

# Agenda Report

**TO:** City Council June 3, 2013

**FROM:** Pasadena Center Operating Company

**SUBJECT:** RESOLUTION APPROVING ANNUAL REPORT OF THE ADVISORY BOARD OF THE PASADENA TOURISM BUSINESS IMPROVEMENT DISTRICT ("DISTRICT"), DECLARING ITS INTENTION TO LEVY ASSESSMENTS AGAINST HOTEL AND MOTEL BUSINESSES WITHIN THE DISTRICT FOR FISCAL YEAR 2014 AND SETTING A PUBLIC HEARING ON THE LEVY OF THE ASSESSMENTS FOR JUNE 17, 2013 AT 7:00 P.M.

## **RECOMMENDATION**

It is recommended that the City Council adopt a Resolution approving the annual report of the Advisory Board of the Pasadena Tourism Business Improvement District (the "District") for Fiscal Year 2014, declaring its intention to levy assessments against hotel and motel businesses within the District for Fiscal Year 2014 and setting a Public Hearing on the levy of the assessments on June 17, 2013 at 7:00 pm.

## **BACKGROUND**

On July 18, 2006, the City Council approved the Convention Center Expansion Project and financing plan. The project has been funded through Certificates of Participation (COP's) issued by the City of Pasadena. The debt service on the COP's will be repaid from operating and transient occupancy tax revenues. In order to maximize available revenues, the City Council established the Tourism Business Improvement District (TBID), which allows for an assessment of up to 2.89% on hotel/motel room revenue pursuant to the Parking and Business Improvement Area Law of 1989. Assessments from the District are being used to pay for marketing and promotional efforts of the Convention and Visitors Bureau and Convention Center as discussed in the Annual Report, thus freeing up other revenues to be used to cover the debt service on the Certificates.

The City Council initially established The Tourism Business Improvement District in March of 2003. The City Council has renewed the District annually since 2003. The current levy of assessment is in place until June 30, 2013. 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 Pasadena Center Operating Company (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.

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 Years 2003 through 2006, the assessment rate was set at 2.39%. For Fiscal Years 2007 through 2013, the assessment rate was set at 2.89%.

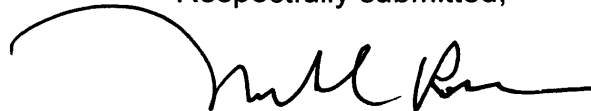
At the May 22, 2013 meeting, the PCOC Board, serving as the Advisory Board with regard to the District, approved the annual report for Fiscal Year 2014. The report recommends the assessment rate to continue at 2.89% for Fiscal Year 2014, which would be in effect from July 1, 2013 through June 30, 2014. The assessment is estimated to generate approximately \$2.9M.

The PCOC has discussed the assessment rate with hotel and motel operators within the City of Pasadena and has received broad based support. No letters have been received in protest of the 2014 assessment.

### **FISCAL IMPACT**

The fiscal impact of continuing the assessment rate of 2.89% for fiscal year 2014 will generate approximately \$2.9M in revenues to be used for the promotion of tourism.

Respectfully submitted,

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

Michael Ross  
Chief Executive Officer

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

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA APPROVING THE REPORT OF THE ADVISORY BOARD FOR FISCAL YEAR 2013-2014 AND DECLARING ITS INTENTION TO LEVY ASSESSMENTS WITHIN THE PASADENA TOURISM BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2013-2014 AND SETTING A TIME AND PLACE FOR HEARING OBJECTIONS THERETO

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 2013-2014" (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, 2013 and ending June 30, 2014.

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 Company 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, 2013 and ending June 30, 2014. 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, 2013 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 2013-2014 will be held on June 17, 2013 at 7:00 p.m, or as soon thereafter as the matter can be heard, in the Council Chamber of the City of Pasadena located at 100 North Garfield Avenue, Pasadena, California.

