



MEETING OF THE BOARD OF DIRECTORS

Wednesday, April 22, 2026 at 4:00 pm
Pasadena Convention Center, Room 211
300 E. Green St., Pasadena, CA 91101

AGENDA

Board of Directors

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

PCOC Staff

Michael Ross, CEO

PCOC Mission Statement

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

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

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

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

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



MEETING OF THE BOARD OF DIRECTORS

Wednesday, April 22, 2026 at 4:00 pm
Pasadena Convention Center, Room 211
300 E. Green St., Pasadena, CA 91101

AGENDA

- I. **Call to Order**
- II. **Roll Call**
- III. **Public Comment on Matters Not on the Agenda**
- IV. **Approval of March 25, 2026, Board Meeting Minutes: *Motion to Approve***
- V. **Executive Committee Report** – Tyron Hampton
- VI. **City Loan for Civic Project Pay Off** – Michael Ross: *Motion to Approve*
- VII. **FY 2027 PCOC Operating Budget and CIP Budget** – Michael Ross: *Motion to Approve*
- VIII. **Directors Reports**
 - Financial Report, March 2026 – Eric Happe: *Motion to Approve*
 - Sales - Center, Civic, CVB - Kristin McGrath
 - Marketing Update - Christine Susa
 - Operations – Naz Sabripour
 - Ice Rink - Michael Ross
- IX. **Chief Executive Officer Report** - Michael Ross
 - FY 2027 Budget Approval Update
 - 53rd Annual Pasadena Mayor’s Interfaith Prayer Breakfast – May 7, 7:30am – Hall C
- X. **Tournament of Roses Report** - David Eads, CEO
- XI. **Adjournment** - Next meeting is Wednesday June 24, 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 positioned 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.

Margie Christ

Margie Christ, Recording Secretary



Convention Center
Civic Auditorium
Ice Skating Center
Convention & Visitors Bureau

OFFICIAL MINUTES

BOARD OF DIRECTORS MEETING

Wednesday, March 25, 2026
4:00 p.m.

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

I. Call to Order:

Vice-Chair Kim Burbank called the March 25, 2026 Pasadena Center Operating Company (PCOC) Board of Directors Meeting to order at 4:15 p.m.

II. Roll Call:

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

Board Members

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

PCOC Staff

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

City Staff

Arnold Lee, *Assistant Attorney, City of Pasadena*

III. Public Comment on Matters Not on the Agenda

(None)

IV. Approval of January 28, 2026 Board of Directors Meeting Minutes

It was moved by Pat Amsbry and seconded by Scott Boone, to approve the January 28, 2026, Board of Directors Meeting Minutes as submitted. The motion unanimously carried. Absent: Tyron Hampton; Jeff Michael; Richard Bussiere

V. Executive Committee Report – Kim Burbank

(meeting was cancelled due to lack of quorum)

VI. FY 2026 Revised Budget – Michael Ross: *Motion to Approve*

CEO Michael Ross directed the Board of Directors' attention to the revised budget that had been previously provided in their packages. He pointed out there were only a couple of changes from the last FY2026 approved budget. One is investment earnings up \$200,000 due to a combination of balances and rates. The other is Debt Service up \$441,000 due to rate and fee increases. He pointed out that we can expect that the Transient Occupancy Tax will be up at least a commensurate amount to cover the payment.

It was moved by Scott Boone and seconded by Joan Aarestad, to approve the FY 2026 revised budget as submitted. The motion unanimously carried. Absent: Tyron Hampton; Jeff Michael; Richard Bussiere

VII. Directors Reports

• **Financial Report, February 2026 – Eric Happe: *Motion to Approve***

Eric Happe, Director of Finance, provided an update on PCOC financials year to date through February 2026. Operating revenue was \$9 million, which was \$198,000 over budget. Operating expenses were \$7.1 million, \$575,000 better than budget. Net result is \$2 million which was \$773,000 over budget.

TOT revenue collected as of February, 2026 was \$8.5 million which was \$41,000 better than budget. Debt service expense was \$8.5 million, which was on budget. The result was a net gain of \$41,000 which was \$41,000 better than budget.

TBID assessment was \$2.9 million which was \$31,000 better than budget. CVB expenses were \$2.5 million, resulting in a net gain of \$360,000 which was \$292,000 better than budget.

The total net gain for the company was \$2.5 million, which was \$1.1 million better than budget.

It was moved by Joan Aarestad and seconded by Pat Amsbry, to approve the February, 2026 financial report as presented. The motion unanimously carried. Absent: Tyron Hampton; Jeff Michael; Richard Bussiere

• **Sales - Kristin McGrath**

Kristin McGrath, Executive Director of the CVB, directed the Board of Directors to all of 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 27,241, which is 59% of the 46,500-room annual goal. She pointed out some of the room night booking highlights, including OVG, our own catering company's Impact Summit, in February with over 1100 rooms. She also pointed out that Solution Tree and SScale who have come to Pasadena year after year. Furthermore, she stated that the new lead activity is strong with 44 leads representing over 25,000 rooms.

McGrath pointed out that hotel occupancy by percentage has been down from the prior year in the past few months, but February was up from both of the prior months. She said ADR has bounced around but was up in February over January. She pointed out the occupancy and ADR 12 month trend graphs which include LA County data for comparison. They clearly show that the Pasadena trends ran above the County in 2025.

McGrath reported for January and February that the Convention Center had 20 new definite bookings and Civic Auditorium had 3 new definite bookings for both returning and new clients.

