



MEETING OF THE BOARD OF DIRECTORS
Wednesday, September 24, 2025 at 4:00 pm
Pasadena Convention Center, Room 101
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.



MEETING OF THE BOARD OF DIRECTORS
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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 June 25, 2025, Board Meeting Minutes: *Motion to Approve***
- V. Executive Committee Report – Tyron Hampton**

New Board Members Introduction:
 - Joseph Co, GM Hyatt Place
 - Katie Green, GM Courtyard by Marriott
 - Charles Fusco, GM Hilton Pasadena
 - Richard Bussiere, Managing Director Langham Hotel
Board Committee Assignments (attached)
- VI. Directors Reports**
 - Financial Report, August 2025 – Eric Happe; *Motion to Approve*
 - Sales - Center, Civic, CVB - Kristin McGrath
 - Marketing Update - Christine Susa
 - Operations - Naz Sabripour
 - Ice Rink - Michael Ross
- VII. Chief Executive Officer Report - Michael Ross**
 - Mayor's World Cup and Olympic Advisory Meeting Update
- VIII. Tournament of Roses Report - David Eads, CEO**
- IX. Rose Bowl Operating Company Report - Aaron Milam**
- X. Adjournment: Next meeting: Wednesday December 3, 2025 at 4:00 pm**

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



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

Tyron Hampton, Chair, Board of Directors

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

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

Margie Christ, Recording Secretary



Convention Center
Civic Auditorium
Ice Skating Center
Convention & Visitors Bureau

OFFICIAL MINUTES

BOARD OF DIRECTORS MEETING

Wednesday, June 25, 2025
4:00 p.m.

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

I. Call to Order:

Chairman Tyron Hampton called the June 25, 2025 Pasadena Center Operating Company (PCOC) Board of Directors Meeting to order at 4:09 p.m.

II. Roll Call:

Roll call was taken and recorded by Christine Susa. A quorum assembled.

Board Members

Tyron Hampton, Chair
Phil Hosp, Vice-Chair
Kim Burbank, Secretary
Pat Amsbry, Treasurer
Joan Aarestad
Scott Boone

David Eads
Marlon Gonzalez
Dave Klug
Eleanor Lee
Jeff Michael

PCOC Staff

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

RBOC

Aaron Milam, *RBOC Representative* (absent)

City Staff

Arnold Lee, *Assistant Attorney, City of Pasadena*

III. Closed Session –

CONSIDERATION OF INITIATION OF LITIGATION pursuant to Government Code Section 54956.9(d) (4)(one potential case)

The above closed session was discussed. Approval given to initiate civil litigation and the action, defendants, and other particulars, shall, once formally commenced, be disclosed to any person upon inquiry unless to do so would jeopardize the PCOC's ability to effectuate service of process.

The above authorization was given by the following vote:

AYES: Board Members Tyron Hampton, Phil Hosp, Kim Burbank, Pat Amsbry, Joan Aarestad, Scott Boone, Marlon Gonzalez, Dave Klug, Eleanor Lee, Jeff Michael
NOES: None
ABSENT: None
ABSTAIN: None

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

V. Approval of April 23, 2025 Board of Directors Meeting Minutes

It was moved by Pat Amsbry and seconded by Joan Aarestad, to approve the April 23, 2025, Board of Directors Meeting Minutes as submitted. The motion unanimously carried.

VI. Executive Committee Report – Tyron Hampton

- FY 2026 Executive Committee – *Motion to Approve*
 - Chair, Tyron Hampton
 - Vice Chair, Kim Burbank
 - Secretary, Phil Hosp
 - Treasurer, Pat Amsbry

It was moved by Phil Hosp and seconded by Scott Boone, to approve the Executive Committee members for FY 2026 as submitted. The motion unanimously carried.

- FY 2026 Board Committees – Proposed

Tyron Hampton asked Board Members to submit interest serve on a board committee. The Board discussed current vacancies on the Board and plans to fill the positions. There is interest from the new Langham general manager, new Hilton general manager, new Courtyard by Marriott Old Town Pasadena general manager, and a new local business representative has applied.

VII. Foodservice Agreement with OVG Hospitality Group – Michael Ross:

Motion to Approve

Authorize the CEO to negotiate and enter into a contract with OVG Hospitality Group to provide Foodservice to the Pasadena Center Operating Company.

1. Find that the proposed action is exempt from the California Environmental Quality Act (“CEQA”) pursuant to State CEQA Guidelines Section 15061 (b)(3) (common sense exemption);
2. Accept the proposal dated April 1, 2025, submitted by OVG Hospitality in response to the Request for Proposals for Foodservice Management at the Pasadena Convention Center and Civic Auditorium and authorize the CEO to finalize negotiations and enter into a five-year agreement, with a five-year option for renewal, effective July 1, 2025, with OVG Hospitality to exclusively provide food service to the PCOC facilities.

Michael Ross reviewed the bidding process for a new foodservice agreement. Seven companies participated in the pre-bid, and three companies submitted proposals, including Levy, OVG Hospitality, and Sodexo Live!. The PCOC team evaluated the proposals based on company experience, creativity and efficiency, financial return to the PCOC, onsite management team, regional and corporate support, design concepts for capital investments, and transition plan for start-up. OVG Hospitality was the selected company. OVG Hospitality's plans to retain the majority of Sodexo Live!'s team, starting with General Manager, Lanese Cotton. PCOC are confident in their qualifications. OVG Hospitality manages several large venues, including Acrisure Arena, the LA County Fair, and the Lucas Museum.

It was moved by Pat Amsbry and seconded by Kim Burbank to approve motions 1 and 2, authorizing the CEO (Michael Ross) to negotiate and enter into a contract with OVG Hospitality Group as presented. The motion was unanimously carried.

VIII. Directors Reports

- **Financial Report, May 2025** - Phuong Wong: *Motion to Approve*

Phuong Wong provided an update on PCOC financials year to date through May 2025. Operating revenue was \$12.4 million, which was \$411,000 better than budget. All revenue channels exceeded budget.

Operating expenses are at \$9.6 million, \$1.1 million better than budget. Net gain is \$2.7 million which was \$1.1 million better than budget.

