

Agenda Report

TO: City Council June 6, 2011

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 2012 AND SETTING A PUBLIC HEARING ON THE LEVY OF THE ASSESSMENTS FOR JUNE 20, 2011 AT 7:30 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 2012, declaring its intention to levy assessments against hotel and motel businesses within the District for Fiscal Year 2012 and setting a Public Hearing on the levy of the assessments on June 20, 2011 at 7:30 pm.

BACKGROUND:

On July 18, 2006, the City Council approved the Conference 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 Tourism Business Improvement District was initially established by the City Council 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, 2011. 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 2011 the assessment rate was set at 2.89%.

At the May 25, 2011 regular meeting, the PCOC Board, serving as the Advisory Board with regard to the District, approved the annual report for Fiscal Year 2012. The report recommends the assessment rate to continue at 2.89% for Fiscal Year 2012, which would be in effect from July 1, 2011 through June 30, 2012. The assessment is estimated to generate approximately \$2,245,000.

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 2012 assessment.

FISCAL IMPACT:

The fiscal impact of continuing the assessment rate of 2.89% for fiscal year 2012 will generate \$2,245,000 in revenues to be used for the promotion of tourism.

Respectfully submitted,



Michael Ross
Chief Executive Officer

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, 2011 and ending June 30, 2012. ("Fiscal Year 2011-12")

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 2011-12;
- (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 2011-12;
- (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: Richard Schammel on behalf of the Board of Directors of the Pasadena Center Operating Company on May 25, 2011.

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 2011-12.

No improvements are proposed to be provided for Fiscal Year 2011-12. 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 2011-12.

The total cost of providing the activities is estimated to be \$ 2,245,000. 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 2011-12.

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 2011-12 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 \$2,245,000 for Fiscal Year 2011-12. 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.

Attachment B - 1

**THE PASADENA CVB & CENTER MARKETING BUDGET
ADOPTED BUDGET FOR PERIOD: JULY 2011 THROUGH JUNE 2012**

	FY2012 Original	FY2011 Revised	FY2010 Actual	FY2009 Actual
ADMINISTRATIVE EXPENSE:				
Marketing Salaries - CVB	\$ 774,196	\$ 762,294	\$ 787,049	\$ 928,023
Marketing Salaries - Center	178,614	178,614	193,174	177,274
Benefits / Taxes	261,038	254,426	207,838	201,972
NET SALARY EXPENSE	1,213,848	1,195,334	1,188,061	1,307,268
PROMOTIONAL EXPENSE:				
Advertising / Media & Agency- CVB	243,050	241,924	254,529	433,526
Events	72,000	105,800	35,657	142,039
Trade Show Exp	87,050	82,600	85,706	114,744
Networking / Industry	37,250	29,500	27,455	27,843
Sponsorship	78,100	80,900	48,849	26,603
FAM	64,400	47,200	53,266	50,336
Sales Calls	20,000	18,000	8,755	5,701
Other Promotional	192,000	196,800	294,457	318,712
TOTAL PROMOTIONAL EXPENSE	793,850	802,724	808,675	1,119,503
OTHER OPERATING EXPENSE:				
Insurance	-	-	-	-
Miscellaneous Operating Expense	600	600	556	2,148
Office Rent	-	-	-	36,000
Office Supplies	12,000	12,000	10,981	7,895
Postage	7,800	7,800	7,313	15,679
Printing	12,000	12,000	2,494	8,847
Employee Training	1,200	1,200	6,000	629
Equipment Purchase	7,800	7,800	802	2,550
Equipment Rental	9,600	9,600	7,885	1,167
Equipment Repair	1,800	1,940	9,515	11,804
Service Agreements	-	-	-	-
Telephone	3,900	3,900	9,078	-
Temporary Staffing	-	-	3,236	4,338
Utilities	-	-	3,781	14,869
TOTAL OTHER OPERATING	56,700	56,840	61,640	105,926
TOTAL CVB & CENTER MARKETING EXPENSES	\$ 2,064,398	\$ 2,054,898	\$ 2,058,376	\$ 2,532,697
Approved Budget TBID Collections @ 2.89%	2,244,730	2,117,670	1,989,897	2,131,649
	2.89%	2.89%	2.89%	2.89%
Projected Excess / (Deficit) of TBID Collections over Expenses	\$ 180,332	\$ 62,772	\$ (68,479)	\$ (401,048)

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASADENA APPROVING THE REPORT OF THE ADVISORY BOARD FOR FISCAL YEAR 2011-2012 AND DECLARING ITS INTENTION TO LEVY ASSESSMENTS WITHIN THE PASADENA TOURISM BUSINESS IMPROVEMENT DISTRICT FOR FISCAL YEAR 2011-2012 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 2011-2012" (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, 2011 and ending June 30, 2012.

