

# Agenda Report

**TO:** City Council

May 23, 2005

**FROM:** Pasadena Center Operating Company

**SUBJECT:** Levy of Assessment Against Hotel and Motel Businesses for Fiscal Year 2005-06 in connection with the Pasadena Tourism Business Improvement District

## **RECOMMENDATION**

It is recommended that the City Council (i) adopt a Resolution confirming the annual report with respect to the Pasadena Tourism Business Improvement District (the "District") and (ii) levying the assessment for Fiscal Year 2005-06 and (iii) conduct a Public Hearing on the levy of an assessment against Hotel and Motel Businesses for Fiscal Year 2005-06 in connection with the "District" on June 13, 2005.

## **BACKGROUND**

On December 2, 2002, the City Council approved a series of recommendations regarding the expansion of the Pasadena Conference Center. A key financial component of the expansion plan calls for the establishment of the Pasadena Tourism Business Improvement District pursuant to the Parking and Business Improvement Area Law of 1989.

The District was successfully established by the City Council in March of 2003. The City Council has renewed The District annually for Fiscal Year 2003-04 and Fiscal Year 2004 – 05. The current levy of assessment is in place until June 30, 2005. In order to continue the assessment, there are a series of actions required on an annual basis.

The required actions are as follows:

At a public meeting, the City Council, must approve the Annual Report of the Advisory Board of the District, which is the PCOC, and declare its intention to levy and collect assessments within the District for the following Fiscal Year. The City Council must also schedule a public hearing on the levying of the assessment. At the conclusion of the public hearing, in the absence of a majority protest against the levy of the assessment, the City Council may enact the assessment.

On December 2, 2002, the Pasadena Center Operating Company ("PCOC") Board recommended the Conference Center Expansion Project to the City Council. The project would be funded through the issuance of Certificates of Participation. It is intended that the debt service on the Certificates will be repaid from operating and transient occupancy tax revenues. In connection with this project, the PCOC Board has recommended that the City Council approve the formation of the District. Assessments from the District are being used to pay for marketing and promotional efforts of the Convention and Visitors Bureau as discussed in the Annual Report, thus freeing up other revenues to be used to cover the debt service on the Certificates.

By ordinance, the City Council can levy an assessment of up to 2.89% on hotel/motel room revenue on an annual basis. For each year that the assessment is levied, the City Council must adopt a resolution of intention to levy an assessment. Then, at a subsequent meeting, the Council will hold a public hearing and, in the absence of a majority protest by owners of Hotel and Motel Businesses, may adopt a resolution levying the assessment.

For Fiscal Year 2002 – 03, in the Annual Report, the PCOC Board, serving as the Advisory Board with regard to the District, recommended that the first year assessment rate be set at 2.39%. The first year rate was in affect from March 5, 2003 through June 30, 2003 and generated approximately \$478,539

For Fiscal Year 2003 – 04, in the Annual Report, the PCOC Board, serving as the Advisory Board with regard to the District, recommended that the assessment rate be set at 2.39%. The rate was in affect from July 1, 2003 through June 30, 2004 and generated approximately \$1,612,947.

For Fiscal Year 2004 – 05, in the Annual Report, the PCOC Board, serving as the Advisory Board with regard to the District, recommended that the assessment rate be set at 2.39%. The rate is in affect from July 1, 2004 through June 30, 2005 and is expected to generate approximately \$1,681,000

At the April 27, 2005 regular meeting, the PCOC Board, serving as the Advisory Board with regard to the District approved the annual report for Fiscal Year 2005 – 06. The report recommends a continuation of the 2.39% assessment for Fiscal Year 2005 – 06, which would be in effect from July 1, 2005 through June 30, 2006. The assessment is estimated to generate approximately \$1,720,000.

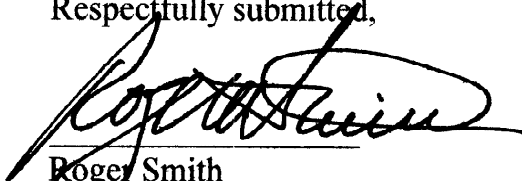
The PCOC has discussed the District with hotel and motel operators within the City of Pasadena and has received broad based support. Hoteliers representing approximately 80% of the assessment signed a letter of intent in support of the establishment of the District and the

expansion of the Pasadena Conference Center. No letters have been received in protest of the 2005 – 06 assessment.

**FISCAL IMPACT**

If the City Council ultimately approves the levying of the assessment, revenues to be used for the promotion of tourism will increase by approximately \$1,720,000 for fiscal year 2005-06.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Roger Smith", written over a horizontal line.