TOT revenue collected through May 2025 was \$11.4 million which was \$198,000 better than budget. Debt service expense was \$10.7 million, which was \$358,000 better than budget. The result was a net gain of \$723,000 which was \$556,000 better than budget.

TBID assessment was \$4.5 million which was \$666,000 better than budget. CVB expenses were \$3.4 million, resulting in a net gain of \$1.1 million which was \$1.0 million better than budget.

The total net gain for the company was \$4.6 million, which was \$2.7 million better than budget. Michael Ross noted that a lot of expenses will come in at the end of the year.

It was moved by Jeff Michael and seconded by Scott Boone, to approve the May 2025 financial report as presented. The motion unanimously carried.

- **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 FY25 are 38,814, which is 84% of the 46,000-room annual goal. We have a strong pipeline, but some companies are scaling back, and others are being cautious about their commitments and financial liabilities. Furthermore, she stated that the new lead activity is strong. She reported the Convention Center had 22 definite bookings and Civic Auditorium had three definite bookings. Occupancy and ADR have been strong this year and are starting to normalize. Kristin 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 marketing and communications efforts including the launch of the post Eaton Fire Tourism Recovery Campaign, FIFA Club World Cup, Rose Bowl music festivals, Visit California "A Perfect Day in Pasadena" video; and U.S. Travel's IPW Travel Marketplace. In addition, the marketing team achieved an ETSY award for social media. The communications team hosted two media fams from Japan and South Korea.

- **Operations** - Naz Sabripour

Naz Sabripour, Executive Director of the Convention Center, directed the Board of Directors' attention to the materials that had previously been provided. She reviewed highlights of events and attendance at the facility including Sturniolo Triplets Live Show, CAHPERD, All Olympia Gymnastics Center, Monsterpalooza, and PUSD graduations. The facility completed the exterior restoration project of Exhibit Hall C and began Phase 3 of the Civic Restoration. The Convention Center continues to achieve a high level of client satisfaction with an overall score of 3.86 out of 4.00.

- **Ice Rink** - Michael Ross

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

IX. Chief Executive Officer Report - Michael Ross, CEO

No report.

X. Tournament of Roses Report - David Eads, CEO

David Eads provided an update from the Tournament of Roses. This will be the second year, they will be a quarter finals site. They are in their last year of their current contract. A new contract is not confirmed yet for 2027. Rose Parade lost four floats due to issues of national issues and budget cuts.

XI. Rose Bowl Operating Company Report – Aaron Milam (absent)

No report.

XII. Adjournment

On order of the Chair, the Board Meeting adjourned at 5:42 p.m.

Approved for the Board of Directors By:

Tyron Hampton
Chair, Board of Directors

Phil Hosp
Secretary, Board of Directors

Respectfully submitted by:

Christine Susa, Recording Secretary

Date



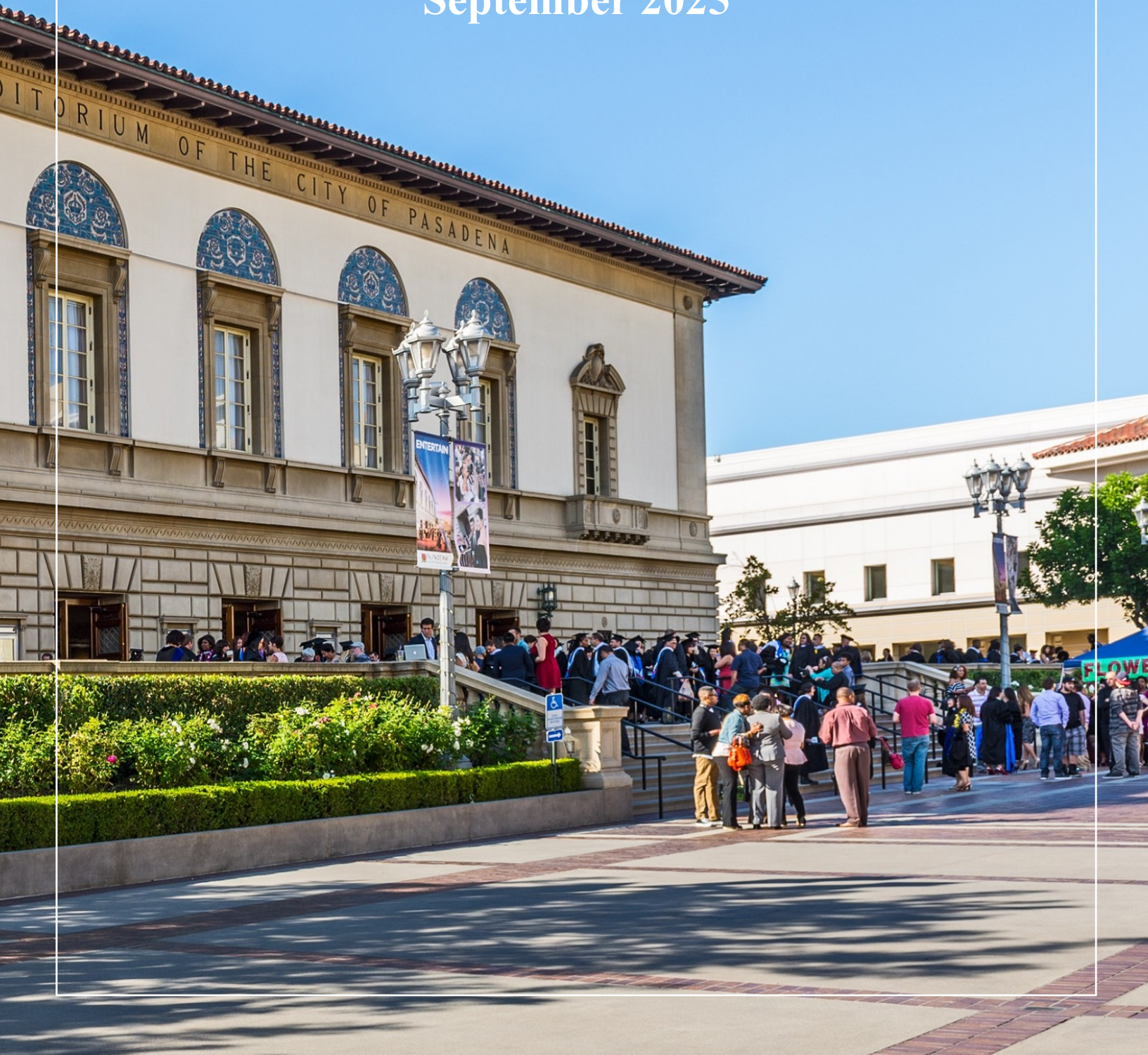
/----- Year - to - Date Through			August 2025			/	
Actual	Budget	Actual vs. Budget	Prior Year	CY vs. PY	% Change CY vs. PY	FY 2026 Adopted Budget	
Fav / (unfav)			Fav / (unfav)				
\$ 401,000	\$ 450,000	\$ (49,000)	\$ 424,000	\$ (23,000)	-5.4%	\$ 3,050,000	
281,000	300,000	(19,000)	255,000	26,000	10.2%	2,016,000	
682,000	750,000	(68,000)	679,000	3,000	0.4%	5,066,000	
-	-	-	-	-	n/a	1,564,000	
112,000	120,000	(8,000)	104,000	8,000	7.7%	1,350,000	
278,000	290,000	(12,000)	307,000	(29,000)	-9.4%	1,900,000	
464,000	475,000	(11,000)	452,000	12,000	2.7%	3,300,000	
1,536,000	1,635,000	(99,000)	1,542,000	(6,000)	-0.4%	13,180,000	
50,000	50,000	-	26,000	24,000	92.3%	300,000	
1,586,000	1,685,000	(99,000)	1,568,000	18,000	1.1%	13,480,000	
1,365,000	1,420,000	55,000	1,163,000	(202,000)	-17.4%	9,059,000	
57,000	76,000	19,000	49,000	(8,000)	-16.3%	401,000	
357,000	358,000	1,000	292,000	(65,000)	-22.3%	2,267,000	
1,779,000	1,854,000	75,000	1,504,000	(275,000)	-18.3%	11,727,000	
(193,000)	(169,000)	(24,000)	64,000	(257,000)	-401.6%	1,753,000	
49,000	49,000	-	49,000	-	0.0%	293,000	
\$ (242,000)	\$ (218,000)	\$ (24,000)	\$ 15,000	\$ (257,000)	-1713.3%	\$ 1,460,000	
2,181,000	2,038,000	143,000	2,090,000	91,000	4.4%	12,231,000	
2,038,000	2,038,000	-	1,924,000	(114,000)	-5.9%	12,231,000	
\$ 143,000	\$ -	\$ 143,000	\$ 166,000	\$ (23,000)	-13.9%	\$ -	
698,000	708,000	(10,000)	700,000	(2,000)	-0.3%	4,248,000	
339,000	669,000	330,000	559,000	220,000	39.4%	4,187,000	
\$ 359,000	\$ 39,000	\$ 320,000	\$ 141,000	\$ 218,000	154.6%	\$ 61,000	
\$ 4,465,000	\$ 4,431,000	\$ 34,000	\$ 4,358,000	\$ 107,000	2.5%	\$ 29,959,000	
4,205,000	4,610,000	405,000	4,036,000	(169,000)	-4.2%	28,438,000	
\$ 260,000	\$ (179,000)	\$ 439,000	\$ 322,000	\$ (62,000)	-19.3%	\$ 1,521,000	