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, 2011 and ending June 30, 2012. 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, 2011 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 2011-2012 will be held on June 20, 2011 at 7:30 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 2011-2012 and the proposed assessments to be levied upon the businesses within the Pasadena Tourism Business Improvement District for Fiscal Year 2011-2012 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.

///

///

///

///

///

///

Adopted at the regular meeting of the City Council on the _____ of
_____, 2011, by the following vote:

AYES:

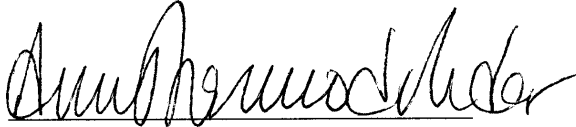
NOES:

ABSENT:

ABSTAIN

Mark Jomsky
City Clerk

APPROVED AS TO FORM:



Ann Sherwood Rider
Assistant City Attorney



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

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 approximately 15 industry tradeshows in our target markets. Examples include, but are not limited to Meeting Professional International, American Society of Association Executives, DMAI Destination Showcase, and Affordable Meetings West.

Customer Site Inspections

Meeting planners considering Pasadena for a specific event will be encouraged 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 required.

Industry Associations

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

Telemarketing Activity

Each sales manager will telemarket contacts made at tradeshows, industry events, and through data research to identify potential meetings for Pasadena. In addition to the telemarketing the entire sales team will conduct outside sales calls to increase lead production. Sales efforts will be monitored weekly against benchmarks set for each activity.

TRAVEL & LEISURE SALES

Familiarization Events

Participate in 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 LA Inc. (Los Angeles CVB) 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.

MARKETING

Advertising/Publications

The CVB Sales and Consumer advertising campaign has been developed for both segments, focusing on the key attributes that planners and visitors look for in a destination. The following publications will be targeted in an effort to generate group bookings and leisure visits to Pasadena:

Trade Publications:

- Association News
- Associations Now
- CalSAE: The Executive
- Convene
- Meetings & Conventions
- Meetings News West
- Smart Meetings
- Successful Meetings

Consumer Publications:

- AAA / Westways
- California Visitors Guide
- Cultural Traveler
- Los Angeles Magazine
- Sunset

Online Marketing:

- Facebook.com
- HeritageTravel.com
- TourOperator.com
- ReachLocal.com

COMMUNICATIONS/PR PROGRAMS

News Releases

Create and distribute monthly press releases that feature stories that will generate expanded media coverage on Pasadena and the Pasadena Convention Center. These stories will be released to appropriate trade and consumer outlets.

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

Media Tours

Arrange 2 familiarization tours that target travel & leisure and meeting trade journalist.

Targeted trade publications will include:

- Convene
- CalSAE: The Executive
- Meetings & Conventions
- Meetings News West
- Smart Meetings
- Successful Meetings

Targeted travel & leisure publications will include:

- AAA
- Better Homes & Gardens
- Bon Appetit
- Conde Nast Traveler
- Elite Traveler
- Food & Wine
- Frommer's Budget Travel
- Los Angeles Times
- Los Angeles Magazine
- Martha Steward Living
- Sunset
- Travel & Leisure
- USA Today
- Westway's

Media Events & Partnerships

- The annual Visitor Hotline media event will promote the Visitor Hotline as a complimentary service for travelers during the Rose Parade and Rose Bowl Football Game.
- Outreach will continue to invite individual travel writers to Pasadena on ongoing basis throughout the year.
- We will continue to build partnerships with local, regional and national media in an effort to publicize Pasadena as a destination to regional travelers.
- Attend the annual CTTC (California Travel & Tourism Commission) Media Reception in New York in an effort to pitch Pasadena to major national travel and trade publications.
- Attend the annual USTA (United States Travel Association) "Pow Wow" trade show in an effort to pitch Pasadena to major international and national travel and trade publications.

