

PASADENA
TOURISM
BUSINESS
IMPROVEMENT
DISTRICT
ANNUAL

FY25 REPORT



VISIT
PASADENA

Letter from the Executive Director

Dear Partners,

As we reflect on fiscal year 2025, it's clear that this has been a year defined by challenge, resilience, and the enduring strength of our community.

The Eaton Fire left a lasting impact on Pasadena, disrupting lives, damaging natural landscapes, and creating significant personal and economic hardship. Our thoughts remain with those who continue to recover from its effects.



In the face of these challenges, the response from our community has been nothing short of extraordinary. Residents, business owners, nonprofit organizations, and city partners came together with compassion, determination, and a shared commitment to recovery. Visit Pasadena has remained focused on supporting these efforts by promoting responsible travel and helping to reinvigorate our local economy in a way that honors the gravity of what our city has endured.

We're encouraged to see a steady return of activity across some of Pasadena's most critical venues, including the Pasadena Civic Auditorium and the Pasadena Convention Center. These spaces are central to our cultural and economic identity. Their continued success is not only symbolic but also a tangible sign of economic and social progress.

To support Pasadena's tourism recovery and long-term positioning, Visit Pasadena collaborated with local creative agency Pastilla to launch a strategic, community-centered marketing campaign. This initiative was designed to authentically reflect Pasadena's narrative as a story of perseverance, unity, and warmth while inviting visitors to return with care and intention.

We are profoundly grateful for your continued support, leadership, and partnership throughout this past year. As we move forward, our commitment remains rooted in elevating Pasadena as a destination that reflects the best of its people, places, and possibilities.

Thank you for standing with us. We look forward to building the future of Pasadena together.

Sincerely,

A handwritten signature in black ink that reads "Kristin McGrath".

Kristin McGrath
Executive Director, Visit Pasadena

Letter from the Chair

Dear Colleagues and Friends,

It's my pleasure to share Visit Pasadena's remarkable accomplishments throughout the past year. Visit Pasadena's commitment to showcasing the city's many facets such as its diverse culinary and retail landscape, architectural charm, and vibrant arts and culture scene remains unwavering.

Its thoughtful and strategic marketing and communications efforts have been instrumental in attracting leisure travelers for overnight visitation. Its sales efforts have continuously excelled, demonstrating a critical step forward in Pasadena's revival and establishing its lead position in the market. The team's dedication and expertise resulted in an influx of meeting and event bookings, allowing visitors to explore this world-class destination while fostering valuable connections and creating business opportunities for the Pasadena community.

All of this would not be possible without the steadfast support of Visit Pasadena's partners, the local community and of course the team at Visit Pasadena. Your collective efforts and pursuit of excellence are the driving force behind Pasadena's success.

In closing, I look forward to another impactful year full of achievements and growth. Together, we will continue to grow Pasadena's tourism industry.

With blessings and gratitude,

A handwritten signature in black ink that reads "Tyron Hampton".

Tyron Hampton
Chair, Pasadena Center Operating Company



Pasadena TBID

ABOUT

Developed by the Pasadena Center Operating Company and approved by the Pasadena City Council, the Pasadena Tourism Business Improvement District (PTBID) is an assessment district proposed to provide specific benefits to payors, by funding targeted marketing and sales promotion efforts. This approach has been used successfully in over 100 California destinations to provide the benefit of additional room night sales to payors.

BOUNDARIES

The PTBID boundary includes all lodging businesses, existing and in the future, available for public occupancy within the boundaries of the City of Pasadena, as shown in the map below. Lodging business means: any structure, or any portion of any structure, which is occupied or intended or designed for occupancy by transients for dwelling, lodging or sleeping purposes, and includes any hotel, inn, tourist home or house, motel, studio hotel, bachelor hotel, lodging house, rooming house, apartment house, dormitory, public or private club, mobile home or house trailer at a fixed located, or other similar structure or portion thereof.

There were no changes to the boundaries in FY25 and there will be no changes to the boundaries in FY26.



CHANGES TO ASSESSED BUSINESSES

In FY25, the 194 room AC Hotel Pasadena officially opened on April 1, 2025. There are no changes anticipated to assessed businesses in FY26.

ASSESSMENT

The TBID annual assessment rate was 3.89% of gross short-term room rental revenue on lodging businesses between July 1, 2023 – June 30, 2024, and increases from 3.89% to 4.89% between July 2024 – June 30, 2033, of gross room rental revenue.

Based on the benefit received, the assessment shall not be collected on stays of more than thirty (30) consecutive days; and stays by any officer or employee of a foreign government who is exempt by reason of express provision of federal law or international treaty. Assessed businesses which are delinquent in paying the assessment shall be responsible for paying any delinquencies, penalties and interest as stated in the TBID Management District Plan.

COLLECTION

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

DURATION

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

MANAGEMENT

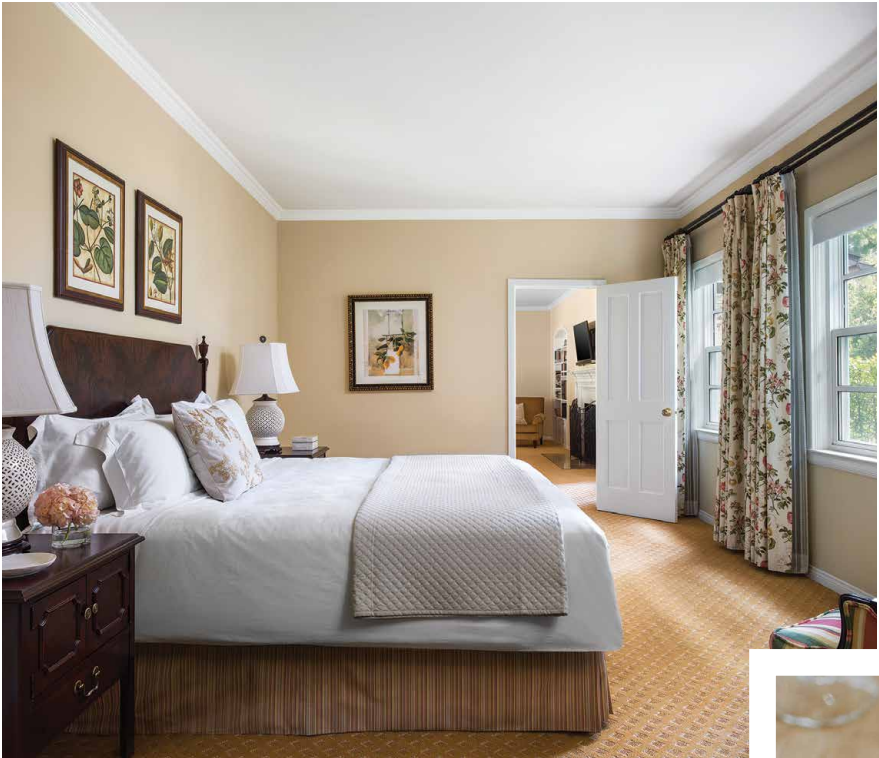
The PCOC serves as the PTBID's Owners' Association. The Owners' Association is charged with managing funds and implementing programs in accordance with this Plan and must provide annual reports to the City Council.



Source: Norton Simon Art FOUndation

FY25 Accomplishments

In Fiscal Year 2025, Visit Pasadena marked a year of steady progress in tourism for our destination. With focused marketing strategies, effective and personalized sales efforts and collaboration, Pasadena saw strong momentum in overnight visitation and destination awareness.



42,316
room nights
booked for future business,
including major citywide
conventions and conferences

New website with personalized content and
intelligent, dynamic SEARCH



Football visitation campaign to
support **UCLA's**
entrance to the
**Big Ten
Conference**



After the Eaton Fire, we promoted tourism recovery and supported local businesses and hospitality partners with the
**"Meetings Bloom Stronger Here" &
"Pasadena, A City Best Shared"**
CAMPAIGNS

ETSY
AWARD

(Best Destination Marketing to
Millennials & Gen Z)



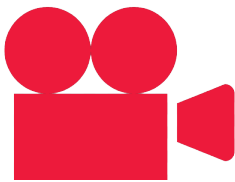
CONTRACTED ROOM NIGHTS



Market	Contract RN
Film	6,710
Health	3,782
Technology	3,353
Culture	3,176
Education	3,029

TOP 5 PRODUCING MARKETS

(Contracted rooms that arrived between July 1, 2024 and June 30, 2025)



20%
Film, TV, &
Entertainment



11%
Health, Medical, &
Pharmaceutical



10%
Tech, Software
& Data



9%
Culture, Language, Literature,
& Fine Arts



9%
Education

TOP 5 PRODUCING STATES

(Contracted rooms that arrived between July 1, 2024 and June 30, 2025)

State	Contract RN	Percentage
CA	16,180	47%
NY	3,174	9%
TX	2,783	8%
WA	2,654	8%
MD	2,185	6%

HOTEL TRENDS

Hotel performance indicators including occupancy, average daily rate (ADR), and revenue per available room (revPAR) trended in a positive direction overall. In Q1 and Q2, hotel occupancy in the city surpassed FY24 levels, though ADR faced pressure from softer regional demand. Q3 saw a temporary occupancy boost due to the Eaton Fire’s impact, while Q4 reflected a return to typical demand patterns. The market successfully absorbed the addition of the new AC Hotel without significant disruption.

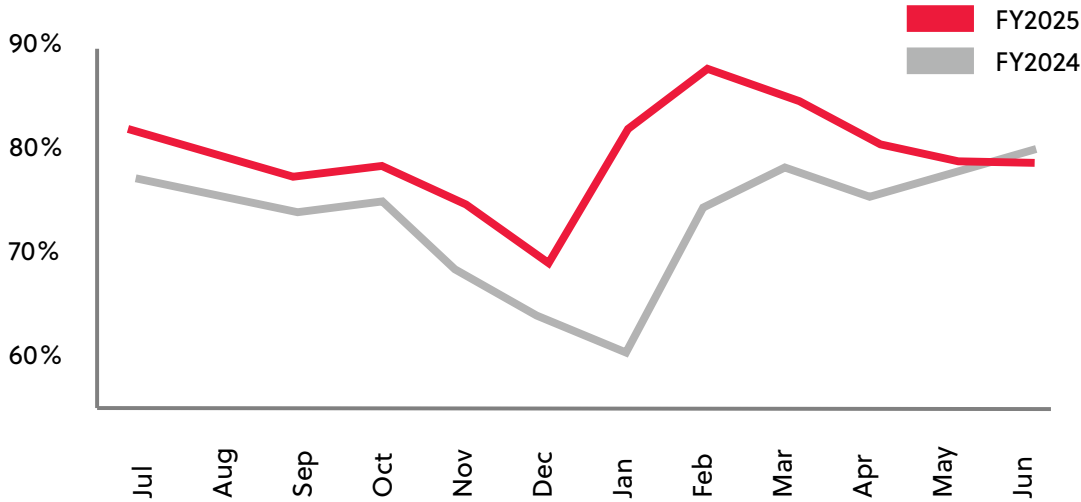
	Occupancy	Average Daily Rate (ADR)	Revenue Per Available Room (RevPAR)	Revenue
FY25	78.9%	\$213.59	\$168.62	\$161.1M
FY24	71.7%	\$206.56	\$148.03	\$138.8M
Δ	10.04% ↗	3.40% ↗	13.91% ↗	16.07% ↗



Please be advised that the reports and information contained in the hotel trends reports are strictly confidential and may only be used for the benefit of Visit Pasadena and its stakeholders. The information may not be downloaded, saved, or shared with any other person or entity for any reason without the express written permission of Visit Pasadena.