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, highlighting more and more activities around the 100th anniversary of Route 66 coming up this June. She mentioned that Visit California awarded Visit Pasadena with a "Poppy Award for Best Sustainability or Resilience" for leadership after the Eaton Fire.

- **Operations** - Naz Sabripour

Naz Sabripour, Executive Director of the Center, 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. He said that the south wall of the rink had been replaced as a CIP maintenance project of \$125,000.

VIII. Chief Executive Officer Report - Michael Ross, CEO

- **FY 2027 Budget – City Manager Review – March 31, 2026**

Michael Ross reported that the FY 2027 Budget will be presented to the City Manager on March 31, 2026. He said he expected the presentation to go smoothly as the budget is relatively straightforward.

- **PCOC Finance Committee Meeting, April – FY 2027 Budget**

Michael Ross reported that once the FY 2027 budget had been reviewed by the City Manager, the Finance Committee should meet in preparation for the EdTech Committee meeting on May 19, 2026.

IX. Tournament of Roses Report - David Eads, CEO

David Eads reported that 2026 has been wrapped up and that the Tournament is very focused on 2027. He said plans for the parade are nearly in place with no significant changes expected. He said that the game is a CFP quarter final with the time is yet to be determined. In addition to 2027 plans, he said the Tournament is adjusting to the new contract with the CFP. He said that the parade has always run at a loss which has been made up by the game. Now, while he said their reserve can hold them over for a couple of years, they are looking for new revenue sources.

X. Adjournment

On order of the Chair, the Board Meeting adjourned at 5:05 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



To: PCOC Board of Director

From: Michael Ross, CEO

Subject: City Loan to PCOC to Fund Capital Improvement Projects

Recommendation:

PCOC Staff is recommending we pay off the city loan from reserves in the amount of \$2,344,676.64 (\$2,281,923.73 in principal and \$62,752.909 in accrued interest). Paying off the loan at this time would result in \$293,009.76 in interest savings.

Background:

On June 16, 2022, the PCOC Board approved the Civic Auditorium waterproofing and painting project which included the restoration of the exterior façade, stair and handrail replacement to meet ADA standards.

This item was presented to the City Council Finance Committee on August 8, 2022, with the PCOC asking for a low interest loan to help fund the project.

On September 12, 2022, the City Council approved a loan in the amount of \$2.5m for capital improvements to the Civic Auditorium. The loan was structured as a 10-year borrowing and bear an interest rate equal to the current ten-year Treasury yield, which was 3% as of August 19, 2022.

Historically, PCOC has had several loans over the years from the city to pay for major renovations and upgrades to the Pasadena Convention Center, Civic Auditorium, and Ice Skating Center.

PCOC Staff is recommending we pay off the city loan from PCOC reserves in the amount of \$2,344,676.64.

The idea of paying the loan off early is due to funding anticipated costs associated with the Olympics coming to Pasadena and the PCOC wanting to encumber \$250,000 annually for FY 27, FY 28 and FY 29.

Fiscal Impact:

The loan will be paid off on the annual payment date of May 5, 2026 from PCOC reserves for which we have significant funds. Paying off the loan at that time would result in \$293,009.76 in interest savings.

FY2027 Budget

	FY2024 ACTUAL RESULTS	FY2025 ACTUAL RESULTS	FY2026 ADOPTED BUDGET	FY2026 REVISED BUDGET	FY2027 Recommended BUDGET	vs. FY26 Budget	% Change
Facilities							
<u>Revenue</u>							
Convention Center Rental	\$ 2,739,000	\$ 3,647,000	\$ 3,050,000	\$ 3,050,000	\$ 3,140,000	\$ 90,000	3.0%
Civic Auditorium Rental & Facility Fee	1,434,000	1,794,000	1,330,000	1,330,000	1,370,000	40,000	3.0%
Other Rentals and Commissions	2,319,000	2,636,000	2,350,000	2,350,000	2,420,000	70,000	3.0%
Subtotal Facility Revenue	6,492,000	8,077,000	6,730,000	6,730,000	6,930,000	200,000	3.0%
Food Service Commission	1,429,000	1,452,000	1,350,000	1,350,000	1,500,000	150,000	11.1%
Parking Garage	1,926,000	2,071,000	1,900,000	1,900,000	2,150,000	250,000	13.2%
Ice Skating Center	3,147,000	3,131,000	3,300,000	3,300,000	3,465,000	165,000	5.0%
Total Operating Revenue	12,994,000	14,731,000 *	13,280,000	13,280,000	14,045,000	765,000	5.8%
Investment Earnings	329,000	600,000	300,000	500,000	500,000	-	0.0%
Total Revenues	13,323,000	15,485,000 *	13,580,000	13,780,000	14,545,000	765,000	5.6%
<u>Expenses</u>							
Convention Center & Civic Auditorium	7,482,000	8,327,000	9,059,000	9,059,000	9,629,000	(570,000)	-6.3%
Parking Garage	385,000	427,000	401,000	401,000	495,000	(94,000)	-23.4%
Ice Skating Center	1,927,000	2,084,000	2,267,000	2,267,000	2,392,000	(125,000)	-5.5%
LA28 Olympics Expenses	-	-	-	-	250,000	(250,000)	
Civic Project Loan	-	293,000	293,000	293,000	0	293,000	
Total Facilities Expenses	9,794,000	11,131,000	12,020,000	12,020,000	12,766,000	(746,000)	-6.2%
Facilities Revenue / (Expenses)	3,529,000	4,200,000	1,560,000	1,760,000	1,779,000	19,000	1.1%
Margin	24.6%	24.4%	9.5%	9.5%	9.1%		
<u>Transient Occupancy Tax & Debt Service</u>							
Transient Occupancy Tax	10,816,000	11,546,000	12,231,000	12,672,000	13,098,000	426,000	3.4%
Debt Service	10,816,000	11,546,000	12,231,000	12,672,000	13,098,000	(426,000)	-3.4%
TOT Surplus (Shortfall)	-	-	-	-	-	-	
<u>Convention Visitors Bureau</u>							
TBID Assessment	4,148,000	4,700,000	4,248,000	4,248,000	4,375,000	127,000	3.0%
Convention Visitors Bureau Expenses	3,670,000	4,104,000	4,187,000	4,187,000	4,312,000	(125,000)	-3.0%
Convention Visitors Bureau Surplus	478,000	596,000	61,000	61,000	63,000	2,000	
Total Revenue	28,287,000	31,577,000	30,059,000	30,700,000	32,018,000	1,318,000	4.3%
Total Expenses	24,280,000	26,781,000	28,438,000	28,879,000	30,176,000	1,297,000	4.5%
Net Gain / (Loss):	4,007,000	\$ 4,796,000	1,621,000	\$ 1,821,000	1,842,000	21,000	1.2%
<u>Capital Improvement Projects (CIP)</u>							
Capital Expenditures	2,500,000	\$ 1,314,000	3,000,000	\$ 3,000,000	1,800,000	(1,200,000)	-91.3%