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



DIRECTORS REPORT

September 2025



DIRECTORS REPORT

PROFESSIONAL MEETINGS AND EVENT SALES

CVB

July & August Definite Bookings:
15 Bookings; 5139 Total Room Nights
8 of the 15 bookings are repeat clients
5139 YTD total definite rooms: 11% to FY25 goal of 46,500

Highlights:

- Anime Pasadena, November 2025, 563 total rooms
- Groom Expo West, February 2026, 614 total rooms
- American Astronomical Society, June 2026, 1030 total rooms
- The Great Race, June 2026, 358 total rooms

July & August New Leads:
47 new leads: 38,290 total room nights

Highlights:

- Solar Energy Industries Association, April 2026, 145 total rooms
- American Booksellers Assn Childrens Institute, June 2027, 1721 total rooms
- American Society of Radiologic Technologists, June 2027, 2025 total rooms
- IEEE Industrial Electronics Conference (IECON), Oct 2028, 1244 total rooms
- California Assn for Behavior Analysis, January 2029, 1655 total rooms



CONVENTION CENTER

July & August Definite Bookings (28):

Highlights:

- California State University Chancellor's Office, Sept 2025
- International Gem and Jewelry Show, December 2025
- South Coast Fencing Center, January 2026
- Om for All, February 2026

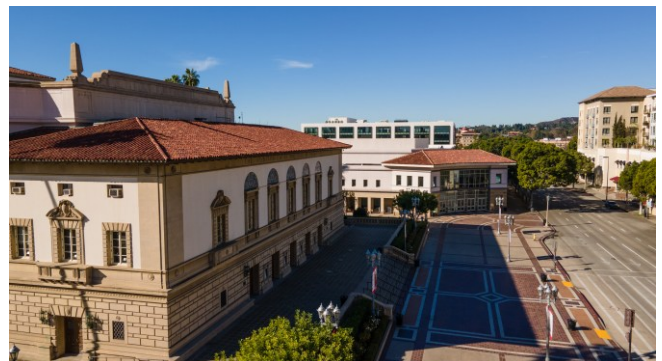


CIVIC AUDITORIUM

July & August Definite Bookings (9):

Highlights:

- Marathon Productions, Sept 2025
- Swan Productions: Oct, Nov, Jan, Feb, April, May