Source: CoStar STR.

OCCUPANCY YOY COMPARISON

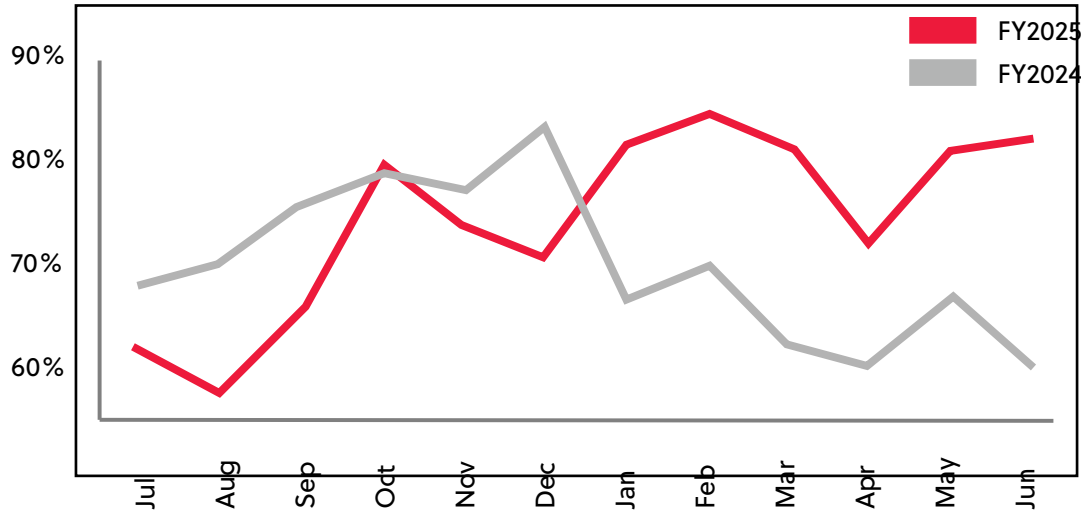


	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY25	81.7%	79.2%	76.3%	77.9%	73.5%	67%	81.8%	88.5%	85.1%	80.3%	78.4%	78.1%
FY24	76.3%	74.3%	72.5%	73.6%	65.5%	60.4%	56.9%	73.1%	77.1%	74.1%	76.8%	79.6%

78.95%

FY25 Occupancy

ADR YOY COMPARISON



	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
FY25	\$195.57	\$189.1	\$200.84	\$221.11	\$212.33	\$207.61	\$223.81	\$228.12	\$223.88	\$209.61	\$223.15	\$224.80
FY24	\$204.13	\$207.37	\$215.00	\$219.97	\$218.06	\$226.79	\$201.75	\$207.06	\$195.66	\$192.72	\$202.95	\$192.89

\$213.59

FY25 ADR

Source: CoStar STR

The Eaton Fire & Response

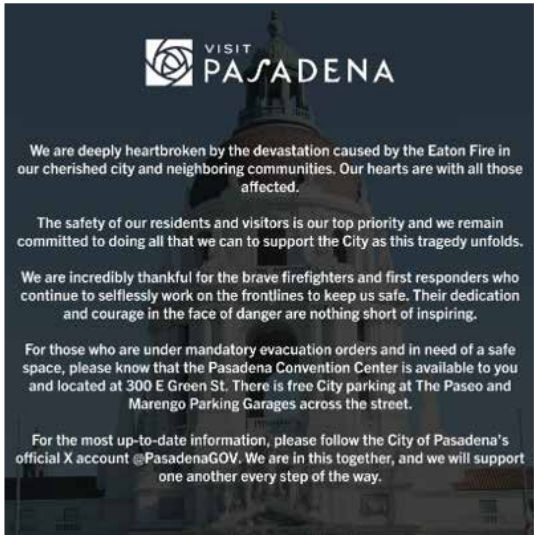
The Eaton Fire had a devastating impact on the Pasadena and Altadena communities. As reported by the Los Angeles Times, the Eaton fire became the second-most destructive wildfire in California history, **burning for 24 days** between January 7 to January 31. The fire claimed 19 lives and destroyed 9,400 structures (Los Angeles Times, 2025).

When combined with the Palisades Fire, the Los Angeles wildfires brought national and international media attention. According to a Visitor Sentiment Study conducted by Visit California, familiarity with the wildfires was universal (95%). The fires significantly influenced visitor perceptions: many **travelers viewed the damage as severe** and widescale and were less likely to consider visiting Los Angeles in the near term.

Top concerns among potential visitors included the extent of the burn area, air and water quality, the availability of open attractions, and whether it was appropriate to travel to an area recovering from disaster. There were also concerns about the availability of lodging and the perception that their visit would displace impacted residents.

The Pasadena Convention Center served as an **evacuation center** and shelter from the evening of January 7 through February 17. The facility operated as a shelter for 42 days. The Rose Bowl also served as the incident command center for CalFire.

As a result of the Eaton Fire, **18 groups were impacted, 12 postponed their events, five canceled, and one proceeded as planned**. In addition, a concert by The Weeknd was cancelled, and the Rose Bowl Half Marathon and 5k was postponed. In total, an estimated \$2.5M in convention center group business was lost due to cancellations, and another \$4.6M was affected by postponements to future dates.

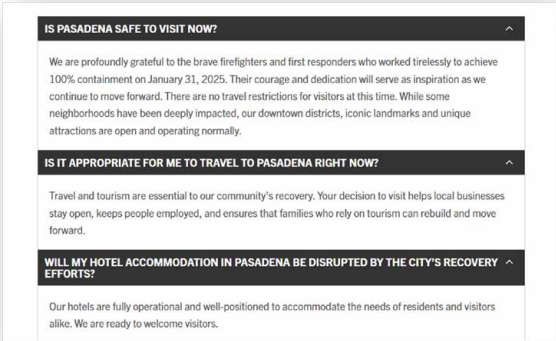
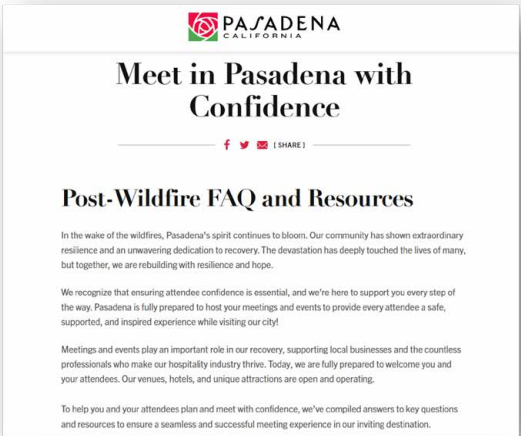
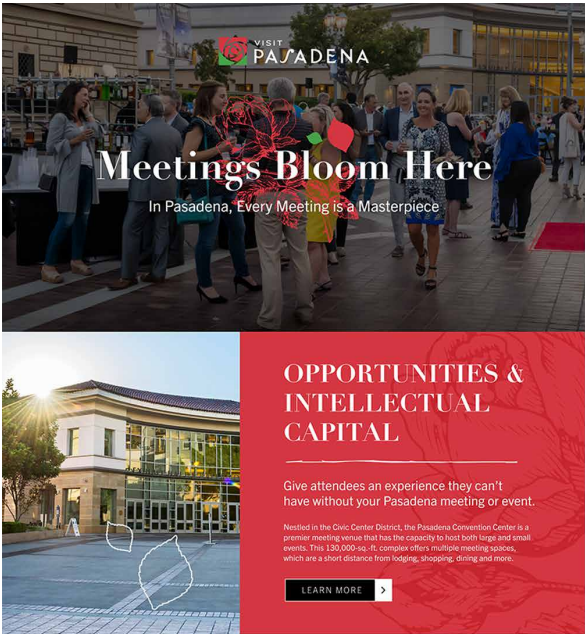


Source: Los Angeles Times. (2025, January 16). Mapping Los Angeles damage from the Eaton and Palisades fires: Altadena, Pasadena. Retrieved from <https://www.latimes.com/california/story/2025-01-16/mapping-los-angeles-damage-from-the-eaton-and-palisades-fires-altadena-pasadena>

MEETINGS RECOVERY

Visit Pasadena’s approach for meetings recovery was to be transparent and counter misinformation and misperceptions. The team developed a **Meetings Visitor FAQ** on VisitPasadena.com to provide accurate information to assure planners and attendees Pasadena is ready and available to welcome professional meetings and events. The page directly addressed top visitor concerns, clarifying that Pasadena’s tourism assets remained unaffected by the fire, local air quality was rated as “good” by the U.S. Air Quality Index, and area hotels had sufficient capacity to accommodate both residents and visitors.

Visit Pasadena also launched a strategic recovery campaign, **“Meetings Bloom Stronger Here,”** to restore confidence in the city for professional meetings and events. Campaign elements included email marketing and digital advertising. The campaign highlighted the economic importance of tourism in supporting local businesses and the community. Additionally, it addressed critical concerns such as air quality, safety, and accessibility, reassuring planners that Pasadena remains a welcoming and vibrant location for professional meetings and events.

