



MEETING OF THE BOARD OF DIRECTORS

Wednesday, June 24, 2026 at 4:00 pm
Pasadena Convention Center, Civic Auditorium Gold Room
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, June 24, 2026 at 4:00 pm
Pasadena Convention Center, Civic Auditorium Gold Room
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 April 22, 2026, Board Meeting Minutes: *Motion to Approve***
- V. **Executive Committee Report** – Tyron Hampton
 - FY 2027 Board Committees
 - Facilities Ad Hoc Committee – Facilities Future Needs
 - Watch Party – Mexico vs Czechia
- VI. **Waterproofing the Civic Plaza and Interior patching and Painting at the Pasadena Civic Auditorium.** Michael Ross, CEO: *Motion to Approve*

It is recommended that the PCOC Board:

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

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

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

[Staff Report Attached](#)

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

It is recommended that the PCOC Board:



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

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

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

[Staff Report Attached](#)

VIII. Directors Reports

- Financial Report, May 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

X. Tournament of Roses Report - David Eads, CEO

XI. Adjournment - Next meeting is Wednesday September 23, 2026 at 4:00 pm

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

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

Tyron Hampton, Chair, Board of Directors

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

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

Margie Christ, Recording Secretary



Convention Center
Civic Auditorium
Ice Skating Center
Convention & Visitors Bureau

OFFICIAL MINUTES

BOARD OF DIRECTORS MEETING

Wednesday, April 22, 2026
4:00 p.m.

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

I. Call to Order:

Chairman Tyron Hampton called the April 22, 2026 Pasadena Center Operating Company (PCOC) Board of Directors Meeting to order at 4:00 p.m.

II. Roll Call:

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

Board Members

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

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 March 25, 2026 Board of Directors Meeting Minutes

It was moved by Pat Amsbry and seconded by Scott Boone, to approve the March 25, 2026, Board of Directors Meeting Minutes as submitted. The motion unanimously carried. Absent: Phil Hosp; Joan Aarestad; David Eads; Marlon Gonzalez; David Klug.

V. Executive Committee Report – Tyron Hampton

Chair Tyron Hampton reported that there was no Executive Committee meeting due to lack of quorum.

VI. City Loan for Civic Project Pay Off – Michael Ross: *Motion to Approve*

Michael Ross brought the Board of Directors' attention to the memo on page 6 of the package that had previously been provided to them. He said that the PCOC staff is recommending to payoff the \$2.3 million balance of the loan provided by the City in August, 2022. The loan would be paid off with PCOC reserves and would save nearly \$300,000 annually. Michael Ross said further that the PCOC staff

anticipates that down the road, another loan could be secured from the City if need be. It was moved by Jeff Michael and seconded by Richard Bussierre, to approve payoff of the loan as recommended. The motion unanimously carried. Absent: Phil Hosp; Joan Aarestad; David Eads; Marlon Gonzalez; David Klug.

VII. FY 2027 PCOC Operating Budget and CIP Budget – Michael Ross: *Motion to Approve*

Michael Ross, CEO, directed the Board of Directors' attention to page 9 of the package that had previously been provided to them. He pointed out that operating revenue was expected to be up about \$765,000 or 5.8% over the prior year and expenses were expected to be up about \$750,000. He pointed out a new expense of \$250,000 for LA28 Olympics related expenses that may come about by virtue of being a host city. Michael Ross also pointed out that Transient Occupancy Tax is expected to increase enough to cover the expected increase in debt service on the bonds, and that the TBID assessment is expected to increase by about \$127,000 to cover CVB expense. Ultimately, he said that the net result is expected to be about flat from the prior year. Michael Ross directed the Board of Directors attention to the following pages of the package which outlined more details about the income statement as well as issues and strategies. One particular issue he pointed out is that while TOT is expected to cover debt service, it is anticipated that there may not be enough excess to generate the \$500,000 allowance which PCOC typically retains per the terms of the TOT contract.

It was moved by Kim Burbank and seconded by Scott Boone, to approve the FY 2027 PCOC Operating Budget as presented. The motion unanimously carried. Absent: Phil Hosp; Joan Aarestad; David Eads; Marlon Gonzalez; David Klug.

Naz Sabripour, Executive Director – Center, directed the Board of Directors' attention to the bottom of the page which showed a recommended CIP budget of \$1.8 million, about \$1.2 million less than the prior year. She reminded them that in the prior year, the restoration of the Civic façade and painting inside was a multi-million dollar project, and said that next year's projects would not reach that level. Naz further directed their attention to page 20 of the package which outlined the maintenance/upgrade workplan for 2027.

It was moved by Kim Burbank and seconded by Jeff Michael, to approve the FY 2027 PCOC CIP Budget as presented. The motion unanimously carried. Absent: Phil Hosp; Joan Aarestad; David Eads; Marlon Gonzalez; David Klug.

VIII. Directors Reports

- **Financial Report, March, 2026 – Eric Happe: *Motion to Approve***

Eric Happe, Director of Finance, provided an update on PCOC financials year to date through March, 2026. Operating revenue was \$10.6 million, which was \$632,000 over budget. Operating expenses were \$8 million, \$600,000 better than budget. Net result is \$2.7 million which was \$1.2 million over budget.

TOT revenue collected as of March, 2026 was \$9.8 million which was \$291,000 better than budget. Debt service expense was \$9.5 million, which was on budget. The result was a net gain of \$291,000 which was \$291,000 better than budget.

TBID assessment was \$3.5 million which was \$322,000 better than budget. CVB expenses were \$2.8 million, resulting in a net gain of \$704,000 which was \$617,000 better than budget.

The total net gain for the company was \$3.7 million, which was \$2.1 million better than budget.

It was moved by Scott Boone and seconded by Richard Bussierre, to approve the March 2026 financial report as presented. The motion unanimously carried. Absent: Phil Hosp; Joan Aarestad; David Eads; Marlon Gonzalez; David Klug.

- **Sales** - Kristin McGrath

Kristin McGrath, Executive Director - CVB, directed the Board of Directors to the information previously provided about the CVB, Center, and Civic Auditorium activity. She reported that the definite hotel room nights achieved to date in FY26 are 30,445, which is 65% of the 46,500-room annual goal. She pointed out some of the room night booking highlights including a new client, California Association of Health Facilities, which has committed 1600 rooms for late in 2029. Further, she stated that new lead activity is strong with 40 leads representing over 20,000 rooms.

McGrath pointed out two new exhibits in the package which show that Pasadena's occupancy and ADR exceeded LA County's in January and February. That said, those two metrics remain behind last year, primarily due to the high demand during the Eaton fire last year. She pointed out that they are the same or better than 2024.

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

- **Marketing Update** - Christine Susa

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

- **Operations** - Naz Sabripour

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

- **Ice Rink** - Michael Ross

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

IX. Chief Executive Officer Report - Michael Ross, CEO

- **FY 2027 Budget Approval Update**

Michael Ross, CEO, informed the Board of Directors that the budget would be presented to the City's EDTECH Committee on May 19th.