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

Pasadena Center Operating Company
(PCOC)
FY 2027 Recommended Budget

PCOC Board of Directors

April 22, 2026





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.



Pasadena Center Operating Company

Operating Revenue History By Source

	FY 2025 Actual	FY 2026 Adopted	FY 2026 Forecast	FY 2027 Recommended	& Change
Revenue					
Convention Center & Civic	\$ 9,529,000	\$ 8,080,000	\$ 8,080,000	\$ 8,430,000	4.3%
Parking Garage	2,071,000	1,900,000	1,900,000	2,150,000	13.2%
Ice Skating	<u>3,131,000</u>	<u>3,300,000</u>	<u>3,300,000</u>	<u>3,465,000</u>	5.0%
Total Operating Revenue	14,731,000	13,280,000	13,280,000	14,045,000	5.8%
Transient Occupancy Tax	11,546,000	12,231,000	12,672,000	13,098,000	3.4%
Tourism BID Assessment	4,700,000	4,248,000	4,248,000	4,375,000	3.0%
Interest Earnings	<u>600,000</u>	<u>300,000</u>	<u>500,000</u>	<u>500,000</u>	0.0%
Total Revenue	<u>31,577,000</u>	<u>30,059,000</u>	<u>30,700,000</u>	<u>32,018,000</u>	4.3%
Transfer from Reserve (for CIP)	1,314,000	3,000,000	3,000,000	1,800,000	



Pasadena Center Operating Company

Expense History By Cost Category

	FY 2025 Actual	FY 2026 Adopted	FY 2026 Forecast	FY 2027 Recommended	& Change
Expenses					
Convention Center & Civic	\$ 8,327,000	\$ 9,059,000	\$ 9,059,000	\$ 9,629,000	6.3%
Parking Garage	427,000	401,000	401,000	495,000	23.4%
Ice Skating Center	2,084,000	2,267,000	2,267,000	2,392,000	5.5%
LA28 Olympics Expenses	-	-	-	250,000	
Loans	293,000	293,000	293,000	0	
Center Expenses	11,131,000	12,020,000	12,020,000	12,766,000	6.2%
Convention Visitors Bureau	4,104,000	4,187,000	4,187,000	4,312,000	3.0%
Total Operating Expenses	15,235,000	16,207,000	16,207,000	17,078,000	5.4%
Debt Service	11,546,000	12,231,000	12,672,000	13,098,000	3.4%
Total Expenses	\$ 26,781,000	\$ 28,438,000	\$ 28,879,000	\$ 30,176,000	4.5%
Capital Improvement Project	1,314,000	3,000,000	3,000,000	1,800,000	
FTE's	98	98	98	98	



Pasadena Center Operating Company

Significant Changes From FY 2026 Budget

- Revenues are expected to grow by 4.3% over FY 2026 forecast budget
- Expenses will grow to meet increased costs and inflation (4.5%)
- TOT is expected to be flat/slightly up to FY 2026
- TBID expected to be slightly up to FY 2026
- Ice Rink revenues and participation are expected to grow due to the Milano Cortina Winter Olympic bump
- America's Got Talent reduction in space and revenue
- Monies budgeted for future LA 28 Olympic Opportunities
- Anticipated transfer to reserves of approximately \$1.8M



FY 2027 Key Issues and Strategies

Key Issues

- Anticipate TOT will meet debt service payment short of \$500K allowance
- We anticipate Hotel Occupancy and TOT will be flat to FY 2026
- Expected increase in Short Term Rental revenue due to enhanced enforcement and collection
- Preparing to Celebrate the 100th Anniversary of Route 66 and with City Staff and stakeholders for the LA28 Olympics
- Ongoing short-term and long-term CIP needs - \$1.8M in FY 2026



Strategies

- Grow market share of high-end high end convention and entertainment events
- Promote Pasadena's intellectual capital to event organizers by highlighting institutions including Caltech, Art Center, Kaiser School of Medicine, and Huntington Medical Research Institutes
- Celebrate the 100th Anniversary of Route 66 to promote domestic and international visitor interest in great American road trips
- Collaborate with City and Stakeholders to capture economic opportunities related to LA28 Olympics and to prepare to “welcome the world”