8. The Report of the Pasadena Tourism Business Improvement District is on file with the City Clerk, 100 North Garfield Avenue, Room S228, 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 2013-2014 and the proposed assessments to be levied upon the businesses within the Pasadena Tourism Business Improvement District for Fiscal Year 2013-2014 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 100 North Garfield Avenue, Room S228, 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.

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Adopted at the regular meeting of the City Council on the \_\_\_\_\_ of \_\_\_\_\_, 2013, by the following vote:

AYES:

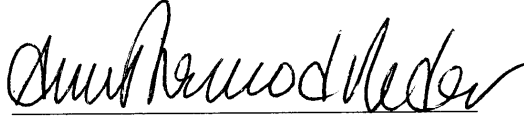
NOES:

ABSENT:

ABSTAIN

\_\_\_\_\_  
Mark Jomsky  
City Clerk

APPROVED AS TO FORM:

  
Ann Sherwood Rider  
Assistant City Attorney

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## 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, 2013 and ending June 30, 2014. ("Fiscal Year 2013-14")

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 2013-14;
- (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 2013-14;
- (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: James McDermott on behalf of the Board of Directors of the Pasadena Center Operating Company on May 22, 2013.

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 2013-14.

No improvements are proposed to be provided for Fiscal Year 2013-14. 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 2013-14.

The total cost of providing the activities is estimated to be \$2.9M. The budget for providing the activities is set forth in Exhibit 'B-1' 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 2013-14.

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 2013-14 the rate is recommended to be 2.89%.

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 \$2.9M for Fiscal Year 2013-14. 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 Center Operating Company

Annual TBID Report      June\_2013

**Select Tabs below:**

## Attachment B - 1

### THE PASADENA CVB & CENTER MARKETING BUDGET ADOPTED BUDGET FOR PERIOD: JULY 2013 THROUGH JUNE 2014

	FY2014 Budget	FY2013 @ March 2013	FY2012 Actual	FY2011 Actual
<b>ADMINISTRATIVE EXPENSE:</b>				
105300 Marketing Salaries - CVB	\$ 872,374	\$ 599,769	\$ 681,144	\$ 774,756
Marketing Salaries - Center	300,300	193,861	284,268	182,033
Benefits / Taxes	257,122	193,206	246,526	259,514
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NET SALARY EXPENSE	1,429,796	986,835	1,211,938	1,216,303
<b>PROMOTIONAL EXPENSE:</b>				
Advertising / Media & Agency- CVB	369,350	268,092	262,995	262,719
Events	45,000	15,413	46,647	13,728
Trade Show Exp	83,500	69,165	72,675	81,324
Networking / Industry	48,350	18,825	22,903	19,631
Sponsorship	115,500	45,627	72,779	80,689
FAM	78,000	59,664	41,460	42,987
Sales Calls	25,000	7,461	9,713	6,641
Other Promotional	165,000	199,821	234,735	244,730
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TOTAL PROMOTIONAL EXPENSE	929,700	684,068	763,906	752,450
<b>OTHER OPERATING EXPENSE:</b>				
Office Supplies	12,000	13,105	15,675	11,191
Postage & Printing	9,600	12,438	13,533	9,330
Employee Recruiting	1,800	20,546	25,837	17,989
Equipment Purchase, lease, repairs	14,400	16,817	30,018	15,400
Professional Fees	-	-	-	-
Service Agreements	1,200	-	8,391	6,914
Telephone	3,300	7,791	4,957	2,999
Other	-	-	-	-
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TOTAL OTHER OPERATING	42,300	70,697	98,410	63,823
<b>TOTAL CVB &amp; CENTER MARKETING EXPENSES</b>	<b>\$ 2,401,796</b>	<b>\$ 1,741,600</b>	<b>\$ 2,074,255</b>	<b>\$ 2,032,576</b>
Approved Budget TBID Collections @ 2.89%	2,933,386	1,988,643	2,392,014	2,153,155
	2.89%	2.89%	2.89%	2.89%
<b>Projected Excess / (Deficit) of TBID Collections over Expenses</b>	<b>\$ 531,590</b>	<b>\$ 247,043</b>	<b>\$ 317,759</b>	<b>\$ 120,579</b>

