



MEETING OF THE BOARD OF DIRECTORS

Wednesday, March 25, 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.



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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 January 28, 2025, Board Meeting Minutes: *Motion to Approve***
- V. **Executive Committee Report** – Kim Burbank
- VI. **FY 2026 Revised Budget** - Michael Ross: *Motion to Approve*
- VII. **Directors Reports**
 - Financial Report, February 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
 - FY 2027 Budget - City Manager Review – March 31, 2026
 - PCOC Finance Committee Meeting, April – FY 2027 Budget
- IX. **Tournament of Roses Report** - David Eads, CEO
- X. **Adjournment** - Next meeting is Wednesday April 22, 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", is written above a horizontal line.

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 Clist", is written below the certification text.



Margie Christ, Recording Secretary



Convention Center
Civic Auditorium
Ice Skating Center
Convention & Visitors Bureau

OFFICIAL MINUTES

BOARD OF DIRECTORS MEETING

Wednesday, January 28, 2026
4:00 p.m.

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

I. Call to Order:

Chairman Tyron Hampton called the January 28, 2026 Pasadena Center Operating Company (PCOC) Board of Directors Meeting to order at 4:05 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
Pat Amsbry, Treasurer
Joan Aarestad
Scott Boone
Richard Bussiere
Joseph Co
David Eads
Charles Fusco (absent)
Marlon Gonzalez
Katie Green
Dave Klug (absent)
Eleanor Lee (joined during Item V.)
Jeff Michael

PCOC Staff

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

RBOC

Aaron Milam, *RBOC Representative (absent)*

City Staff

Arnold Lee, *Assistant Attorney, City of Pasadena*

III. Public Comment on Matters Not on the Agenda

(None)

IV. Approval of December 3, 2025 Board of Directors Meeting Minutes

It was moved by Phil Hosp and seconded by Joan Aarasted, to approve the December 3, 2025, Board of Directors Meeting Minutes as submitted. The motion unanimously carried. Absent: David Klug; Charles Fusco; Eleanor Lee (joined during item 5).

V. Executive Committee Report – Tyron Hampton

Chair Tyron Hampton reported that Michael Ross, CEO, had recently been meeting with City Staff regarding the LA Olympics. He said that the current focus has been on whether there is an opportunity for Pasadena to be the location for a country’s “House.” That is, a place for a country’s team to gather to dine, relax, play games or watch movies (for example). He clarified that it wouldn’t be a “house” in that it is not expected that athletes would reside there as they would have other housing/sleeping arrangements.

VI. FY 2025 Audit - Lance, Soll & Lunghard, LLP – Jayme Lambert: *Motion to Accept*

Eric Happe, Director of Finance introduced Jayme Lambert who presented a summary of the FY 2025 audit which had been previously provided to the Board of Directors in their packages.

Michael Ross, CEO pointed out that the “Results of Operations” on the 14th page of the audit shows an operating loss of \$4.7 million, when in fact the company had a large operating profit. He explained that the reason for that discrepancy has to do with the way we are required to report a very, very large amount of depreciation on the complex’s buildings, a non-cash expense. The “Statement of Net Position” on the 18th page of the audit shows “Net Increase in Cash and Cash Equivalents” of \$3.4 million, which better represents the company’s operating results for 2025.

It was moved by Pat Amsbry and seconded by Joan Aarasted, to accept the FY 2025 audit as submitted. The motion unanimously carried. Absent: David Klug; Charles Fusco.

VII. Directors Reports

• **Financial Report, December 2025 – Eric Happe: *Motion to Approve***

Eric Happe, Director of Finance, provided an update on PCOC financials year to date through December 2025. Operating revenue was \$6.9 million, which was \$249,000 over budget.

Operating expenses were \$5.4 million, \$474,000 better than budget. Net result is \$1.6 million which was \$723,000 over budget.

TOT revenue collected as of December 2025 was \$6.6 million which was \$237,000 better than budget. Debt service expense was \$6.3 million, which was on budget. The result was a net gain of \$237,000 which was \$237,000 better than budget.

TBID assessment was \$2.2 million which was \$99,000 better than budget. CVB expenses were \$1.8 million, resulting in a net gain of \$465,000 which was \$436,000 better than budget.

The total net gain for the company was \$2.3 million, which was \$1.4 million better than budget.

It was moved by Jeff Michael and seconded by Joan Aarestead, to approve the October 2025 financial report as presented. The motion unanimously carried. Absent: Richard Bussierre; Marlon Gonzalez; Eleanor Lee.

• **Sales - Kristin McGrath**

Kristin McGrath, Executive Director of the 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 9,048, which is 19% of the 46,500-room annual goal. She pointed out some of the room night booking highlights. She noted one from the

science community, American Astronomical Society, for September 2028 with over 800 rooms – that is in addition to their visit in June 2026. She also noted another one from the technology industry, GoMAC Tech returning in March 2029 with 1266 rooms. Furthermore, she stated that the new lead activity is strong with 48 leads representing over 30,000 rooms. Also, she said that room night bookings for 2026 and 2027 are ahead of the pace of 2024 and 2025 respectively.

McGrath pointed out that hotel occupancy by percentage is down from the prior year and ADR is continually increasing. She said that the addition of the AC Hotel to room night inventory is 7.2% which at least partially explains the lower occupancy percentage levels. Further, she said that room night demand by numbers of room nights is beyond 2024 levels. Also, she said that r

McGrath reported for September and October the Convention Center had 26 new definite bookings and Civic Auditorium had 8 new definite bookings. There was a question about whether there is any convention center comparative data available. Kristin McGrath said that she would look into it although large convention centers such as we have in California typically book fewer but longer conventions than we do here. As such, any data we could get from other convention centers may not really be comparative.

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 and communications efforts. She also mentioned that Visit Pasadena received two Silver Adrian Awards. The HSMIA Adrian Awards is the premiere global travel marketing awards competition celebrating the creativity, impact, and innovation that define the tourism industry.

- **Operations** - Naz Sabripour

Michael Ross, CEO, directed the Board of Directors’ attention to the materials that had previously been provided.

- **Ice Rink** - Michael Ross

Michael Ross, CEO reported that the Ice Rink activity has continued to be very strong. He directed the Board to the information previously provided about the ice rink.

VIII. Chief Executive Officer Report - Michael Ross, CEO

Michael Ross reported that his update was discussed earlier in the meeting in the “FY 26 Revised Budget” item of the agenda

IX. Tournament of Roses Report - David Eads, CEO

David Eads reminded the Board of Directors that the Rose Bowl will have the #1 seed of the College Football Playoff which would be announced December 7th. He said the other team would be the winner of one of the first round matchups on December 19th. David Eads said that the game will be at 1:00 PM Pacific this year which is requiring the TofR to juggle some logistics. In any case he said, the planning for the game and the parade is coming along well.

X. Rose Bowl Operating Company Report – Aaron Milam

Aaron Milam updated the Board of Directors on some of the events going on at the Rose Bowl including Pokemon-Go, CIF Championship, and Lead Women’s Symposium. He said the slate of summer concerts will come out in May. There was a question from a hotel partner about how to get a calendar of Rose Bowl events. Aaron Milam answered that there is a “Stakeholder Calendar” and he would be sure that all hotel GM’s are on the distribution list.