Roger Smith  
Chief Executive Officer

RESOLUTION NO. \_\_\_\_\_

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA APPROVING THE REPORT OF THE ADVISORY BOARD FOR FISCAL YEAR 2005-2006 AND DECLARING ITS INTENTION TO LEVY ASSESSMENTS WITHIN THE PASADENA TOURISM BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2005-2006 AND SETTING A TIME AND PLACE FOR HEARING OBJECTIONS THERETO

R E C I T A L S:

WHEREAS, the City of Pasadena is a charter city organized and existing under the laws of the State of California; and

WHEREAS, Ordinance No. 6929 of the City of Pasadena, adopted February 3, 2003, established the Pasadena Tourism Business Improvement District (the "District") pursuant to the Parking and Business Improvement Area Law of 1989 (California Streets and Highways Code Sections 36500 et seq.) (the "Law"); and

WHEREAS, in accordance with Section 36533 of the Law, the Pasadena Center Operating Company, serving as advisory board with respect to the District, prepared and filed with the City Clerk a report entitled "Report of the Advisory Board with Regard to the Pasadena Tourism Business Improvement District for Fiscal Year 2005-2006" (the "Report"); and

WHEREAS, in accordance with the Law, the City Council is required to approve a report for each Fiscal Year for which assessments are to be levied and collected

to pay the costs of the activities described in the Report; and

WHEREAS, the Pasadena Center Operating Company has heretofore presented to the City Clerk its Annual Report and the City Council desires to approve the report and to adopt this resolution evidencing its intention to levy an annual assessment for the one-year period commencing July 1, 2005 and ending June 30, 2006.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Pasadena as follows:

1. The above recitals are true and correct.
2. The Report filed with the City Clerk by the Pasadena Center Operating Council contains all of the component parts required to be included by Section 36533 of the Streets and Highways Code.
3. Accordingly, the City Council hereby approves the Report as filed by the Pasadena Center Operating Company.
4. The City Council hereby declares its intention, except where funds are otherwise available, to levy and collect assessments within the Pasadena Tourism Business Improvement District for the Fiscal Year commencing July 1, 2005 and ending June 30, 2006. Such assessment shall be in addition to any assessments, fees, charges or taxes imposed by the City. The assessment will be levied against each Hotel and Motel business in the City (as defined in Ordinance 6929). No other business will be subject to the assessment. New Hotel and Motel Businesses established in the District after July 1,

2005 will not be exempt from the levy of the assessment.

5. The proposed activities authorized by the ordinance (Ordinance No. 6929) which established the Pasadena Tourism Business Improvement District, have not changed substantially since the ordinance was enacted on February 3, 2003. The activities include the promotion of tourism in the District, the promotion of public events which benefit the Hotel and Motel businesses operating in the District, the furnishing of music in any public place in the District and activities which benefit the Hotel and Motel businesses operating in the District.

6. The location of the Pasadena Tourism Business Improvement District is the City boundaries of the City of Pasadena.

7. A public hearing concerning the intention of the City Council to levy an annual assessment for Fiscal Year 2005-2006 will be held on June 13, 2005 at 8:30 p.m, or as soon thereafter as the matter can be heard, in the Council Chamber of the City of Pasadena located at the Pasadena Senior Center, Multi-Purpose Room, 85 East Holly Street, Pasadena, California.

8. The Report of the Pasadena Tourism Business Improvement District is on file with the City Clerk, 117 East Colorado Boulevard, Sixth Floor, Pasadena, California. A full and detailed description of the boundaries of the Pasadena Tourism Business Improvement District and activities to be provided for Fiscal Year 2005-2006 and the proposed assessments to be levied upon the businesses within the

Pasadena Tourism Business Improvement District for Fiscal Year 2005-2006 are contained therein.

9. Written and oral protests may be made at the public hearing. The City Council shall hear and consider all protests against the levy of the proposed annual assessment or the furnishing of specified types of activities within the Pasadena Tourism Business Improvement District. A protest may be made orally or in writing by any interested person. Any protest pertaining to the regularity or sufficiency of the proceedings shall be in writing and shall clearly set forth the irregularity or defect to which the objection is made. Every written protest shall be filed with the City Clerk at 117 East Colorado Boulevard, Pasadena, California, at or before the time fixed for the public hearing. The City Council may waive any irregularity in the form or content of any written protest and at the public hearing may correct minor defects in the proceedings. A written protest may be withdrawn in writing at any time before the conclusion of the public hearing. Each written protest shall contain a description of the business in which the person subscribing the protest is interested sufficient to identify the business and, if a person subscribing is not shown on the official records of the City as the owner of the business, the protest shall contain or be accompanied by written evidence that the person subscribing is the owner of the business. The written protest which does not comply with these requirements shall not be counted in determining a majority protest.

If, at the conclusion of the public hearing, written protests are received from the owners of businesses in the District which will pay 50 percent or more of the Assessment proposed to be levied and protests are not withdrawn so as to reduce the protests to less than that 50 percent (i.e., there is a majority protest), no further proceedings to levy the Assessment, as described in this resolution, shall be taken for a period of one year from the date of the finding of a majority protest by the City Council.