## Attachment B - 2

### TOURISM BUSINESS IMPROVEMENT DISTRICT TAX

#### INCOME STATEMENT

FOR THE PERIOD: JULY 2012 THROUGH MARCH 2013

	FY2013 <u>@ March 2013</u>	FY2012 <u>Actual</u>	FY2011 <u>Actual</u>
TBID COLLECTIONS	\$ 1,988,643	\$ 2,392,014	\$ 2,153,155
ADMINISTRATIVE EXPENSE:			
Marketing Salaries - CVB	599,769	681,144	774,756
Marketing Salaries - Center	193,861	284,268	182,033
Benefits / Taxes	<u>193,206</u>	<u>246,526</u>	<u>259,514</u>
NET SALARY EXPENSE	986,835	1,211,938	1,216,303
PROMOTIONAL EXPENSE:			
Advertising / Media & Agency- CVB	268,092	262,995	262,719
Events	15,413	46,647	13,728
Trade Show Exp	69,165	72,675	81,324
Networking/Educational	18,825	22,903	19,631
Sponsorship	45,627	72,779	80,689
FAM	59,664	41,460	42,987
Sales Calls	7,461	9,713	6,641
Other Promotional	<u>199,821</u>	<u>234,735</u>	<u>244,730</u>
TOTAL PROMOTIONAL EXPENSE	684,068	763,906	752,450
OTHER OPERATING EXPENSE:			
Office Supplies	13,105	15,675	11,191
Postage & Printing	12,438	13,533	9,330
Employee Recruiting	20,546	25,837	17,989
Equipment Purchase, lease, repairs	16,817	30,018	15,400
Professional Fees	-	-	-
Service Agreements	-	8,391	6,914
Telephone	7,791	4,957	2,999
Other	<u>-</u>	<u>-</u>	<u>-</u>
TOTAL OTHER OPERATING	70,697	98,410	63,823
TOTAL CVB & CENTER MARKETING EXPENSES	\$ 1,741,600	\$ 2,074,255	\$ 2,032,576
Projected Excess / (Deficit) of TBID Collections over Expenses	<u>\$ 247,043</u>	<u>\$ 317,759</u>	<u>\$ 120,579</u>



**ACTIVITIES, PROGRAMS, EXPENSES AND SERVICES  
TO BE FUNDED BY THE  
PASADENA TOURISM BUSINESS IMPROVEMENT DISTRICT  
FISCAL YEAR 2013-2014**

**MEETING AND CONVENTION MARKETING**

**Familiarization Events**

Produce two familiarization events targeting association and corporate meeting planners and meeting publications. The purpose of the familiarization tours is to have our potential clients experience the destination first hand. We know we have a higher probability of conversion when the client has visited Pasadena and experiences the ease of traveling to and within Pasadena; the City's meeting facilities, attractions, and shopping, dining and cultural venues.

**Tradeshows**

Register to attend and exhibit at 19 hospitality industry tradeshows in our target markets, across the country.

Examples include:

- American Society of Association Executive's Springtime in the Park (DC)
- DMAI Destination Showcase (Chicago)
- International Association of Exhibitions and Events (Atlanta)
- CalSAE Seasonal Spectacular (Sacramento)

**Customer Site Inspections**

Meeting planners considering Pasadena for a specific event will be encouraged, and in some cases sponsored, to travel to Pasadena. The goal will be for meeting planners to experience first-hand our meeting facilities, attractions, dining, retail and cultural venues. The CVB will underwrite costs for these visits when necessary.

**Industry Associations**

Sales managers will hold membership in local and national industry associations and become involved by serving on committees/board and by attending industry meetings to increase contact with prospective clients.

**Sales Prospecting**

Each sales manager will prospect for new business through contacts made at tradeshows, 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.

## **CLIENT SERVICES**

Client Services serves as *Pasadena's Concierge* during the sales process and once the business is booked.