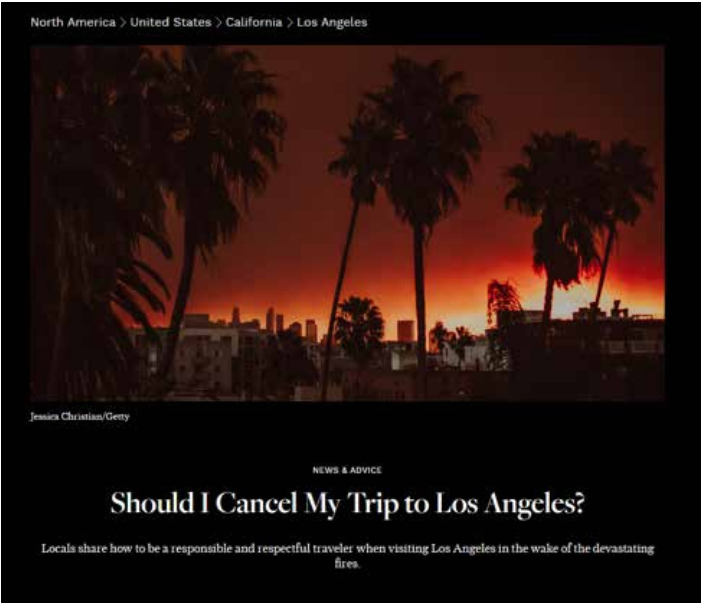
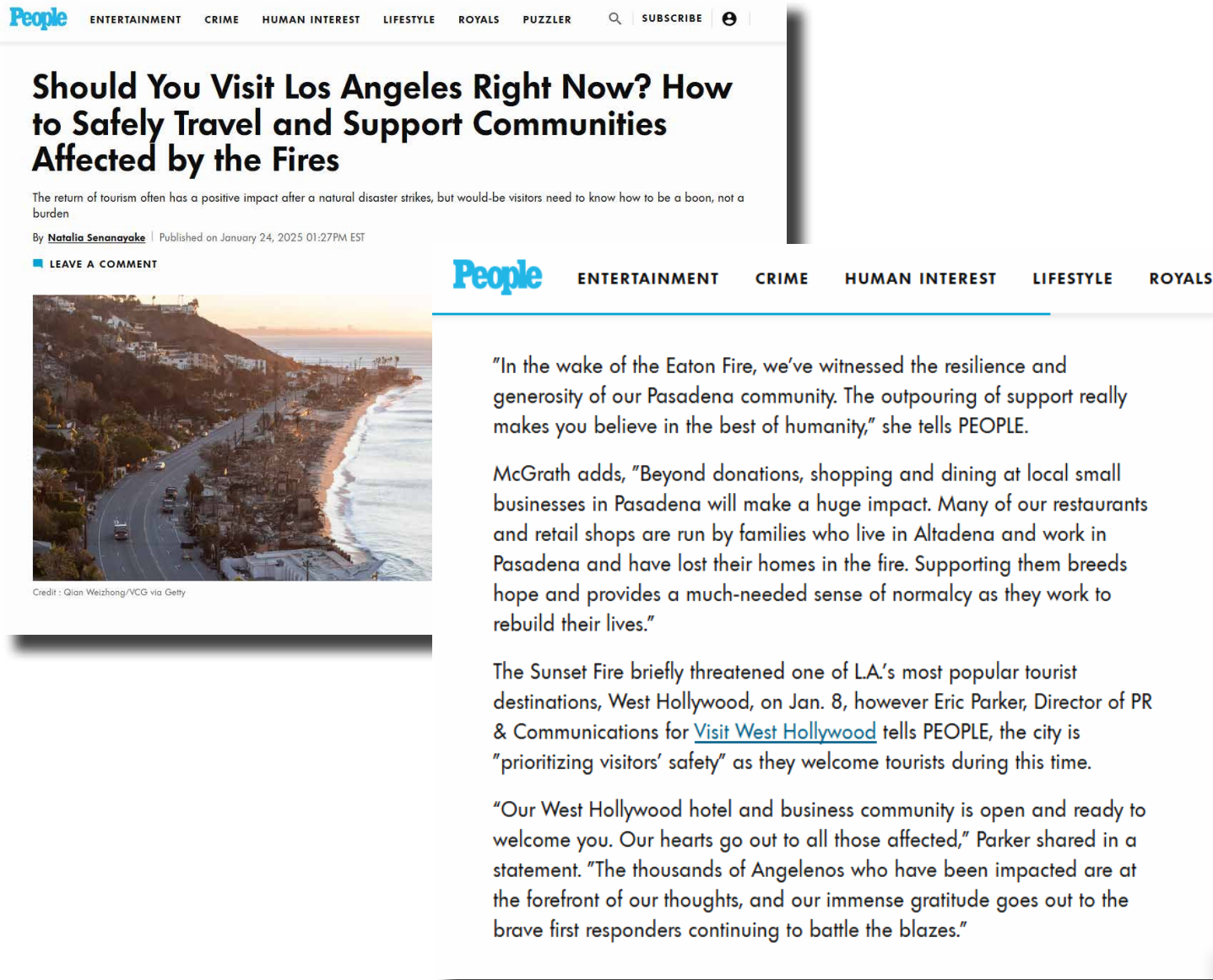


MARKETING & COMMUNCATIONS STRATEGY

Visit Pasadena proactively sought relationships with members of the media not only to counter misperceptions, but to emphasize the importance of supporting the local businesses and people who were affected by the fires. The messaging shared how important tourism is to the city and invited travelers to visit and be a part of our rebuilding story.

During this time, the communications manager participated in two media relationship building events – **TravMedia’s International Media Marketplace (IMM)** and **Visit California’s Reverse Canada Mission**. TravMedia’s IMM is a global networking event that connects the travel industry with editors, journalists, broadcasters, and influencers, and provided us the opportunity to combat misinformation. Visit California’s Reverse Canada Mission brought destination organizations together with Canadian travel media in San Diego for a few days of networking and pitching to bring the Canadian market up to speed on all that was happening across California.

As a result of these efforts, Visit Pasadena earned coverage in *Conde Nast Traveler*, *People Magazine*, and *San Diego Explorer*, which was also syndicated on *MSN*. Additionally, Canadian publication, *Dreamscapes Magazine* provided Visit Pasadena a free of charge, full page ad in their Spring issue.



The marketing team also produced a **two-minute video** highlighting the importance of visiting Pasadena, supporting local businesses, and showcasing the vibe of the city, making sure to show blue skies, welcoming streets, and a relaxing, safe space. The video featured 11 businesses across three districts, including interviews with three business owners, and reached 21k people and garnered 31k views.



21k
PEOPLE
REACHED
31k
VIEWS

PASADENA: A CITY BEST SHARED

In response to the Eaton Fire, Visit Pasadena spearheaded a recovery campaign aimed at revitalizing tourism while supporting impacted businesses and residents. The campaign was launched in June and will continue into FY26. Visit Pasadena was committed to being sensitive and thoughtful to our recovery campaign approach and partnered with Pasadena-based creative agency, Pastilla, to develop the messaging.

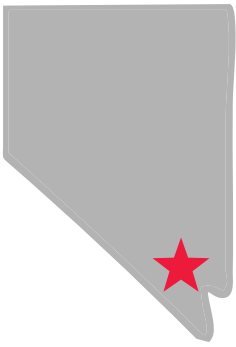
The “**Pasadena, A City Best Shared**” recovery campaign aimed to welcome visitors back while honoring the community’s journey through recovery. The campaign showcased the local businesses, cultural landmarks, and events that make Pasadena a distinctive and vibrant destination. At its core, the initiative celebrated the **strength** and **resilience** of the Pasadena and Altadena communities, while remaining sensitive to the losses caused by the Eaton Fire. With a tone of compassion and optimism, the campaign featured 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 included 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.

To support recovery, Visit Pasadena was grateful for **Visit California’s** guidance and support. In February, they launched the “**Come Play**” campaign focused on aiding the Los Angeles region. The campaign distribution included: out-of-home ads, digital ad units and audio streaming in Las Vegas, Phoenix, Tucson, San Francisco, San Diego, and Sacramento.

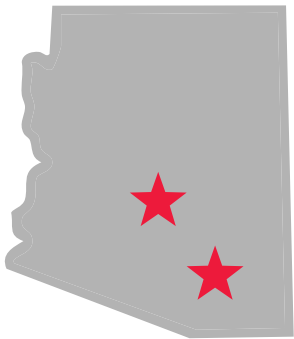


TARGETING & DISTRIBUTION



CA
San Francisco
Sacramento
San Bernadino
San Diego

NV
Las Vegas



AZ
Phoenix
Tucson

IL
Chicago



NY
New York

TX
Houston



BUSINESS BOOKED IN FY25 FOR
FUTURE YEARS



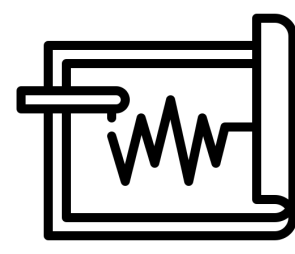
1,560
total rooms

**Western
Psychological
Association Annual
Conference**
(June 2027)



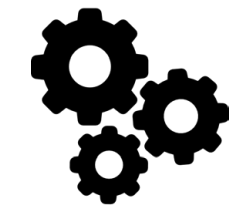
1,325
total rooms

**American
Association for
Aerosol Research
Annual Conference**
(October 2026)



1,629
total rooms

**Seismological
Society of
America Annual
Conference**
(April 2026)



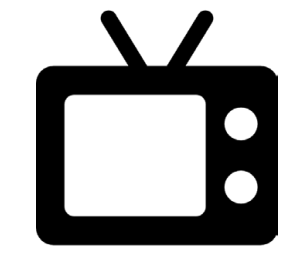
1,250
total rooms

**US National
Committee for
Technical and
Applied Mechanics**
(June 2026)



1,898
total rooms

**California
Association of
Public Procurement
Officials**
(January 2029)



1,111
total rooms

**Society of
Motion Picture
and Television
Engineers**
(November 2026)

42,316
**definite room
nights**

**Professional Meetings
& Event Sales**

Visit Pasadena's sales team capitalized on targeted sales and marketing efforts to increase the number of meetings, conventions and tradeshow coming to Pasadena. Our sales deployment remained focused on key market segments, including California state and national associations, scientific and technical conferences, and Pasadena's strong local corporate market.

Citywide Conventions

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

Power Morphicon

August 2024
1,150 room nights

California Library Association

October 2024
1,085 room nights

Lightbox Expo

October 2024
2,654 room nights

Textile Exchange

October 2024
2,463 room nights

California State Association of Counties

November 2024
1,897 room nights

Solution Tree

November 2024
1,124 room nights

Association of Public Health Laboratories

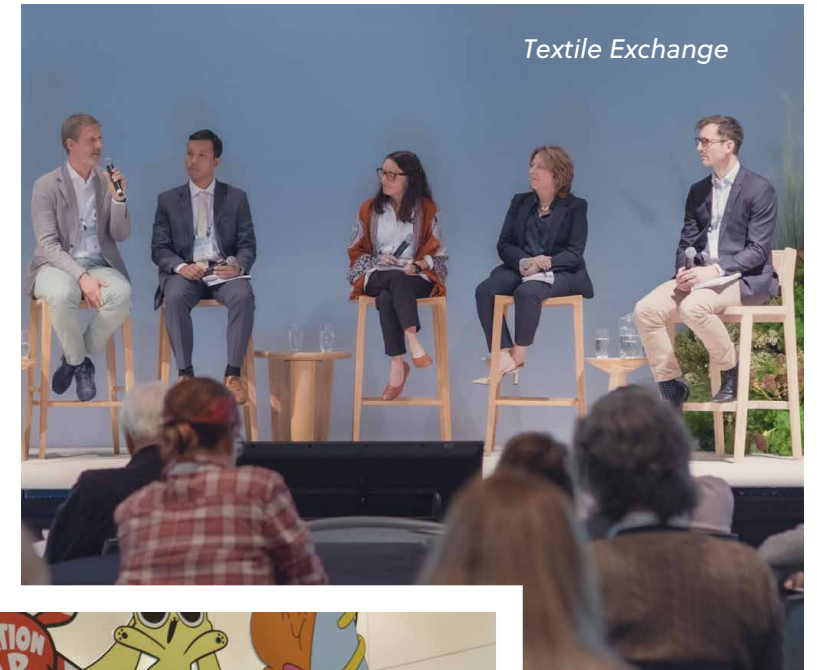
March 2025
2,185 room nights

California Speech Language Hearing Association

March 2025
1,762 room nights

GOMACTech

March 2025
1,380 room nights



Meeting Planner Events

The sales team participated in **21 client-facing and industry events**, enhancing visibility among key decision-makers in our target markets and building future business pipelines.