Strategies

- Increase investment in our online presence including website enhancement – an AI multilingual chatbot and strategically targeted digital advertising
- Continue to collaborate with the City of Pasadena Economic Development and local business improvement districts to strengthen the vitality of the city's unique culinary and retail offerings
- Continue to partner with the Rose Bowl Stadium on concerts, Big 10 Football and events driving TOT/TBID room nights and revenue
- Continue a robust CIP to ensure long-term success of the Convention Center, Civic Auditorium, and Ice Skating Center

Pasadena Center Operating Company
FY 2027 Proposed
Capital Improvement Program Budget
PCOC Board Meeting

April 22, 2026





FY 2027 Budget Overview

Pasadena Center Operating Company

- 1 Active Projects with Estimated Cost of \$20.6M
 - > \$11.9M Appropriated to Date
 - > **\$1.8M** Recommended for Appropriation



FY 2027 Projects

Pasadena Center Operating Company

Cont. Projects – Recommended Appropriations (1)

1. Restoration, Upgrades, and Repairs of the Civic Auditorium, Convention Center and Ice Rink
 - > \$1.8M Total Estimated Cost
 - > **\$1.8M** - Recommended

Workplan for FY 2027:

- > Civic Waterproofing work will continue on the Westside of the plaza and interior patching and painting is scheduled
- > Civic House lighting Upgrade to LED lights
- > Civic Box Office Renovation to meet ADA requirements
- > Install Blackout Drapes Hall C
- > General and emergency repairs will continue as needed



FY 2027 Projects

Pasadena Center Operating Company

Completed Projects in FY 2026

Civic Auditorium waterproofing and painting of the exterior façade and exterior stair replacement

- > Work completed included the waterproofing and painting of the exterior, roof repair and the refurbishment of the four outside stairs and all handrails were replaced to meet ADA requirements
- > The project was approved by the City of Pasadena Department, Design and Historic Preservation Division. PCOC secured a \$2.5M loan from the City for this project
- > General and emergency repairs continued as needed



	Year - to - Date Through		March 2026				FY 2026 Revised Budget
	Actual	Budget	Actual vs. Budget	Prior Year	CY vs. PY	% Change CY vs. PY	
Operating Revenue							
Convention Center Rental	\$ 2,283,000	\$ 2,288,000	\$ (5,000)	\$ 2,151,000	\$ 132,000	6.1%	\$ 3,050,000
Civic Auditorium Rental & Facility Fee	1,126,000	985,000	141,000	931,000	195,000	20.9%	1,330,000
Other Rentals & Commissions	1,894,000	1,774,000	120,000	1,757,000	137,000	7.8%	2,350,000
Subtotal Facility Revenue	5,303,000	5,047,000	256,000	4,839,000	464,000	9.6%	6,730,000
Food Service Commission	961,000	1,012,500	(51,500)	1,070,000	(109,000)	-10.2%	1,350,000
Parking Garage	1,540,000	1,425,000	115,000	1,501,000	39,000	2.6%	1,900,000
Ice Skating Center	2,787,000	2,475,000	312,000	2,565,000	222,000	8.7%	3,300,000
Total Operating Revenues	10,591,000	9,959,500	631,500	9,975,000	616,000	6.2%	13,280,000
Investment Earnings	375,000	375,000	-	200,000	175,000	87.5%	500,000
Total Revenues	10,966,000	10,334,500	631,500	10,175,000	791,000	7.8%	13,780,000
Center Operating Expenses							
Convention Center / Civic Auditorium	6,261,000	6,608,000	347,000	6,337,000	76,000	1.2%	9,059,000
Parking Garage	306,000	354,000	48,000	287,000	(19,000)	-6.6%	401,000
Ice Skating Center	1,468,000	1,671,000	203,000	1,465,000	(3,000)	-0.2%	2,267,000
Total Center Operating Expense	8,035,000	8,633,000	598,000	8,089,000	54,000	0.7%	11,727,000
Operating Results	2,931,000	1,701,500	1,229,500	2,086,000	845,000	40.5%	2,053,000
Civic Project Loan	220,000	220,000	-	220,000	-	0.0%	293,000
Net Gain (Loss)	\$ 2,711,000	\$ 1,481,500	\$ 1,229,500	\$ 1,866,000	\$ 845,000	45.3%	\$ 1,760,000
TOT / Bonds Debt Services							
Transient Occupancy Tax	9,795,000	9,504,000	291,000	10,009,000	(214,000)	-2.1%	12,672,000
Debt Service & Allowance	9,504,000	9,504,000	-	8,713,000	(791,000)	-9.1%	12,672,000
Net Gain (Loss) (1)	\$ 291,000	\$ -	\$ 291,000	\$ 1,296,000	\$ (1,005,000)	-77.5%	\$ -
Convention Visitors Bureau							
TBID Assessment	3,508,000	3,186,000	322,000	3,686,000	(178,000)	-4.8%	4,248,000
Convention Visitors Bureau Expenses	2,804,000	3,099,000	295,000	2,705,000	(99,000)	-3.7%	4,187,000
Net Gain (Loss)	\$ 704,000	\$ 87,000	\$ 617,000	\$ 981,000	\$ (277,000)	-28.2%	\$ 61,000
Total PCOC							
Total Revenue	\$ 24,269,000	\$ 23,024,500	\$ 1,244,500	\$ 23,870,000	\$ 399,000	1.7%	\$ 30,700,000
Total Expenses	20,563,000	21,456,000	893,000	19,727,000	(836,000)	-4.2%	28,879,000
Toal Net Gain (Loss)	\$ 3,706,000	\$ 1,568,500	\$ 2,137,500	\$ 4,143,000	\$ (437,000)	-10.5%	\$ 1,821,000