If the majority protest is only against the furnishing of a specified type or types of activities within the District, those types of activities must be eliminated.

10. The City Clerk shall give notice of the public hearing by causing this resolution to be published once in a newspaper of general circulation in the City in the manner prescribed by Section 36534(b) of the Streets and Highway Code.

Adopted at the regular meeting of the City Council on the \_\_\_\_\_ of \_\_\_\_\_, 2005, by the following vote:

AYES:

NOES:

ABSENT:

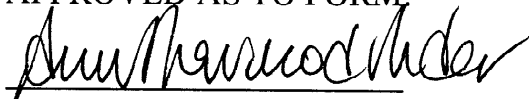
ABSTAIN

---

Jane Rodriguez CMC  
City Clerk



APPROVED AS TO FORM:

A handwritten signature in black ink, appearing to read "Ann Sherwood Rider", written over a horizontal line.

Ann Sherwood Rider  
Assistant City Attorney

RESOLUTION NO. \_\_\_\_\_

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA  
CONFIRMING THE ANNUAL REPORT OF THE ADVISORY BOARD  
AND LEVYING AN ASSESSMENT FOR FISCAL YEAR 2005-2006 IN  
CONNECTION WITH THE PASADENA TOURISM BUSINESS  
IMPROVEMENT DISTRICT

RECITALS:

WHEREAS, Ordinance No. 6929 of the City of Pasadena established the Pasadena Tourism Business Improvement District (the "District") pursuant to the Parking and Business Improvement Area Law of 1989 (California Streets and Highways Code Sections 36500 et seq.) (the "Law"); and

WHEREAS, in accordance with Section 36533 of the Law, the Pasadena Center Operating Company, serving as advisory board with respect to the District, prepared and filed with the City Clerk a report entitled "Report of the Advisory Board with Regard to the Pasadena Tourism Business Improvement District for Fiscal Year 2005-2006" (the "Report"); and

WHEREAS, on May 23, 2005 the City Council adopted a resolution approving the Report, declaring the City Council's intention to levy an assessment against businesses located in the District for Fiscal Year 2005-2006 (the "Assessment"), and setting a time and place for a public hearing on the levy of the Assessment (the "Resolution of Intention"); and

WHEREAS, on June 13, 2005, the City Council held a noticed public hearing at which the testimony of all interested persons regarding the levy of the Assessment for

Fiscal Year 2005-2006 was heard and considered, and a full, fair and complete hearing was held.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Pasadena as follows:

Section 1. The above recitals are true and correct.

Section 2. Following notice duly given pursuant to law, the City Council has held a full and fair public hearing regarding the levy and collection of an Assessment within the District for Fiscal Year 2005-2006. All interested persons were afforded the opportunity to hear and to be heard regarding protests and objections to the levy and collection of the Assessment for Fiscal Year 2005-2006. The City Council finds that there was no majority protest within the meaning of the Law. All protests and objections to the levy and collection of the Assessment and any and all other protests and objections are hereby overruled by the City Council.

Section 3. The City Council hereby finally confirms the Annual Report as originally filed.

Section 4. The adoption of this Resolution constitutes the levy of the Assessment for Fiscal Year 2005-2006.

Adopted at the \_\_\_\_\_ meeting of the City Council on the \_\_\_\_ day  
of \_\_\_\_\_, 2005, by the following vote:

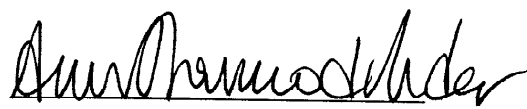
AYES:

NOES:

ABSENT:

ABSTAIN:

Approved as to Form:



Ann Sherwood Rider  
Assistant City Attorney

---

Jane L. Rodriguez, CMC  
City Clerk

**Report of the Advisory Board**  
with regard to the  
**Pasadena Tourism Business  
Improvement District**  
**for Fiscal Year 2005/2006**

(proposed draft for reference of the City Council)

April 27, 2005

## Introduction

The Board of Directors of the Pasadena Center Operating Company, acting as advisory board to the Pasadena Tourism Business Improvement District (the "TBID"), has caused this report to be prepared pursuant to Section 36533 of the Parking and Business Improvement Law of 1989 (Section 36500 and following of the California Streets and Highways Code) (the "Law"). This report is for the fiscal year commencing July 1, 2005 and ending June 30, 2006. ("Fiscal Year 2005-06")

As required by the Law, this report contains the following information:

- (1) Any proposed changes in the boundaries of the TBID or in any benefit zones within the TBID;
- (2) The improvements and activities to be provided for Fiscal Year 2005-06;
- (3) An estimate of the costs of providing the improvements and the activities for that Fiscal Year;
- (4) The method and basis of levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against his or her business for Fiscal Year 2005-06;
- (5) The amount of any surplus or deficit revenues to be carried over from a previous fiscal year; and
- (6) The amount of any contributions to be made from sources other than assessments levied pursuant to the Law.