Highlights include:

- **CESSE: Council of Engineering and Scientific Society Executives**
- **American Society of Association Executives**
- **Connect West**
- **Destination California**
- **CalSAE Seasonal Spectacular**
- **IEEE Convene**
- **IMEX America**
- **CalSAE Elevate**

Visit Pasadena also partnered with Visit California for AMEX INTERaction in Puerto Rico and Taste of California roadshows in Washington, D.C. and Atlanta.

Additionally, the team increased Visit Pasadena's presence at IMEX America with strong hospitality partner involvement and a custom designed booth. Participating partners in the 10x20 booth included: Hilton Pasadena, Hyatt Place, Hotel Dena, Westin Pasadena, Pasadena Hotel & Pool, AC Hotel Pasadena, and the Rose Bowl.



Site Inspections

In person site inspections are optimal for meeting planners to experience the destination and its meeting facilities. The sales team conducted **27 inspections** offering planners a first-hand experience of Pasadena's premier meeting venues, vibrant and walkable downtown, and visitor amenities.

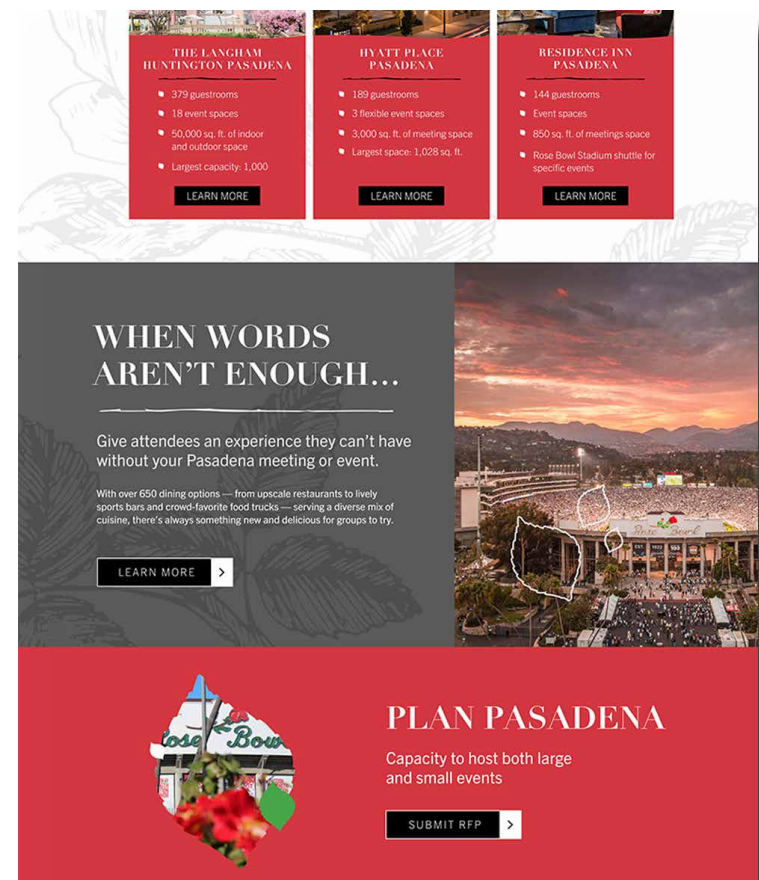
27
inspections



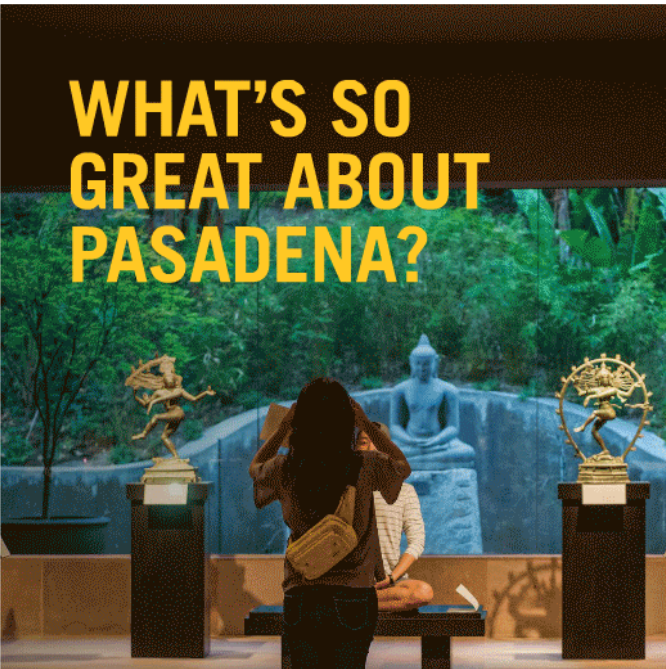
21
client-facing
& industry
events

Meetings Marketing Campaigns

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

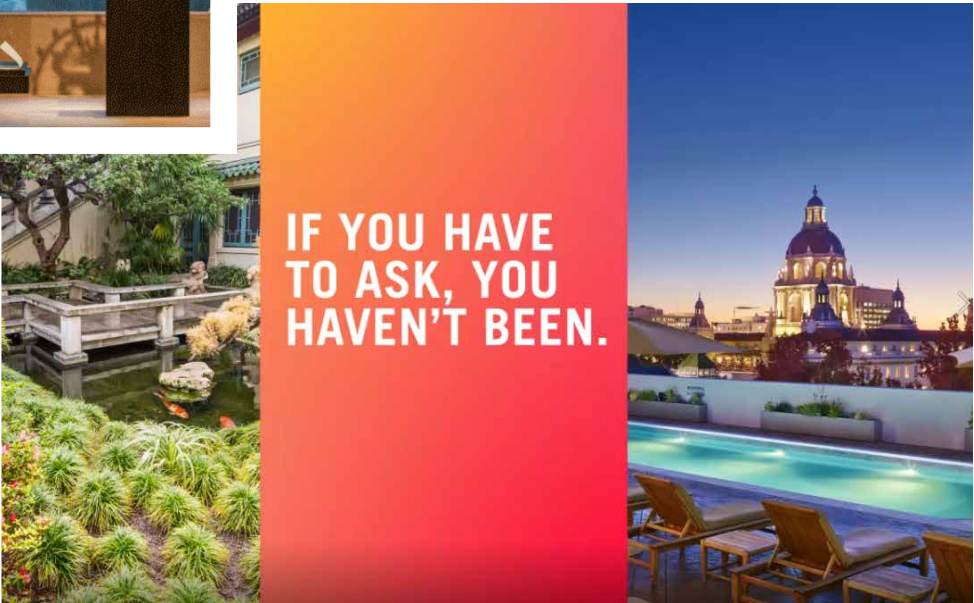
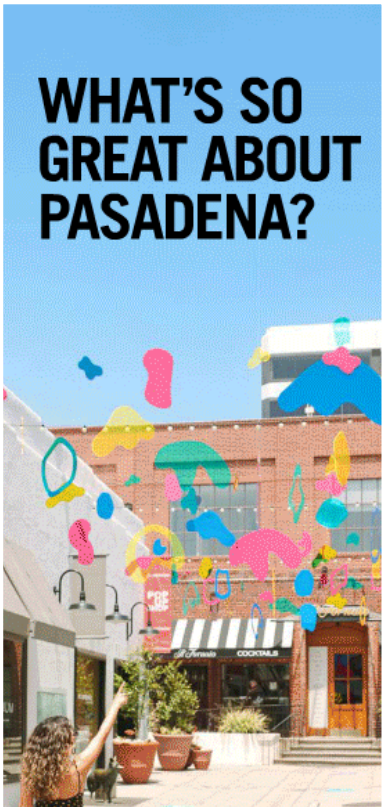


Tourism Advertising



PAID MEDIA BRAND CAMPAIGN

Through its “**What’s So Great About Pasadena**” campaign, Visit Pasadena showcased the city’s most memorable experiences, from weekend escapes to family visits and major events. The campaign’s creative told the story of what makes Pasadena special, supported by targeted advertising across Google, Expedia, and Meta to inspire awareness and travel.



3.4M+ brand impressions
107K brand engagements

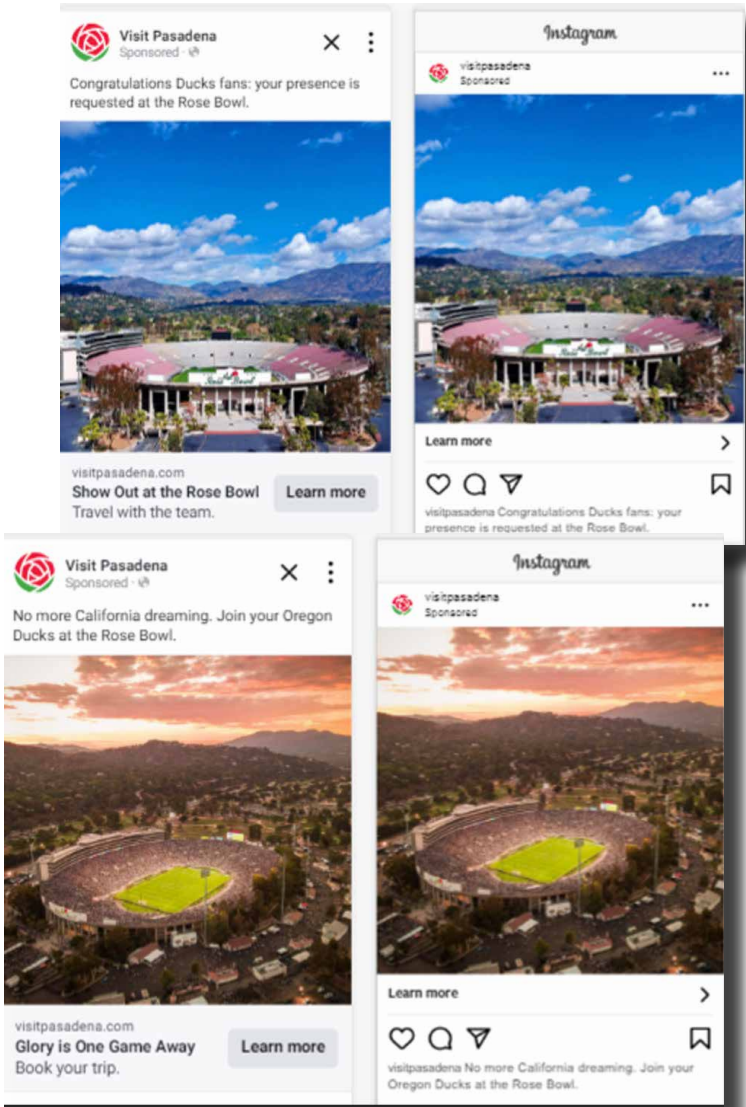
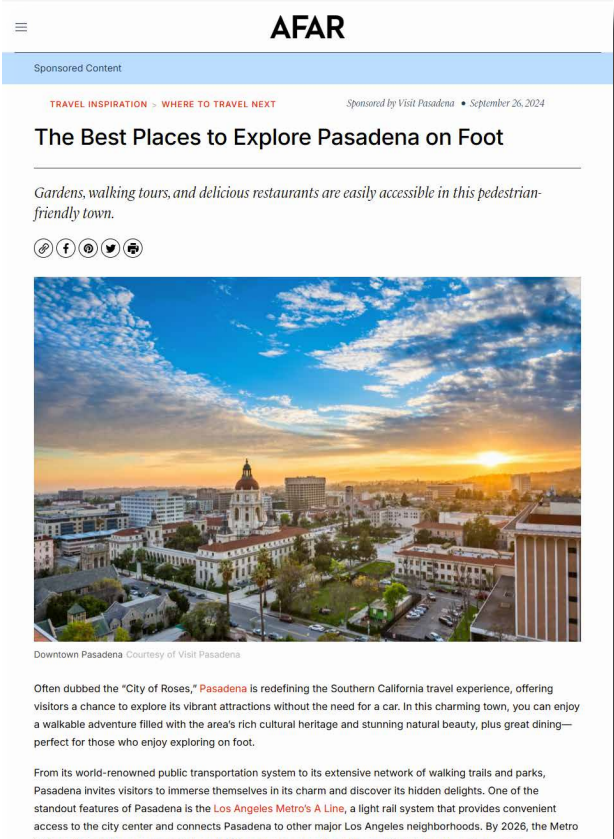
CVENT

