games.

REGIONAL & INTERNATIONAL PARTNERSHIPS

Collaborate with Visit California, Brand USA, Discover Los Angeles, and other tourism organizations to expand Pasadena's reach, develop cooperative marketing opportunities, and strengthen domestic and international visitor demand.

ROSE BOWL SALES AND MARKETING

In FY27, 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.

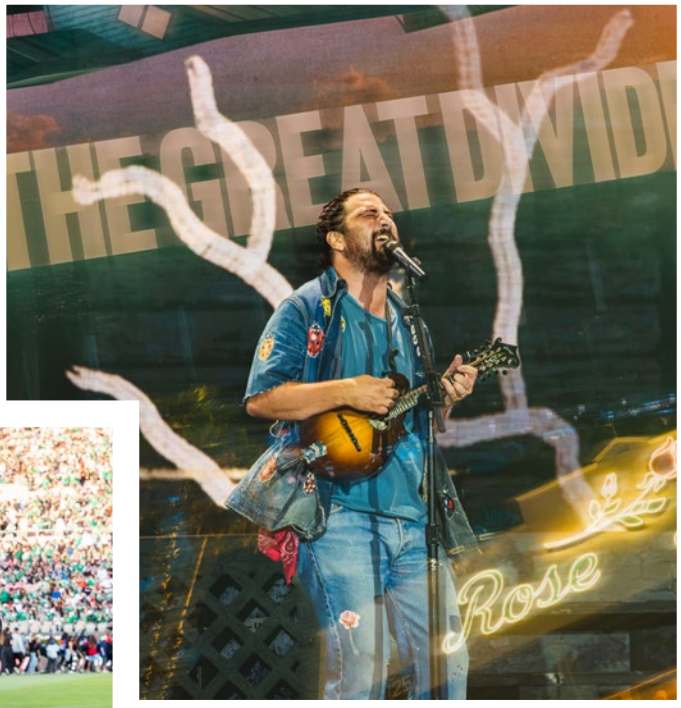


EVENT INCENTIVES

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 yearround 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.





FY27 BUDGET

Expenditures	Allocated	Percentage
TBID Assessment	$7,305,000	100%

Expenditures	Allocated	Percentage
Staffing	$2,096,000	29%
Advertising	$977,000	13%
Trade Show Activities	$389,000	5%
Events and Sponsorships	$237,000	3%
Familiarization Activities	$98,000	1%
Promotional Expenses	$32,000	0%
Sales & Marketing Total	$3,750,000	53%
Administration Expenses	$483,000	7%
Rose Bowl Sales & Marketing	$2,930,000	40%
TOTAL EXPENDITURES	$7,242,000	99%

FY27 Surplus (Deficit)	$63,000	1%
Cumulative Carryforward FY24-FY27	$1,180,833	16.01%

Note: The total budget for FY27 is $7,094,000 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.

FY26 BOARD

EXECUTIVE COMMITTEE

Tyron Hampton
Chair

Kim Burbank
Vice Chair

Phil Hosp
Secretary

Pat Amsbry
Treasurer

AT LARGE

Joan Aarestad
At Large

Scott Boone
At Large

Richard Bussiere
The Langham Huntington, Pasadena

Joseph Co
Hyatt Place Pasadena

David Eads
Tournament of Roses

Charles Fusco
Hilton Pasadena

Marlon Gonzalez
Hotel Dena

Katie Green
Courtyard by Marriott Los Angeles Pasadena/Old Town

David Klug
City of Pasadena

Eleanor Lee
At Large

Jeff Michael
At Large

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

Eric Happe
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.