This department's services to meeting organizers include:

- Attendance builders for out of town clients holding their events in Pasadena
- Referrals to local companies for Pasadena products and services
- Assistance with meeting and event registration
- Off-site venue sourcing and assistance

The support given by this department creates a positive experience for the meeting planner and attendees, resulting in repeat bookings.

### **Public Relations Assistance**

As a client service, the communications department provides meeting planners and event promoters with media lists and images to promote their conferences and events.

## **TOURISM & MARKETING**

### **Familiarization Events**

Produce familiarization events targeting domestic and international tour operators. These events will educate the travel buyers on all that Pasadena has to offer for the leisure visitor including cultural attractions, hotels, shopping and dining options and the pedestrian-friendly characteristics of the city. In addition to hosting our own familiarization events, the Pasadena CVB will continue partner with the *Los Angeles Tourism & Convention Board* and *Visit California* on their familiarization tours.

### **Industry Associations**

The CVB will hold memberships in various industry associations and attend industry meetings to increase Pasadena's visibility. These meetings create an opportunity to network with other destination marketing organizations and exchange information and ideas related to best practices. (i.e., Travel & Tourism Marketing Association, Destination Marketing Association International, Cal Travel Association, Visit California)

## **MARKETING**

### **Advertising/Publications**

The CVB meeting planner and tourism advertising campaigns developed for both segments, focus on key attributes planners and visitors look for in a destination.

We will target the following publications in an effort to generate group bookings and leisure visits to Pasadena:

Trade Publications (print and online):

Convene	Trade Show Executive
Smart Meetings	Meetings Focus
Association News	Associations Now
CalSAE: The Executive	



Consumer Publications:

Sunset	Cultural Traveler	Budget Travel	Pasadena Weekly
Los Angeles Magazine	AAA / Westways	Travel + Leisure	Pasadena Star News
California Visitors Guide	Food & Wine	International Ads	
Discover San Gabriel Valley	LA Visitors Guide	Pasadena Magazine	

Online Marketing:

VisitPasadena.com	Facebook	Pinterest
HeritageTravel.com	Twitter	Huskers Illustrated
DiscoverLosAngeles.com	YouTube	

**COMMUNICATIONS / PUBLIC RELATIONS PROGRAMS**

News Releases

Create and distribute press releases featuring stories to generate media coverage on Pasadena and the Pasadena Convention Center. Stories released to appropriate trade and consumer outlets.

Monthly press releases, highlighting special events taking place at the Pasadena Convention Center, distributed on a monthly basis to local and regional media outlets.

Media Tours

Arrange two familiarization tours targeting travel and leisure, and meeting trade journalists.

Targeted trade publications:

Convene	Smart Meetings	Connect
Successful Meetings	Meetings & Conventions	Corporate Meetings
Association News	Sports Travel	Rejuvenate
Meetings Focus	Trade Show Executive	

Targeted travel and leisure publications:

Westways / AAA	San Diego Tribune	Los Angeles Magazine
Sunset	Reuters International	Arizona Foothills Magazine
Conde Nast Traveler	Promenade Magazine (New York)	
Bon Appetit	National Geographic Traveler	

Media Events & Partnerships

- The annual Visitor Hotline media event promotes the Visitor Hotline as a complimentary service for travelers during the Rose Parade, Rose Bowl Game and BCS Championship.
- Invite individual travel writers to Pasadena throughout the year.
- Build partnerships with local, regional, and national media in an effort to publicize Pasadena as a destination to regional travelers.
- Attend the annual *Visit California* Media Reception in New York to pitch Pasadena to major national travel and trade publications.
- Attend the annual USTA (United States Travel Association) "Pow Wow" targeting tour operators and travel media to pitch Pasadena to major international and national travel and trade publications.

Website

Continue to enhance and update the convention center and CVB websites. Add photo gallery and more social event information to PasadenaCenter.com.

Continue online marketing campaign that provides top placement of the convention center website on all search engines during key word searches related to meetings, conventions, and event space in our region.