XI. Adjournment

On order of the Chair, the Board Meeting adjourned at 5:03 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

FY2026 Budget	FY2024 ACTUAL RESULTS	FY2025 ACTUAL RESULTS	FY2026 Approved BUDGET	FY2026 Revised BUDGET
Facilities				
<u>Revenue</u>				
Convention Center Rental	\$ 2,739,000	\$ 3,647,000	\$ 3,050,000	\$ 3,050,000
Civic Auditorium Rental & Facility Fee	1,639,000	1,794,000	1,330,000	1,330,000
Other Rentals and Commissions	2,113,000	2,636,000	2,350,000	2,350,000
Subtotal Facility Revenue	6,491,000	8,077,000	6,730,000	6,730,000
Food Service Commission	1,429,000	1,452,000	1,350,000	1,350,000
Parking Garage	1,926,000	2,071,000	1,900,000	1,900,000
Ice Skating Center	3,147,000	3,131,000	3,300,000	3,300,000
Total Operating Revenue	12,993,000	14,731,000 *	13,280,000	13,280,000
Investment Earnings	329,000	600,000	300,000	500,000
Total Revenues	13,322,000	15,485,000 *	13,580,000	13,780,000
<u>Expenses</u>				
Convention Center & Civic Auditorium	7,482,000	8,327,000	9,059,000	9,059,000
Parking Garage	385,000	427,000	401,000	401,000
Ice Skating Center	1,927,000	2,084,000	2,267,000	2,267,000
Civic Project Loan	-	293,000	293,000	293,000
Total Facilities Expenses	9,794,000	11,131,000	12,020,000	12,020,000
Facilities Revenue / (Expenses)	3,528,000	4,200,000	1,560,000	1,760,000
Margin	24.6%	24.4%	9.5%	9.5%
<u>Transient Occupancy Tax & Debt Service</u>				
Transient Occupancy Tax	10,816,000	11,546,000	12,231,000	12,672,000
Debt Service	10,816,000	11,546,000	12,231,000	12,672,000
TOT Surplus (Shortfall)	-	-	-	-
<u>Convention Visitors Bureau</u>				
TBID Assessment	4,148,000	4,700,000	4,248,000	4,248,000
Convention Visitors Bureau Expenses	3,670,000	4,104,000	4,187,000	4,187,000
Convention Visitors Bureau Surplus	478,000	596,000	61,000	61,000
Total Revenue	28,286,000	31,577,000	30,059,000	30,700,000
Total Expenses	24,280,000	26,781,000	28,438,000	28,879,000
Net Gain / (Loss):	\$ 4,006,000	\$ 4,796,000	1,621,000	1,821,000
<u>Capital Improvement Projects (CIP)</u>				
Capital Expenditures	\$ 2,500,000	\$ 1,314,000	3,000,000	3,000,000

* FY25 Revenue includes \$2.6M from the City of Pasadena for the Eaton Fire Shelter



	Year - to - Date Through		February 2026				FY 2026 Revised Budget
	Actual	Budget	Actual vs. Budget	Prior Year	CY vs. PY	% Change CY vs. PY	
Operating Revenue							
Convention Center Rental	\$ 1,871,000	\$ 2,033,000	\$ (162,000)	\$ 1,799,000	\$ 72,000	4.0%	\$ 3,050,000
Civic Auditorium Rental & Facility Fee	844,000	876,000	(32,000)	906,000	(62,000)	-6.8%	1,330,000
Other Rentals & Commissions	1,593,000	1,577,000	16,000	1,434,000	159,000	11.1%	2,350,000
Subtotal Facility Revenue	4,308,000	4,486,000	(178,000)	4,139,000	169,000	4.1%	6,730,000
Food Service Commission	874,000	900,000	(26,000)	859,000	15,000	1.7%	1,350,000
Parking Garage	1,318,000	1,267,000	51,000	1,305,000	13,000	1.0%	1,900,000
Ice Skating Center	2,551,000	2,200,000	351,000	2,387,000	164,000	6.9%	3,300,000
Total Operating Revenues	9,051,000	8,853,000	198,000	8,690,000	361,000	4.2%	13,280,000
Investment Earnings	333,000	333,000	-	150,000	183,000	122.0%	500,000
Total Revenues	9,384,000	9,186,000	198,000	8,840,000	544,000	6.2%	13,780,000
Center Operating Expenses							
Convention Center / Civic Auditorium	5,547,000	5,898,000	351,000	5,342,000	(205,000)	-3.8%	9,059,000
Parking Garage	274,000	316,000	42,000	252,000	(22,000)	-8.7%	401,000
Ice Skating Center	1,310,000	1,492,000	182,000	1,308,000	(2,000)	-0.2%	2,267,000
Total Center Operating Expense	7,131,000	7,706,000	575,000	6,902,000	(229,000)	-3.3%	11,727,000
Operating Results	2,253,000	1,480,000	773,000	1,938,000	315,000	16.3%	2,053,000
Civic Project Loan	195,000	195,000	-	159,000	(36,000)	-22.6%	293,000
Net Gain (Loss)	\$ 2,058,000	\$ 1,285,000	\$ 773,000	\$ 1,779,000	\$ 279,000	15.7%	\$ 1,760,000
TOT / Bonds Debt Services							
Transient Occupancy Tax	8,489,000	8,448,000	41,000	8,805,000	(316,000)	-3.6%	12,672,000
Debt Service & Allowance	8,448,000	8,448,000	-	7,757,000	(691,000)	-8.9%	12,672,000
Net Gain (Loss) (1)	\$ 41,000	\$ -	\$ 41,000	\$ 1,048,000	\$ (1,007,000)	-96.1%	\$ -
Convention Visitors Bureau							
TBID Assessment	2,863,000	2,832,000	31,000	3,278,000	(415,000)	-12.7%	4,248,000
Convention Visitors Bureau Expenses	2,503,000	2,764,000	261,000	2,390,000	(113,000)	-4.7%	4,187,000
Net Gain (Loss)	\$ 360,000	\$ 68,000	\$ 292,000	\$ 888,000	\$ (528,000)	-59.5%	\$ 61,000
Total PCOC							
Total Revenue	\$ 20,736,000	\$ 20,466,000	\$ 270,000	\$ 20,923,000	\$ (187,000)	-0.9%	\$ 30,700,000
Total Expenses	18,277,000	19,113,000	836,000	17,208,000	(1,069,000)	-6.2%	28,879,000
Toal Net Gain (Loss)	\$ 2,459,000	\$ 1,353,000	\$ 1,106,000	\$ 3,715,000	\$ (1,256,000)	-33.8%	\$ 1,821,000