VISIT PASADENA

Visit Pasadena is the official Convention & Visitors Bureau (CVB) for the City of Pasadena, dedicated to positioning Pasadena as a premier destination for leisure travel, professional meetings, conventions, and events. As Pasadena's destination marketing organization (DMO), Visit Pasadena drives tourism demand through strategic sales, marketing, public relations, and destination promotion. The focus of Visit Pasadena is to drive visitation, generate hotel room nights, and strengthen Pasadena's economy and quality of life through tourism

VISIT
PASADENA

Appendix: Pasadena TBID Properties

Property Name or Owner	Address	Unit Number
AC Hotel Pasadena	19 S Madison Ave., Pasadena, CA	
Ace Motel	2870 E. Colorado Blvd., Pasadena, CA	
Astro Hotel	2818 E. Colorado Blvd., Pasadena, CA	
Caltech Athenaeum	551 S. Hill Avenue, Pasadena, CA	
Courtyard By Marriott Los Angeles Pasadena/Old Town	180 N. Fair Oaks., Pasadena, CA	
Hilton Pasadena	168 S. Los Robles Ave., Pasadena, CA	
Hotel Dena	303 Cordova St., Pasadena, CA	
Hotel Le Reve Pasadena	3321 E. Colorado Blvd., Pasadena, CA	
Howard Johnson	1599 E. Colorado Blvd., Pasadena, CA	
Hyatt Place Pasadena	399 E. Green St., Pasadena, CA	
Hyland Inn	2462 E. Colorado Blvd., Pasadena, CA	
La Casa Inn	2800 E. Colorado Blvd, Pasadena, CA	
Lincoln Motel	1559 Lincoln Ave., Pasadena, CA	
Pasadena Hotel & Pool	928 E. Colorado Blvd., Pasadena, CA	
Pasadena Inn At Old Town	400 S. Arroyo Pkwy, Pasadena, CA	
Pasadena Lodge	2855 E. Colorado Blvd., Pasadena, CA	
Pasadena Rose & Crown Hotel	1203 E. Colorado Blvd., Pasadena, CA	
Ramada Inn By Wyndham Pasadena	2156 E. Colorado Blvd., Pasadena, CA	
Residence Inn Pasadena	21 W. Walnut St., Pasadena, CA	
Rodeway Inn & Suites	2860 E. Colorado Blvd., Pasadena, CA	
Saga Motor Hotel	1633 E. Colorado Blvd., Pasadena, CA	
The Langham Huntington, Pasadena	1401 S. Oak Knoll Ave., Pasadena, CA	
Travelodge By Wyndham Pasadena Central	2131 E. Colorado Blvd., Pasadena, CA	
Westin Pasadena	191 North Los Robles Avenue, Pasadena, CA	
Adan Serrano	3615 Fairmeade Rd Pasadena CA 91107	
Ai-Lin Grison	2361 E Orange Grove Blvd, Pasadena, CA 91104	
Alexandra Glover	481 Avenue 64 Pasadena CA 91105	
Amanda Collins	565 Tamarac Dr, Pasadena, CA 91105	
Andrew Kim	953 E Elizabeth St Pasadena CA 91104	
Audrey Schmedes	436 Santa Paula Ave Pasadena CA 91107	
Barbara Pinna	675 Highland St, Pasadena, CA 91104	
Barry Storch	193 S Parkwood Ave, Pasadena, CA 91107	
Betsy Mitchell	1439 Las Lunas St Pasadena CA 91106	
Brian Ray	508 W Howard St Pasadena CA 91103	
Brian Yao	262 N Wilson Ave #103 Pasadena CA 91106	
Brian Zopf	504 Highland St, Pasadena, CA 91104	
Brooke Abercrombie	1600 San Pasqual St, Pasadena, CA 91106	
Brooke Fox	2445 Vista Laguna Ter Pasadena CA 91103	
Bryant Mathews	733 Earlham St Pasadena CA 91101	
Carlos Martinez	1205 Sunset Ave, Pasadena, CA 91103	
Carlos Martinez	228 W Claremont St Pasadena CA 91103	230
Carmen Wan	2305 E Del Mar Blvd Pasadena CA 91107	
Chad Becker	1612 N Hill Ave, Pasadena, CA 91104	
Chuan Chuan Liu	1094 Bella Vista Ave Pasadena CA 91107	
Concepcion Holguin	271 Markham Pl Pasadena CA 91105	
Corey Howard	953 N CAtalina Ave, Pasadena, CA 91104	
Cornelia Altenbuchner	1875 N Garfield Ave Pasadena CA 91104	
Cynthia Mcinnis	114 W Montana St, Pasadena, CA 91103	
Cynthia Mcinnis	114 W Montana St, Pasadena, CA 91103	
Daniel Arias	1058 Linda Vista Ave Pasadena CA 91103	
Deann Haley	2355 Paloma St Pasadena CA 91104	
Diana Aviles	446 Lola Ave Pasadena CA 91107	
Doris Kroll	762 Eaton Dr Pasadena CA 91107	
Dorothea Degroot	675 N Raymond Ave Pasadena CA 91103	
Ed Honowitz	1485 E Mountain St, Pasadena, CA 91104	
Elizabeth Bartlett	220 Anita Dr Pasadena CA 91105	
Emma Simon-Aredes	1840 Santa Rosa Ave Pasadena CA 91104	
Emma Simon-Aredes	1842 Santa Rosa Ave Pasadena CA 91104	

