



EXHIBIT A

ACTIVITIES, PROGRAMS, EXPENSES AND SERVICES TO BE FUNDED BY THE PASADENA TOURISM BUSINESS IMPROVEMENT DISTRICT FISCAL YEAR 2014-2015

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/Conventions

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

Examples include:

- Council of Engineering & Scientific Societies Annual Meeting (Spokane)
- American Society of Association Executives Annual Meeting & Expo (Nashville)
- Nursing Alliance Fall Summit (Tampa)
- Association Forum Holiday Showcase (Chicago)
- International Association of Exhibitions and Events EXPO EXPO (Los Angeles)
- CalSAE Seasonal Spectacular (Sacramento)
- Professional Convention Management Association's Annual Meeting (Chicago)
- American Society of Association Executive's Springtime in the Park (Washington DC)

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

Rose Bowl Operating Company Alliance

Work closely with the Rose Bowl Operating Company to sell and promote citywide events and private event opportunities for the Rose Bowl thru joint sales efforts.

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	CalSAE: The Executive
Smart Meetings	Meetings Focus
Association News	Associations Now

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 and the Rose Bowl Game.
- 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 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 and the Rose Bowl Game 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
- Pasadena Restaurant Week
- First Tee Pasadena
- Pasadena Heritage Bridge Party
- AMGEN Tour of California

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 and the Rose Bowl Game. 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 and the Rose Bowl Game.