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

Capital Improvements Programs
Fiscal Year 2026
As of March 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>1,256,264</u> (1)	<u>(1,743,736)</u>	

Notes: (1) Civic waterproofing and painting project \$863,749
 Repairs to ice rink south wall \$131,243
 Water heater replacement \$13,244
 Conference center lighting upgrades \$13,690
 Ice rink compressor replacement \$42,995
 Parking structure rehab \$60,500
 Exterior painting, Convention Center and Exhibit Hall C \$130,843



DIRECTORS REPORT

April 2026



DIRECTORS REPORT

PROFESSIONAL MEETINGS AND EVENT SALES

CVB

March & April (through 4/10) Definite Bookings:
13 Bookings; 3204 Total Room Nights
2 of the 13 bookings are repeat clients
30,445 YTD total definite rooms: 65% of FY25 goal (46,500)

Highlights:

- Intl Association of Venue Managers, April 2026, 170 total rooms
- KP Bernard J Tyson School of Medicine, April 2026, 50 total rooms
- Zipangu Staff Room Block, May 2026, 102 total rooms
- Voodoo Magic Studios, October 2026, 445 total rooms
- Society for NeuroEconomics, October 2026, 305 total rooms
- California Assn of Health Facilities, November 2029, 1603 total rooms

January & February New Leads:
40 new leads: 21,763 total room nights

Highlights:

- KIPP SoCal Start Strong Conference, August 2026, 77 rooms
- Allergan Aesthetics Brand Planning, October 2026, 160 rooms
- Genesis X5 Gaming Convention, April 2028, 2101 rooms
- American Massage Therapy Association, August 2029, 2585 rooms



CONVENTION CENTER

March & April (through 4/10) Definite Bookings (18):

Highlights:

- DesignerCon, June 2026
- International Gem and Jewelry Show, July 2026
- Green Technology, September 2026
- California State University Chancellor's Office, June 2026
- Institute of Heating and Air Conditioning Industries, Nov 2026

CIVIC AUDITORIUM

March & April (through 4/10) Definite Bookings (1):

- Girl Scouts of Greater Los Angeles, June 2026

DIRECTORS REPORT

VISIT PASADENA UPDATE

LA COUNTY 2026 HOTEL OCCUPANCY (%)