Erh Wei Huang	158 S Allen Ave Pasadena CA 91106	
Erik Kostiuk	239 Robinson Rd Pasadena CA 91104	
Faisal Haroon	1490 Old House Rd, Pasadena, CA 91107	
Filippo Fanara	1178 E Topeka St, Pasadena, CA 91104	
Fu-Lin Chen	61 N Bonnie Ave Pasadena CA 91106	
Gina Darmiento	1757 Belmont Ave Pasadena CA 91103	
Gina Darmiento	1757 Belmont Ave Pasadena CA 91103	
Gloria Medel	820 N Madison Ave Pasadena CA 91104	2
Hanah Cota	1736 Kaweah Dr Pasadena CA 91105	
Hang Zhao	240 Anita Dr Pasadena CA 91105	
Heather Upton	564 Vermont St, Altadena, CA 91001	
Henry Rounds	1732 Kaweah Dr Pasadena CA 91105	
Hiram Carrington	1710 N CAtalina Ave, Pasadena, CA 91104	
Ho Sing Fung	148 Allen Ave, Pasadena, CA 91106	
Hoa Lam	2555 Morningside St, Pasadena, CA 91107	
Hongwei He	952 N Lake Ave Pasadena CA 91104	
Horace Macvaugh	328 Bellefontaine St Pasadena CA 91105	
Hsiaoyi Chang	830 Huntington Cir Pasadena CA 91106	830
Ian Rassman	1026 N Los Robles Ave Pasadena CA 91104	
Irene Turtle	1176 Mar Vista Ave, Pasadena, CA 91104	
Jama Meyer	1055 E Topeka St Pasadena CA 91104	
Jennifer Hafner	137 N Oak Knoll Ave #6 Pasadena CA 91101	6
Jia Wang	346 Barthe Dr Pasadena CA 91103	
Joseph Del Priore	1614 Pleasant Way, Pasadena, CA 91105	
Karilyn Colegrove	1561 Loma Vista St, Pasadena, CA 91104	
Karla Hughes	640 N Madison Ave, Pasadena, CA 91101	
Keith Liu	96 Arlington Dr Pasadena CA 91105	
Lamar Mcdonald	66 W Peoria St Pasadena CA 91103	1
Laura Newman	1481 N CAtalina Ave, Pasadena, CA 91104	
Laura Solomon	709 S Mentor Ave, Pasadena, CA 91106	
Lawrence Lwin	1010 N El Molino Ave, Pasadena, CA 91104	
Lee Blaine	1147 N Mar Vista Ave Pasadena CA 91104	
Lesley Fera-Mochel	791 Earlham St, Pasadena, CA 91101	
Liane Enkelis	1272 Allen Ave, Pasadena, CA 91104	
Lianna Svetlana Galadjian	2515 E Woodlyn Rd Pasadena CA 91104	
Linda Alleman	1290 Doremus Rd, Pasadena, CA 91105	
Linda Chew	130 Arlington Dr, Pasadena, CA 91105	
Linda Wong	540 Lincoln Ave Pasadena CA 91103	
Malcolm Gotama	1845 Reiter Dr, Pasadena, CA 91106	
Malcolm Gotama	1845 Reiter Dr Pasadena CA 91106	
Marc Risney	476 W CAlifornia Blvd Pasadena CA 91105	
Mariann Belmonte	780 N Pasadena Ave, Pasadena, CA 91103	
Marla Bechtel	2232 E Mountain St Pasadena CA 91104	
Marla Bechtel	2232 E Mountain St Pasadena CA 91104	
Massey Ahmadi	755 E Del Mar Blvd Unit 300 Pasadena CA 91101	
Matthew Price	205 S Craig Ave Pasadena CA 91107	
Michael Kang	1205 N Lake Ave Pasadena CA 91104	
Michael Kang	1207 N Lake Ave Pasadena CA 91104	
Michael Kang	1205 N Lake Ave Pasadena CA 91104	
Mimy Vandenburg	7 Richland Pl Pasadena CA 91103	
Nasser Ahmadi	755 E Del Mar Blvd Unit 100 Pasadena CA 91101	
Nicholas Schulte	3181 Estado St Pasadena CA 91107	
Niria Arvizu	2055 Alta Pasa Dr Pasadena CA 91104	
Oscar Santana	396 N Summit Ave Pasadena CA 91103	
Parvaneh Ahmadi	755 E Del Mar Blvd Unit 200 Pasadena CA 91101	200
Philip Nix	811 S Oakland Ave Pasadena CA 91106	
Rachelle Razon	999 San Pasqual St Apt 8 Pasadena CA 91106	8
Ray She	1777 Las Lunas St Pasadena CA 91106	
Raymond Tittmann	1410 S Marengo Ave Pasadena CA 91106	
Rebecca Cheng	110 N Meridith Ave, Pasadena, CA 91106	4
Rich Wong	841 E Ladera St Pasadena CA 91104	
Rich Wong	841 E Ladera St Pasadena CA 91104	