Submitted by: Ray Serafin on behalf of the Board of Directors of the Pasadena Center Operating Company on \_\_\_\_\_.

Received on file in the Office of the City Clerk of the City of Pasadena on  
by \_\_\_\_\_.

Section 1: Proposed changes in the boundaries of the TBID or in any benefit zones within the TBID.

There are no changes to the TBID boundaries. The boundaries of the TBID are the City Limits of the City of Pasadena. There are no benefit zones within the TBID.

Section 2: The improvements and activities to be provided for Fiscal Year 2005-06.

No improvements are proposed to be provided for Fiscal Year 2005-06. The activities listed in Exhibit 'A' to this Report are proposed to be provided annually.

Section 3: An estimate of the cost of providing the improvements and the activities for Fiscal Year 2005-06.

The total cost of providing the activities is estimated to be \$2,290,196. The budget for providing the activities is set forth in Exhibit 'B' to this Report.

Section 4: The method and basis of levying the assessment in sufficient detail to allow each business owner to estimate the amount of the assessment to be levied against his or her business for Fiscal Year 2005-06.

Except where otherwise defined in Resolution No. 8215, adopted on February 24, 2003, all capitalized terms shall have the meanings set forth in Section 4.44.020 of the Pasadena Municipal Code. Additionally, the following terms shall have the following meanings:

1. "Gross Occupancy Revenue" means the total Rent received from Transients by a Hotel and Motel Business.
2. "Hotel and Motel Business" means and Operator of a Hotel other than the operator of a Hotel that is owned by a non profit corporation and operated as an adjunct to a charitable or educational activity.
3. "Transient Occupancy Tax" means the tax imposed by the City pursuant to Section 4.44.030 of the Pasadena Municipal Code.

The Assessment will be levied against each Hotel and Motel Business in the City. No other business shall be subject to the Assessment.

The Assessment will be calculated as a percentage of each day's Gross Occupancy Revenue. The rate of the Assessment will be set annually by resolution of the City Council adopted pursuant to Section 36535 of the Law, and will not exceed 2.89%. For Fiscal Year 2005-06 the rate is recommended to be 2.39%.

The Assessment calculated based on each day's Gross Occupancy Revenues shall be paid to the City no later than the date on which the Hotel and Motel Business is required, pursuant to Section 4.44.070 of the Pasadena Municipal Code, to remit to the

City the Transient Occupancy Tax collected by the Hotel and Motel Business on that day.

New Hotel and Motel Businesses established in the District after the beginning of any fiscal year shall not be exempt from the levy of the assessment for that fiscal year but shall instead be subject to the assessment.

Section 5: The amount of any surplus or deficit revenues to be carried over from a previous fiscal year

There is no surplus or deficit.

Section 6: The amount of any contributions to be made from sources other than assessments levied pursuant to the Law.

Assessment proceeds will be approximately \$1,725,900 for Fiscal Year 2005-06. In addition to this amount, the City of Pasadena and the Pasadena Center Operating Company may make contributions to the marketing and promotion programs set forth in this report pursuant to the Agreement between the City and the Pasadena Center Operating Company. Assessment proceeds will be spent only on activities authorized in the Annual Report and Pasadena Municipal Code Chapter 4.101.



**Pasadena Tourism Business  
Improvement District  
F/Y 2005/2006**

**Exhibit A**

ACTIVITIES, PROGRAMS, EXPENSES AND SERVICES  
TO BE FUNDED BY THE  
PASADENA TOURISM BUSINESS IMPROVEMENT DISTRICT

**MEETING AND CONVENTION MARKETING**

Familiarization Events

Produce at least three familiarization events targeting association and corporate meeting planners and meeting trade writers. These events will educate both planners and writers on the ease of traveling to Pasadena, the city's meeting facilities, attractions and cultural venues.

Tradeshows

Register to attend and exhibit at approximately 23 industry tradeshows in our target markets. Examples include, but are not limited to Meeting Professional International Professional Education Conference and World Education Congress, American Society of Association Executives, Springtime in the Park, Affordable Meetings, and Healthcare Convention and Exhibitors Association. See attached list, which is subject to change due to market conditions.

Sales Missions

Sales Managers will make personal calls on association and corporate meeting planners in their targeted markets to build relationships and educate the customer on Pasadena's features as they pertain to the meetings industry.

Client Events

Host client events in targeted cities to build relationships with our customers and further educate them on the features of Pasadena for meetings.

Customer Site Inspections

Meeting planners considering Pasadena for a specific event will be encouraged to travel, at the CVB's expense, to Pasadena. The meeting planner will experience first-hand our meeting facilities, attractions and cultural venues for the event.