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

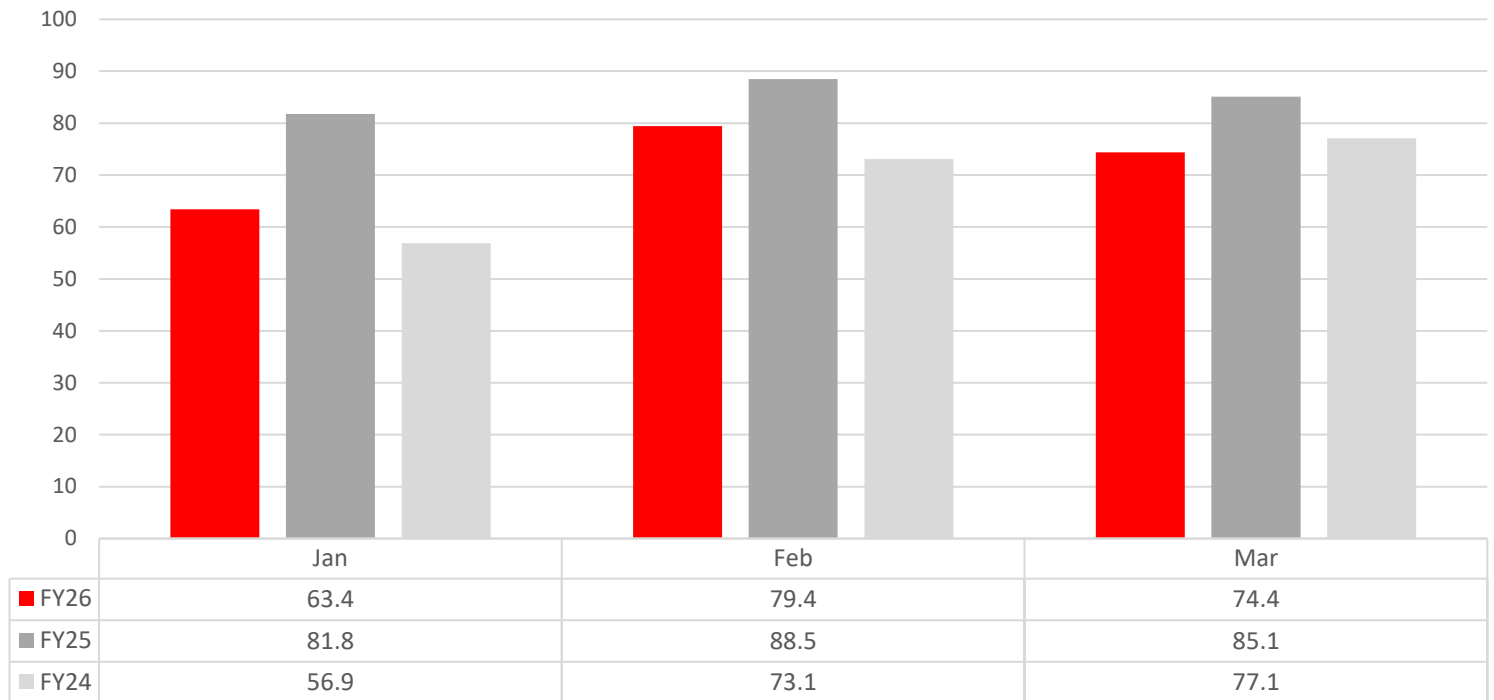


Source: CoStar STR

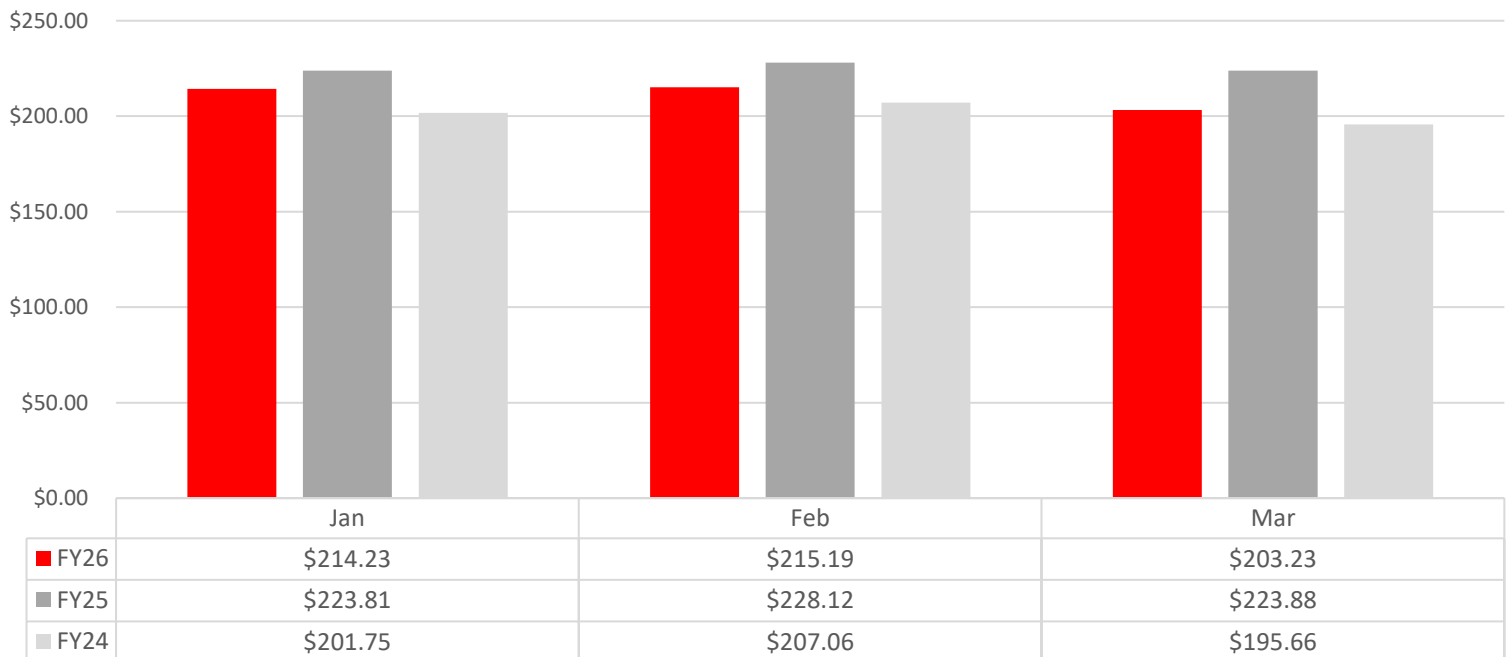
DIRECTORS REPORT

VISIT PASADENA UPDATE

HOTEL OCCUPANCY (%)



HOTEL ADR (AVERAGE DAILY RATE \$)



Source: CoStar STR

DIRECTORS REPORT

PROFESSIONAL MEETINGS AND EVENT SALES

CONTRACTED ROOM NIGHTS & ACTIVE LEADS 2015-2030



NOTES:

- The active lead funnel for 2026 remains strong. Over 10,000 rooms are in lead status for the months of July – October.
- We are seeing an uptick in interest for the first half of 2028 (prior to the Olympics.)

DIRECTORS REPORT

PROFESSIONAL MEETINGS AND EVENT SALES

WASHINGTON, DC CLIENT EVENT

Matt Hourihan represented Visit Pasadena at a Washington, DC luncheon we cohost with five other midsize cities. The annual event takes place at the historic Hay-Adams Hotel and attracts close to fifty (50) planners from national associations, third party planners, and fraternal organizations.