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

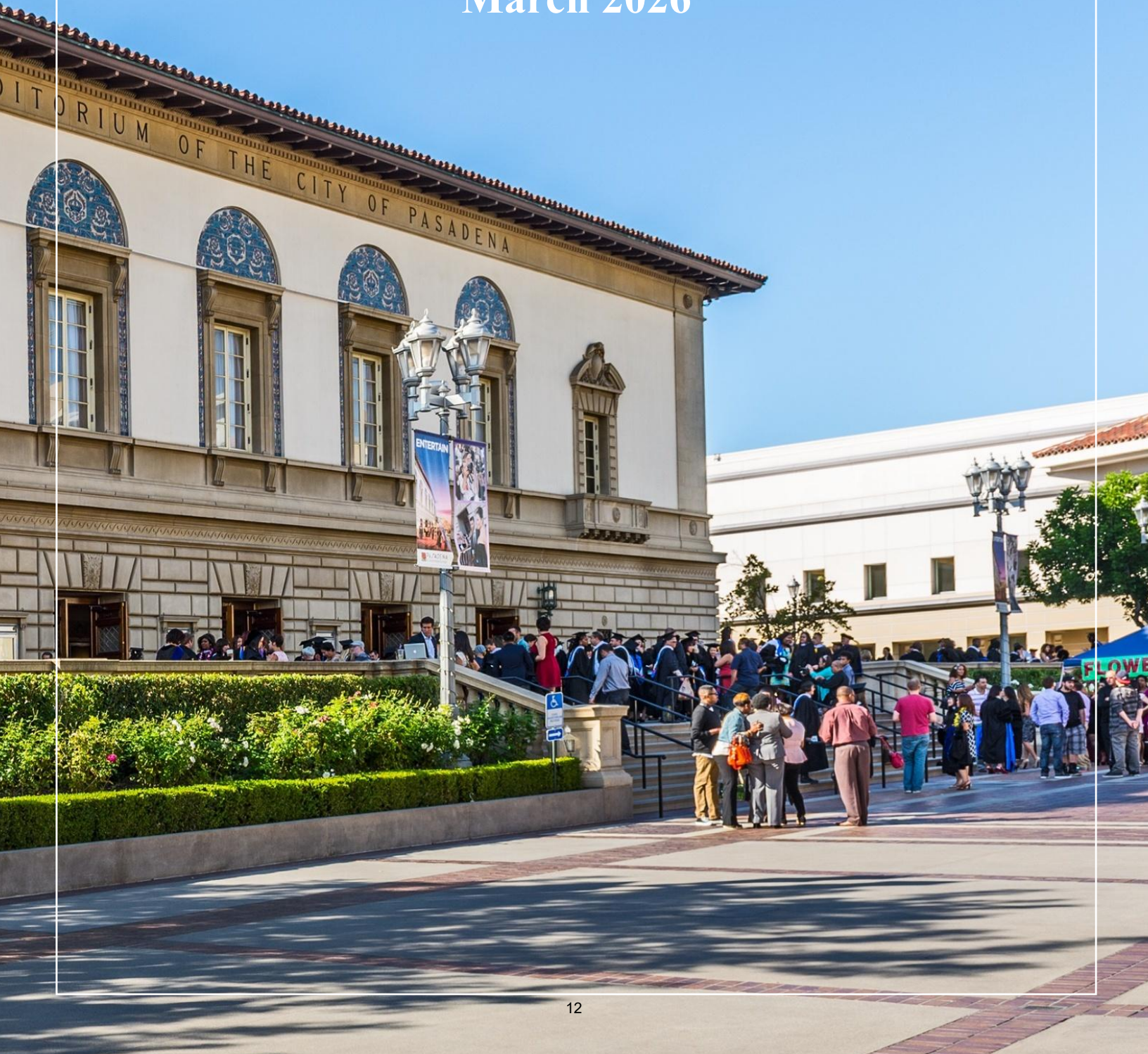
Capital Improvements Programs
Fiscal Year 2026
As of February 2026

<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>3,000,000</u>	<u>1,055,224</u> (1)	<u>(1,944,776)</u>	

Notes: (1) Civic waterproofing and painting project \$863,749
 Downpayment for repair of ice rink south wall \$63,478
 Water heater replacement \$13,244
 Conference center lighting upgrades \$13,690
 Elevator motor repair \$22,369
 Chiller repairs \$24,999
 Ice rink compressor replacement \$42,995
 Parking structure rehab \$10,700

DIRECTORS REPORT

March 2026



DIRECTORS REPORT

PROFESSIONAL MEETINGS AND EVENT SALES

CVB

January & February Definite Bookings:
16 Bookings; 7904 Total Room Nights
8 of the 16 bookings are repeat clients
27,241 YTD total definite rooms: 59% to FY25 goal of 46,500

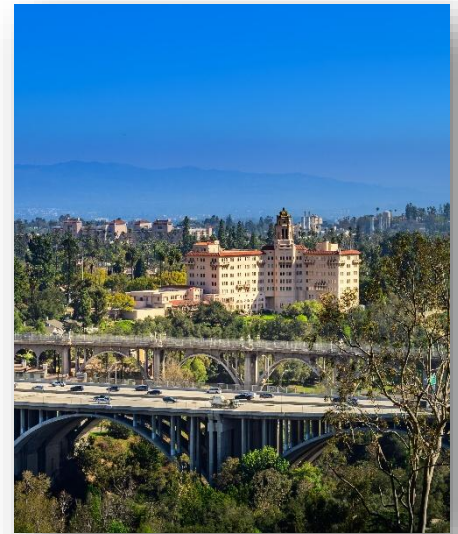
Highlights:

- OVG Impact Summit, February 2026, 1119 total rooms
- ScaLE 23x, March 2026, 724 total rooms
- Power Morphicon, August 2026, 1135 total rooms
- Solution Tree US Literacy Summit, June 2027, 625 total rooms
- CA Assn for Education of Young Children, April 2030, 940 total rooms

January & February New Leads:
44 new leads: 26,432 total room nights

Highlights:

- DesignerCon, June 2026, 300 rooms
- California School Nutrition Assn, October 2029, 1550 rooms
- American Dairy Science Association, June 2029, 2265 rooms
- American Massage Therapy Association, August 2029, 2585 rooms



CONVENTION CENTER

January & February Definite Bookings (20):

Highlights:

- Golden Futures Expo, March 2026
- Royal Industrial Solutions, June 2026
- State Bar of California, July 2026
- Front Row Card Show, Sept & Nov 2026
- Dogaroo LLC, March 2027

CIVIC AUDITORIUM

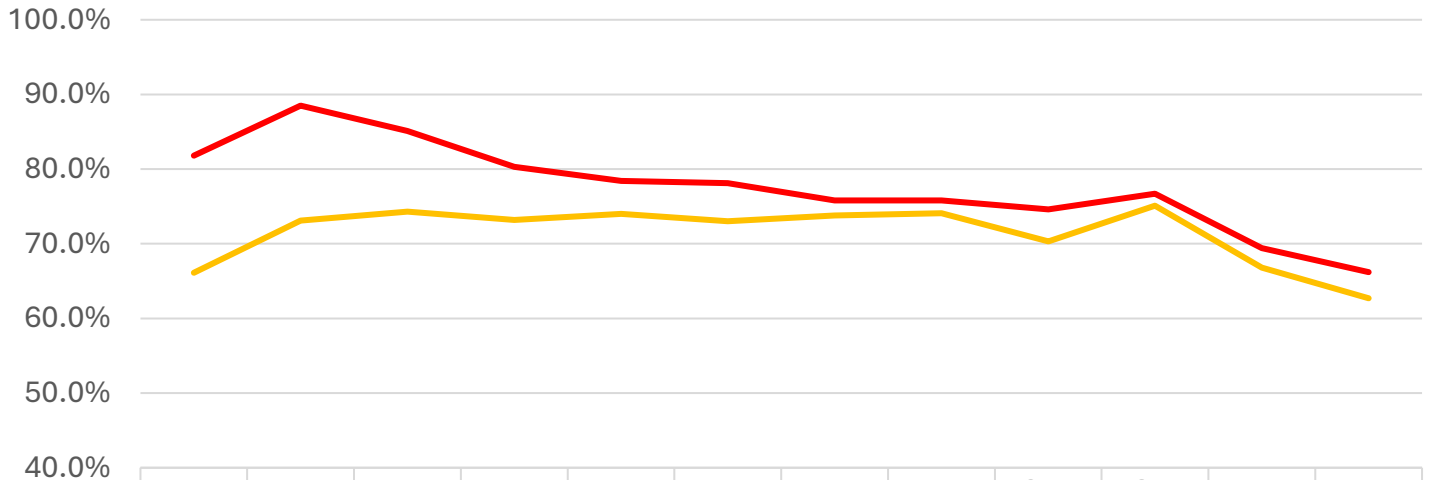
January & February Definite Bookings (3):

