

Agenda Report

July 31, 2000

TO: City Council

THROUGH: Finance Committee

FROM: Pasadena Center Operating Company (PCOC)

SUBJECT: Amendment to Pasadena Center Conference Building Renovation Project Loan Budget

RECOMMENDATION:

It is recommended that the City Council approve a reallocation of the Conference Building Renovation Project budget to fund the purchase and installation of a "Destination Management" technology upgrade for \$75,000.00.

BACKGROUND:

At the June 28, 2000 meeting of the Pasadena Center Operating Company Board of Directors, the board approved a staff request to amend the budget for the Conference Building renovation project to include the purchase of a destination management technology upgrade to be funded from project savings.

Savings in the amount of \$75,000.00 were realized on the interior finishes and painting, window coverings and carpet portions of the project (see attached). These savings are attributable to aggressive competitive bidding, the use of cost effective finishes and tight project management.

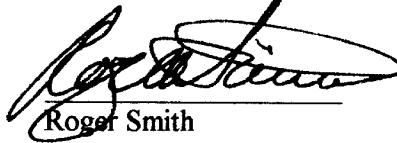
The technology upgrade is extremely important to the operation of the destination marketing efforts. The automation of these functions will allow our sales staff to better utilize their time and energy to sell the destination as we work towards maximizing the economic impact of the convention and meetings market for Pasadena.

The current system is antiquated (DOS based) and is not capable of properly tracking all destination and facility sales functions, or providing necessary reports. The upgraded system, which is in use throughout the country, is windows based and will allow us to build a database of current and new clients, properly track and disseminate leads, manage all client contact including correspondence, manage our mailing lists, produce all contract documents and manage the housing needs of our clients. In addition the program will manage the convention book and allow all sales people to access date availability remotely, not only from our various offices in Pasadena, but also while traveling. The system will also allow us to generate important management reports and budgeting and forecast information that currently must be manually produced.

FISCAL IMPACT:

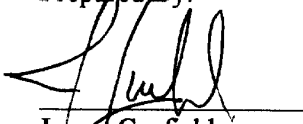
There is no fiscal impact. The project was funded through a loan from the City of Pasadena to the Pasadena Center Operating Company. The Pasadena Center Operating Company is repaying the loan as an operational expense.

Respectfully Submitted,



Roger Smith
Chief Executive Officer

Prepared By:



James Canfield
Executive Director