Attendees this year included representatives from:

- American Astronomical Society
- American Chemical Society
- Council of the Great City Schools
- Federation of American Societies for Experimental Biology
- LULAC Institute
- National Training and Simulation Association
- Society for Industrial and Applied Mathematics
- Zeta Phi Beta Sorority, Inc

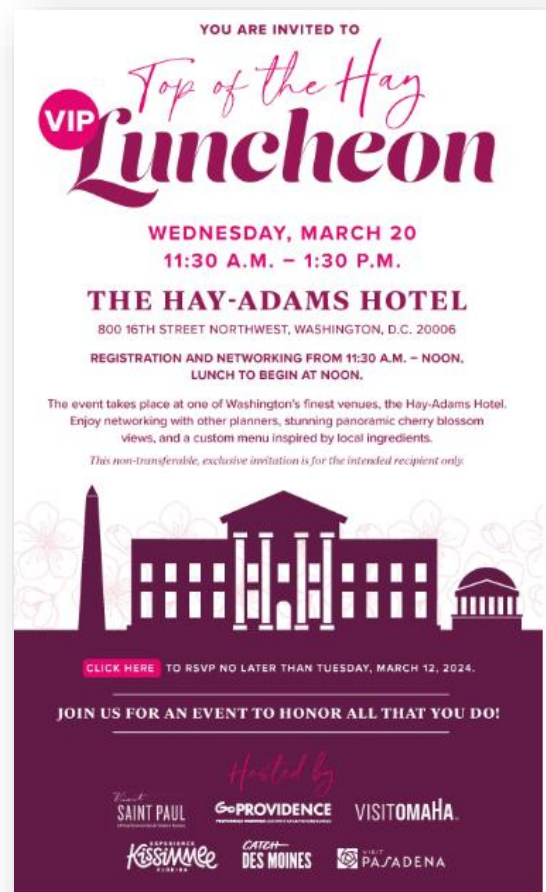
ASSOCIATIONS WEST ELEVATE

Karalee Adams represented Visit Pasadena at Associations West (formerly CalSAE) the annual Elevate Conference at the Hyatt Regency Newport Beach. The conference brings together 300+ attendees for education and networking. The evening before the conference, Visit Pasadena co-hosted a client event for approximately 100 meeting planner guests at Newport Dunes, Back Bay Bistro. Hotel Dena and AC Pasadena joined us for the client event.

FY26 FOURTH QUARTER EVENTS

The final 3 months of FY26 include a busy client facing event schedule including:

- HelmsBriscoe Annual Business Conference (ABC)
- Destination West
- IAEE Women's Leadership Forum
- MPI SoCal Chapter WE CON



DIRECTORS REPORT

MARKETING & COMMUNICATIONS

TOUR OPERATOR FAM

In partnership with Los Angeles Tourism & Convention Board, Visit Pasadena hosted 10 top travel agents from China to strengthen international market engagement.

Asiana Airlines has launched non-stop services from 16 Chinese cities to Seoul, along with twice-daily flights from Seoul to LAX. Asiana Airlines reported over 60% of passengers on its Seoul–LAX routes originate from China, driven in part by the current China–U.S. 50-50 flight capacity agreement.

Visit Pasadena was represented by Jennifer Mayer during the Pasadena program, which included curated experiences at The Huntington and a site tour of The Langham Huntington, Pasadena.



TOURISM PARTNER MEETING

The Visit Pasadena team hosted a Tourism Marketing Partner Meeting in March to share the latest industry insights, visitor data, CVB achievements, and strategies with local stakeholders. During the meeting, we provide a look at what is happening at Visit Pasadena and how share how partners can get involved.



ATLAS OBSCURA PARTNERSHIP

Visit Pasadena supported Atlas Obscura’s Route 66 social video series and dedicated “Mother Road” content hub to showcase Pasadena’s distinct and offbeat attractions. The series highlighted unique experiences such as Gold Bug and Neon Retro Arcade appeal to Atlas Obscura’s audience who are interested in hidden and unusual gems and experiences. The partnership positions Pasadena as a must-visit stop along Route 66.

Videos are posted on our Route 66 page <https://www.visitpasadena.com/route-66/>



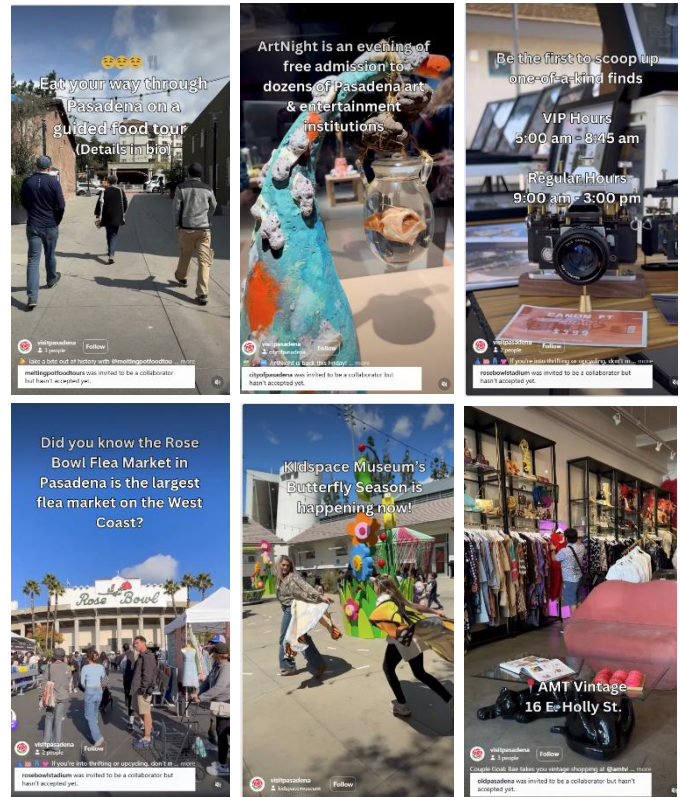
DIRECTORS REPORT MARKETING & COMMUNICATIONS

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

- **Melting Pot Food Tours**
 - 12.8k views
 - 171 likes
- **ArtNight**
 - 11.9k views
 - 324 likes
- **La Chula Cafe**
 - 11.6k views
 - 397 likes
- **Vintage Shopping**
 - 10.4k views
 - 188 likes
- **Carmela Ice Cream**
 - 10.2k views
 - 267 likes
- **Flea Market**
 - 8.3k views
 - 139 likes