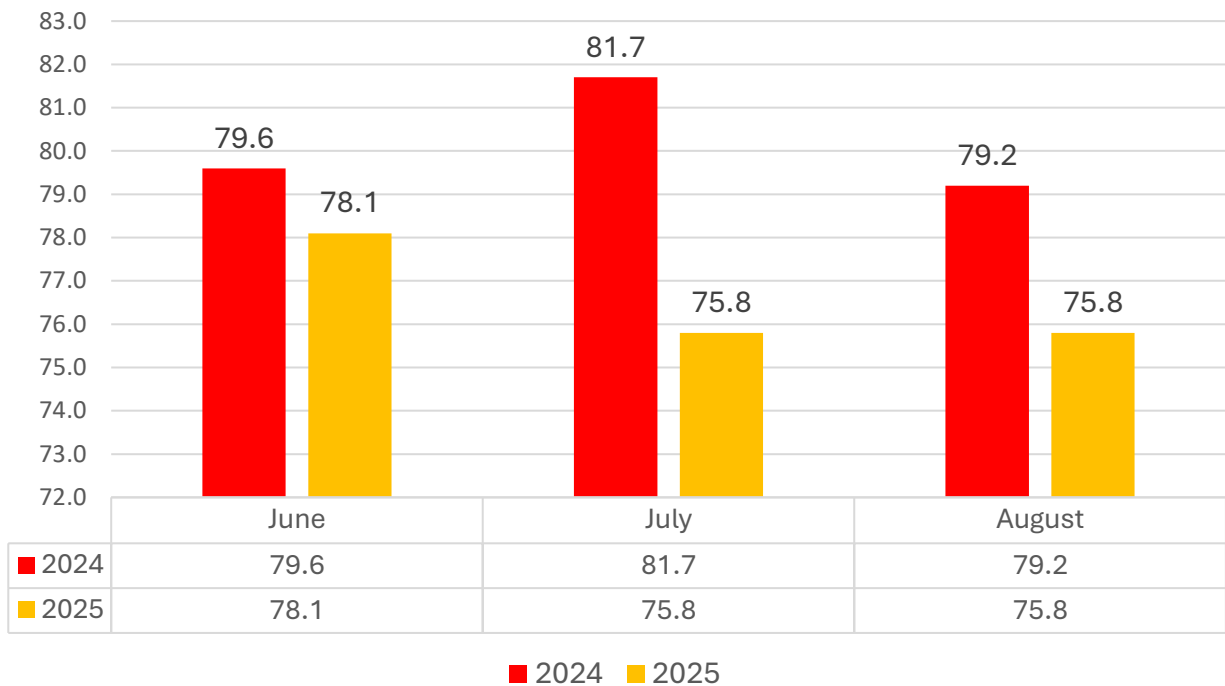


PASADENA
CENTER OPERATING COMPANY

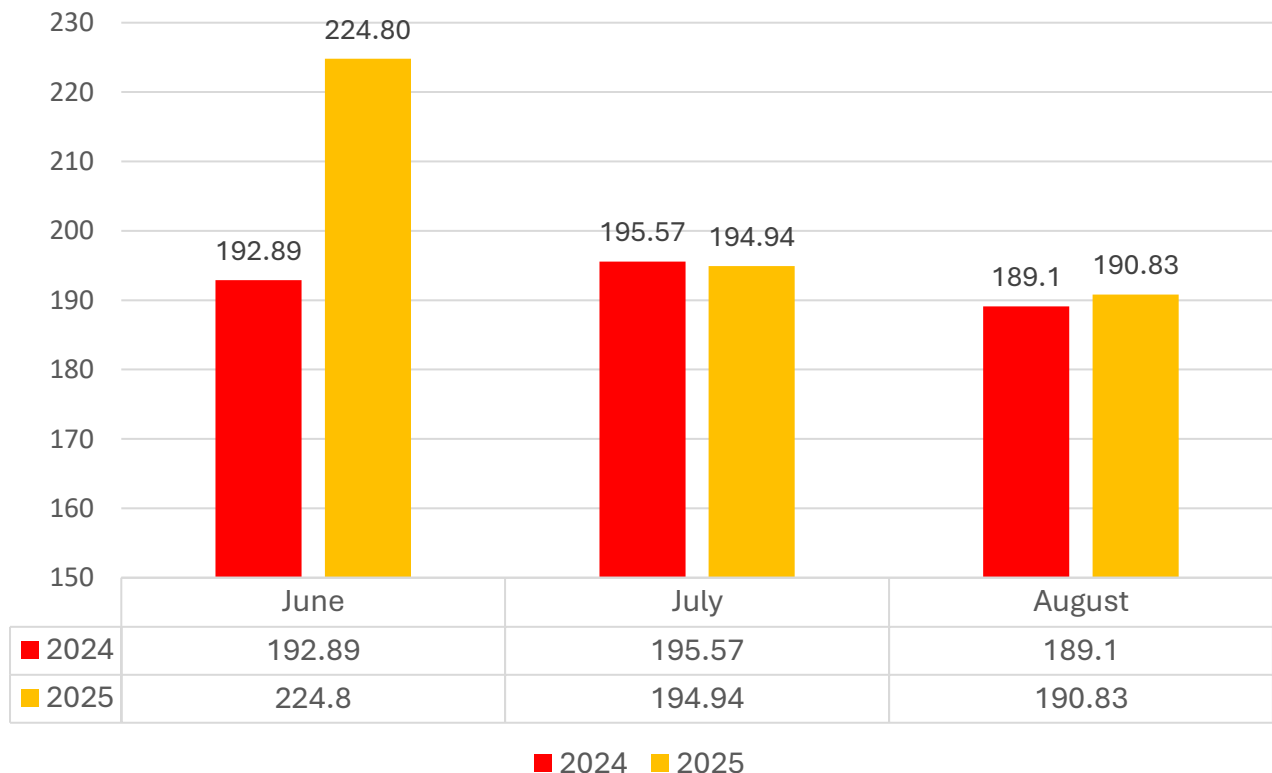
DIRECTORS REPORT

VISIT PASADENA UPDATE

HOTEL OCCUPANCY (%)



HOTEL ADR (AVERAGE DAILY RATE \$)