Visit Pasadena continued its presence on CVENT, the preeminent website database for meeting planners during their site selection and RFP process with a Diamond Plus Advertising Package that targets meeting planners searching for locations within Los Angeles and Orange County.

UCLA BIG 10

The marketing team launched a strategic sports tourism campaign to capitalize on UCLA football’s inaugural season in the Big Ten Conference. The campaign focused on driving visitation and brand awareness by **targeting key markets aligned with the Rose Bowl game schedule**, including Indiana, Iowa, Oregon, Minnesota, Washington, USC, and Fresno State. 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. The campaign garnered over 6.7M impressions and 47K clicks.

6.7M impressions
47K clicks



AFAR MAGAZINE

Visit Pasadena’s FY2526 campaign with AFAR magazine successfully amplified awareness of Pasadena’s vibrant culture and easy-going charm among AFAR’s influential and travel-ready audience. The campaign showcased Pasadena’s appeal and garnered 3.1M impressions and 19k pageviews.

Custom content pieces included:

- Some of L.A.’s Best Shopping Is 10 Miles North
- 9 Things to Do in This Lesser-Known SoCal Town
- The Best Places to Explore Pasadena on Foot

IN-MARKET IOWA ACTIVATION

As part of the campaign, Visit Pasadena leveraged the excitement surrounding the UCLA vs. Iowa Hawkeye matchup to drive interest in Pasadena as a travel destination. The team executed an in-market activation in Iowa, aimed at inspiring Hawkeye fans to make the trip to the Rose Bowl. The activation featured a **branded takeover** of two popular downtown Iowa City bars and a fleet of Pasadena-themed rideshare vehicles operating across the city for three weeks, building sustained visibility and engagement leading up to the game.

6.6M impressions
71k clicks



HOLLYWOOD BURBANK AIRPORT PARTNERSHIP FOR ROSE BOWL GAME

In anticipation of the Rose Bowl Game matchup between the Oregon Ducks and Ohio State Buckeyes game and the Rose Bowl Game, Visit Pasadena partnered with Hollywood Burbank Airport on a targeted digital advertising campaign designed to attract **Oregon Duck fans** to both Pasadena and encouraging use of the airport. The campaign emphasized the convenience of direct flights from Portland to Hollywood Burbank Airport. The campaign included high-visibility banner ads placed on major platforms such as ESPN, Yahoo, MLB, and popular mobile games like Crossword and Solitaire.

100k impressions



Visit California Partnerships

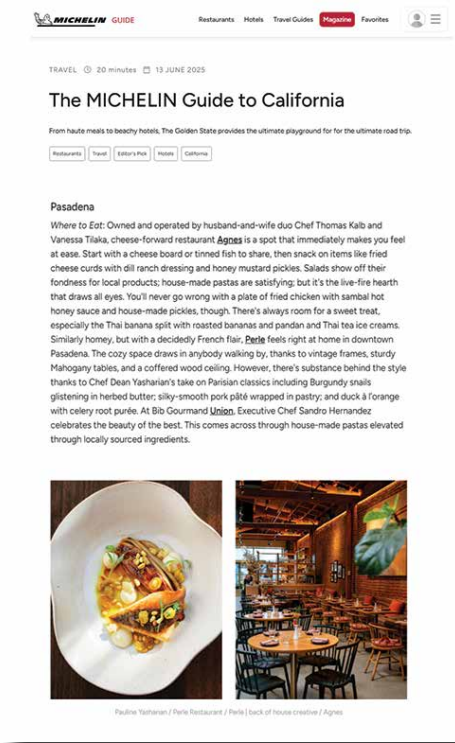
Visit Pasadena partnered with Visit California on several programs to promote the destination including: “A Perfect Day in Pasadena” video; Michelin Guide to California; Club California Japan; and the “Come Play in Pasadena” recovery campaign.



A PERFECT DAY SERIES

Visit California produced a social video on Pasadena for their “**A Perfect Day**” series. The video features Mandarin Coffee Stand, The Huntington, Old Pasadena, City Hall, The Langham Huntington, and Star Leaf.

7.1k Youtube views
2,130 Instagram likes



MICHELIN GUIDE TO CALIFORNIA

Visit Pasadena participated in the Visit California and Michelin partnership to promote Pasadena’s culinary scene. As a result, Pasadena’s Michelin-recognized restaurants were featured in the “**Michelin Guide to California**” blog. The feature is being promoted through a paid media campaign across Facebook and Instagram.



VISIT CALIFORNIA COME PLAY IN PASADENA

Visit California launched campaign focused on aiding the **Los Angeles region** beginning 2/3/2025. The campaign distribution included: out-of-home ads, digital ad units and audio streaming in Las Vegas, Phoenix, Tucson, San Francisco, San Diego, and Sacramento.

FIFA CLUB WORLD CUP

Visit Pasadena proudly supported marketing efforts for the prestigious FIFA Club World Cup at Rose Bowl Stadium. The marketing team created a dedicated landing page and event listing, along with dynamic Instagram Reels and Stories to build excitement and engage fans ahead of this global sporting event.

13,470 event page views
3,735 Instagram reel views



Digital Marketing



WEBSITE

Visit Pasadena’s new website was thoughtfully designed to deliver an **immersive, user-friendly experience** that captures the city’s creative and refined spirit. The platform integrates intelligent search, dynamic filtering, and personalized content delivery, allowing users to easily explore Pasadena’s attractions, restaurants, and events. The site’s fully responsive design ensures seamless performance across devices, while ADA accessibility compliance reflects Visit Pasadena’s commitment to inclusivity for all travelers.

The redesign also introduced a refreshed information architecture, streamlined navigation, and a clean, editorial-inspired look that showcases Pasadena’s beauty and diversity. Enhanced meeting planner tools and custom microsites for the Civic Auditorium and Convention Center improved usability and brand differentiation. Since launch, the website has driven higher engagement, stronger organic visibility, and greater partner value—solidifying Visit Pasadena’s position as the authoritative digital voice for the destination.

1.2M users
2.5M views

SOCIAL MEDIA

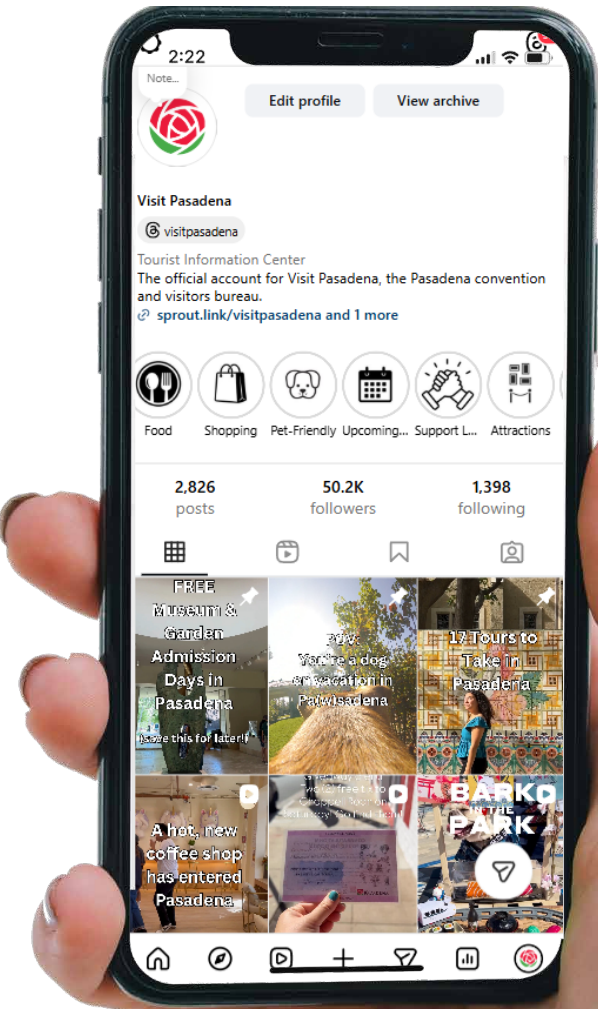
Visit Pasadena has increased production of evergreen and entertaining reels and posts, with most of the reach coming from non-followers. This approach has enhanced awareness of Pasadena and the Visit Pasadena brand, resulting in more influencers and collaborators contributing free content to its channels. Consequently, there has been a notable **increase in shares** and impressions on Instagram and Facebook.

Visit Pasadena’s Instagram 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. Instagram video reels continue to outperform static posts and allow us to broaden our audience reach to attract new followers.

The marketing team grew its social media influence by increasing production of fully edited videos for upcoming reels and social media posts. Visit Pasadena has 81k social media followers and delivered 13M impressions for the destination.

Visit Pasadena earned an **ETSY Award** for “Best Destination Marketing to Millennials and Gen Z.”

81K followers
13M impressions



Marketing Initiatives



ROSE BOWL BRAND ACTIVATIONS

To complement the summer-long music festivals hosted at the Rose Bowl, Visit Pasadena held a brand activation at Cruel World Festival, Just Like Heaven and Head in the Clouds providing visitor resources to concert attendees. The activation included sticker giveaways, a floral photo op wall, a matching information booth, and a misting cooling station.