Direct Mail

Use direct mail as a way to promote attendance at our tradeshow booths, to communicate new developments to targeted customers, and to incentivize customers to submit Requests for Proposals (RFPs).

Industry Associations

Sales managers will hold membership in various industry associations and become involved by serving on committees and by attending industry meetings to increase contact with meeting planners.

### Telemarketing Activity

Each sales manager will telemarket contacts made at tradeshow, industry events, and through data research to identify potential meetings for Pasadena. In addition to the telemarketing that is done a regular basis, quarterly blitzes with the entire sales team will be conducted to increase lead production.

### World Wide Web Site (www.PasadenaCal.com)

- Maintain updated information on meeting facilities, dining, off-site venues, client services, convention calendar, and other pertinent meeting planner information.
- Market Pasadena weekend travel packages to consumers and travel agents through the Web Site.
- Add new housing forms and update housing reservation component as needed.

### Advertising Placement:

A. The following publications will reach both the association and corporate meetings markets.

- *The Meeting Professional*, which is the official publication of Meeting Professionals International, targets state, regional and national association and corporate meeting planners.
- *Meetings West* targets national corporate and association meeting professionals who are actively planning meetings in the Western United States.
- *Los Angeles Convention & Visitors Bureau's Meeting Guide* targets 13,000 state, regional and national association and corporate meeting planners who are considering planning a meeting in the Los Angeles area.

B. The following publications will reach the association market:

- *Convene*, which is the official publication of the Professional Convention Management Association, targets regional and national association executives and meeting managers from medical, professional and trade associations.
- *FORUM*, which is the official publication of the Association Forum of Chicagoland. It is distributed to executives of international and national trade associations, professional societies and other nonprofit organizations headquartered in metro Chicago.
- *Executive Update*, which is the official publication of the Greater Washington Society of Association Executives. It targets CEOs, executive vice presidents, meeting planners and mid- and senior-level professionals of national trade associations and professional societies headquartered in Washington, D.C.
- *The Executive*, which is the official publication of the California Society of Association Executives. It is distributed to members of prominent trade and professional associations and societies throughout California, as well as independent meeting planners, financial institutions, insurance companies and more.

## LEISURE MARKETING

### Advertising

- A half-page ad will be placed in the 2006 *Official California Visitors Guide*. The Bureau will again look to increase Pasadena's amount of ad space by exploring a partnership with local hotels and attractions. The guide is distributed to 550,000 potential visitors annually.
- A full-page ad will be placed in the annual "Pasadena issue" of *Los Angeles Magazine*. The Bureau will again negotiate to ensure the editorial focuses on Pasadena as a nearby getaway. *Los Angeles Magazine* has a circulation of 180,461.
- Super Banner ads will be placed on Yahoo! Finance, My Yahoo!, and Yahoo! Mail with direct links to the CVB's Web Site.
- Research and execute new advertising on-line and on-radio.

### World Wide Web Site (www.PasadenaCal.com)

- Develop and sell weekend travel packages online. The packages will be fulfilled in-house.
- Update the 3-month calendar of events, annual calendar of events, and convention calendar in July, October, January and April.
- Update and incorporate additional Tournament of Roses and holiday event information in November and December.
- Continually update other sections (visitor information, shopping, dining, press kit, meeting planner information).
- Continue to enhance site by exploring new technologies that will make the site more interactive and user-friendly.

## MEDIA PROGRAMS

### Target Markets/Publications

The following types of publications will be targeted in an effort to generate positive media coverage on Pasadena:

- Trade Publications -- Continue building relationships with meeting trade publications that reach meeting planners. Examples include:

Convene	Association Management
The Meeting Professional	Meetings West
Association News	Corporate Meetings & Incentives
Meeting News	USAE
Meetings & Conventions	Medical Meetings

- Inflight/Consumer Publications -- Continue building relationships with targeted inflight and consumer magazines that reach the leisure traveler, including:
 

American Way	Westways
Hemispheres (United)	Conde Nast Traveler
Continental	Sunset
Southwest Spirit	Travel & Leisure
  
- Local/Regional Media -- Continue building relationships with members of the local media who reach people in Pasadena and throughout Southern California, including:
 

Pasadena Star-News	Los Angeles Magazine
Los Angeles Times	Los Angeles Business Journal

News Releases

- Write and distribute news releases to local and regional publications focusing on all public events for the Pasadena Conference Center and Civic Auditorium.
  - Create and send 24 press releases/feature stories that will generate expanded media coverage on Pasadena. These stories will be released to appropriate trade and consumer media.

Media Tours

- Arrange familiarization tours for 24 travel and/or meeting trade writers.

Media Contacts

- Contact 240 targeted members of the media, both trade and consumer, to write about Pasadena.