- Friends in Deed, May 2026
- Pasadena Unified School District, June 2026
- Chinese Ticket Box, June 2026

DIRECTORS REPORT

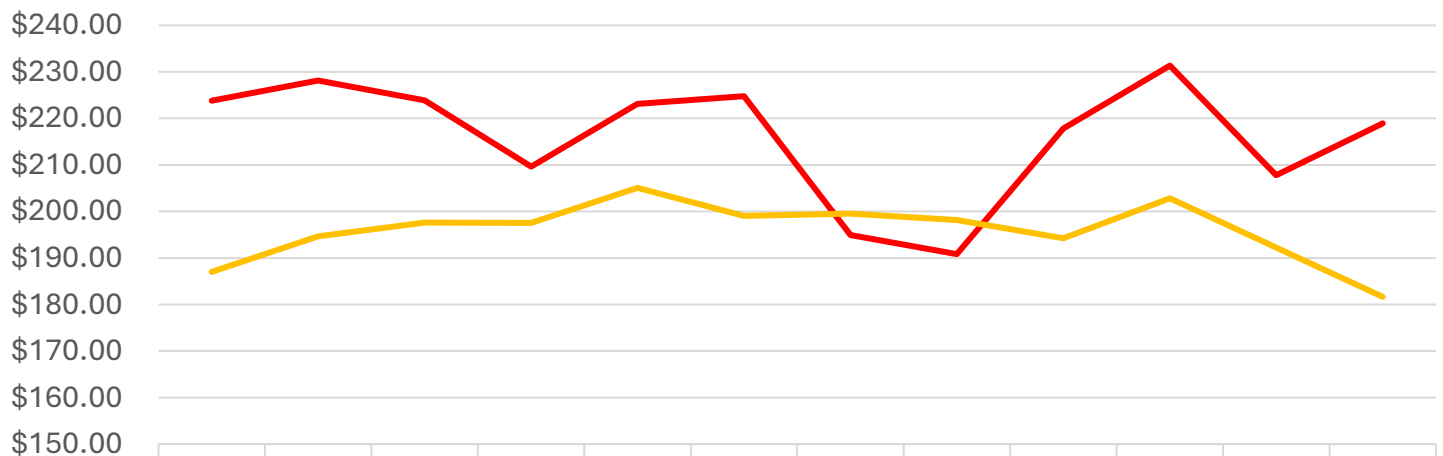
VISIT PASADENA UPDATE

LA COUNTY 2025 HOTEL OCCUPANCY (%)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Pasadena	81.8%	88.5%	85.1%	80.3%	78.4%	78.1%	75.8%	75.8%	74.6%	76.7%	69.4%	66.2%
LA County	66.1%	73.1%	74.3%	73.2%	74.0%	73.0%	73.8%	74.1%	70.3%	75.1%	66.8%	62.7%

LA COUNTY 2025 HOTEL ADR (AVERAGE DAILY RATE \$)



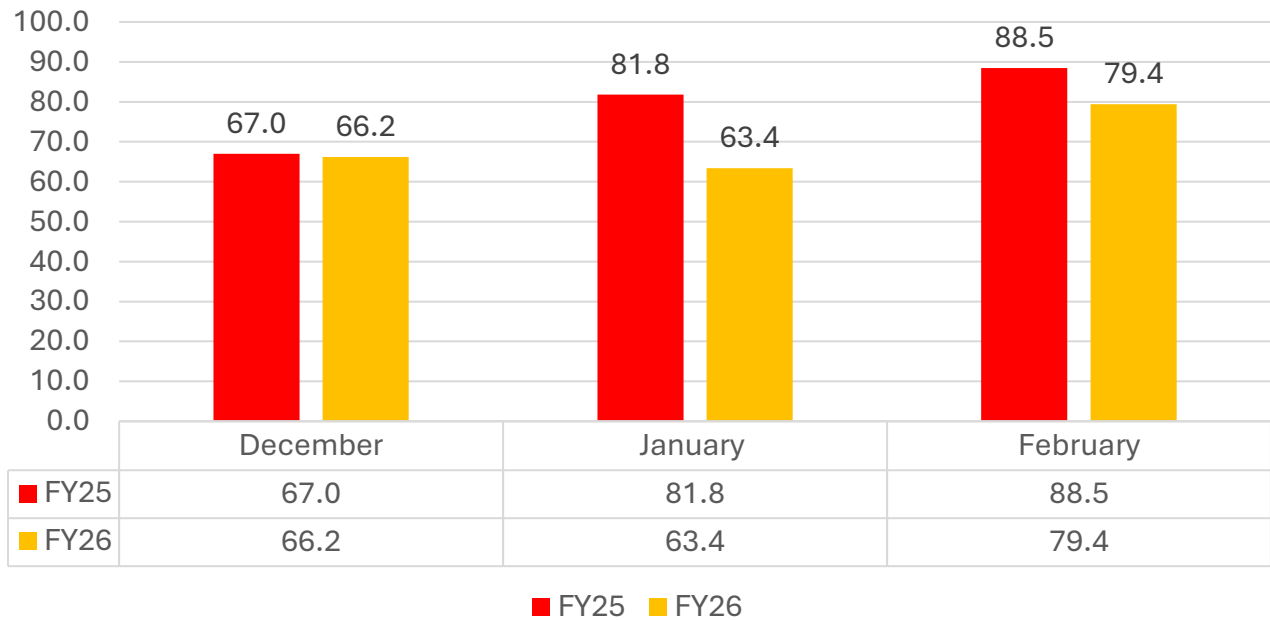
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Pasadena	\$223.	\$228.	\$223.	\$209.	\$223.	\$224.	\$194.	\$190.	\$217.	\$231.	\$207.	\$218.
LA County	\$187.	\$194.	\$197.	\$197.	\$205.	\$199.	\$199.	\$198.	\$194.	\$202.	\$192.	\$181.