VISITOR GUIDE

Visit Pasadena published a redesigned Pasadena Inspiration Guide with 60,000 copies distributed throughout California at hotels, welcome centers, and local airports, and Las Vegas and Arizona markets. The guides were also delivered to Pasadena and Los Angeles magazine subscribers. The Inspiration Guide approach inspires travel to Pasadena and provides dynamic storytelling about the destination and the people and places that make it special. This year included features of local restaurants, iconic architecture, and outdoor adventures.

The Pasadena Inspiration Guide was reprinted in the Spring of 2025 because it had prominently featured Eaton Canyon, which was devastated during the Eaton Fire.



PASADENA VISITOR HOTLINE

The marketing and communications team operated the annual Pasadena Visitor Hotline with a team of dedicated volunteers. VisitPasadena.com received 116k views of Tournament of Roses-related pages.



ROUTE 66 CENTENNIAL 2026

With the Route 66 Centennial approaching in 2026, Visit Pasadena has positioned the city to capture this historic milestone through strategic marketing investments. The team secured visibility with 60,000+ Route 66 travelers through the 2025/2026 Mother Road Passport program and reached 600,000 affluent readers via a premium advertisement in Visit California's Road Trips guide, distributed in *Travel + Leisure*, *Food & Wine*, *Better Homes & Gardens*, and *Real Simple*. These targeted placements, combined with travel tradeshow participation and media outreach, ensure Pasadena stands out as a must-visit destination during this once-in-a-lifetime celebration.

Communications



MEDIA EVENTS AND TRADESHOWS

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

- TravMedia International Media Marketplace (IMM), New York
- US Travel's IPW international Marketplace, Chicago
- Public Relations Society of America's Travel & Tourism Summit, Tampa
- Visit Pasadena Afternoon Tea at The Langham for UK Media, London (Visit Pasadena executed)
- Reverse Media Mission, Canada, San Diego
- Business Development and Media Mission, Tokyo, Japan
- Media Mission, Beijing, China and Seoul, South Korea
- Media Mission, Pan European – Frankfurt, Paris, London
- Trade Mission, Great USA Road Trip – Amsterdam, Dublin, Paris, London
- Media Mission, Atlanta
- Educational Seminar for Tourism Organizations (ESTO)
- CalTravel Summit
- Visit California Outlook Forum

HOSTED MEDIA

Individual media visits were secured to promote Pasadena with the goal of earning valuable editorial coverage.

The communications team hosted over a dozen media/journalists including:

- Claudia Laroye, freelancer (Vancouver Sun, NUVO Magazine, Explore Magazine, enRoute)
- Esther Tseng, freelancer and 20k social media followers (Saveur, Food & Wine, Resy)
- Austa Clausen, freelancer and 5k social media followers (Travel + Leisure, Robb Report, National Geographic, Men's Journal)
- Donald Duench, Toronto Sun
- Jim Gladstone, Bay Area Reporter
- Don Muret, Venues Now
- Jim Benning, AAA Westways
- Japanese Media FAM (four journalists)
- South Korea Influencer FAM (five influencers)
- Brigit Grant, Jewish Magazine/Life Magazine UK
- Michael Ligier, social media influencer (453k followers)
- Kathy Condon, Palm Springs Insider Guide
- Maria Haase, San Diego Explorer
- Samantha Brown, Places to Love



Earned Media Coverage

Visit Pasadena's media efforts continued to deliver successful results by consistently generating mentions and media placements. Through broadcast, digital, and print outlets, Pasadena businesses and attractions received global coverage, reaching millions of potential visitors.

Visit Pasadena earned 37 media coverage articles in publications promoting Pasadena as a meetings and leisure destination including:

- Conde Nast Traveler
- People
- Vancouver Sun
- Toronto Sun
- Bay Area Reporter
- Venues Now
- Sherman's Travels
- The Meetings Magazine
- San Diego Explorer
- CBS – Westways Weekender
- The Atlantic
- KTLA



New York Times



Toronto Sun



CBS - Westways Weekender

Rose Bowl Sales & Marketing

During FY25, the Rose Bowl Operating Company dedicated its sales and marketing efforts to strengthening client relationships and attracting new events that expand Pasadena's visitor economy. By promoting the Rose Bowl Stadium and Pasadena through media and partner engagement activities, the RBOC was able to secure high-profile events at the Rose Bowl Stadium that encouraged overnight stays, increased hotel occupancy, and delivered economic benefit to the city's lodging community.



INDUSTRY EVENTS & FAMILIARIZATION ACTIVITIES

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

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

Events and activities were sponsored to familiarize event promoters and planners with Rose Bowl Stadium capabilities:

- Engaged directly with **Big Ten universities** to secure new business opportunities for tailgates, tours, and events during team visits to Pasadena.
- Hosted multiple **in-person site visits** and **client appreciation events**, including the Fall into Football Mixer, which welcomed local news outlets, influencers, and Pasadena businesses to strengthen community and media relationships.
- Organized and moderated the **WISE (Women in Sports and Events) Speed Mentoring** event, convening senior executives and emerging professionals to foster industry connections and mentor top talent.
- Sponsored the **Visit Pasadena suite** and partnered with multiple hotel clients at Rose Bowl Stadium events, reinforcing collaboration with the hospitality sector and driving visitation.

EVENT INCENTIVES

The Rose Bowl Stadium worked with partners to manage costs and provide incentives for multi-event bookings, resulting in back-to-back weekends of activity that helped drive hotel occupancy upward. To maximize impact, the RBOC supported events with visible branding along Colorado Boulevard and invested in commercials and media placements, to promote the Rose Bowl Stadium Events Schedule.

FY25 ROSE BOWL EVENTS

July – El Tráfico (LA Galaxy vs. LAFC)

Welcomed more than **70,000 fans** for another historic rivalry match, reinforcing the Rose Bowl Stadium's role as a premier venue for marquee soccer events.

September – Mexico vs. New Zealand

Hosted as part of the **largest Mexican National Team tour in the event's 21-year history**, with Pasadena selected as one of only five U.S. destinations.

September–November – Big Ten Conference Launch

Celebrated the Rose Bowl Stadium's **inaugural season as a Big Ten venue**, beginning with Indiana and culminating in the **first-ever UCLA vs. USC Big Ten matchup**, drawing a significant influx of Midwest fans to Pasadena.

January – Rose Bowl Game®

Served as a College Football Playoff Quarterfinal, featuring Ohio State and Oregon in front of a national audience and delivering strong demand for local lodging.

April – AC/DC Power Up Tour

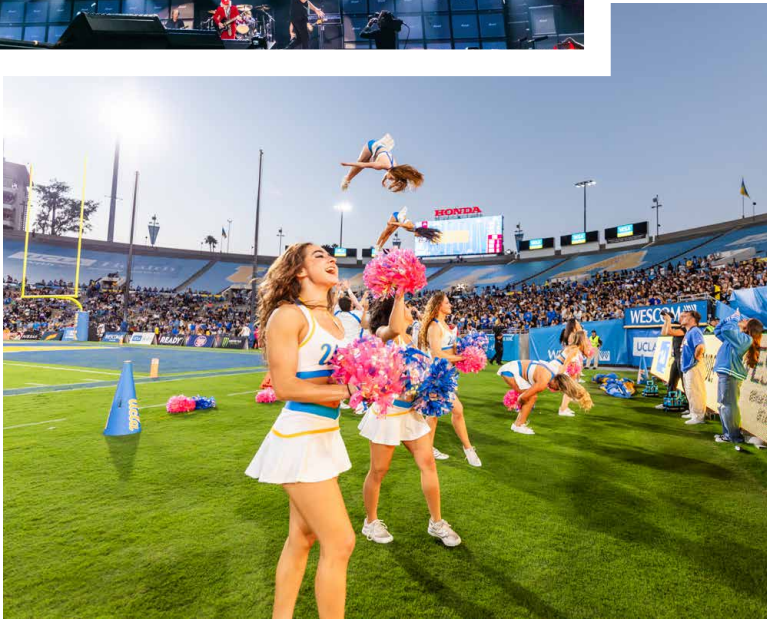
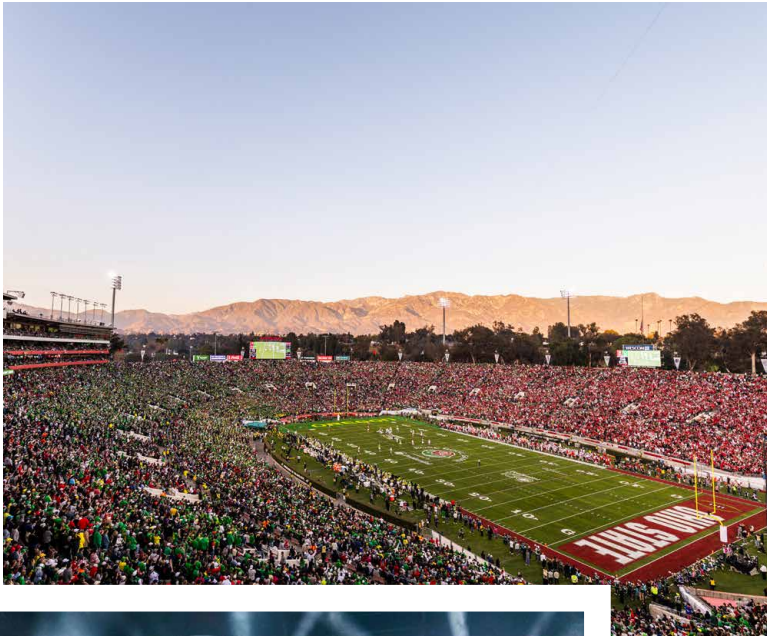
Hosted the band's **first U.S. tour** in nine years as part of a 13-stadium North America series, with the Rose Bowl Stadium among the select venues chosen.

May – Goldenvoice Music Festivals

Partnered with AEG Goldenvoice to stage three major festivals—*Just Like Heaven*, *Cruel World*, and *Head in the Clouds*—featuring globally recognized artists such as Empire of the Sun, New Order, Nick Cave & The Bad Seeds, and K-Pop icon G-Dragon, while showcasing Pasadena's culinary scene and drawing multi-generational audiences.

June – FIFA Club World Cup

Partnered with FIFA to host the **inaugural expanded Club World Cup**, a 32-team international tournament. The Rose Bowl Stadium was selected as one of only 12 U.S. venues, hosting **six matches** that attracted global fans and media attention.