Media Special Events

- Tournament of Roses Parade / Bowl Championship Series Rose Bowl Game Annual Holiday Hotline
  - Target, pitch and obtain national and local media coverage for the Bureau's Tournament of Roses Holiday Hotline.
  - "Media Day" will be held in late December for print and broadcast media. The goal is to attract 7 broadcast stations and print media outlets from the Los Angeles area and the cities of the schools playing in the Rose Bowl.
- Seventh Annual Tourism Breakfast (see Community Awareness)

**COLLATERAL/PROMOTIONAL MATERIAL**

Visitors Guide

- The Bureau will partner with Weaver Publications to produce an updated edition of Pasadena's advertising-supported Visitors Guide.
- The comprehensive, full-color Visitors Guide will feature Pasadena's hotels, museums, attractions, and shopping, dining and entertainment options

### PCOC Newsletter

- Three issues of the "Pasadena Villager," the PCOC's six-page newsletter, will be produced in August, November, February and May.
- The newsletter, which features the latest news from the Pasadena CVB, Conference Center, Civic Auditorium and other hospitality-related businesses, will be sent to more than 1,200 civic officials and members of the local business community.

### Calendar of Events

- The two-color Calendar of Events features Pasadena Conference Center, Pasadena Civic Auditorium, and community-wide events.
- The Calendar will be published 4 times a year: August, November, February, and May.
- 17,000 calendars will be distributed each quarter.

### Preferred Visitor Card

- Upon checking in at Pasadena's participating hotels and motels, guests receive a Preferred Visitor Card. The card is filled with discount offers from participating Pasadena merchants.
- The card will be printed semi-annually.

## COMMUNITY AWARENESS

Develop programs to educate the community on the value of the convention and visitor industry and to gain support for the Bureau's efforts in augmenting the economic impact of Pasadena's economy.

### *Business/General Community*

#### Newsletter

Produce and distribute four issues of the "Pasadena Villager" to 1,200 local civic leaders and members of the business community. The purpose of the newsletter is to increase awareness of the PCOC's mission.

#### Calendar of Events

A brief paragraph promoting the Bureau's Hometown Hero program will be featured on the cover of the quarterly Calendar of Events. The calendar is distributed to 1,500 area homes.

#### Special Events

Holiday Hotline (see Media Special Events)

#### Seventh Annual Tourism Breakfast

- Host the Seventh Annual Tourism Breakfast at the convention center during National Tourism Week in May 2006.
- Members of the local media, business community and civic officials will be invited. The purpose is to educate them as to the enormous impact the Bureau, the Center and the entire hospitably community have on Pasadena's economy.

*Local Hospitality Community*

PR Roundtable

Host two PR Roundtable Meetings with public relations representatives from the local hotels, museums and attractions. The meetings will be held in the fall and the spring. The purpose of the meetings is to share news, ideas and publicity opportunities.

Pasadena Awareness Training

Semi-annually, the Bureau will hold a training session to familiarize new front-line hotel employees and business district guides with Pasadena's visitor attractions. The tours will be held in September and March.

**CLIENT SERVICES**

Client Services will serve as *Pasadena's Concierge* during the sales process and once the business is booked. This department's services include: attendance builders, referrals, registration personnel, off-site venue assistance and advice to meeting planners to assist them in reaching their meeting objectives. The support given by this department creates a positive experience for the meeting planner and attendees, resulting in repeat bookings.

Housing

Central computerized housing reservation service is provided for groups utilizing two or more hotels in Pasadena. Reservations are received by fax or through the Bureau's Web site and processed. The Bureau tracks reservations and provides the meeting planner with regular updates on reservation counts. Weekly reports are compiled and provided to the meeting planner.

Tournament of Roses Holiday Hotline

Annually, the Client Services department creates the Holiday Hotline Handbook detailing all information regarding the Tournament of Roses Parade and Rose Bowl Game. The handbook is distributed to the Tournament of Roses Association, Pasadena hotels and motels, city officials, local attractions and venues, Chamber of Commerce and the Pasadena Police Department.

Client Services organizes and conducts the Holiday Hotline service. This service, utilizing approximately 70 volunteers, answers an average of 3,000 calls during the week-long celebrations surrounding the Tournament of Roses Parade and Rose Bowl Game.

As a client service, the public relations department provides meeting planners and event promoters with public relations assistance in producing and distributing news releases for their conferences and events. They also provide meeting and event promoters with electronic images to promote attendance.

## **VISITOR INFORMATION CENTER.**

The CVB maintains a Visitor Center that assists visitors with maps, information on attractions and restaurants and general information about Pasadena. The Visitors Center maintains a supply of Pasadena and surrounding area brochures. The Visitors Center is open Monday-Friday from 8:00 a.m. - 5:00 p.m. and Saturday from 10:00 a.m. - 4:00 p.m. During Tournament of Roses Parade and Rose Bowl Game week the Visitor Center generally has extended hours.