- **53rd Annual Pasadena's Mayor's Interfaith Prayer Breakfast – May 7th, 7:30 AM – Hall C**

Michael Ross reminded the Board of Directors about the upcoming Mayor's Prayer Breakfast.

X. Tournament of Roses Report - David Eads, CEO

(None)

XI. Adjournment

On order of the Chair, the Board Meeting adjourned at 5:10 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 Directors
FROM: Michael Ross, CEO
DATE: June 24, 2026

SUBJECT: Waterproofing and repairing the southernmost East Plaza and a small section of the West Plaza for water intrusion at the Pasadena Civic Auditorium.

Authorize the CEO to enter into a contract for an amount not-to-exceed \$450,000 which includes the base contract amount (\$400,000) and a contingency of (\$50,000) to provide for any necessary change orders.

It is recommended that the PCOC Board:

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

Accept the proposal dated August 13, 2025, submitted by Spectra in response to the plans and specifications for the Restoration of the Civic Auditorium Phase 4, which includes additional waterproofing on the Civic Plaza and interior patching and painting and Authorize the CEO to enter into a contract for an amount not-to-exceed \$450,000 and

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

Background

The current CIP was approved by the City Council in the FY 2020 budget. Due to COVID and the subsequent lack of funds the project was put on hold. The initial two phases of the project approved by the PCOC Board in January 2023 are complete (\$1,439,618 which included an additional \$150,000 for unseen concrete issues on stairs). Work included restoration of the exterior façade, waterproofing, painting, replacement of the exterior stairs and handrails leading from the balconies of the 93-year-old Civic Auditorium. The third phase was completed in August 2025 (\$1,400,000) which included waterproofing the East Plaza over all lower-level spaces to stop water intrusion. Replace six (6) sets of steps and exterior handrails to meet ADA compliance. Also, power washing, waterproofing and painting of Hall C.

During completion of the phase three of the project It was determined during testing that a southernmost portion of the East Plaza and a smaller portion of the West Plaza are still in need of waterproofing. Staff recommends making the final necessary repairs to complete the Civic waterproofing project.

The Civic Auditorium is part of the Civic Center District. As such all work must follow the National Park Service, Secretary of the Interior's Standards for the Treatment of Historic Properties. All the building elements are character defining features, and as such, are equally important and interconnected, which will require concurrent repairs within a succinct timeframe.



Due to the thriving event activity at the Pasadena Civic Auditorium, it is important for key stakeholders, visitors and clientele that disruptions caused by construction and restoration remain limited and are completed in an efficient and orderly manner.

Staff recommends adding \$450,000 to the current contract with Spectra Company to ensure continuity and warranties allowing one company to be responsible for the entire project as the additional work is an extension of the initial scope

Fiscal Impact

PCOC has ample funds to complete the project in FY 2027 CIP budget.



TO: PCOC Board of Directors
FROM: Michael Ross, CEO
DATE: June 24, 2026

SUBJECT: Ballroom Lighting Upgrade to Energy Efficient LED Fixtures and Control Panel

Authorize the CEO to enter into a contract with GonLED in the amount of \$1,501,891.01 for the Ballroom Lighting Upgrade project.

It is recommended that the PCOC Board:

- (1) Find that the proposed action is exempt from the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15301 (Existing Facilities).
- (2) Accept the proposal dated April 15, 2026, submitted by GonLED in response to the plans and specifications for the Ballroom Lighting Upgrade to Energy Efficient LED Fixtures and Control Panel and Authorize the CEO to enter into a Contract with GonLED in the amount of \$1,501,891.01 for the Ballroom Lighting Upgrade. Competitive Bidding is not required pursuant to City Charter Section 1002(H) contracts with other governmental entities; and
- (3) Grant the proposed contract with GonLED an exemption from the Competitive Bidding Process set forth in the Competitive Bidding and Purchasing Ordinance pursuant to the Pasadena Municipal Code Section 4.08.049(B), contracts where the best interests of the City are served.

Background

The Pasadena Convention Center Ballroom and Exhibit Halls were open in 2009 and at that time included the most energy efficient lighting standards available. The Center lighting did not include LED fixtures as they were not available at the time. GonLED replaced the Conference Building's outdated lighting control system and panels to user-friendly controls improving ease of operation and seamless system performance.

Scope of Work

The project will replace all existing ETC lighting control components, with the exception of the theatrical spot fixtures, which will remain and be integrated into the new Lutron system. New LED fixtures will be installed throughout the space, offering full fixture-level control that allows for flexible rezoning to meet varying event needs. All cylinder fixtures will include white-tuning capabilities for adjustable color temperature, while the surrounding cove lighting will support full-spectrum color mixing, including white, red, green, and blue, enabling the creation of virtually any color combination.

Control of the lighting system will be managed through user-friendly touchscreen interfaces and a mobile application consistent with systems already deployed in the Conference Building, ensuring seamless operation across the facility. Additional smart features include integrated partition

sensors that automatically adjust lighting zones based on room configuration without requiring manual input.

LED lighting has emerged as a transformative force, reshaping the landscape of modern building systems. Its energy efficiency, extended lifespan, environmental benefits, and enhanced control capabilities make it the lighting technology of choice for architects, designers, and public assembly buildings. LED lighting's ability to create captivating atmospheres, optimize energy consumption, and integrate with digital control systems paves the way for a more sustainable and efficient future.

On December 15, 2026, the Pasadena City Council unanimously approved the Optimized Strategic Plan (OSP), a forward-looking framework that will guide Pasadena Water and Power (PWP) to meet the goals of Resolution 9977, sourcing 100% of Pasadena's electricity from carbon-free resources by the end of 2030.

One of the OSP highlights for Pasadena to achieve carbon-free electricity while emphasizes investing in clean community-owned projects, and modernizing infrastructure to support a resilient and sustainable energy future.

Due to the thriving event activity at the Pasadena Convention Center specifically in the Ballroom, it is important for key stakeholders, visitors and clientele that disruptions caused by construction and restoration remain limited and are completed in an efficient and orderly manner.

Staff recommends \$1,501,891.01 contract with GonLED Lighting to ensure continuity and warranties allowing one company to be responsible for the entire lighting project.

Fiscal Impact

The current project was approved by the PCOC Board of Directors and City Council in the FY 2026 budget. Due to extensive research needed and event activity the project will be completed in FY 2027. PCOC has ample funds to complete the project in FY 2026 and FY 2027 CIP budget.