Website

Both the Convention Center and CVB websites will be redesigned and updated to become more visually captivating, include a wider variety of technical features and maximize search engine optimization thereby allowing our websites to dominate multiple search engines and appear at the top of a search engine list.

In addition we will work with "Reach Local," on an online marketing campaign that will assist our websites in appearing at the top of a search engine when users type in key words related to meetings, conventions and event space in California, Southern California or Los Angeles.

Social Media

Efforts will continue to promote Pasadena events, cultural attractions and dining and entertainment options via social media. Local cultural institutions and retail districts will be encouraged to provide us with information to distribute on our social media sites. Efforts will be made to increase our viewers.

COLLATERAL AND PROMOTIONAL MATERIALS

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

Visitors Guide

The 2012/2013 visitors guide will be produced by Los Angeles Magazine Custom Publishing. 150,000 copies will be distributed in a variety of ways.

- 50,000 copies will be distributed to Los Angeles Magazines subscribers within 6 Southern California counties (Los Angeles, Orange, Riverside, San Luis Obispo, Santa Barbara).
- 50,000 copies will be distributed by Certified Folder Display to various California Travel & Tourism Visitor Centers throughout California, regional airports and local hotels.
- 50,000 copies will be distributed to visitors and guests of the Pasadena Convention Center and mailed out upon request.

Simply More Value Discount Card

The Simply More Value Discount Card is designed to encourage visitors to shop and dine in Pasadena. The Discount Card will be offered to groups at the Convention Center and tourists who come to the Visitors Center. In addition the Discount Cards will be made available to our local hotels.

- Over 40 discount offers
- Diversity of retailers
- Targeted merchants for visitor or convention attendees

Smart Phone App

We will continue to upgrade our Pasadena Smart Phone application which currently highlights 150 points of interest within Pasadena. Areas of focus will include local hotels, restaurants, arts & cultural institutions, visitor attractions, retail & entertainment districts, historical buildings of significance within Pasadena, popular film locations, special events and more. The app will include information on the specific points of interest, provide links to each locations website and provide maps and directions on how to find each location. The app will be heavily promoted to Rose Parade and Rose Bowl Game attendees.

COMMUNITY AWARENESS

Develop programs that educate the community on the role of the Convention & Visitors Bureau and provide educational and partnership opportunities for our partners. The CVB will actively solicit or support special events that generate tourism and positive economic impact for the City.

Special Events & Community Partnerships

The Pasadena CVB will continue to support community events that help brand Pasadena as a travel destination.

Sponsored events will 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 CVB Quarterly Marketing Communications Meeting

A gathering of museums, business districts, educational institutions, performing arts, hotels/motels, retailers and other interested parties to discuss and develop the CVB marketing initiatives promoting Pasadena as a visitor destination.

Pasadena Awareness Training

Semi-annually, the Bureau will hold a training session and Pasadena bus tour to familiarize new front-line hotel employees and business district guides with Pasadena's visitor attractions.

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.

Passkey® Housing

The housing service is provided for groups utilizing two or more hotels in Pasadena. The Passkey® technology allows the Bureau to track hotel reservations and provide meeting planners with regular updates and reports on reservation counts. The service also provides pre- and post-conference marketing opportunities to meeting attendees.

Public Relations Assistance

As a client service, the communications 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.

We will continue to compile a data base of all those who have requested visitor information via website, email, postal mail or telephone calls to the CVB. Current list includes over 14,000 contact names and addresses.

Tournament of Roses Visitor Hotline

Annually, the Tourism & Communications department updates the Visitor Hotline Handbook detailing all information regarding the Tournament of Roses Parade and Rose Bowl Game. The handbook is distributed electronically (pdf) to the Tournament of Roses Association, 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 week-long celebration surrounding the Tournament of Roses Parade and Rose Bowl Game. This year the Visitor Hotline will incorporate a variety of new ways in which visitors can make inquiries including texting, Facebook and Twitter.