Source: STR

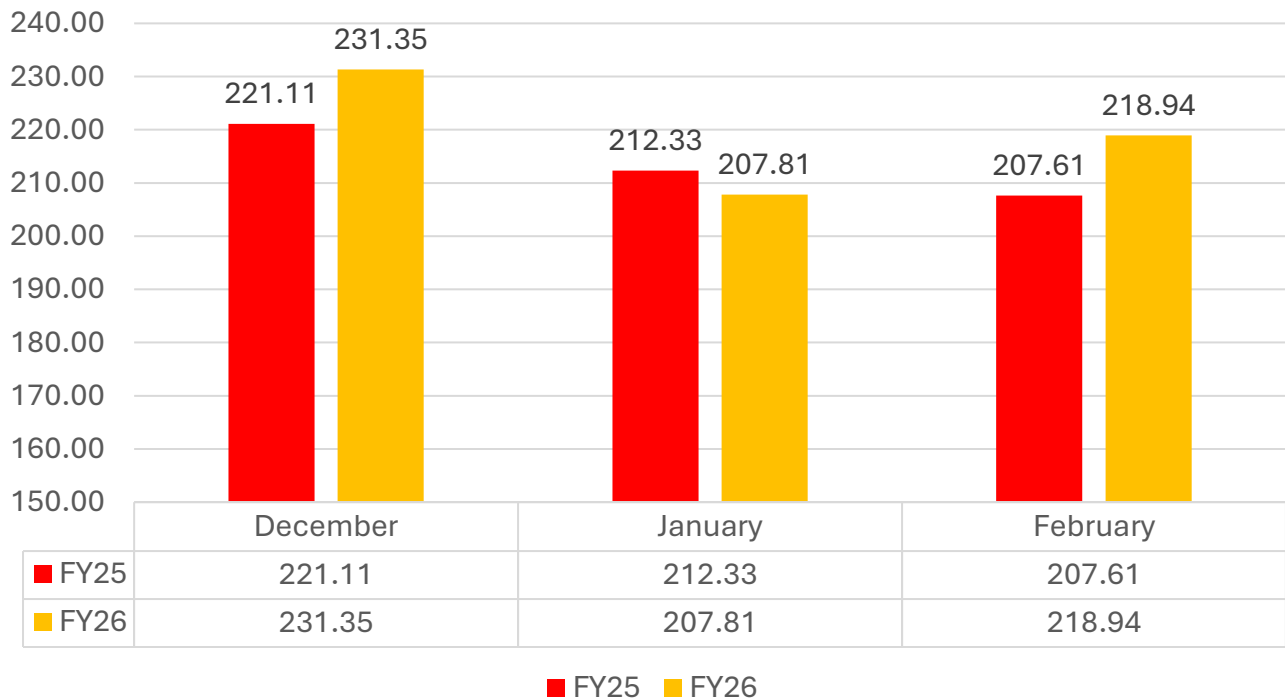
DIRECTORS REPORT

VISIT PASADENA UPDATE

HOTEL OCCUPANCY (%)



HOTEL ADR (AVERAGE DAILY RATE \$)

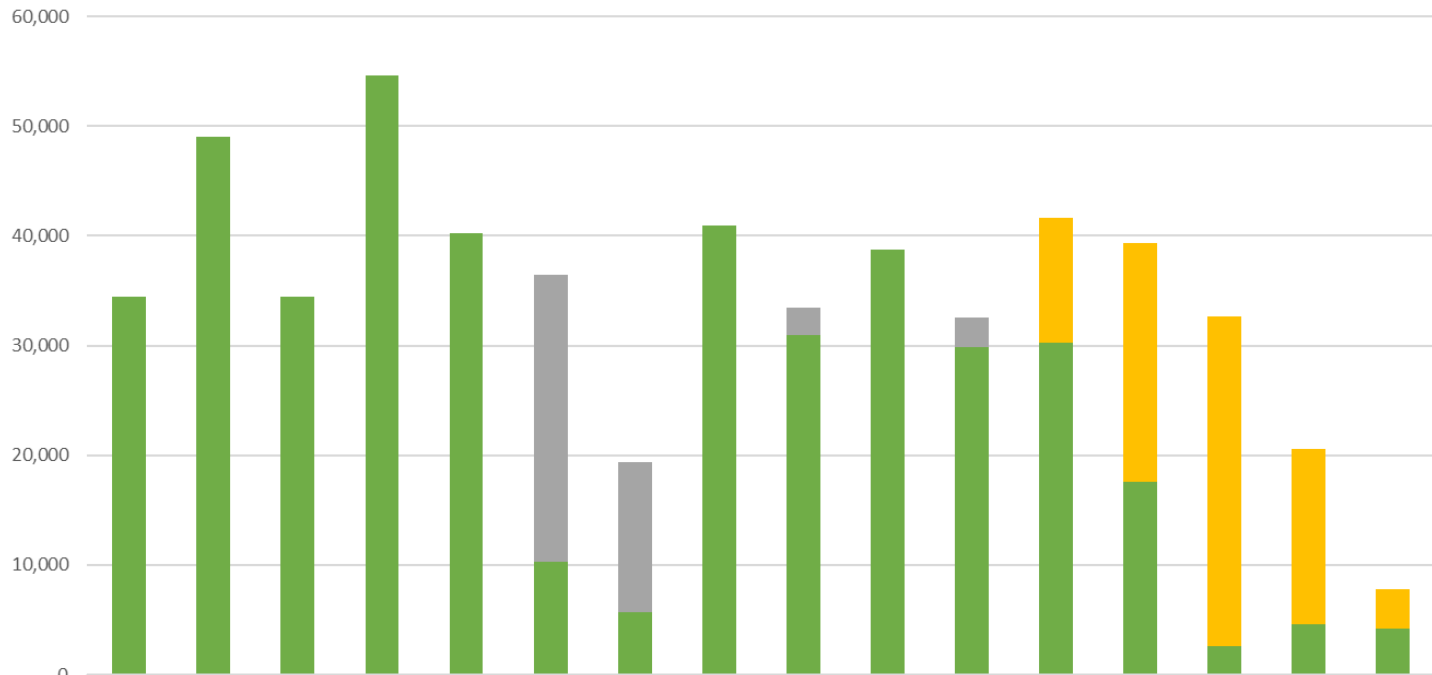


Source: STR

DIRECTORS REPORT

PROFESSIONAL MEETINGS AND EVENT SALES

CONTRACTED ROOM NIGHTS & ACTIVE LEADS 2015-2030



	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030
Active Leads	0	0	0	0	0	0	0	0	0	0	0	11,373	21,704	30,068	15,915	3,518
Cancelled/Postponed						26,181	13,694		2,534		2,687					
Contracted	34,409	48,988	34,420	54,599	40,196	10,298	5,733	40,909	30,930	38,763	29,899	30,245	17,620	2,611	4,630	4,244

NOTES:

- As of March 1st, we have over 30K contracted for calendar year 2026 versus the 30K total contracted rooms we achieved in 2025.
- We still have a healthy pipeline of over 11K rooms in active lead status for 2026.
- Over 4000 rooms are contracted for both 2029 and 2030, signaling the positive trend of lengthening of the booking window.

DIRECTORS REPORT

PROFESSIONAL MEETINGS AND EVENT SALES

PCMA CONVENING LEADERS

Kristin McGrath attended the Professional Convention Management Assn Convening Leaders conference January 11-14 in Philadelphia. In addition to valuable networking, program content included industry trends and the global economic outlook for 2026.