	Year - to - Date Through		May 2026				FY 2026 Revised Budget
	Actual	Budget	Actual vs. Budget	Prior Year	CY vs. PY	% Change CY vs. PY	
Operating Revenue							
Convention Center Rental	\$ 2,960,000	\$ 2,796,000	\$ 164,000	\$ 2,692,000	\$ 268,000	10.0%	\$ 3,050,000
Civic Auditorium Rental & Facility Fee	1,274,000	1,204,000	70,000	1,289,000	(15,000)	-1.2%	1,330,000
Other Rentals & Commissions	2,263,000	2,169,000	94,000	2,182,000	81,000	3.7%	2,350,000
Subtotal Facility Revenue	6,497,000	6,169,000	328,000	6,163,000	334,000	5.4%	6,730,000
Food Service Commission	1,225,000	1,238,000	(13,000)	1,270,000	(45,000)	-3.5%	1,350,000
Parking Garage	1,880,000	1,742,000	138,000	1,894,000	(14,000)	-0.7%	1,900,000
Ice Skating Center	3,337,000	3,025,000	312,000	3,051,000	286,000	9.4%	3,300,000
Total Operating Revenues	12,939,000	12,174,000	765,000	12,378,000	561,000	4.5%	13,280,000
Investment Earnings	674,000	458,000	216,000	275,000	399,000	145.1%	500,000
Total Revenues	13,613,000	12,632,000	981,000	12,653,000	960,000	7.6%	13,780,000
Center Operating Expenses							
Convention Center / Civic Auditorium	7,658,000	8,246,000	588,000	7,493,000	(165,000)	-2.2%	9,059,000
Parking Garage	393,000	443,000	50,000	359,000	(34,000)	-9.5%	401,000
Ice Skating Center	1,810,000	2,088,000	278,000	1,789,000	(21,000)	-1.2%	2,267,000
Total Center Operating Expense	9,861,000	10,777,000	916,000	9,641,000	(220,000)	-2.3%	11,727,000
Operating Results	3,752,000	1,855,000	1,897,000	3,012,000	740,000	24.6%	2,053,000
Civic Project Loan	-	269,000	269,000	269,000	269,000	100.0%	293,000
Net Gain (Loss)	\$ 3,752,000	\$ 1,586,000	\$ 2,166,000	\$ 2,743,000	\$ 1,009,000	36.8%	\$ 1,760,000
TOT / Bonds Debt Services							
Transient Occupancy Tax	12,024,005	11,616,000	408,005	11,419,000	605,005	5.3%	12,672,000
Debt Service & Allowance	11,616,000	11,616,000	-	10,696,000	(920,000)	-8.6%	12,672,000
Net Gain (Loss) (1)	\$ 408,005	\$ -	\$ 408,005	\$ 723,000	\$ (314,995)	-43.6%	\$ -
Convention Visitors Bureau							
TBID Assessment	4,084,413	3,886,000	198,413	4,522,000	(437,587)	-9.7%	4,248,000
Convention Visitors Bureau Expenses	3,453,000	3,856,000	403,000	3,392,000	(61,000)	-1.8%	4,187,000
Net Gain (Loss)	\$ 631,413	\$ 30,000	\$ 601,413	\$ 1,130,000	\$ (498,587)	-44.1%	\$ 61,000
Total PCOC							
Total Revenue	\$ 29,721,418	\$ 28,134,000	\$ 1,587,418	\$ 28,594,000	\$ 1,127,418	3.9%	\$ 30,700,000
Total Expenses	24,930,000	26,518,000	1,588,000	23,998,000	(932,000)	-3.9%	28,879,000
Toal Net Gain (Loss)	\$ 4,791,418	\$ 1,616,000	\$ 3,175,418	\$ 4,596,000	\$ 195,418	4.3%	\$ 1,821,000

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

Capital Improvements Programs

Fiscal Year 2026
As of May 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>1,342,397</u> ⁽¹⁾	<u>(1,657,603)</u>	

Notes: (1) Civic waterproofing and painting project \$853,379

Box Office renovations \$10,518

Repairs to ice rink south wall \$138,076

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 \$163,632

ADA doors installation \$37,810

Civic house lights replacement \$8,553



DIRECTORS REPORT

June 2026



DIRECTORS REPORT

PROFESSIONAL MEETINGS AND EVENT SALES

CVB

May & June (through 6/15/26) Definite Bookings:
11 bookings; 5391 total contracted rooms
5 of the 11 bookings are repeat clients
35,886 YTD total definite rooms: 77% of FY26 goal (46,500)

Highlights:

- Goldenvoice, JLH Production Crew, Aug 2026, 260 total rooms
- IEEE Intl Conference on Space Mission Challenges, Aug 2026, 195 rooms
- CatCon, October 2026, 260 total rooms
- SoCal Kindergarten Conference, January 2027, 225 total rooms
- Intl Electric Propulsion Conference, Sept 2027, 800 total rooms
- IEEE IECON Industrial Electronics Society, Nov 2028, 1168 total rooms

May & June (through 6/15) New Leads:
40 new leads: 25,159 total room nights

Highlights:

- Vertical Flight Society Annual Forum, April 2029, 1055 rooms
- Groom Expo West, February 2027, 429 total rooms
- National Judicial College, November 2028, 1075 total rooms
- AYSO 2029 Section 1/10 Expo, February 2029, 508 total rooms



CONVENTION CENTER

May & June (through 6/15) Definite Bookings (20):

Highlights:

- First Citizens Wealth, May 2025
- Bernards, August 2026
- LA County Department of Public Works, September 2026
- American Consumer Shows, October 2026
- Front Row Card Show, November 2026