FY25 Financials

INCOME	Allocated	Actuals
TBID REVENUE	\$6,870,000	\$7,952,680

Expenditures	Allocated	Actuals	Percentage
Sales & Marketing			
Staffing	\$1,838,000	\$1,625,000	20.4%
Advertising	\$1,040,000	\$1,106,000	13.9%
Trade Show Activities	\$260,000	\$471,000	5.9%
Events and Sponsorships	\$301,000	\$223,000	2.8%
Familiarization Activities	\$102,000	\$69,000	0.9%
Promotional Expenses	\$81,000	\$46,000	.6%
Sales & Marketing Total	\$3,622,000	\$3,540,000	44.5%
Administration Expenses	\$445,000	\$469,000	5.9%
Rose Bowl Sales & Marketing	\$2,750,000	\$3,253,000	40.9%
TOTAL EXPENDITURES	\$6,817,000	\$7,262,000	91.3%

TBID RESERVE FUND	\$53,000	\$691,000	8.7%
FY25 TBID CARRY FORWARD	-	-	-
Note: All activities were funded through current-year TBID revenues, without drawing on reserves or carrying forward prior-year balances. *Unaudited			

FY26 Improvements & Activities

The PTBID is designed to provide specific benefits directly to payors by increasing room night sales and revenue therefrom. FY26 activities and initiatives are strategically designed to boost demand for overnight visits and increase room night sales, thereby raising occupancy rates and Average Daily Rates (ADR) for assessed Pasadena lodging properties, including hotels, motels, and short-term rental establishments.



LEISURE MARKETING AND COMMUNICATIONS

- Marketing**
Design and execute comprehensive marketing campaigns to increase brand visibility and drive tourism to Pasadena, showcasing its unique appeal and leisure offerings for new and returning visitors.
- Advertising**
Utilize a data-driven approach to advertising, optimizing outreach across multiple channels, including digital platforms and traditional print media. The strategy will focus on engaging otential visitors and reinforcing connections with returning tourists.
- Digital Marketing**
Enhance Pasadena’s online presence with a dynamic, user-friendly, and visually engaging website that serves as a central hub for travel inspiration and planning. In addition to producing original, high quality, and engaging content to influence travel
- Promotional Materials**
Produce high-quality promotional materials, including the Pasadena Inspiration Guide, brochures, maps, and digital passports, strengthening the Pasadena brand and assisting travelers.
- Media Events**
Actively participate in media events, tradeshows, and tourism missions to connect with travel writers and media professionals. The aim is to generate buzz about Pasadena, position it as a must-visit destination, and secure positive media coverage in leading travel publications.
- Hosted Media Trips**
Organize familiarization trips to immerse journalists and influencers in Pasadena, generating authentic editorial coverage that enhances Pasadena’s profile.
- Visitor Services and Support**
Operate the Pasadena Visitors Center and Hotline to provide real-time support, ensuring visitors have the resources they need for a memorable experience.

PROFESSIONAL MEETINGS & EVENT SALES

Client Facing Industry Events

Participate in a variety of regional and national traditional trade shows, as well as appointment shows, to promote the destination and conduct one-on-one sales conversations with meeting planners.

Customer Site Tours

Encourage and offer personalized tours for prospective planners that give a behind-the-scenes, in-depth look at the city of Pasadena and showcase the best the destination has to offer.

Industry Associations

Hold membership in local and national industry associations, become involved by serving on committees/boards, and attend industry meetings to increase contact with prospective clients.

Sales Prospecting

Prospect for new business through contacts made at tradeshow, industry events, and through data research to identify potential meetings for Pasadena. In addition, each sales manager will conduct outside sales calls to increase lead production. Sales efforts monitored weekly, reported monthly and annually.

Meetings Advertising

Strategically advertise to meeting planners with a mix of email, digital, social media, lead generation campaigns and tradeshow marketing.

Destination Services

Provide services for citywide meetings, booked conventions, trade shows, and events utilizing a consultative approach based upon each group’s specific needs and unique goals.

STRATEGIC PARTNERSHIPS

Partner with key tourism partners to leverage opportunities including the Tournament of Roses, Rose Bowl Stadium, Rose Bowl Aquatics Center, City of Pasadena Economic Development Division, Caltech, JPL, ArtCenter, and Pasadena City College



ROSE BOWL SALES AND MARKETING

In FY26, the Rose Bowl Operating Company will receive 40.1% of the total TBID dollars. The funds will be used for Rose Bowl Stadium sales and marketing efforts to retain existing clients and acquire new business opportunities that increase overnight visitation and room night sales at the assessed lodging businesses.

Event Incentives

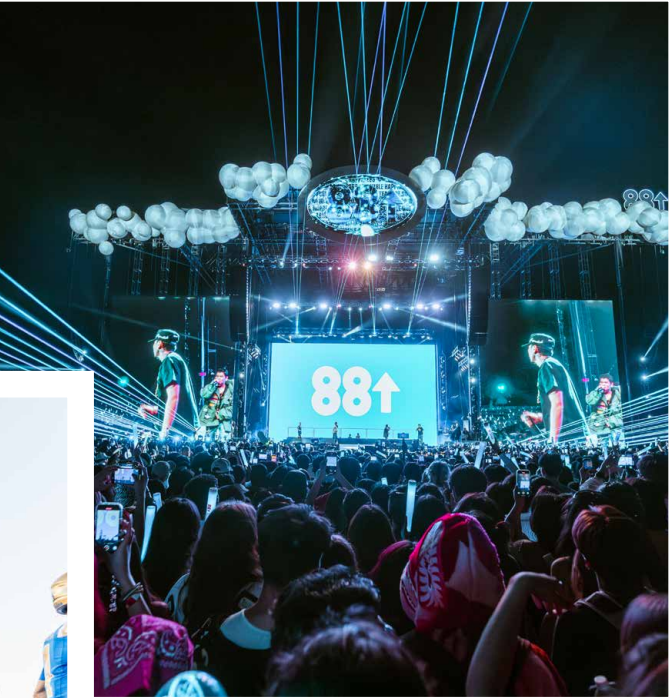
Provide sponsorships for events that drive overnight visitation on assessed businesses, stimulating demand for accommodations.

Rose Bowl Infrastructure Improvements

Invest in infrastructure improvements that enhance the destination’s competitive position making it more appealing for special events yearround and attracting overnight visitors to local lodging businesses.

Sales and Marketing

Market the Rose Bowl as a premier venue for world-class events by engaging in sales prospecting, conducting site tours, participating in tradeshow and appointment-based events, and maintaining active membership in relevant industry associations to connect with event organizers and promoters.



FY26 Budget

Expenditures	Allocated	Percentage
TBID REVENUE ASSUMPTION	\$7,094,000	100 %

Expenditures	Allocated	Percentage
Sales & Marketing		
Staffing	\$1,949,000	28 %
Advertising	\$1,023,000	14 %
Trade Show Activities	\$300,000	4 %
Events and Sponsorships	\$298,000	4 %
Familiarization Activities	\$124,000	2 %
Promotional Expenses	\$56,000	1 %
Sales & Marketing Total	\$3,750,000	53 %
Administration Expenses	\$440,000	6 %
Rose Bowl Sales & Marketing	\$2,843,000	40 %
TOTAL EXPENDITURES	\$7,033,000	99 %

TBID RESERVE FUND	\$61,000	1 %
FY25 TBID CARRY FORWARD	-	-
Note: The total budget for FY26 is \$7,094,000 in collections and \$0 in carry-forward from prior years. All budget cost category allocations are within the fifteen percent (15%) adjustment limit for the budget year.		

FY25 Board

Executive Committee

Tyron Hampton
Chair

Phil Hosp
Vice Chair

Kim Burbank
Secretary

Pat Amsbry
Treasurer

At Large

Joan Aarestad
At Large

Scott Boone
At Large

David Eads
Tournament of Roses

Marlon Gonzalez
Hotel Dena

David Klug
City of Pasadena

Eleanor Lee
At Large

Jeff Michael
At Large

EXECUTIVE STAFF

Michael Ross
Chief Executive Officer

Kristin McGrath
Executive Director, Visit Pasadena

Naz Sabripour
Executive Director, Pasadena Convention Center

Christine Susa
Director of Marketing & Communications

Margie Christ
Director of Human Resources

Eric Happe
Director of Finance



APPENDIX: TBID PROPERTIES

Business Name	Address	City	State	Zip
AC Hotel Pasadena	19 S Madison Ave.	Pasadena	CA	91101
Ace Motel	2870 E. Colorado Blvd.	Pasadena	CA	91107
Astro Hotel	2818 E. Colorado Blvd.	Pasadena	CA	91107
Caltech Athenaeum	551 S. Hill Avenue	Pasadena	CA	91106
Courtyard by Marriott Los Angeles Pasadena/ Old Town	180 N. Fair Oaks.	Pasadena	CA	91105
GreenTree Pasadena Inn	400 S. Arroyo Pkwy	Pasadena	CA	91105
Hilton Pasadena	168 S. Los Robles Ave.	Pasadena	CA	91101
Hotel Dena	303 Cordova St.	Pasadena	CA	91101
Hotel Le Reve Pasadena	3321 E. Colorado Blvd.	Pasadena	CA	91106
Howard Johnson	1599 E. Colorado Blvd.	Pasadena	CA	91107
Hyatt Place Pasadena	399 E. Green St.	Pasadena	CA	91101
Hyland Inn	2462 E. Colorado Blvd.	Pasadena	CA	91107
La Casa Inn	2800 E. Colorado Blvd	Pasadena	CA	91107
Lincoln Motel	1559 Lincoln Ave.	Pasadena	CA	91103
Pasadena Hotel & Pool	928 E. Colorado Blvd.	Pasadena	CA	91106
Pasadena Lodge	2855 E. Colorado Blvd.	Pasadena	CA	91107
Pasadena Rose & Crown Hotel	1203 E. Colorado Blvd.	Pasadena	CA	91106
Ramada Inn by Wyndham Pasadena	2156 E. Colorado Blvd.	Pasadena	CA	91107
Residence Inn Pasadena	21 W. Walnut St.	Pasadena	CA	91103
Rodeway Inn & Suites	2860 E. Colorado Blvd.	Pasadena	CA	91107
Saga Motor Hotel	1633 E. Colorado Blvd.	Pasadena	CA	91106
The Langham Huntington, Pasadena	1401 S. Oak Knoll Ave.	Pasadena	CA	91106
Travelodge by Wyndham Pasadena Central	2131 E. Colorado Blvd.	Pasadena	CA	91107
Westin Pasadena	191 North Los Robles Avenue	Pasadena	CA	91101

Owner	Address	Unit Number
Adan Serrano	3615 FAIRMEADE RD PASADENA CA 91107	
Ai-Lin Grison	2361 E Orange Grove Blvd, Pasadena, CA 91104, USA	
Alex Romero III	1279 N GARFIELD AVE PASADENA CA 91104	2
Alexandra Glover	481 AVENUE 64 PASADENA CA 91105	
Aliya Ferouz-Colborn	1251 N GARFIELD AVE PASADENA CA 91104	
Amanda Collins	565 Tamarac Dr, Pasadena, CA 91105, USA	
Andrew Kim	953 E ELIZABETH ST PASADENA CA 91104	
Anna Duong	606 Palisade St, Pasadena, CA 91103, USA	
Antoinette Devereaux	1095 N Hill Ave, Pasadena, CA 91104, USA	
Ariandy Chandra	1069 S Los Robles Ave, Pasadena, CA 91106, USA	
Audrey Schmedes	436 SANTA PAULA AVE PASADENA CA 91107	
Barbara Pinna	675 Highland St, Pasadena, CA 91104, USA	
Barry Storch	193 S Parkwood Ave, Pasadena, CA 91107, USA	