IPEC: INDEPENDENT PLANNERS' EDUCATION CONFERENCE

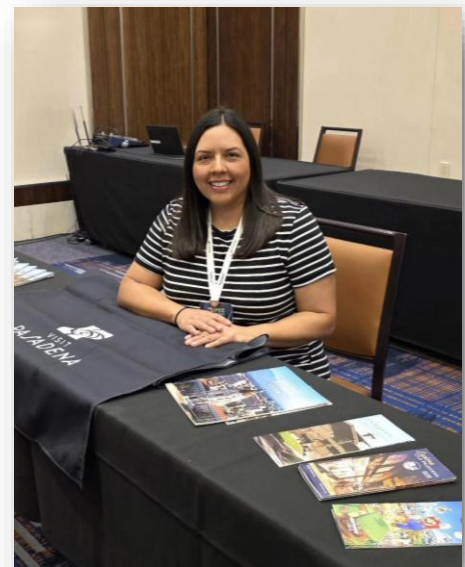
Debbie Vail represented us at the Northstar Media independent planner event in Chandler, AZ. She conducted a total of 22 one on one appointments. Twenty-one of the appointments were with contacts that were new to Visit Pasadena. Four of the planners have since been invited to Pasadena for a site visit as they represent high-value future opportunities for the destination.

CESSE CEO MEETING

Matt Hourihan represented Visit Pasadena at the Council of Engineering and Scientific Society Executives (CESSE) CEO Meeting in Baltimore, MD over the dates of January 25-28. This meeting is the premier gathering of CEOs and Executive Directors of STEM Societies. This is a small conference with a total of 98 STEM leaders registered to attend and approximately 50 suppliers. Matt received two RFPs within 4 weeks of the event.

MPI SACRAMENTO CHAPTER CRAB FEED

Karalee Adams hosted a table of current and potential clients at the MPI Sacramento/Sierra Nevada MPI Chapter Annual Crab Feed. The annual event is a networking and fundraising opportunity that allows the chapter to deliver relevant professional meeting and events educational opportunities each year.



VISIT PASADENA MARKETING & COMMUNICATIONS

ROUTE 66 CENTENNIAL HIGHLIGHTS

Visit Pasadena is proud to celebrate the Route 66 Centennial and Colorado Boulevard 150th anniversary showcasing Pasadena's rich history, culture, and events.



Visit Pasadena Route 66 Microsite

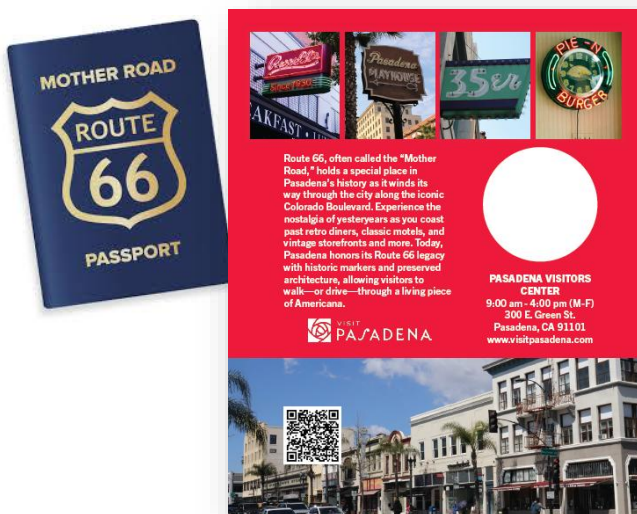
Visit Pasadena developed a microsite highlighting Pasadena's Route 66 history, iconic attractions, hotel deals, and centennial events.

<https://www.visitpasadena.com/route-66/>



Advertisement in Visit California Road Trips Guide

The Visit California Road Trips Guide reaches an audience of 600,000 and is distributed at California Welcome Centers and in Travel + Leisure, Food & Wine, Better Homes & Gardens and Real Simple.



Mother Road Route 66 Passport Participant

The Mother Road Route 66 Passport program promotes participating destinations along the historic highway.



Atlas Obscura Mother Road Digital Hub

The partnership with Atlas Obscura program highlight Pasadena in an interactive Mother Road digital hub and a companion social video series.

VISIT PASADENA ROUTE 66 CENTENNIAL HIGHLIGHTS



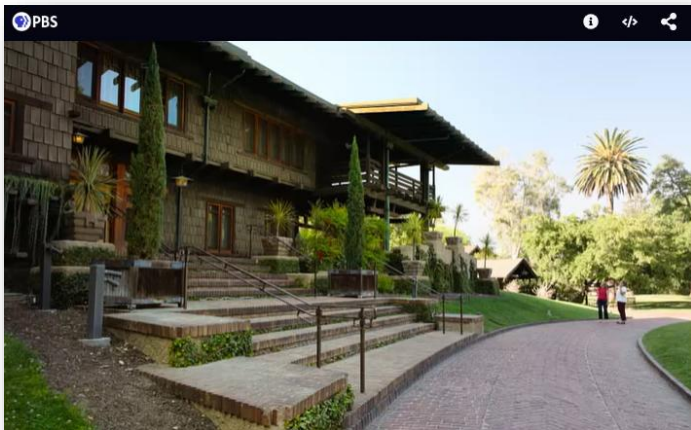
Hemmings Great Race on Sunday, June 28, 2026

Pasadena will host the grand finale of The Great Race in 2026, an internationally recognized vintage car rally that attracts teams from around the world on Sunday, June 28, 2026.



Route 66 Lamppost Banners

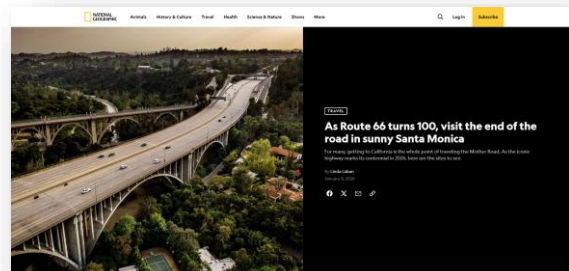
Visit Pasadena commissioned a Pasadena Route 66 artwork and sponsored lamppost banners to mark the Route 66 Centennial and Colorado Boulevard 150th anniversary.



Samantha Brown's Places to Love

Visit California collaborated with Samantha Brown Media on a California Route 66 episode. As a result, Pasadena took center stage with The Gamble House as its backdrop.

<https://samantha-brown.com/episodes/season-9/route-66-california/>



A century after Route 66 officially opened in 1926, the road's final stretch through Los Angeles County, from Pasadena to Santa Monica's golden sands, remains wonderfully in tact.

Long before John Steinbeck dubbed Route 66 "The Mother Road" in his 1930s dustbowl novel *The Grapes of Wrath*, the Indigenous Tongva and Chumash people forged trade routes along the paths Route 66 takes through California's Mojave Desert and into the still genteel urban landscape of Pasadena, where it becomes Colorado Boulevard.

National Geographic Traveler: As Route 66 Turns 100, Visit the End of the Road in Sunny Santa Monica

Pasadena was featured in a recent National Geographic Traveler article on traveling the California segment of Route 66.