Create a tourism landing page in multiple foreign languages as a means to promote Pasadena to international visitors (Mandarin, Japanese, and Spanish).

### Social Media

Continue efforts to promote Pasadena events, cultural attractions, dining, and entertainment options via social media outlets (Facebook, Twitter, YouTube, and Pinterest). Encourage local cultural institutions and retail districts to provide us with information to share on social media sites. Continue to expand our social media audience by promoting Pasadena to meeting planners.

### **COLLATERAL AND PROMOTIONAL MATERIALS**

Continue to update all internal and external collateral/promotional pieces to reflect new offerings. Make collateral available online (pdf format) and encourage clients to go to the website and download.

### Visitors Guide

The 2013/2014 visitors guide will be produced by Los Angeles Magazine Custom Publishing.

130,000 copies distributed in a variety of ways:

- 40,000 copies distributed to Los Angeles Magazines subscribers within six Southern California counties (Los Angeles, Orange, Riverside, San Luis Obispo, and Santa Barbara).
- 45,000 copies distributed by Certified Folder Display to various California Travel & Tourism Visitor Centers throughout California, regional airports and local hotels.
- 45,000 copies distributed via the CVB to walk-in visitors and meeting delegates and mailed out upon request.

### Pasadena Deals & Discounts Card

The Pasadena Deals & Discounts Card encourages visitors to shop and dine in Pasadena. The Discount Card is available at the Visitors Center, Certified Brochure racks at local attractions, and local hotels.

- Over 60 discount offers
- Diversity of retailers
- Targeted merchants for visitor or convention attendees

### Smart Phone App

Continue to promote over 150 points of interest within Pasadena.

Areas of focus include local hotels, restaurants, arts and cultural institutions, visitor attractions, retail and entertainment districts, historical sites, popular film locations, special events and discounts. The app includes information on specific points of interest, provides links to websites and provides maps and directions. We heavily promote the app to Rose Parade, Rose Bowl Game and BCS Championship attendees.

### **COMMUNITY AWARENESS**

Educate the community on the value of the convention and visitor industry and our impact on Pasadena's economy.

## Special Events & Community Partnerships

Pasadena CVB will support community events that brand Pasadena as a travel destination.

Sponsored events include:

- Make Music Pasadena
- Pasadena Art Night
- Pasadena Art Weekend
- Pasadena Chalk Festival
- Old Pasadena Dance Festival
- Craftsman Weekend
- Pasadena Heritage Spring Home Tour
- Rock & Roll Half Marathon
- Pasadena Restaurant Week
- First Tee Pasadena
- Pasadena Heritage Bridge Party
- Gran Fondo Giro d'Italia

## Pasadena CVB Marketing Communications Meetings

Local museums, business districts, educational institutions, performing arts organizations, hotels, retailers, and others meet to discuss and develop CVB marketing initiatives to promote Pasadena as a premier visitor destination.

## Pasadena Awareness Training

Semi-annually, the CVB holds a training session and Pasadena bus tour to familiarize hotel and convention center employees, city kiosk volunteers and business district guides with Pasadena's visitor attractions.

## **VISITOR CENTER**

The CVB operates a Visitor Center that provides visitors with information on attractions, restaurants, public transportation, events and more. Hours of operation are Monday-Friday, 8:00 a.m. - 5:00 p.m.

We compile databases from information requested via website, email, mail, or phone calls. Current list includes over 14,000 contact names, addresses, and email addresses.

## Tournament of Roses Visitor Hotline

Annually, the Marketing & Communications department updates the Visitor Hotline Handbook, detailing all information regarding the Tournament of Roses Parade, Rose Bowl Game and BCS Championship. We distribute the handbook to Pasadena hotels and motels, city officials, local attractions and venues, Chamber of Commerce, and the Pasadena Police Department.

The Visitor Hotline utilizes approximately 60 volunteers and answers an average of 3,500 calls during the weeklong celebration surrounding the Tournament of Roses Parade, Rose Bowl Game and BCS Championship.