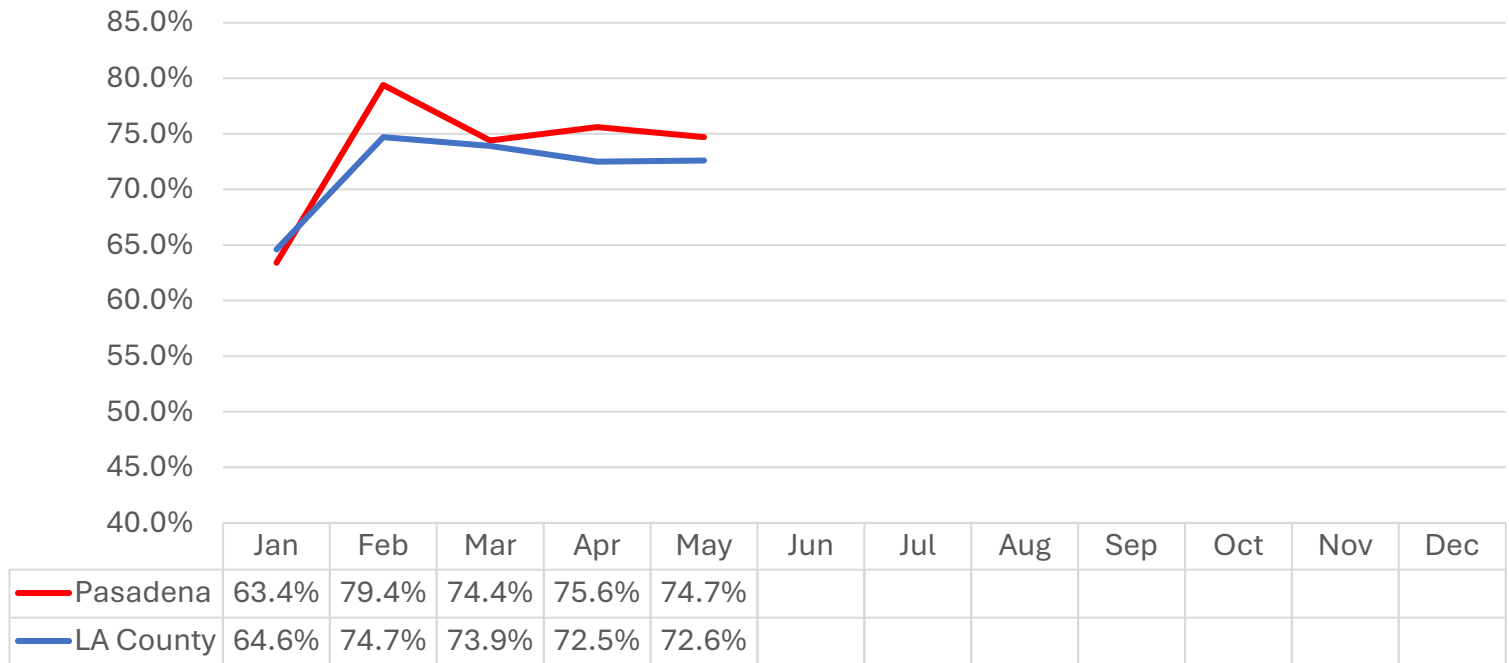
CIVIC AUDITORIUM

May & June (through 6/15) Definite Bookings (6):
• Innovation Arts & Entertainment, November 2026

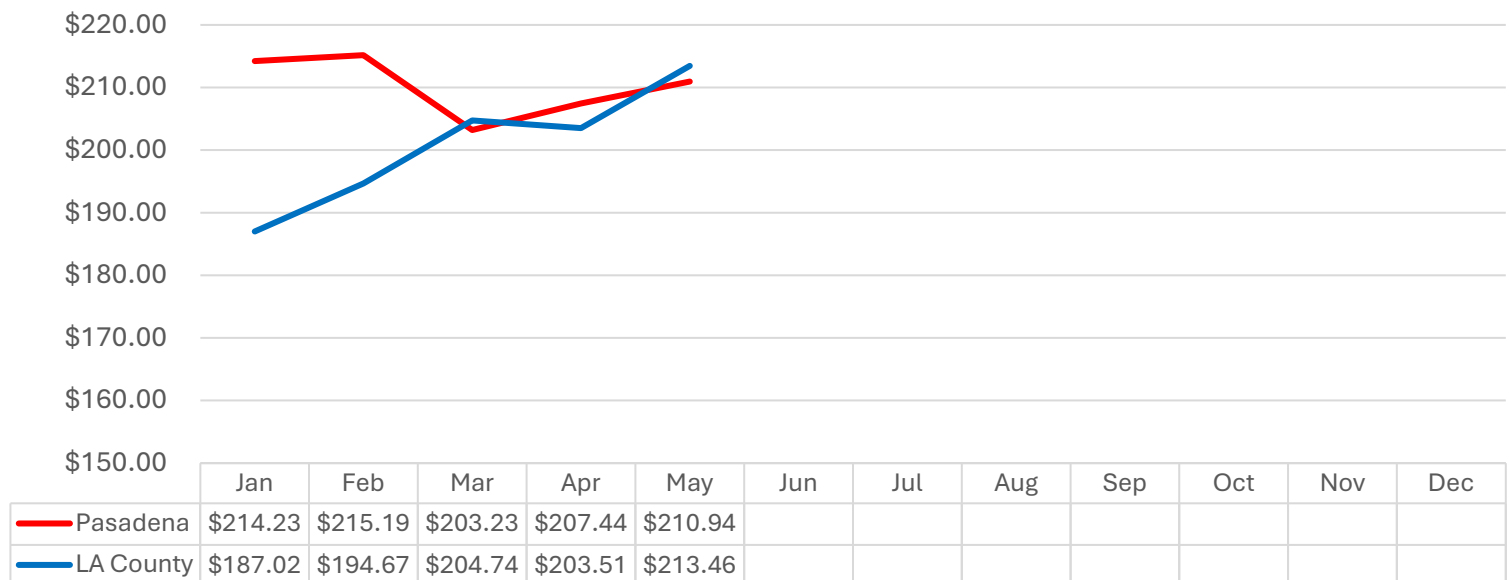
DIRECTORS REPORT

VISIT PASADENA UPDATE

LA COUNTY 2026 HOTEL OCCUPANCY (%)