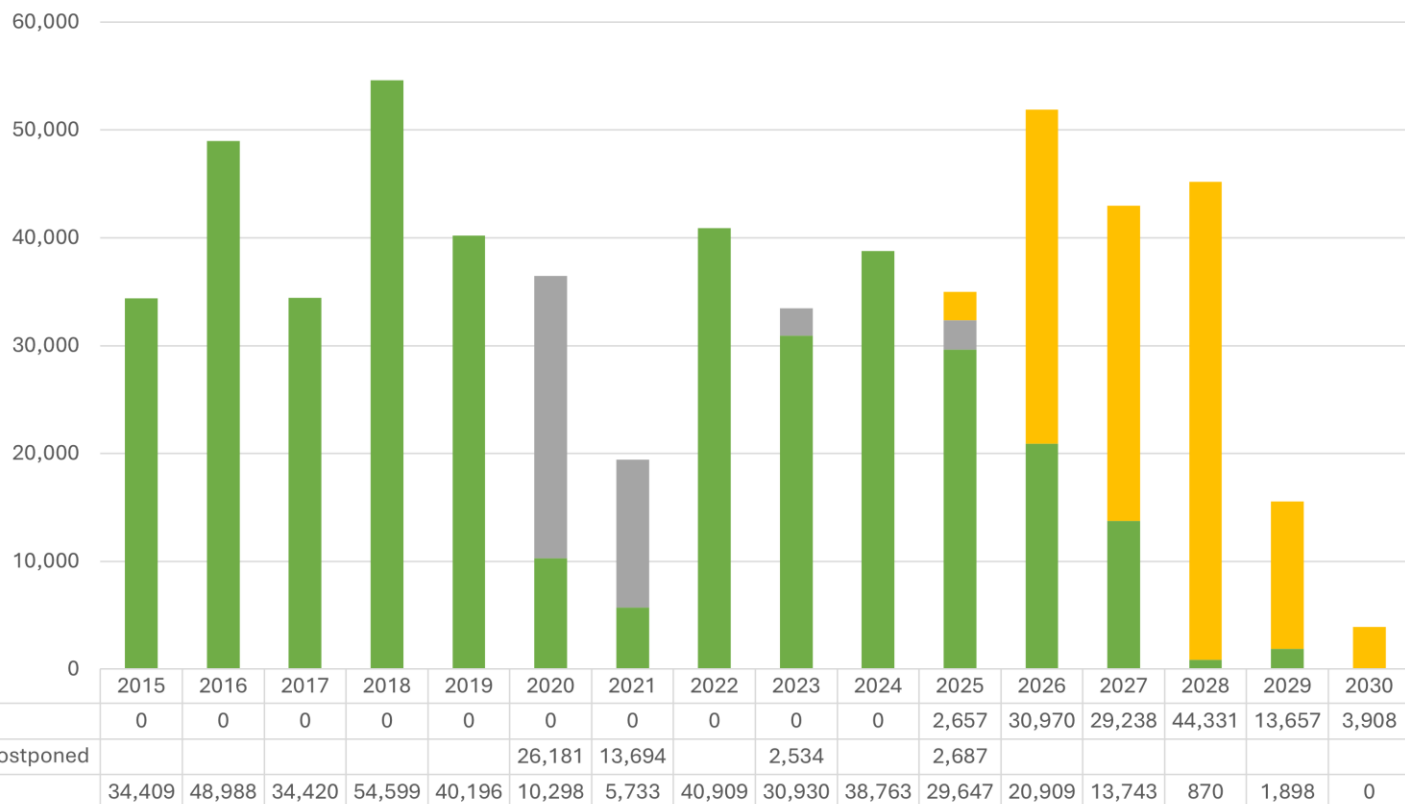


Source: STR

DIRECTORS REPORT

PROFESSIONAL MEETINGS AND EVENT SALES

CONTRACTED ROOM NIGHTS & ACTIVE LEADS 2015-2028



NOTES:

- The distribution of booked business in FY25 (68 definite groups totaling 42,091 total room nights) was a nice distribution of both short- and long-term business:

2024 ITYFTY July - Dec = 3,700

2025 = 13,700

2026 = 11,800

2027 = 11,000

2029 = 1,900

A total of 1900 rooms came off our books in Jan/Feb due to Eaton Fire.

DIRECTORS REPORT

PROFESSIONAL MEETINGS AND EVENT SALES

ASAE ANNUAL MEETING & EXPO

The American Society of Assn Executives Annual Meeting & Expo took place at the Los Angeles Convention Center August 10 – 12. The proximity to Pasadena allowed several of our hotels including the Hilton, the Westin and Hotel Dena to join us in the Visit Pasadena booth. Additionally, a film tour of Pasadena was offered as a pre-show activity for approximately 45 attendees. Over 2700 association executives were in attendance for the meeting & expo making this one of the largest tradeshow we attend each year.



HPN GLOBAL 2025 PARTNER CONFERENCE

Debbie Vail represented Visit Pasadena at the 2025 HPN Global Partner Conference from August 26-19. HPN is a key 3rd party planner partner for Visit Pasadena, and this was our first year to attend this important and prestigious invitation-only event. Debbie had the opportunity to meet with many of HPN's top producers and along with the Langham Pasadena and the LATCB, co-hosted a client dinner for 8 of the LA area top HPN producers.



CONNECT MARKETPLACE

Also in August, Visit Pasadena attended Connect Marketplace. Connect brings together professionals responsible for booking professional meetings and events in the following verticals: Association, Corporate, Specialty and Sports. Matt Hourihan scheduled two days of one-on-one appointments with association clients and Karalee Adams focused on corporate planners. In addition to the appointments, the marketplace features a tradeshow, education, and a variety of networking experiences.



DIRECTORS REPORT

MARKETING & COMMUNICATIONS

Pasadena: A City Best Shared

The “Pasadena, A City Best Shared” recovery campaign aims to welcome visitors back while honoring the community’s journey through recovery. The campaign showcases the local businesses, cultural landmarks, and events that make Pasadena a distinctive and vibrant destination. With a tone of compassion and optimism, the campaign features taglines such as “Small City, Big Heart,” “Small City, Big Vibes,” and “Small City, Big Moments” to reflect Pasadena’s spirit and the enduring appeal of its tourism assets.

The paid media campaign includes placements in the following channels: Meta, Google PMAX, CTV, and Expedia. The targeted audiences are San Bernardino, San Diego, San Francisco, Phoenix, Las Vegas, Houston, Chicago, and New York.