WEBSITE STATS (March 2026)

	Pageviews	Users
March	157k	75k

SOCIAL STATS (March 2026)

	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rates	Video Views
All	116,016	979	138	794,086	20,121	2.5%	193,419
Instagram – Visit Pasadena	53,200	682	58	435,035	9,422	3.2%	112,363
Facebook – Visit Pasadena	36,686	173	33	435,035	9,422	2.2%	112,363

DIRECTORS REPORT MARKETING & COMMUNICATIONS

HOSTED MEDIA

KRIS GRANT, CORONADO MAGAZINE

Kris Grant is a Coronado-based freelance travel writer whose work has appeared in Sydney Morning Herald, The Age, The West Australian, and Brisbane Times. She is the publisher and editor-in-chief of Coronado Lifestyle Magazine. Her work has a focus on US destinations and travel.



ESTHER AND JACOB, LOCAL ADVENTURER

Local Adventurer is a top-ranked travel lifestyle blog founded by Esther and Jacob. They share detailed city guides, travel tips, and photography that inspire readers to find adventure both near and far. Recognized among the leading travel blogs in the U.S., Local Adventurer has partnered with major tourism brands.



MEDIA COVERAGE

PASADENA WEEKLY: INTERVIEWING THE INTERVIEWER: BOB COSTAS IS FEATURED AS 'DISTINGUISHED SPEAKER'

Link: [Pasadena Weekly: Interviewing the Interviewer: Bob Costas is featured as 'Distinguished Speaker'](#)

PASADENA NOW: INTERNATIONAL VINTAGE FASHION SHOW RETURNS TO PASADENA FOR ITS 19TH YEAR

Link: [International Vintage Fashion Show Returns](#)

PASADENA NOW: PASADENA'S ICE SKATING CENTER HOSTS 40TH ANNUAL COMPETITION THIS MONTH

Link: [Pasadena's Ice Skating Center Hosts 40th Annual Competition This Month](#)

PASADENA MAGAZINE: TOP THINGS TO DO THIS WEEK IN PASADENA: APRIL 8TH THROUGH 14TH - PASADENA MAG

Link: [Top Things To Do This Week In Pasadena](#)

VISIT PASADENA HONORED WITH VISIT CALIFORNIA POPPY AWARD FOR RESILIENCE DRIVEN RECOVERY CAMPAIGN

Link: [Visit Pasadena honored with Visit California Poppy](#)



EARNED MEDIA

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

DIRECTORS REPORT CONVENTION CENTER

EVENT STATS

	# of Events	Attendance
March	30	27,652
April*	10	16,877

*through April 17

FEATURED EVENTS

- America's Got Talent – Season 21 Auditions
- The 23rd Annual Southern California Linux Expo
- California Supplier Diversity Symposium
- Pasadena Festival of Women Authors
- Kaiser Permanente, Bernard J. Tyson School of Medicine - Match Day
- American Youth Soccer Organization 2026 Section 1/10/11 Expo
- World Class Cheer
- Gabor Mate
- Seismological Society of America

FACILITY HIGHLIGHTS

The Pasadena Convention Center and Visit Pasadena hosted several students and faculty from Collins College of Hospitality Management at Cal Poly Pomona on March 18th. Students and faculty enjoyed a tour of the facility and received an overview of the Convention Center and Visit Pasadena.



America's Got Talent Season 21 Auditions



Pasadena Festival of Women Authors



AYSO 2026 Section 1/10/11 Expo

DIRECTORS REPORT

ICE SKATING CENTER

RINK HIGHLIGHTS

On March 14, Skate For LA hosted its second annual fundraiser at the rink, supporting those affected by the Eaton Fire. The goal was \$10k, and with over 160 attendees, they raised over \$12k. The event proudly supported the Altadena Girls, Pasadena Community Foundation, and Pasadena Educational Foundation.

The Pasadena Maple Leafs ended their hockey season in style! Their 14U team won the SCAHA Championships in Anaheim, CA on March 22 and advanced to the CAHA Championships in San Jose, CA. Although they didn't take the state title, the entire club and community are immensely proud of their achievement.

The Pasadena Figure Skating Club Jr. Board is preparing for their annual spring show in April. Thanks to the rink's support, sign-ups filled within a day due to high demand. With such overwhelming interest, the club is considering adding another show later in the year.



2nd Annual Skate For LA Fundraiser



Pasadena Maple Leafs's SCAHA Championships

PROGRAM REGISTRATIONS

Skating School	Skaters	Drop-Ins
Early Spring	902	46
Early Spring 5-Week Beginner	77	N/A
Coming Up Spring	422	N/A

Hockey Adult League	Teams	Skaters	Drop-Ins
Spring	28	324	556

SESSION REGISTRATIONS

Rink Sessions	March
Public Sessions	5,523
Freestyle Sessions	1,601
Hockey Lesson Sessions	125
Stick Time Sessions	149

FACILITY HIGHLIGHTS

The rink installed a new track system for displaying banners. This new system allows the facility to easily hang and swap out banners from the rink's clubs' accomplishments, making it more efficient.

The rink is gearing up for the 40th Annual ISI Pasadena Competition in April. In preparation, the facility is cleaning the rink boards, replacing light bulbs above the ice, and doing touch-up painting along with deep cleaning, ensuring everything is spotless for the big event.