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

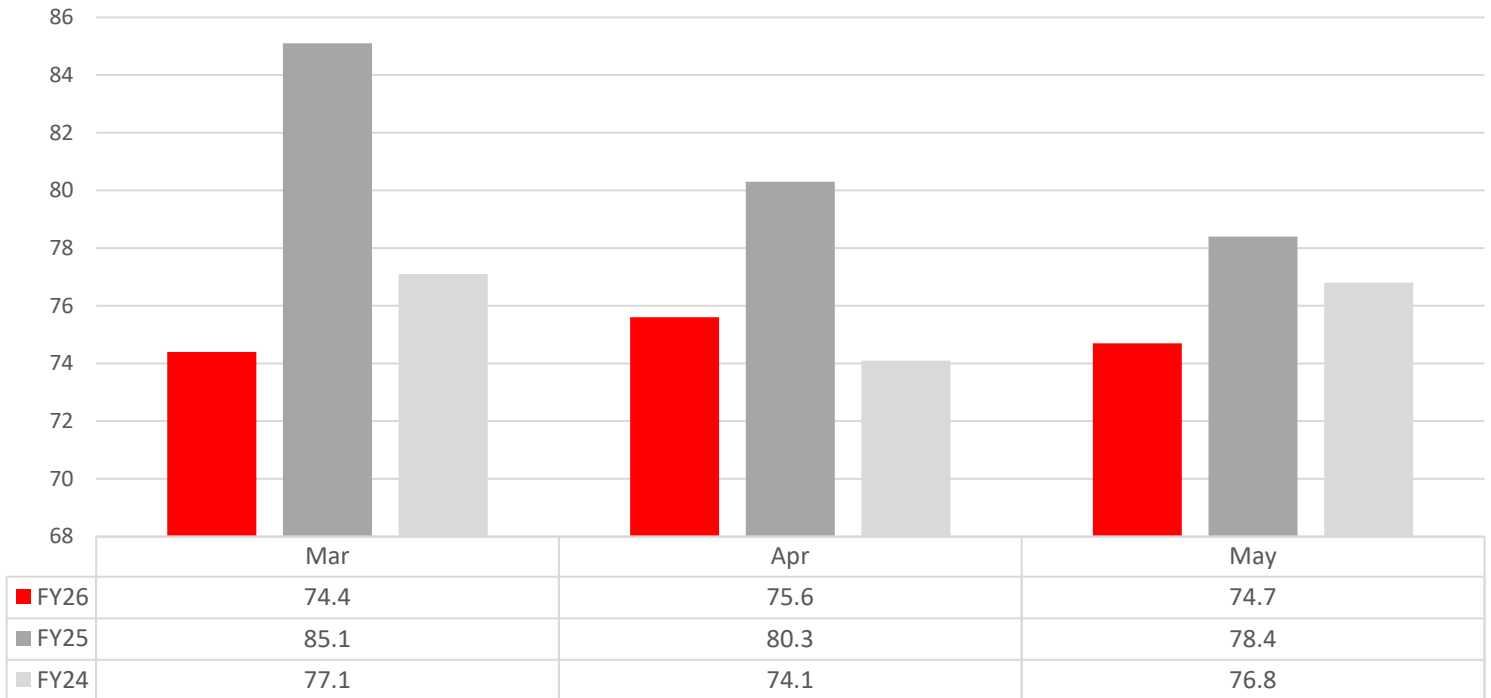


Source: CoStar STR

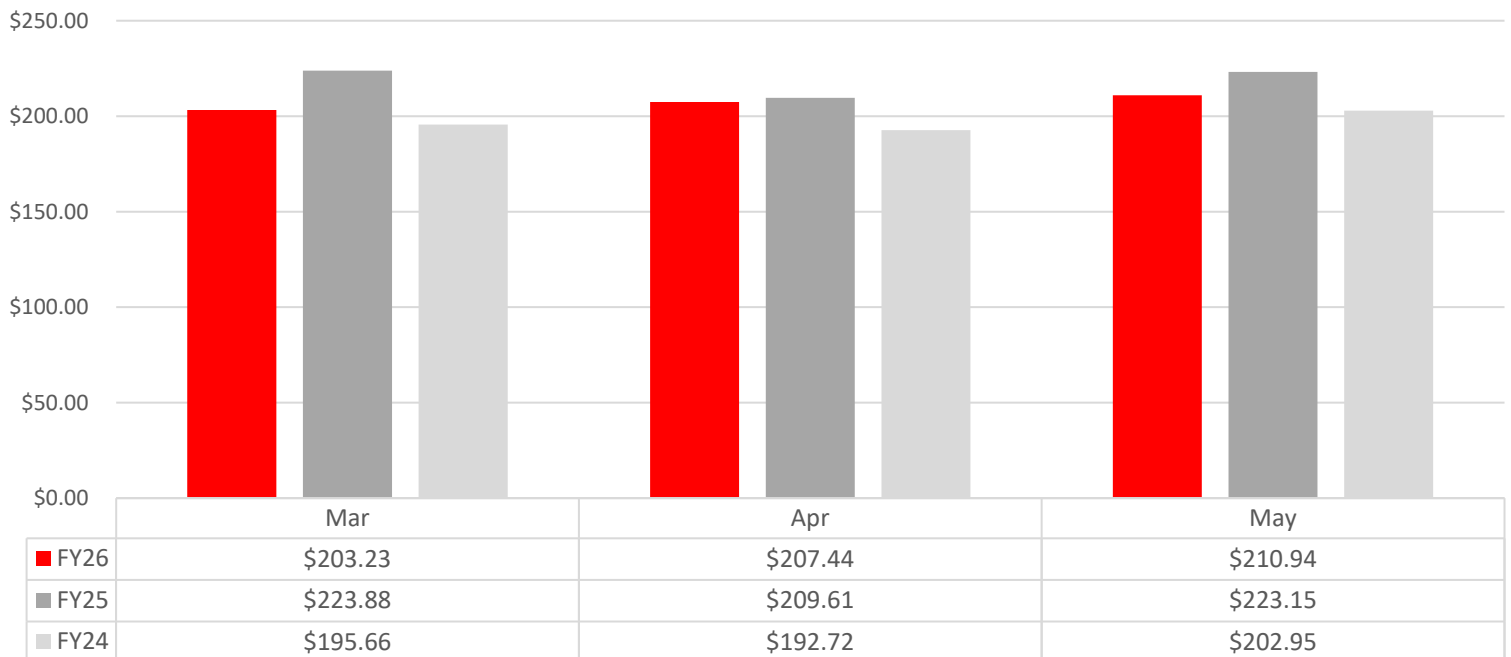
DIRECTORS REPORT

VISIT PASADENA UPDATE

HOTEL OCCUPANCY (%)



HOTEL ADR (AVERAGE DAILY RATE \$)