**CVB Calendar**

		<b>Key:</b>	RS - Roger Smith	RSM - Mell Motio
		Public Relations	BG - Barbara Garcia	LL - Leann Lampe
		Tradeshow, Convention or Meeting with sales team participation	MJH - Matt Hourihan	TS - Theresa Santoro
		Client Event	PCH-Patricia Court Hurley	JP - Jeff Poole
		Sales calls, or telemarketing	MEM- Mike McCoy	NC- Nancy Ceballos
		Industry Event	MLV Myrna LeVert-Vasquez	
<b>July 2005</b>				
10-12	t	MPI WEC	Miami, FL	MEM, PCH
13-16	e	CESSE	Portland, ORE	RSM
<b>August 2005</b>				
3-6	s	Sales Calls	Northern California	RSM, PCH
3-6	e	IACVB Annual Mtg.	San Diego	TBD
TBD	s	Sales Calls	Sacramento	MLV
12-16	e	AZMPI Retreat / Sales Calls	AZ	MJH
13-16	t	ASAE	Nashville	MEM, JP, RS
	e	IAAMC	Nashville	MEM, JP, RS
18	c	Client Event	San Francisco	PCH,RSM
<b>September 2005</b>				
TBD	p	Pasadena Awareness Training	Pasadena	LL, TS
8-9	t	Affordable Meetings	Washington, DC.	JP, MEM
9-11	e	CalSAE Fall Education Forum	Indian Wells	MLV, RSM
16-19	c	Emmy's Fam	Pasadena	All
16-19	p	Emmy's Fam for Travel Writers - PR	Pasadena	LL, TS
27-29	t	IT&ME Show / Sales Calls	Chicago	PCH, MJH
<b>October 2005</b>				
TBD	e	Sales Calls - MPI Golf Tournament	Sacramento	MLV, RSM
13-16	e	WACVB Annual Conference	Oakland, CA	TBD
TBD	p	PR Roundtable	Pasadena	LL, TS
TBD	s	Sales Calls	Chicago	MEM
<b>November 2005</b>				
TBD	s	Sales Calls	Sacramento	MLV
TBD	s	Sales Calls	Midwest	PCH
14-18	t	Meetings Quest Tradeshow / Sales Calls	Dallas	MJH
<b>December 2005</b>				
7	t	Seasonal Spectacular	Sacramento	MLV, RSM
TBD	t	Meetings Quest	Anaheim	PCH
TBD	t	NCSAE Holiday Lunch and Expo	San Francisco	RSM, PCH
TBD	e	CalSAE Holiday Luncheon	Los Angeles	RSM, MLV, PCH
12-15	t	Chicago Holiday Showcase / Sales Calls	Chicago	MJH, PCH, MEM
29	p	Hotline Media Day	Pasadena	LL, TS
29----	p	Holiday Hotline	Pasadena	All
<b>January 2006</b>				
---4	p	Holiday Hotline	Pasadena	All
2-3	c	Parade and BCS Championship Game	Pasadena	TBD
TBD	e	HCEA Marketing Summit	Philadelphia	RSM
7-10	c	People's Choice Fam	Pasadena	All
7-10	p	People's Choice Writers Fam	Pasadena	LL, TS
9-14	e	PCMA / Sales Calls	Philadelphia	MEM
8-10	e	ACOM	Philadelphia	NC
22-24	t	MPI PEC	Charlotte, NC	PCH
31	t	RCMA / Sales Calls	San Jose	PCH, MJH

**CVB Calendar**

		<b>Key:</b>	RS - Roger Smith	RSM - Mell Motio
	p	Public Relations	BG - Barbara Garcia	LL - Leann Lampe
	t	Tradeshow, Convention or Meeting with sales team participation	MJH - Matt Hourihan	TS - Theresa Santoro
	c	Client Event	PCH-Patricia Court Hurley	JP - Jeff Poole
	s	Sales calls, or telemarketing	MEM- Mike McCoy	NC- Nancy Ceballos
	e	Industry Event	MLV Myrna LeVert-Vasquez	

**Feb 2006**

6-10	e	CESSE CEO MidWinter Meeting	TBD	RSM
9-11	e	IAAMC	Amelia Island, FLA	MEM, MJH
TBD	t	NCCMPI / Sales Calls	Northern CA	PCH
TBD	t	MPI Platinum / Sales Calls	Sacramento	MLV,RSM
TBD	t	Destinations Showcase / Sales Calls	Washington DC	MEM, JP

**March 2006**

14-17	s	Sales Calls and MPI luncheon	Phoenix	MJH
TBD	t	MPI SCC Tradeshow	TBD	PCH
TBD	p	Pasadena Awareness Training	Pasadena	LL, TS
TBD	s	Sales Calls	San Fran/Seattle	PCH
TBD	c	1st Client Event / Sales Calls	Sacramento	MLV,RSM