Betsy Mitchell	1439 LAS LUNAS ST PASADENA CA 91106	
Brian Ray	508 W HOWARD ST PASADENA CA 91103	
Brian Yao	262 N WILSON AVE #103 PASADENA CA 91106	
Brian Zopf	504 Highland St, Pasadena, CA 91104, USA	
Brooke Abercrombie	1600 San Pasqual St, Pasadena, CA 91106, USA	
Bryant Mathews	733 EARLHAM ST PASADENA CA 91101	
Carlos Martinez	1205 Sunset Ave, Pasadena, CA 91103, USA	
Carlos Martinez	228 W CLAREMONT ST PASADENA CA 91103	230
Carmen Wan	2305 E DEL MAR BLVD PASADENA CA 91107	
Carolyn Sykes	922 N CRAIG AVE PASADENA CA 91104	
Cecilia Barrantes	794 S El Molino Ave, Pasadena, CA 91106, USA	
Chad Becker	1612 N Hill Ave, Pasadena, CA 91104, USA	
Charizma Orlino	569 Prescott St, Pasadena, CA 91104, USA	143
Cheryl Orlino	565 PRESCOTT ST PASADENA CA 91104	
Chuan Chuan Liu	1094 BELLA VISTA AVE PASADENA CA 91107	
Classie Ferguson	1170 N Arroyo Blvd, Pasadena, CA 91103, USA	
Concepcion Holguin	271 MARKHAM PL PASADENA CA 91105	
Corey Howard	953 N Catalina Ave, Pasadena, CA 91104, USA	
Cornelia Altenbuchner	1875 N GARFIELD AVE PASADENA CA 91104	
Cynthia Lau	3190 LOMBARDY RD PASADENA CA 91107	
Cynthia Mcinnis	114 W Montana St, Pasadena, CA 91103, USA	
David Gaetke	469 E Mountain St, Pasadena, CA 91104, USA	
David Miller	1272 LINDA VISTA AVE PASADENA CA 91103	
Diana Aviles	446 LOLA AVE PASADENA CA 91107	
Dianna Perez	1860 N SUMMIT AVE PASADENA CA 91103	
Doris Kroll	762 EATON DR PASADENA CA 91107	
Dorothea DeGroot	675 N RAYMOND AVE PASADENA CA 91103	
Ed Honowitz	1485 E Mountain St, Pasadena, CA 91104, USA	
Elizabeth A. Coffee	650 N Madison Ave, Pasadena, CA 91101, USA	
Elizabeth Bartlett	220 ANITA DR PASADENA CA 91105	
Erin Scott	751 SANTA BARBARA ST PASADENA CA 91101	
Essex Corporation	280 S EUCLID AVE PASADENA CA 91101	222
Faisal Haroon	1490 Old House Rd, Pasadena, CA 91107, USA	
Filippo Fanara	1178 E Topeka St, Pasadena, CA 91104, USA	
Gina Darmiento	1757 BELMONT AVE PASADENA CA 91103	
Gloria Medel	820 N MADISON AVE PASADENA CA 91104	

Hanah Cota	1736 KAWEAH DR PASADENA CA 91105	
Heather Upton	564 Vermont St, Altadena, CA 91001, USA	
Henry Gummer	419 REDWOOD DR PASADENA CA 91105	
Henry Rounds	1732 KAWEAH DR PASADENA CA 91105	
Hiram Carrington	1710 N Catalina Ave, Pasadena, CA 91104, USA	
Ho Sing Fung	146 Allen Ave, Pasadena, CA 91106, USA	
Ho Sing Fung	148 Allen Ave, Pasadena, CA 91106, USA	
Hoa Lam	2555 Morningside St, Pasadena, CA 91107, USA	
Hongwei He	934 N LAKE AVE PASADENA CA 91104	6
Hongwei He	952 N LAKE AVE PASADENA CA 91104	
Horace MacVaugh	328 BELLEFONTAINE ST PASADENA CA 91105	
Hsiaoyi Chang	830 HUNTINGTON CIR PASADENA CA 91106	830
Hsueh Fen Lo	660 S MARENGO AVE PASADENA CA 91106	
Ia Brown	1855 E MOUNTAIN ST PASADENA CA 91104	
Irene Turtle	1176 Mar Vista Ave, Pasadena, CA 91104, USA	
Jacqueline Shuman	1640 Brigden Rd, Pasadena, CA 91104, USA	
Jama Meyer	1055 E TOPEKA ST PASADENA CA 91104	
Jeffery Sierota	150 FERN DR PASADENA CA 91105	
Jennifer Hafner	137 N OAK KNOLL AVE #6 PASADENA CA 91101	Unit 6
Joanne Shinn	334 ANITA DR PASADENA CA 91105	
Joseph Del Priore	1614 Pleasant Way, Pasadena, CA 91105, USA	
Julin Tseng	—	5
Karilyn Colegrove	1561 Loma Vista St, Pasadena, CA 91104, USA	
Karla Hughes	640 N Madison Ave, Pasadena, CA 91101, USA	
Kenji Tatsuno	553 S MARENGO AVE PASADENA CA 91101	
Lamar Mcdonald	66 W PEORIA ST PASADENA CA 91103	1
Laura Newman	1481 N Catalina Ave, Pasadena, CA 91104, USA	
Laura Solomon	709 S Mentor Ave, Pasadena, CA 91106, USA	
Lawrence Lwin	1010 N El Molino Ave, Pasadena, CA 91104, USA	
Lee Blaine	1147 N MAR VISTA AVE PASADENA CA 91104	
Lesley Fera-Mochel	791 Earlham St, Pasadena, CA 91101, USA	
Liane Enkelis	1272 Allen Ave, Pasadena, CA 91104, USA	
Linda Alleman	1290 Doremus Rd, Pasadena, CA 91105, USA	
Linda Chew	130 Arlington Dr, Pasadena, CA 91105, USA	
Linda Wong	540 LINCOLN AVE PASADENA CA 91103	
Liyan Zhang	151 S WILSON AVE PASADENA CA 91106	157

Liza Kumjian-Smith	450 BELLMORE WAY PASADENA CA 91103	
Malcolm Gotama	1845 Reiter Dr, Pasadena, CA 91106, USA	
Maria Avila	1025 PEPPERHILL RD PASADENA CA 91107	
mariann belmonte	780 N Pasadena Ave, Pasadena, CA 91103, USA	
Marla Bechtel	2232 E Mountain St, Pasadena, CA 91104, USA	
Matthew Price	205 S CRAIG AVE PASADENA CA 91107	
Melissa Bueno	260 DEL MONTE ST PASADENA CA 91103	
Mia Xiao	710 MIRA MONTE PL PASADENA CA 91101	
Michael Kang	1205 N LAKE AVE PASADENA CA 91104	
Mimy Vandenburg	7 RICHLAND PL PASADENA CA 91103	
Nicholas Schulte	3181 ESTADO ST PASADENA CA 91107	
Noe Alcala	580 N LAKE AVE PASADENA CA 91101	
Pamela Phan	1520 LOCUST ST PASADENA CA 91106	
Patricia Schlageck	1718 E ORANGE GROVE BLVD PASADENA CA 91104	
Paveen Mano	1340 E WASHINGTON BLVD PASADENA CA 91104	
Philip Nix	811 S OAKLAND AVE PASADENA CA 91106	
Rachelle Razon	999 SAN PASQUAL ST #8 PASADENA CA 91106	
Ray She	1777 LAS LUNAS ST PASADENA CA 91106	
Raymond Tittmann	1410 S MARENGO AVE PASADENA CA 91106	
Rebecca Cheng	110 N Meridith Ave, Pasadena, CA 91106, USA	4
Rick LeMasters	1480 GLEN AVE PASADENA CA 91103	
Rick Mai	700 SANTA BARBARA ST PASADENA CA 91101	
Rizaldy R Ferrer	1395 N SUMMIT AVE PASADENA CA 91103	
Romulo Calistri	433 MAPLE WAY PASADENA CA 91101	
Russell Jacques	1203 E Elizabeth St, Pasadena, CA 91104, USA	
Sandra Browne	910 S LOS ROBLES AVE PASADENA CA 91106	
Sasan Seidfathi	1625 BANCROFT WAY PASADENA CA 91103	
Sen Peng	2564 MORNINGSIDE ST PASADENA CA 91107	
Sergio Garcia	176 N Meridith Ave, Pasadena, CA 91106, USA	
Shao Dai	590 N DAISY AVE PASADENA CA 91107	
Sherrod Floyd	182 S BONNIE AVE PASADENA CA 91106	180
Stephanie Yao	262 N WILSON AVE #102 PASADENA CA 91106	
Steve Tieu	1735 El Sereno Ave, Pasadena, CA 91103, USA	
Steve Tieu	1737 El Sereno Ave, Pasadena, CA 91103, USA	
Steven De Salvo	1681 N Michigan Ave, Pasadena, CA 91104, USA	
Steven Lopez	151 Mar Vista Ave, Pasadena, CA 91106, USA	

Suzanne Shaw	1137 LINCOLN AVE PASADENA CA 91103	
Thad Weinlein	353 PATRICIAN WAY PASADENA CA 91105	
Thomas M & Janet S McGreal	803 OLD MILL RD PASADENA CA 91108	
Thomas Piskur	627 S MARENGO AVE PASADENA CA 91106	
Thuy Tran	2067 PALOMA ST PASADENA CA 91104	
Tyler Harris	150 S Grand Oaks Ave, Pasadena, CA 91107, USA	
Uma Poskovic	579 JACARANDA DR PASADENA CA 91105	
Van-Martin Rowe	201 S Parkwood Ave, Pasadena, CA 91107, USA	
Van-Martin Rowe	203 S Parkwood Ave, Pasadena, CA 91107, USA	
Victoria Kostina	1500 POPPY PEAK DR PASADENA CA 91105	
Virginia Berglund	513 N Oakland Ave, Pasadena, CA 91101, USA	
Wendy Duran	2480 Lambert Dr, Pasadena, CA 91107, USA	115
William Davis	1151 FOREST AVE PASADENA CA 91103	
Yanyun Liang	2166 CASA GRANDE ST PASADENA CA 91104	
Yoana Palomar	276 W Howard St, Pasadena, CA 91103, USA	
Yongyan Feng	628 E WALNUT ST PASADENA CA 91101	628
Yue Chen	3250 Hermanos St, Pasadena, CA 91107, USA	
Zhu Li	2447 E DUDLEY ST PASADENA CA 91104	
Zihan Gao	744 E WALNUT ST PASADENA CA 91101	