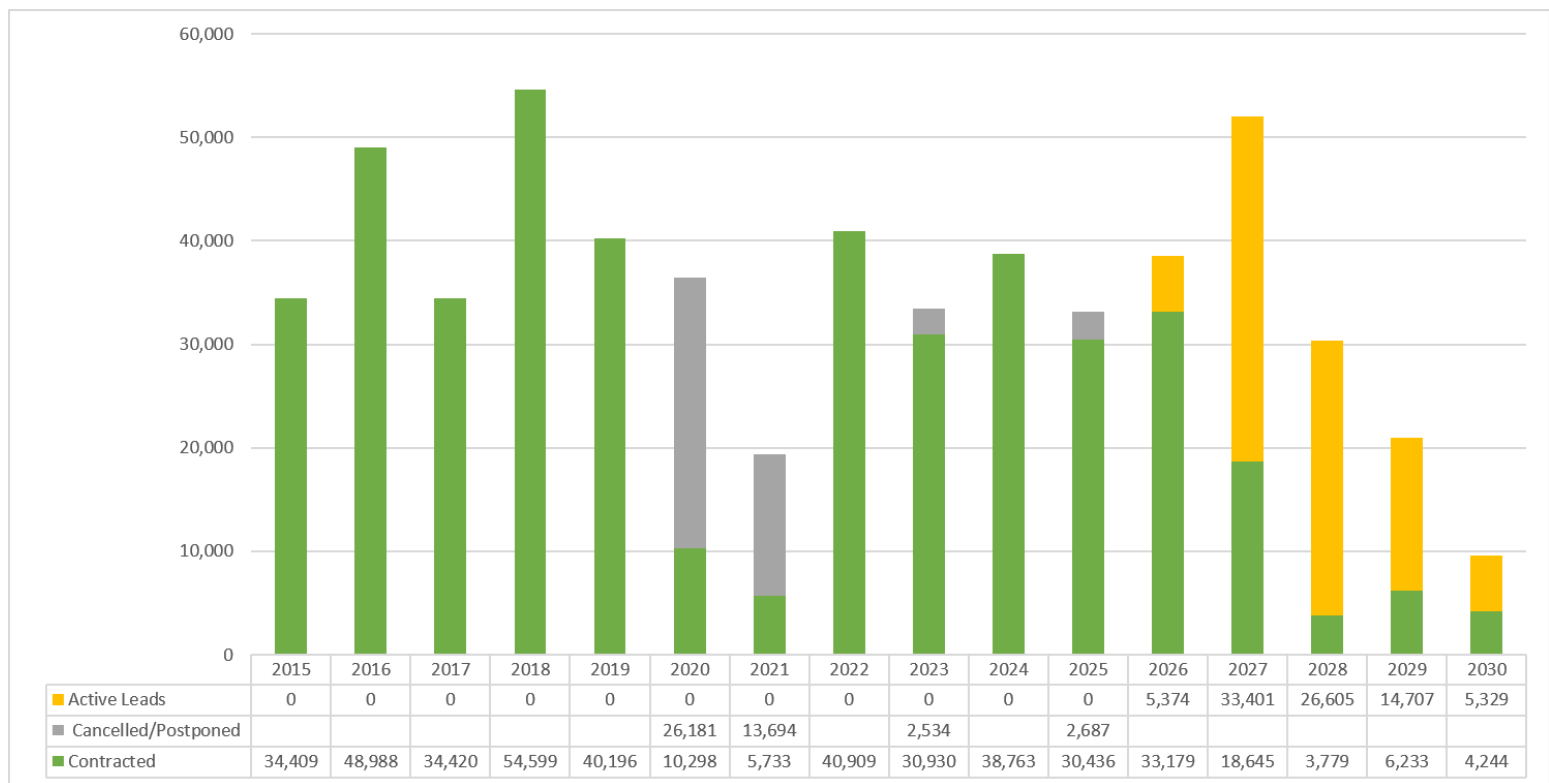
Source: CoStar STR

DIRECTORS REPORT

PROFESSIONAL MEETINGS AND EVENT SALES

CONTRACTED ROOM NIGHTS & ACTIVE LEADS 2015-2030

As of June 1, 2026



NOTES:

- Our in-the-year-for-the-year pace is ahead same time last year:
Contracted rooms for 2025 as of June 1, 2025 = 23,507
Contracted rooms for 2026 as of June 1, 2026 = 33,179
- One year out is stronger as well: 2026 in 2025 = 16,296 vs 2027 in 2026 = 18,645

DIRECTORS REPORT

PROFESSIONAL MEETINGS AND EVENT SALES

MPI WECON

The Southern California MPI Chapter elected to host their 2026 WECON event at The Langham Pasadena from May 6-8. Visit Pasadena was represented by Debbie Vail at the event. There were approximately 175 people in attendance with 45% being professional event/meeting planners. The Langham was an outstanding host and attendees enjoyed a productive conference in Pasadena that included an opening reception at the Rose Bowl.

VISIT CALIFORNIA SALES ROADSHOW

Matt Hourihan represented Pasadena at the Washington DC Roadshow on May 13th and the Philadelphia Roadshow on May 14th. Both events were attended by highly qualified event professionals who were able to learn more about California MICE destinations and enjoy a "taste of California" menu. The DC event had a large percentage of association planners in attendance while the Philadelphia event had a higher percentage of corporate planners. This is an annual event that has grown in popularity over the past several years and is an excellent and cost-effective way to reach important markets for Pasadena.



SMALL & BOUTIQUE MEETINGS

Debbie Vail attended Small & Boutique Meetings May 28-30, 2026. She conducted 22 pre-scheduled one-on-one appointments with event professionals who are looking for locations to host their small and boutique-sized meetings. Pasadena was one of 12 California destinations represented at the event.



DIRECTORS REPORT

MARKETING & COMMUNICATIONS

US TRAVEL ASSOCIATION'S IPW

Visit Pasadena participated in U.S. Travel Association's IPW, the travel industry's premier international marketplace connecting U.S. destination with travel buyers and media from around the world. Mandi Prince and Jennifer Mayer conducted one-on-one appointments with travel trade professionals and journalists to showcase the destination's hotels, attractions, events, and experiences helping generate future visitation and media coverage for Pasadena. IPW brings together thousands of travel buyers, suppliers, and media representatives from more than 70 countries, creating valuable opportunities to promote U.S. destinations on a global stage.



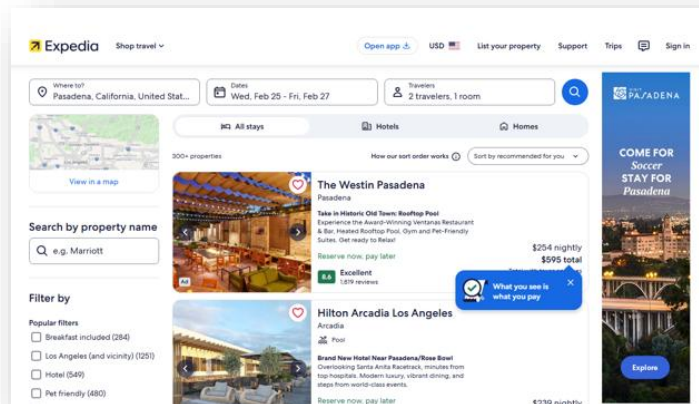
NATIONAL TRAVEL & TOURISM WEEK RECEPTION

Visit Pasadena hosted a networking reception in celebration of National Travel and Tourism Week, an annual recognition of the travel industry's vital role in supporting jobs, businesses, and economic growth. The event brought together tourism and community partners and featured a presentation by Angie Pappas, Associate Vice President of External Affairs and Media Relations for Visit California, who shared insights on the state of California's tourism industry and the outlook for travel in the year ahead.



EXPEDIA ADVERTISING CO-OP

Visit Pasadena partnered with Expedia on the "Come for Soccer, Stay for SoCal" cooperative advertising campaign designed to reach travelers searching for accommodations in the Los Angeles region during the FIFA World Cup. Running from February 1 through July 31, 2026, the campaign promotes Pasadena as a convenient home base for visitors attending matches and exploring Southern California. Through June 10, 2026, the campaign has generated more than 12 million impressions and 17,888 clicks, achieving a 0.15% click-through rate. The program has driven 11,664 hotel room nights and nearly \$3.0 million in lodging revenue for Pasadena hotels, delivering a return on ad spend of 134:1.



DIRECTORS REPORT

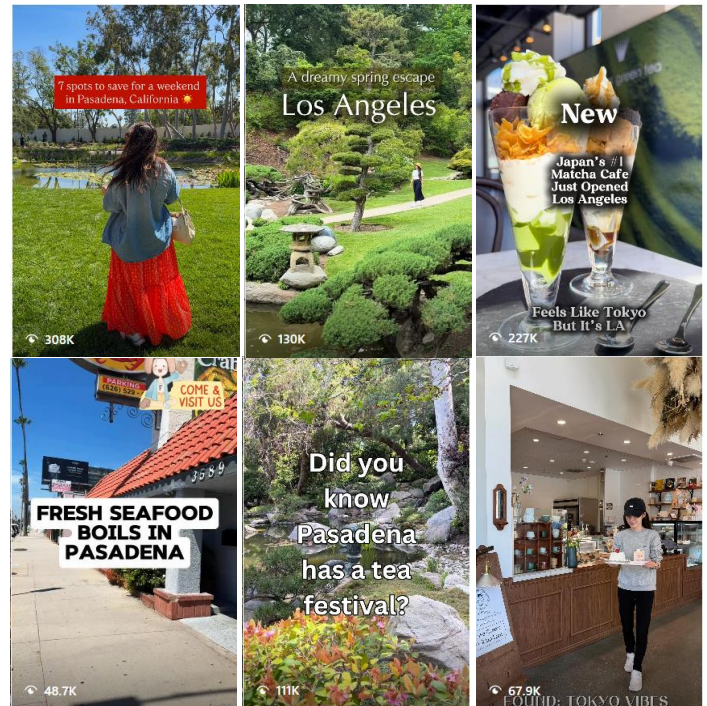
MARKETING & COMMUNICATIONS

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, attractions, food, and events, appealing to travelers seeking unique, authentic experiences.

