

# **CORRESPONDENCE**

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CITY CLERK  
CITY OF PASADENA

Office of the City Clerk  
City of Pasadena  
100 N Garfield Avenue  
Pasadena, CA 91101

February 20, 2023

Greetings,

I am writing my **formal written protest** you requested to the Pasadena Tourism Business Improved District levy of an assessment on the lodging businesses, in particular Airbnb hosts.

**It is highly unfair that we have to jump through all these hoops to submit our protests.** Clearly, there will be attrition to the numbers in making this written requirement for over 50% of the annual assessment to be levied.

Nevertheless, this is my written protest. Please acknowledge receipt.

Sincerely,



Audrey Schmedes

WELCOME  
TO A  
*different*  
PLACE<sup>®</sup>

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2023 MAR -1 PM 2: 24  
CITY CLERK  
CITY OF PASADENA

March 2, 2023

The Honorable Victor Gordo &  
Pasadena City Council Members  
100 Garfield Avenue  
Pasadena, CA 91101

Dear Mayor Gordo and Pasadena City Council:

I am writing this letter in support of Pasadena Tourism Business Improvement District Renewal. As they successfully sell, market, and advertise to event organizers, meeting planners, and leisure visitors, I am pleased that this will help sustain the diligence Visit Pasadena is committed to in bringing business to our city. The hotel community heavily relies on Visit Pasadena's proactive efforts in driving travel to Pasadena and securing events, and the past few years their hard work has been essential in our hospitality industries efforts in economic recovery.

In addition, I support the increase of the Pasadena TBID assessment for Rose Bowl Stadium's efforts to bring in more festivals, concerts, and events to Pasadena. Historically, these festivals and events at the Rose Bowl Stadium provide an incremental increase in both our hotel average daily rates (ADR) and occupancy. Simply, they helped to drive more room nights to Pasadena and support our business.

With this letter, I hope the City of Pasadena will support the PTBID Renewal and our local tourism industry. With increased transient occupancy tax for our destination, a strong partnership with CVB and Rose Bowl Stadium is fundamental in driving travel to Pasadena. This will generate business not only to our hotels but to the entirety of the hospitality industry in our city.

Sincerely,

  
Joseph Co  
General Manager  
Hyatt Place Pasadena



HYATT PLACE PASADENA  
399 East Green Street  
Pasadena, California 91101, USA

T 626 788 9108  
F 626 788 9107  
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CITY CLERK  
CITY OF PASADENA

March 2, 2023

The Honorable Victor Gordo &  
Pasadena City Council Members  
100 Garfield Avenue  
Pasadena, CA 91101

Dear Mayor Gordo and Pasadena City Council:

I am pleased to write to you in support of the Pasadena Tourism Business Improvement District Renewal. Sustaining the work of Visit Pasadena to successfully sell, market and advertise to event organizers, meeting planners and leisure visitors is critical to the hotel community. Visit Pasadena's aggressive efforts the past few years has been impactful in fueling the hospitality industry recovery and driving more travel to Pasadena. They are truly able to influence the market on key dates and this has been vital to hotels meeting monthly and quarterly goals and keeping team members working as many hours as possible.

In addition, I support the increase of the Pasadena TBID assessment for Rose Bowl Stadium's efforts to bring in more festivals, concerts, and events to Pasadena. Music festivals at the Rose Bowl Stadium provided an incremental increase in ADR and occupancy last year. They helped to drive room nights to Pasadena and supported our recovery.

I hope the City of Pasadena will support the PTBID Renewal and support our local tourism industry. Together, a strong CVB and Rose Bowl Stadium is fundamental to drive hotel business and increase transient occupancy tax for our destination.

Sincerely,

Mike Owen, General Manager

Courtyard by Marriott Old Town Pasadena  
180 North Fair Oaks Avenue  
Pasadena, CA 91103  
626.403.7600

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2023 MAR -1 PM 3:53  
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March 1, 2023

The Mayor Victor Gordo and  
Pasadena City Council Members  
100 North Garfield Avenue  
Pasadena, CA 91101

re: Renewal of Pasadena Tourism Business Improvement District

Dear Mayor Gordo and Pasadena City Council,

The Board of Directors of the Chamber of Commerce and Civic Association energetically supports tourism and the hospitality industry here in Pasadena.

The work of the Visitor and Convention Bureau is very important to help maintain Pasadena as a destination for conventions, trade shows, visitors and others.

In addition, the Board support the increase of the PTBID assessment to enhance our Rose Bowl Stadium's efforts to bring in more festivals, concerts, and events to Pasadena. We support the PTBID renewal in that it will fund sales and marketing efforts to compete for world class events and allow visitors to experience the iconic venue for years to come.

The Board of Directors of the Pasadena Chamber of Commerce strongly supports renewal of the Pasadena Tourism Business Improvement District (PTBID).

Please support renewal of the PTBID in Pasadena.

Sincerely,

A handwritten signature in black ink, appearing to read "Paul Little". The signature is written in a cursive style and is enclosed within a large, hand-drawn oval.

Paul Little

President and Chief Executive Officer



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2023 MAR -2 AM 8: 55

CITY CLERK  
CITY OF PASADENA

March 6, 2023

The Honorable Victor Gordo &  
Pasadena City Council Members  
100 North Garfield Avenue  
Pasadena, CA 91109

Dear Mayor Gordo and Pasadena City Council:

On behalf of the Board of Directors of the Pasadena Center Operating Company, I am writing to respectfully seek a ten-year renewal of the Pasadena Tourism Business Improvement District (PTBID). Renewal of the PTBID will ensure our ability to successfully sell, market, and advertise Pasadena to event organizers, meeting planners and leisure visitors.

Tourism is essential to the local economy, providing an indispensable source of job creation. More overnight stays, retail sales, restaurant purchases result in more revenue and economic growth. With competitor destinations raising their budgets, and increasing rivalry for visitor dollars, it is important that Pasadena lodging businesses invest in stable, lodging-specific sales and marketing programs.

Under the PTBID, Visit Pasadena's sales and marketing efforts have successfully fueled a pipeline to drive more travel into Pasadena. Its continued efforts have attracted national and international convention and meeting business to Pasadena. Further, its advertising, social media campaigns, and public relations efforts generate millions of impressions for Pasadena and our local tourism businesses.

We have proposed an increase of the PTBID assessment which will include providing funding for Rose Bowl Stadium sales and marketing efforts that generate room nights. Over recent years, the Rose Bowl Stadium has successfully attracted high caliber concerts, festivals and international sporting events. These big-name events boost demand for Pasadena lodging properties, increasing occupancy and commanding strong room rates. As entertainment venue competition continues to grow across the region, our tourism community seeks to support the Rose Bowl Stadium's efforts to maintain world class events.

Sustained investment in the PTBID ensures our ability to successfully sell, market and advertise to event organizers, meeting planners and leisure visitors. We encourage the City of Pasadena to support the Pasadena Tourism Business Improvement District.

Sincerely,

A handwritten signature in black ink, appearing to read "T. Hampton", written in a cursive style.

Tyron Hampton  
PCOC Board Chair

**PASADENA CENTER OPERATING COMPANY**

Convention Center | Civic Auditorium | Convention & Visitors Bureau | Ice Skating Center  
300 E. Green Street, Pasadena, CA 91101 | (626) 795-9311