**April 2006**

TBD	p	PR Roundtable	Pasadena	LL, TS
TBD	c	2nd Client Event / Sales Calls	Sacramento	MLV, RSM
TBD	t	CalSAE Spring Showcase	Local TBD	MLV, RSM
TBD	s	Sales Call	Midwest	PCH
TBD	c	Client Event / Sales Call	Chicago	MEM, MJH
TBD	t	ConferenceDirect Tradeshow	TBD	PCH
10-14	s	MPI Luncheon / Sales Calls	CO	MJH

**May 2006**

TBD	c	Client Event / Sales Calls	Washington DC	MEM, JP
26	t	GWSAE Springtime in the Park	Washington DC	MEM, JP
TBD	s	Sales Blitz	N. CA	MLV, RSM, PCH
TBD	p	Tourism Breakfast	Pasadena	All

**June 2006**

TBD	t	HCEA	TBD	RSM
TBD	t	Affordable Meetings	Long Beach	PCH, MJH
TBD	e	NCCMPI Annual Gala / Sales Calls	San Francisco	PCH
TBD	e	CalSAE / Sales Calls	Sacramento	MLV, RSM
TBD	e	MPI / Sales Calls	Sacramento	MLV, RSM

**Pasadena Tourism Business  
Improvement District  
F/Y 2005/2006**

**Exhibit B**

Exhibit B-1

THE PASADENA CVB AND CENTER MARKETING BUDGET  
ADOPTED BUDGET FOR PERIOD OF JULY 2005 THROUGH JUNE 2006

ADMINISTRATIVE EXPENSES:

Marketing Salaries - CVB	\$ 776,560
Marketing Salaries - Center	\$ 266,669
Benefits/Taxes	<u>\$ 241,767</u>

NET SALARY EXPENSE \$ 1,284,996

PROMOTIONAL EXPENSES:

Advertising - CVB	\$ 180,000
Advertising/Leisure - CVB	\$ 100,000
Advertising - Center	\$ 10,000
Sales Promotional	\$ 264,000
Sales Collateral Materials	\$ 30,000
Travel Expenses	<u>\$ 120,000</u>

TOTAL PROMOTIONAL EXPENSES \$ 704,000

OTHER OPERATING EXPENSES:

Washington D.C. Sales Representative	\$ 55,000
Employee Training	\$ 5,000
Equipment Purchases	\$ 7,000
Equipment Rental	\$ 12,000
Equipment Repair	\$ 1,000
Memberships/Dues	\$ 22,500
Miscellaneous Operating Expenses	\$ 4,600
Office Rent	\$ 78,600
Office Supplies	\$ 12,500
Postage	\$ 30,000
Printing	\$ 22,000
Service Agreements	\$ 1,000
Telephone	\$ 17,000
Temporary Agency Staffing	\$ 5,000
Utilities	\$ 8,000
Visual Aids	<u>\$ 20,000</u>

TOTAL OPERATING EXPENSE \$ 301,200

TOTAL PASADENA CVB AND CENTER MARKETING EXPENSES \$ 2,290,196

**Exhibit B-2**

**TOURISM BUSINESS IMPROVEMENT DISTRICT TAX  
INCOME STATEMENT FOR PERIOD OF MARCH 2004 THROUGH FEBRUARY 2005**

TBID COLLECTIONS		\$ 1,715,564
ADMINISTRATIVE EXPENSES (CVB):		
Marketing Salaries - CVB	\$ 779,367	
Marketing Salaries - Center	\$ 240,926	
Benefits/Taxes	\$ 229,643	
Net Salary Expense		\$ 1,249,936
PROMOTIONAL EXPENSES (CVB):		
Advertising - CVB	\$ 188,230	
Advertising/Leisure - CVB	\$ 118,288	
Advertising - Center	\$ 11,996	
Sales Promotional	\$ 275,265	
Sales Collateral Materials	\$ 27,737	
Travel Expenses	\$ 66,344	
Total Promotional Expenses		\$ 687,860
OTHER OPERATING EXPENSES (CVB):		
Washington D.C. Sales Representative	\$ 13,750	
Employee Training	\$ 2,308	
Equipment Purchases	\$ 4,202	
Equipment Rental	\$ 10,100	
Equipment Repair	\$ 217	
Insurance	\$ 2,560	
Memberships/Dues	\$ 21,986	
Miscellaneous Operating Expense	\$ 2,434	
Office Rent	\$ 78,600	
Office Supplies	\$ 10,904	
Postage	\$ 33,853	
Printing	\$ 19,213	
Service Agreements	\$ 1,034	
Telephone	\$ 13,826	
Temporary Agency Staffing	\$ 6,848	
Utilities	\$ 7,744	
Visual Aids	\$ 25,096	
Total Operating Expenses		\$ 254,675
 TOTAL PCOC MARKETING EXPENSES		 <u>\$ 2,192,471</u>
 EXCESS (SHORTFALL) OF TBID REVENUE OVER EXPENSES		 <u>\$ (476,907)</u>