REEL HIGHLIGHTS

- **Pasadena Weekend (Paid collab w/@vineyardsandvoyages)**
 - 308k views
 - 7k likes
- **Nana's Café (Unpaid collab w/@entertainmentandstyle)**
 - 227k views
 - 1.2k likes
- **The Huntington (Unpaid collab w/@persian_in_losangeles)**
 - 130k views
 - 883 likes
- **Storrier Stearns Tea Festival**
 - 111k views
 - 5.3k likes
- **Kissa by Motto (Unpaid collab w/@hangrydiary)**
 - 67.9k views
 - 1.7k likes



WEBSITE STATS (Apr.-May 2026)

	Pageviews	Users
April	170k	84k
May	95k	60k

SOCIAL STATS (Apr.-May 2026)

	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rates	Video Views
All	118,663	2,908	280	3,273,319	71,216	2.2%	652,937
Instagram – Visit Pasadena	54,491	1,535	84	680,921	40,525	6%	359,812
Facebook – Visit Pasadena	37,821	1,144	51	672,874	26,509	3.9%	162,677

DIRECTORS REPORT

MARKETING & COMMUNICATIONS

HOSTED MEDIA

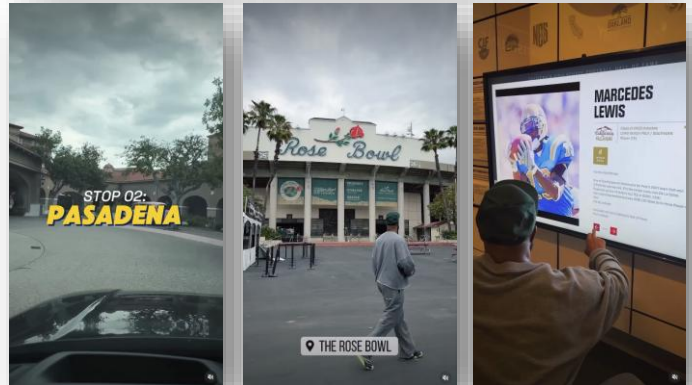
JAPAN MEDIA FAM, April 26-28

Visit Pasadena participated in a Japan media familiarization tour organized Discover Los Angeles. Mandi Prince curated an itinerary featuring The Langham Huntington, City Hall, Rose Bowl Stadium, and the first Trader Joe's strengthening Pasadena's visibility in the Japanese market.



MARCEDES LEWIS, May 5-6

Visit Pasadena hosted former NFL tight end and UCLA standout Mercedes Lewis as part of a Visit California sports-influencer fam tour featuring Pasadena, Santa Monica, and Palm Springs. His Pasadena itinerary included The Langham Huntington, The Huntington, and Rose Bowl Stadium.



DEMI PERERA, May 28-29

Visit Pasadena hosted Demi Perera, freelance journalist from the UK. Mandi Prince met her the week prior at IPW, and after a great conversation, she extended her Los Angeles visit to explore Pasadena. She stayed at the Hotel Dena, toured The Langham, and visited the Pasadena Antique Center.

MARIANA MIJARES, May 29-June 1

Visit Pasadena hosted Mexican freelance journalist Mariana Mijares on assignment for Esquire Latin America to cover accommodations near FIFA host cities. She attended the Mextour game and stayed at the AC Hotel Pasadena, and visited the Gamble House, The Huntington, Norton Simon, and more. She writes for outlets such as Time Out, Lonely Planet, Esquire, GX Mexico, and Cosmopolitan Espana.



PATRICIA DOHERTY, June 15

Visit Pasadena worked with Pat Doherty, a Southern California-based freelance writer and contributor to Travel + Leisure, on a one-day itinerary around the city. Pat is working on a digital guide of Pasadena for Travel + Leisure and was here collecting content for the piece. She ate at Marston's and Agnes, explored the Norton Simon Museum, and took a tour of the Tournament of Roses mansion.

DIRECTORS REPORT MARKETING & COMMUNICATIONS

MEDIA COVERAGE

LAIST: MONSTERPALOOZA INVADES PASADENA THIS WEEKEND (1.2 UVM)

LAist reporter Christopher Salazar covered Monsterpalooza and published a feature story highlighting the event's, its celebrity guests, exhibits, and over 400 exhibitors.

Link: <https://laist.com/news/los-angeles-activities/monsterpalooza-invades-pasadena-this-weekend>

ESQUIRE LATÍN AMERICA: CÓMO FUE LA FIESTA TRICOLOR EN PASADENA (TRANSLATION: HOW WAS THE TRICOLOR PARTY IN PASADENA) (40K UVM)

Esquire Latin América highlighted the excitement surrounding the Mexico versus Australia match at the Rose Bowl. The article generated international exposure for Pasadena among Spanish-speaking audiences and soccer travelers.

Link: <https://www.esquirelat.com/lifestyle/como-fue-la-fiesta-tricolor-en-pasadena>

YAHOO CREATORS: 10 CITIES EMBRACING THE “FAIRY SUMMER” TRAVEL TREND (2.4M UVM)

Yahoo Creators published a travel feature showcasing a California road trip that included Pasadena as a must-visit stop, highlighting the city's historic charm, cultural attractions, and iconic landmarks. The “Fairy Summer” trend embraces a slower pace vacation and an emphasis on outdoor recreation.

Link: <https://creators.yahoo.com/lifestyle/story/the-west-coast-is-heave-212556820.html?guccounter=1>

QUINTESENTIALLY: LA’S TOP TEN NATURAL WINE BARS (40K UVM)

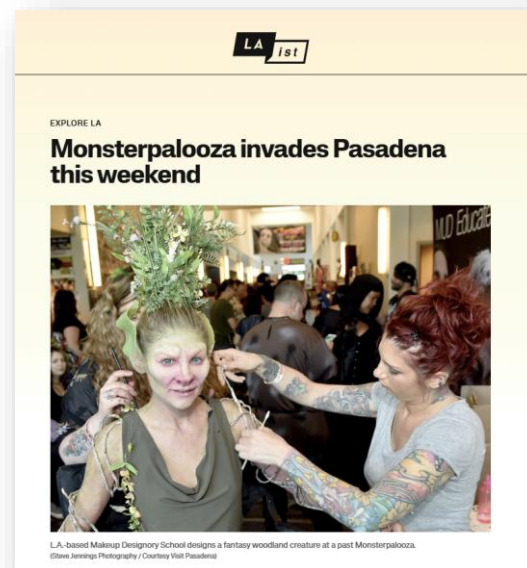
Quintessentially's luxury lifestyle publication featured Pasadena's La Cave among the "Top 10 Natural Wine Bars in Los Angeles," highlighting the city's growing culinary and wine scene alongside some of the region's most notable destinations.