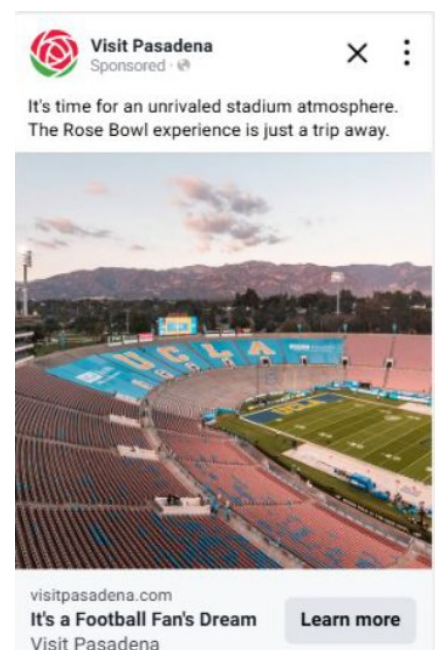
Impressions 8M
Clicks 171,281

Rose Bowl – UCLA Football Promotion

Visit Pasadena is continuing the sports tourism campaign capitalizing on UCLA football season and second year in the Big Ten Conference. The “Don’t Fumble Your Next Vacation” campaign focuses on driving visitation and brand awareness by targeting sports enthusiasts in markets aligned with the Rose Bowl game schedule, especially from fans of Univ. of Utah, Penn State, Nebraska, and Washington.

Paid media placements were tailored to both core and emerging visitor markets to amplify Pasadena’s presence throughout the college football season. Ads were placed with digital display, native advertising, and social media.

Impressions 277,516
Clicks 12,053



DIRECTORS REPORT

ROUTE 66 CENTENNIAL

Route 66 Centennial Committee

Visit Pasadena is proud to host the event microsite, showcasing programs and places to explore. We're also promoting the race through Route 66 marketing, international travel shows, and national media—including a recent feature on *Samantha Brown's Places to Love*.

Christine Susa and Mandi Prince are working with the local organizing group to provide leadership and support to the partners and locals involved.

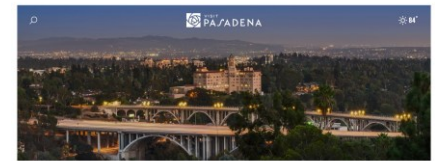
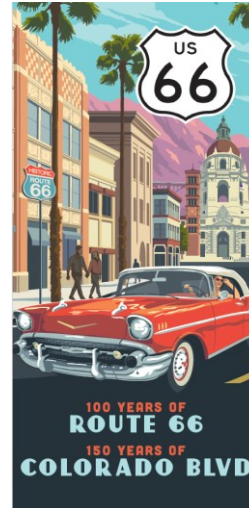
Mother Road Route 66 Passport

Visit Pasadena is participating in the 2025/2026 Route 66 Mother Road Passport program, which promotes destinations along the iconic highway through both a printed passport and a companion app. The program has strong reach, with over 15,000 printed passports in circulation and more than 45,000 app downloads.

As a designated stamp location, Pasadena benefits from direct engagement with Route 66 travelers, increased visibility among international visitors, and inclusion in curated marketing channels that highlight the city as a must-see stop on the legendary road trip experience.

Visit California Road Trips

Visit Pasadena invested in advertising through Visit California Road Trips, a high-profile publication with 600,000 copies distributed and featured in leading outlets such as Travel + Leisure, Food & Wine, Better Homes & Gardens, and Real Simple. This placement extends Pasadena's visibility to a broad audience of engaged travelers seeking authentic California experiences.



Route 66 Centennial and Colorado Boulevard 150th Anniversary

Official road signs honor motorists and automobile visitors. Get ready to embark on a journey through time as we celebrate the iconic Route 66 right here in Pasadena.



The Mother Road

Route 66, also known as the Main Street of America or the Mother Road, holds a special place in the hearts of travelers nationwide. Established in 1926 as one of the original highways in the U.S., it has become a symbol of American history and adventure. Along its path, the historic route stretches from Chicago to Santa Monica, connecting cities, towns, and communities across the country. In 1937, the U.S. House of Representatives passed a bill to designate the U.S. Route 66 as a National Historic Highway. This act of recognition helped to preserve the route's unique character and ensure its legacy for future generations. Photo Credit: gph/istock



Cruising Route 66

Illustration credit: "Cruising Route 66" is an artistic look at a legendary highway. The route is a truly iconic highway and a symbol of American history. It's a route that has inspired countless travelers and has become a part of the American psyche. The route is a truly iconic highway and a symbol of American history. It's a route that has inspired countless travelers and has become a part of the American psyche. The route is a truly iconic highway and a symbol of American history. It's a route that has inspired countless travelers and has become a part of the American psyche.



Pasadena: A City Best Shared

Discover the heart of Pasadena, where every corner is a story. Explore the city's rich history, from the early days of settlement to the present day. The city is a truly iconic highway and a symbol of American history. It's a route that has inspired countless travelers and has become a part of the American psyche. The route is a truly iconic highway and a symbol of American history. It's a route that has inspired countless travelers and has become a part of the American psyche.



PASADENA
CENTER OPERATING COMPANY

DIRECTORS REPORT

MARKETING & COMMUNICATIONS

THE GREAT RACE 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. The nine-day, 2,300-mile journey begins in Springfield, Illinois, in honor of the 100th anniversary of Route 66, and will conclude in Pasadena on Sunday, June 28, 2026, with a public car show at Centennial Square. Featuring 120 pre-1974 vintage and collector cars and an entourage of more than 500 participants, the event draws thousands of fans and offers Pasadena a unique opportunity for international visibility, community engagement, and media attention.

358 room nights
120 vintage cars
~ 500 participants



SOCIETY OF AMERICAN TRAVEL WRITERS

Christine Susa attended the SATW (Society of American Travel Writers) 2025 Annual Convention, a gathering of travel media and industry professionals, to network with journalists and editors and pitch Pasadena story ideas. Their attendance helped strengthen Pasadena's media relationships and uncover new story opportunities to expand the city's visibility.



ESTO

Christine Susa and Mandi Prince attended ESTO, U.S. Travel Association's premier conference for destination leaders, to gain insights on the latest ideas, innovations, and trends shaping the future of destination marketing.



DIRECTORS REPORT MARKETING & COMMUNICATIONS

PRSA CRISIS COMMUNICATIONS MASTERCLASS

Mandi Prince participated in an intensive crisis communications training in New York City from July 24-25. The crash course, organized by the Public Relations Society of America (PRSA) and led by the renowned Logos Consulting Group, provided participants with critical insights into managing high-stakes situations. The training focused on best practices for preventing and respond to both natural and corporate crises, equipping attendees with strategies to effectively navigate and communicate during times of organizational adversity.