<https://www.nationalgeographic.com/travel/article/route-66-centennial-100>

VISIT PASADENA ROUTE 66 CENTENNIAL HIGHLIGHTS



Peter Greenberg presents Hidden Route 66

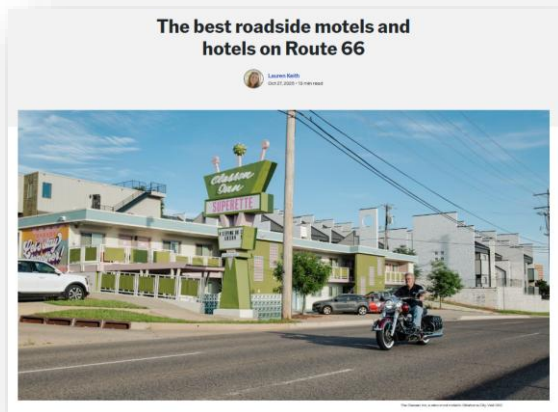
Hidden Route 66 is the latest one-hour Hidden primetime PBS television special streaming globally on Amazon Prime, Apple TV+, and YouTube. (In production)

<https://www.youtube.com/playlist?list=PLUnRchs8CN04pWYQ1Hnx4VVrtFBOGkaMr>



TTMA Route 66 Luncheon Sponsorship

The Travel and Tourism Marketing Association (TTMA) hosted a Route 66 luncheon at the Rose Bowl Stadium locker room with Visit Pasadena as sponsor.



LONELY PLANET: THE BEST ROADSIDE MOTELS AND HOTELS ON ROUTE 66 – 3M UVM

As a result of a media visit arranged by Visit Pasadena and in partnership with Visit California, Pasadena Hotel & Pool has been recognized by Lonely Planet as one of the best roadside hotels along Route 66.

<https://www.lonelyplanet.com/articles/where-to-stay-on-route-66>



Japan Media FAM

In partnership with Visit California, Mandi Prince hosted four Japanese media from April 13–14 for a 24-hour Route 66 experience. As a result of the media fam, Pasadena was featured in Auto Messe Web, attracting 2M unique visitors per month and ASCII.jp, attracting 6M consumers per month.

DIRECTORS REPORT

MARKETING & COMMUNICATIONS

POPPY AWARD

Visit Pasadena was honored with a 2026 Visit California Poppy Award for Best Sustainability or Resilience Campaign for its “Come Through” and “Meetings Bloom Stronger Here” campaigns recognizing the organization’s leadership in supporting community recovery after the Eaton fire.

The biennial Poppy Awards are among the state’s highest honors in tourism marketing, celebrating destinations that demonstrate excellence in stewardship, crisis response and innovative promotion. This recognition underscores Visit Pasadena’s commitment to driving visitation while uplifting the community and reinforcing Pasadena’s resilience.



DESTINATIONS INTERNATIONAL MARKETING AND COMMUNICATIONS SUMMIT

Christine Susa participated in the 2026 Destinations International Marketing & Communications Summit in Cleveland, where she served as a panelist on crisis communications alongside Explore Asheville and Experience Grand Rapids and MMGY PR.



VISIT CALIFORNIA MEXICO MEDIA RETREAT

Mandi Prince represented the destination at Visit California’s Mexico Trade and Media Retreat in March, strengthening Pasadena’s visibility in one of Pasadena’s top international markets. Held in Mérida, Mexico, the three-day program convened 40 California destinations and industry partners with leading media and influencers through one-on-one meetings and networking opportunities.



HSMIA ADRIAN AWARDS

Visit Pasadena received two Silver Adrian Awards. The team earned silver for Best Website for the 2025 redesign, which included a user-friendly layout, smart search, custom targeting, and an integrated multi-lingual AI chatbot. The team also won silver for Best Experiential Marketing Campaign for its Big 10 activation in Iowa, promoting UCLA joining the Big 10 and positioning Pasadena as an emerging sports tourism destination.

DIRECTORS REPORT

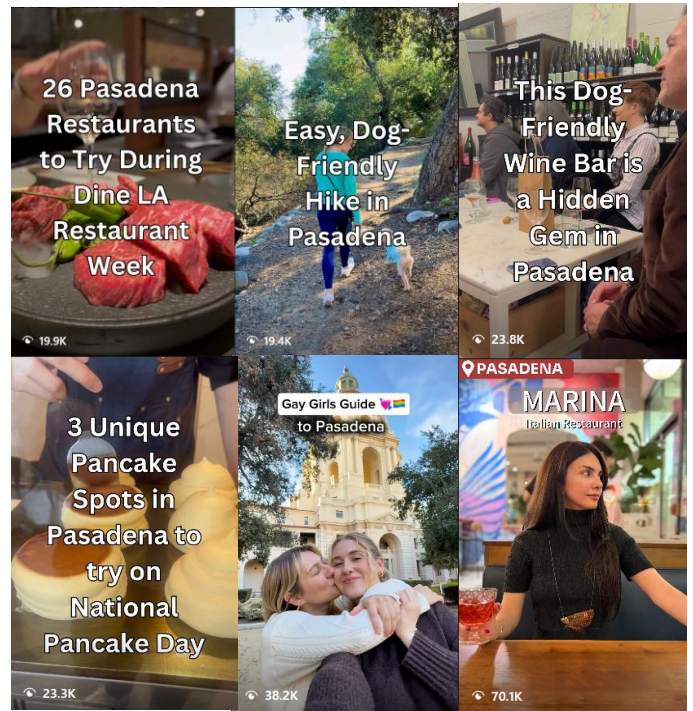
MARKETING & COMMUNICATIONS

SOCIAL MEDIA

Visit Pasadena’s strategy blends visual storytelling, engagement, and targeted marketing to position the city as a vibrant travel destination. Our feed highlights Pasadena’s architecture, cultural landmarks, local food, and events, appealing to travelers seeking unique, authentic experiences.

REEL HIGHLIGHTS

- **National Pancake Day**
 - 23.3k views
 - 360 likes
- **Monopole Wine**
 - 23.8k views
 - 1,176 likes
- **Marina** (Unpaid collab w/@persian_in_losangeles)
 - 70.1k views
 - 120 likes
- **Gay Girl's Guide** (Paid collab w/@janineandgen)
 - 38.2k views
 - 961 likes
- **Dine LA**
 - 19.9k views
 - 347 likes
- **Hahamogna Watershed Park**
 - 19.4k views
 - 637 likes



WEBSITE STATS (Jan. - Feb. 2026)

	Pageviews	Users
Jan.	314k	169k
Feb.	168k	91k

SOCIAL STATS (Jan. – Feb. 2026)

	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rates	Video Views
All	115,708	1,960	181	1,335,983	32,800	2.4%	439,806
Instagram – Visit Pasadena	52,546	891	94	594,218	18,718	3.1%	220,895
Facebook – Visit Pasadena	36,519	818	39	678,510	13,026	1.9%	186,371

DIRECTORS REPORT MARKETING & COMMUNICATIONS

EARNED MEDIA

PASADENA NOW: VISIT PASADENA WINS TWO SILVER AWARDS AT NATIONAL TRAVEL MARKETING COMPETITION

LINK: [Visit Pasadena Wins Two Silver Awards at National Travel Marketing Competition](#)

PASADENA WEEKLY: VISIT PASADENA WINS BIG: AWARDS HONOR CREATIVE TOURISM CAMPAIGNS, WEBSITE REDESIGN

LINK: [Visit Pasadena Wins Big: Awards honor creative tourism campaigns, website redesign](#)



Visit Pasadena Wins Two Silver Awards at National Travel Marketing Competition

The city's destination marketing organization earned recognition for its redesigned website and a Big Ten-targeted experiential campaign

Published on Wednesday, February 23, 2026 | 4:43 AM

f t e l



Jessica Yeh, Senior Creative Marketing Manager at Visit Pasadena; Christine Sosa, Director of Marketing & Communications at Visit Pasadena; Gregg Shapiro, President and COO at Tempest; Michael Tripi, Creative Director at Tempest; and Tori DeMarco, Director of Account Management at Tempest.