Link: <https://quintessentially.com/noted/best-natural-wine-bars-los-angeles>

EATER: ALL THE NEW RESTAURANT OPENINGS TO KNOW IN LOS ANGELES (565K)

Eater LA included Pasadena’s Nana’s Green Tea in a roundup of new Los Angeles restaurants.

Link: <https://la.eater.com/maps/new-restaurant-openings-los-angeles>



Esquire



EARNED MEDIA

	#
Visit Pasadena	37
PCOC (Visit Pasadena, Convention Center, Civic, Ice Skating)	71

DIRECTORS REPORT

MARKETING & COMMUNICATIONS

MEDIA COVERAGE

PASADENA WEEKLY: CELEBRATING CREATIVITY – ARTAZAN RETURNS TO THE PASADENA CONVENTION CENTER (6.4K UVM)

Link: In print

PASADENA NOW: PHYSICS TEACHERS HEAD TO PASADENA, WITH SIDE EVENTS SCHEDULED AT CALTECH AND THE HUNTINGTON (169K UVM)

Link: <https://www.pasadenanow.com/weekendr/physics-teachers-head-to-pasadena-with-side-events-scheduled-at-caltech-and-the-huntington/>

INFATUATION: LA'S NEW RESTAURANT OPENINGS – LOS ANGELES (2M UVM)

Link: <https://www.theinfatuation.com/los-angeles/guides/new-la-restaurants-openings>

OTONA MUSE: WATCHING THE DODGERS AND EXPERIENCING WOMEN'S SOCCER ARE ALL INCREDIBLY FUN! (1.4M UVM)

Link: <https://otonamuse.jp/travel/216331/page4/#d>

&TRAVEL BY ASAHI NEWSPAPER: PASADENA, A CITY NEAR LOS ANGELES WHERE HEROIC MEMORIES AND CLASSIC HOTEL HISTORY LIVE ON (1M UVM)

Link: [英雄の記憶とクラシックホテルの歴史が息づく、ロサンゼルス近郊の街・パサデナ | 朝日新聞デジタルマガジン&\[and\]](#)

PASADENA NOW: PASADENA HOSTS NATIONAL ASTRONOMY CONFERENCE AS SCIENTISTS PREPARE FOR NASA'S NEXT FLAGSHIP ASTROPHYSICS OBSERVATORY (169K UVM)

Link: <https://pasadenanow.com/main/pasadena-hosts-national-astronomy-conference-as-scientists-prepare-for-nasas-next-flagship-space-telescope>

WHEREVER FAMILY: EMBRACE A FAIRY-INSPIRED SUMMER IN THESE 5 DESTINATIONS (2.4K UVM)

Link: <https://whereverfamily.com/embrace-a-fairy-inspired-summer-in-these-5-destinations/>

OTONA MUSE: 2026 LATEST EDITION! FROM AFFORDABLE LUNCHES TO CONVENIENT HOTELS: 11 RECOMMENDED SPOTS FOR JAPANESE VISITORS (1.4M UVM)

Link: <https://otonamuse.jp/travel/216403/>

PASADENA WEEKLY: DESIGNERCON RETURNS: THE ART AND DESIGN SHOW COMES TO THE PASADENA CONVENTION CENTER (6.4K UVM)

Link: https://www.pasadenaweekly.com/news/designercon-returns-the-art-and-design-show-comes-to-the-pasadena-convention-center/article_1e57057c-d89a-4c7a-93d1-20c1de8fca11.html

PASADENA WEEKLY: FATHER'S DAY WEEKEND: WAYS TO SPEND TIME WITH DAD THIS HOLIDAY (6.4K UVM)

Link: https://www.pasadenaweekly.com/feature_stories/father-s-day-weekend-ways-to-spend-time-with-dad-this-holiday/article_413fb6fb-b452-438b-ab3e-be6e06334e7d.html

DIRECTORS REPORT CONVENTION CENTER

EVENT STATS

	# of Events	Attendance
April	13	19,237
May	19	29,035
June	14	33,570*

**forecasted attendance*

FEATURED EVENTS

- Seismological Society of America Annual Conference 2026
- 2026 California Association for the Education of Young Children Annual Conference & Expo
- IAVM Region 7 Conference
- ArtCenter College of Design
- Distinguished Speaker Series -Dr. Anthony Fauci
- Western Association for College Admission Counseling 2026 Annual Conference
- Monsterpalooza 2026
- The 248th Meeting of the American Astronomical Society
- DesignerCon

FACILITY HIGHLIGHTS

- The Pasadena Convention Center continues with waste reduction efforts. As of April, 72.74 tons of waste were diverted from landfill.
- The Convention Center continues to achieve a high level of client satisfaction survey score, with an overall score of 3.91 out of 4.00
- PCOC was honored at the 53rd Annual Pasadena Police & Citizens Awards Ceremony on May 6 in recognition of the Pasadena Convention Center's critical support during the Eaton Fire response.
- The Civic Auditorium was honored with one of Pasadena's Annual Historic Preservation Awards on May 28 for the Civic Auditorium Facade and Plaza restoration project. The award recognizes excellence in historic preservation.



CA Assn. For the Education of Young Children



ArtCenter College of Design



Monsterpalooza 2026

DIRECTORS REPORT ICE SKATING CENTER

RINK HIGHLIGHTS

The 40th ISI Competition was a tremendous success. We proudly hosted 326 skaters and 50 coaches from nine different rinks. A highlight was having four of our very own coaches perform, which added an inspiring touch.

Since the Winter Learn-To-Skate semester earlier this year, we've seen remarkable growth in enrollments, carrying right into the Summer. There's been a notable demand for adult skating since the Winter Olympics. Whether in group classes or public skating.

Both the Pasadena Figure Skating Club and the Pasadena Maple Leafs have been actively holding tryouts throughout May and June. These tryouts are focused on shaping their rosters for the upcoming season, ensuring both clubs are well-prepared and ready to thrive.



Learn-To-Skate Program

PROGRAM REGISTRATIONS

Skating School	Skaters	Drop-Ins
Spring	839	92
Spring 5-Week Beginner	62	N/A
Coming Up Summer	206	N/A

Hockey Adult League	Teams	Skaters	Drop-Ins
Spring	28	324	807
Summer	29	318	170



40th Annual ISI Pasadena Competition



Public Session Group

FACILITY HIGHLIGHTS

The rink is preparing for an ice maintenance project, with repainting the ice over the week of July 4th. The rink has completed key prep work, including several maintenance projects of the Zamboni to ensure top ice quality.

SESSION REGISTRATIONS

Rink Sessions	May
Public Sessions	3,837
Freestyle Sessions	1,316
Hockey Lesson Sessions	81
Stick Time Sessions	120



PASADENA
CENTER OPERATING COMPANY

FY 2026 PCOC BOARD OF DIRECTORS COMMITTEE ROSTER

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Name	Email	Office	Home	Cell
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Pat Amsbry (Treasurer)	pamsbry@gmail.com	(818) 292-6644	-	-

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