2025 SUNSET MAGAZINE TRAVEL AWARDS

Pasadena has been named a winner of the 2025 *Sunset* Travel Awards in the category of *Best Places to Go: Superlative Cities*. The award, presented by *Sunset Magazine*, a leading publication focused on Western travel and lifestyle, recognizes destinations that embody the spirit of the West.



The recognition follows Visit Pasadena's compelling submission, which highlighted the city's resilience and community strength following the Eaton Fire.

This national acknowledgment brings significant visibility to Pasadena and is a proud moment for both our team and the community we represent.

LINK: <https://www.sunset.com/travel/sunset-travel-awards-2025-winners>

Pasadena, California



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

DIRECTORS REPORT

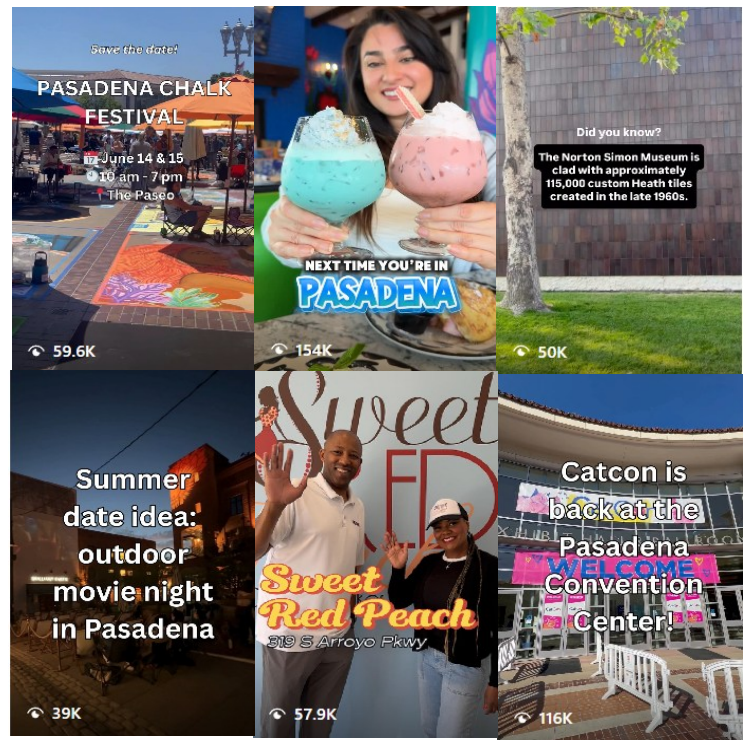
MARKETING & COMMUNICATIONS

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

- **Chalk Festival**
 - 59.6k views
 - 1,181 likes
- **Kulturas Brunch** (Unpaid Collab w/@firstdateguide)
 - 154k views
 - 6,912 likes
- **Norton Simon Museum** (Unpaid collab with @nortonsimon)
 - 50k views
 - 1,730 likes
- **Catcon Promo**
 - 116k views
 - 3,240 likes
- **Sweet Peach** (Unpaid collab with @cityofpasadena)
 - 57.9k views
 - 2,789 likes



WEBSITE STATS (Jun - Aug 2025)

	Pageviews	Users
June	229k	110k
July	105k	209k
August	126k	250k

SOCIAL STATS (April & May 2025)

	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rates	Video Views
All Platforms	82,559	3,925	305	3,513,051	73,377	2.1%	960,676
Instagram – Visit Pasadena	57,012	1,487	187	1,188,422	48,568	4.1%	711,083
Facebook – Visit Pasadena	39,797	2,438	83	2,324,629	24,809	2.1%	249,593

DIRECTORS REPORT

MARKETING & COMMUNICATIONS

MEDIA VISITS

PALLAVI MEHRA, freelance

Marina Del-Rey based travel writer visited Pasadena over the July 4th weekend as part of a curated media trip showcasing a selection of the city's top attractions and experiences. Her itinerary included Foodieland, the Fourth of July drone show at the Rose Bowl Stadium, a visit to The Huntington, afternoon tea at the Rose Garden Tea Room, and a stay at The Langham Huntington, Pasadena. Pallavi writes for several high-end publications in India, making this a valuable opportunity to promote Pasadena to the rapidly growing Indian travel market, which is projected to surpass China as the leading source of international travelers.

MARIE BARBIERI, New Zealand Herald, The Wanderer

From July 21-24, New Zealand-based writer Marie Barbieri visited Pasadena as part of her Route 66 journey from Chicago to Santa Monica. During her three-night stay at The Hilton Pasadena, she explored key cultural and culinary highlights, including The Huntington with afternoon tea at the Rose Garden Tea Room, a guided tour of The Gamble House, and one of the first to dine at Osa, the new restaurant at the AC Hotel Pasadena. Marie's visit was part of a content-gathering trip for two commissioned articles – one for *The Wanderer*, targeting the luxury travel market, and another for the *New Zealand Herald*, focused on budget-friendly travel.

LAUREN KEITH, AAA The Extra Mile, Lonely Planet

Freelance travel writer Lauren Keith visited Pasadena on August 28 as part of a media trip in partnership with Visit California, while completing the California portion of Route 66. She stayed at the Pasadena Hotel & Pool and explored the city during her overnight stay. Lauren will be covering her Pasadena experience in upcoming features for AAA *The Extra Mile* and *Lonely Planet*, offering valuable exposure to both domestic and international audiences.

EARNED MEDIA

	Articles
Visit Pasadena	5
PCOC (Visit Pasadena, Convention Center, Civic, Ice Skating)	10

DIRECTORS REPORT MARKETING & COMMUNICATIONS

MEDIA COVERAGE

THE ATLANTIC: IN L.A., THE FUTURE IS BOLDER, TASTIER, AND MORE WELCOMING – 14M UVM

Pasadena received fantastic coverage in *The Atlantic* as part of a special feature with Visit California. With support from Visit Pasadena, the article highlighted the Pasadena Playhouse as a leader in making the arts more accessible, and exciting.