Visit Pasadena Wins Big: Awards honor creative tourism campaigns, website redesign

By Alicia Venter, Pasadena Weekly Editor | Mar 5, 2026



Stock Photo

EARNED MEDIA

	Articles
Visit Pasadena	23
PCOC (Visit Pasadena, Convention Center, Civic, Ice Skating)	39

DIRECTORS REPORT MARKETING & COMMUNICATIONS

MEDIA COVERAGE

DECCAN HERALD – PASADENA GEMS: DISCOVER ROSES IN PASADENA'S SCENIC CITY – 6M UVM

A travel feature in the Indian publication Deccan Herald highlights Pasadena as a vibrant destination known for its floral heritage, historic architecture, and cultural attractions, including landmarks such as the Rose Bowl and The Wrigley Mansion.

LINK: [It's all roses in Pasadena](#)

EYESMAG – WINTER VACATION IN AMERICA RECOMMENDED – 1.2M UVM

A winter travel feature in Korean lifestyle publication Eyesmag highlights Pasadena as one of five recommended West Coast destinations for a winter getaway, noting the region's warm California sunshine and relaxed atmosphere. The article positions Pasadena as an appealing stop for travelers exploring Southern California calling out Old Pasadena, the Rose Bowl Flea Market, and Descanso Gardens.

LINK: [5 recommended destinations in the western United States right now, recommended list for a reason](#)

AARP – BLACK HISTORY MONTH 2026: HEALTH MATTERS – 15.1M UVM

This AARP article highlights Pasadena's Black History Month Festival at Robinson Park, featuring student performances, food trucks, and community resource booths supporting residents. This year's event emphasized community resilience and recovery following the Eaton Fire, which disproportionately affected older Black homeowners in nearby Altadena and Pasadena.

LINK: [Black History Month 2026: Health Matters](#)

It's all roses in Pasadena

Even if you're not a sports enthusiast, a public tour of the stadium will give you a glimpse of its history, including access to the original 1922 locker room and the press box.

Pallavi Mehra

Last Updated 25 January 2026, 01:28 IST

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Rose Bowl Stadium Credit: Rose Bowl



12월 - 2월 평균 기온: 약 10-20°C

분주한 LA 도시를 충분히 만끽해 보았다면, 조금 한적한 도시로 향해볼까. LA의 진정한 거미에 사미인 도시 패서디나도 좋은 선택지가 될 수 있다. 다른이름 LA에서 북동쪽으로 20-30분 떨어진 위치에 자리잡고 있다. 화려한 번영을 더 많이 품고 있는 곳이다. 여행 가능한 도심 내의 고급주택과 유, 중부시 중심지 지역은 물론 노년층이 선호하는 도시. 월드 다운 중심지는 물론 박물관과 야외활동 명소, 활목 구조조도 구성되어 있으며 소양 골짜기, 미술, 카페, 상점들이 소스하게 마련되어 있어 여유를 즐기기 좋은 곳이다. 약 22평족에 걸쳐 300여 이상의 상점들이 즐비한 패서디나 거리를 시작으로 갤러리, 레스토랑, 특급 호텔이 모여 있는 이튼 지구 플레이하우스 빌딩지, 넓게 펼쳐진 거문수를 따라 잔디밭이 즐비한 패서디나 스트리트까지, 어디든 차로 이동해야 하는 LA에서 보기 드물게 걷기가 가능한 중심지가 있어 도보로 다나갈까 아주 편하다는 장점을 지녔다. 무엇이 여행자들에게는 아주 특별한 곳.

Black History Month 2026: Health Matters

The annual commemoration celebrates its centennial

By Sheeka Sanahori, AARP | 3

Published January 30, 2026



As Black History Month celebrates its centennial, consider participating in events and activities to cultivate your understanding of the Black community. (From top left) A visit to the Pasadena (California) Black History Festival and Celebration; a trip to the Hilltop neighborhood in Tacoma, Washington, for its carnival; the Bill Pickett Invitational Rodeo in Fort Worth, Texas; the Parkland Library's film series in Louisville, Kentucky; and a health expo at Friendship Baptist Church in Atlanta.

AARP (CLOCKWISE FROM TOP LEFT: JAMIE PHAM; ALAMY; LEO LOERA FOR BULL STOCK MEDIA; GETTY IMAGES (2); LEO LOERA FOR BULL STOCK MEDIA; SHEEKA SANAHORI)

DIRECTORS REPORT CONVENTION CENTER

EVENT STATS

	Number of Events	Attendance
January	15	24,203
February	15	32,830

FEATURED EVENTS

- Lululemon Run with the Roses 5K - Finish
- A Concert for Altadena
- Pasadena Comic Con
- Barbershop Harmony Society Midwinter Convention
- NUVO Dance Convention
- Groom Expo West
- Chris Waller's Heart of Championship Invitational
- OVG IMPACT Summit
- NAACP 2026 Image Awards
- Distinguisher Speaker Series – Pete Buttigieg

FACILITY HIGHLIGHTS

- The Pasadena Convention Center continues with waste reduction efforts. As of January, 55.71 tons of mixed and organic waste were diverted from the landfill.
- The Pasadena Convention Center remains committed to delivering exceptional customer service, as shown by a current overall client satisfaction survey score of 3.91 out of 4.0
- As a result of *A Concert for Altadena*, the Altadena Builds Back Foundation awarded a \$500,000 grant to The Change Reaction to support remediation and repair services for Eaton Fire survivors. Funded through proceeds from the one-year anniversary concert, the grant will help return 20 displaced Altadena families to their homes, while bringing the community together in remembrance and support of ongoing housing recovery efforts.



Lululemon Run with the Roses 5K Finish



A Concert for Altadena



Groom Expo West

DIRECTORS REPORT

ICE SKATING CENTER

HIGHLIGHTS

- Over MLK weekend, the Pasadena Maple Leafs 12U and 14U teams triumphed in their tournaments held in Utah and Arizona.
- In January, our very own Coach Ellen Giesy gave a special performance following the Learn-To-Skate group classes. Ellen showcased her program from last year's ISI Pasadena Competition, inspiring skaters to participate in the upcoming 40th this April.
- On February 14, the Pasadena Figure Skating Club Jr. Board hosted their annual Closet Sale, providing the skating community with the chance to sell outgrown items to fellow skaters in need.
- Over President's Day weekend, the Pasadena Maple Leafs 8U team claimed another championship title. Meanwhile, both the 12U and 14U teams each finished in 2nd place.
- Across January and February, the rink proudly hosted over 42 group rink activities.



Pasadena Maple Leafs 12U Team in Arizona for MLK Weekend Tournament

PROGRAM REGISTRATIONS

Skating School	Skaters	Drop-Ins
Winter Semester	922	46
Early Spring	950	14

Hockey Adult League	Teams	Skaters	Drop-Ins
Fall	28	335	684
Spring	28	324	284



Pasadena Maple Leafs Alum Angela Ruggiero broadcasting at the 2026 Olympics

SESSION REGISTRATIONS

Program Registrations	January	February
Public Sessions	10,214	5,974
Freestyle Sessions	1,320	1,316
Hockey Lesson Sessions	89	46
Stick Time Sessions	217	146