Rick Lemasters	1480 Glen Ave Pasadena CA 91103	
Rick Mai	700 Santa Barbara St Pasadena CA 91101	
Rong Zheng	1830 E Del Mar Blvd Pasadena CA 91107	
Rong Zheng	1830 E Del Mar Blvd Pasadena CA 91107	
Russell Jacques	1203 E Elizabeth St, Pasadena, CA 91104	
Sandra Browne	910 S Los Robles Ave Pasadena CA 91106	
Sen Peng	2564 Morningside St Pasadena CA 91107	
Sergio Garcia	176 N Meridith Ave, Pasadena, CA 91106	
Sherrod Floyd	182 S Bonnie Ave Pasadena CA 91106	180
Shivam Dixit	1756 Belmont Ave Pasadena CA 91103	
So Yeon Kim	1611 Bancroft Way Pasadena CA 91103	
So Yeon Kim	1611 Bancroft Way Pasadena CA 91103	
Steven Lopez	151 N Mar Vista Ave Pasadena CA 91106	
Thad Weinlein	353 Patrician Way Pasadena CA 91105	
Thomas Piskur	627 S Marengo Ave Pasadena CA 91106	
Thuy Tran	2067 Paloma St Pasadena CA 91104	
Tyler Harris	150 S Grand Oaks Ave, Pasadena, CA 91107	
Vanmartin Rowe	201 S Parkwood Ave, Pasadena, CA 91107	
Vanmartin Rowe	203 S Parkwood Ave, Pasadena, CA 91107	
Victoria Kostina	1500 Poppy Peak Dr Pasadena CA 91105	
Wendy Duran	2480 Lambert Dr, Pasadena, CA 91107	115
William Davis	1151 Forest Ave Pasadena CA 91103	
Yelena Navidad	167 W Villa St Pasadena CA 91103	
Yelena Navidad	167 W Villa St Pasadena CA 91103	
Yoana Palomar	276 W Howard St, Pasadena, CA 91103	
Yoana Palomar	276 W Howard St Pasadena CA 91103	
Yue Chen	3250 Hermanos St, Pasadena, CA 91107	
Zihan Gao	744 E Walnut St Pasadena CA 91101	