LINK: [In L.A., The Future Is Bolder, Tastier, and More Welcoming - Sponsor Content - Visit California](#)

TRAICY: TRAVELING ON "ROUTE 66" IN CALIFORNIA, USA (SECOND PART)– 3M UVM

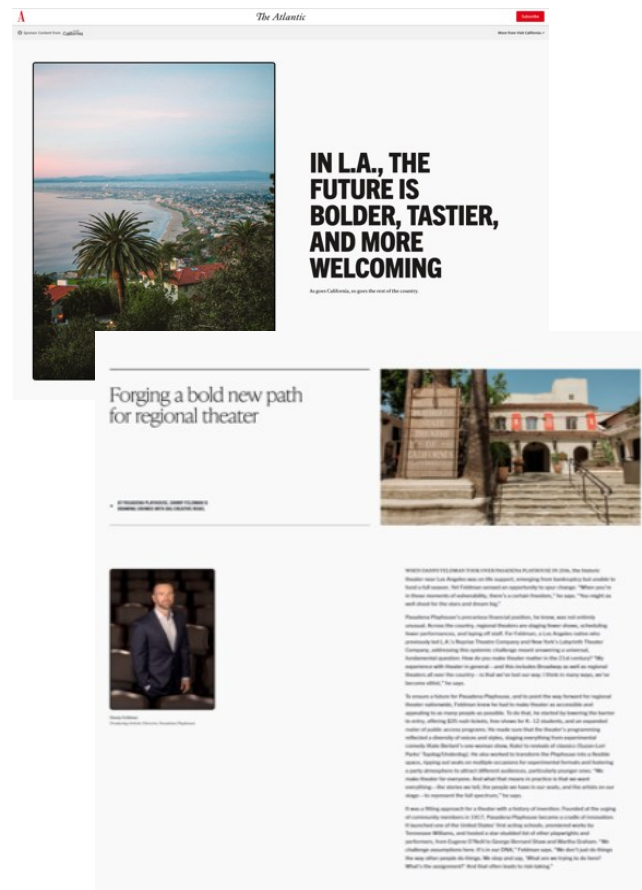
A direct result of the Japan media FAM from April, in partnership with Visit California, this coverage highlights Pasadena's history like its agricultural and "Orange Grove" roots, its calm and elegant atmosphere, restaurants, and stunning cultural institutions like the Norton Simon, as well as the Rose Bowl Flea Market.

LINK: [Traveling on "Route 66" in California, USA \(Part 2\) - TRAICY](#)

TRAVELAGE WEST: HOW A GROUP OF TOURISM PROFESSIONALS IS SUPPORTING EACH OTHER – AND THEIR DESTINATIONS – AFTER NATURAL DISASTERS– 44K UVM

In this *TravelAge West* article, Pasadena is featured as part of a peer-led support initiative formed alongside the Maui Visitors and Convention Bureau and Explore Asheville. The piece highlights how our three destinations, each impacted by natural disasters over the past two years, came together to share resources, strategies, and solidarity in recovery efforts. The article showcases Pasadena's leadership and collaboration in supporting long-term tourism resilience within the travel industry.

LINK: [How a Group of Tourism Professionals Is Supporting Each Other — and Their Destinations — After Natural Disasters | TravelAge West](#)



How a Group of Tourism Professionals Is Supporting Each Other — and Their Destinations — After Natural Disasters

Sep 04, 2025
[California](#) [Hawaii](#) [Los Angeles](#) [Maui USA](#)



After disaster struck in their destinations, tourism leaders in Pasadena, Maui and Asheville built a network to support each other while navigating recovery.
Credit: 2025 New Africa/istock.adobe.com

DIRECTORS REPORT CONVENTION CENTER

EVENT STATS

	Number of Events	Attendance
July	10	24,280
August	12	10,201

FEATURED EVENTS

- Schmidt Science Fellows Conference
- State Bar Exam – July Exam
- Bead & Design Show
- Groom Expo West 2025
- KIPP SoCal Start Strong Conference
- Int'l Karate Championships and Hall of Fame 2025
- CatCon 2025
- America's Got Talent – Season 20 Lives

FACILITY HIGHLIGHTS

- The Pasadena Convention Center hosted a PUSD student intern this past summer in the Event Management Department.
- Spectra is nearing the completion of Phase 3 of the Civic Restoration. This phase focused on the East Terrace/Plaza and included installation of a new waterproofing membrane, a new topping slab, and replacement of four exterior stair sets with new corresponding handrails.
- The Conference Center Building's lighting control system was recently upgraded to a modern Lutron Lighting Control System which offers enhanced operations, new keypads, and advanced controls.



Bead & Design Show



Groom Expo West 2025



KIPP SoCal Start Strong Conference

DIRECTORS REPORT

ICE SKATING CENTER

ICE SKATING CENTER HIGHLIGHTS

- Victory Hockey once again hosted their popular Summer Camps, running from June through August. Over the course of four action-packed weeks, young athletes participated in hockey training designed to enhance their skills and foster a love for the game.
- Hockey private rentals, organized by a few of our Adult League participants, have surged in popularity over the past few months. Several teams have consistently rented the ice for their own exclusive pick-up games. Between June and August alone, we recorded over 15 rink rentals dedicated to these spirited matches.
- Over Labor Day weekend, the Pasadena Maple Leafs hockey club enjoyed a successful tournament at The Cube Santa Clarita. The 8U and 14U teams returned to Pasadena with impressive victories and vibrant new banners to celebrate their achievements. The Rose City Pats 16AA team, an extension of the Pasadena Maple Leafs, also showcased their skills and determination by clinching a victory at the Vegas Jr. Golden Knights Labor Day Tournament.
- On July 10, 2025, the beloved LA Kings mascot, Bailey, excited fans by making a special appearance at the Public Session, where they provided a gaming truck for added fun for attendees.



PROGRAM REGISTRATIONS

Skating School	Number of Skaters	Number of Drop-Ins
2025 Summer Semester	684	36

Hockey Adult League	Number of Teams	Number of Skaters	Number of Drop-Ins
2025 Summer	28	319	434

SESSION REGISTRATIONS

June	Number of Skaters
Public Sessions	2,826
Freestyle Sessions	1,299
Hockey Coach Lesson Sessions	131
Stick Time Sessions	300

July	Number of Skaters
Public Sessions	3,570
Freestyle Sessions	1,471
Hockey Coach Lesson Sessions	211
Stick Time Sessions	283

August	Number of Skaters
Public Sessions	3,229
Freestyle Sessions	1,630
Hockey Coach Lesson Sessions	104
Stick Time Sessions	140