



RECEIVED

2023 MAR -3 AM 9: 01

south lake business association

201 south lake avenue suite 100 pasadena ca 91101
tel: 626 799 1222 fax: 626 799 1223

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 support the renewal of the Pasadena Tourism Business Improvement District (PTBID). Visit Pasadena has been a valuable partner in promoting the overall city of Pasadena as a premier travel destination and bringing awareness to our districts, local restaurants and shops.

In addition, I support the increase of the PTBID assessment for Rose Bowl Stadium's efforts to bring in more festivals, concerts, and events to Pasadena. These events bring more visitors to Pasadena and builds awareness for all our destination has to offer.

In a very crowded and competitive marketplace, a sustainable funding source for destination marketing and promotion is critical. We hope that the Pasadena City Council will join us in support of the PTBID renewal.

Sincerely,

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

Gina Tleel
Executive Director
South Lake Avenue District

3/6/2023
Item 10



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2023 MAR -3 AM 9:01
CITY CLERK
CITY OF PASADENA

March 2, 2023

Honorable Mayor Victor Gordo
Pasadena City Council
100 North Garfield Avenue
Pasadena, CA 91109

Dear Mayor Gordo and Pasadena City Council:

On behalf of the Pasadena Tournament of Roses Association, I am pleased to write to you in strong 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 crucial to Pasadena's hospitality community.

In addition, I support the increase of the Pasadena TBID assessment for the Rose Bowl Stadium's sales and marketing efforts to attract events that drive room night revenue to Pasadena. It is critical that we support our iconic stadium and its ability to attract world class concerts, festivals and sporting events.

In a crowded and competitive marketplace, a sustainable funding source for destination marketing and promotion is critical to bringing visitors to Pasadena. The Rose Parade and the Rose Bowl Game attract thousands of visitor each year to Pasadena and the Southern California region and we urge the Pasadena City Council to join us in support of the Pasadena Tourism Business Improvement District.

Sincerely,

A handwritten signature in black ink, appearing to read "David Eads".

David Eads
Executive Director & CEO

America's New Year Celebration®

PASADENA TOURNAMENT of ROSES

391 S. ORANGE GROVE BLVD. • PASADENA, CALIFORNIA 91184 • T 626.449.4100 • WWW.TOURNAMENTOFROSES.COM



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3/6/2023
Item 10

THE LANGHAM

HUNTINGTON
PASADENA, LOS ANGELES

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2023 MAR -3 PM 4:11

CITY CLERK
CITY OF PASADENA

The Langham Huntington, Pasadena
1401 South Oak Knoll Avenue
Pasadena, CA 91106

March 6, 2023

Dear Mr. Jomsky,

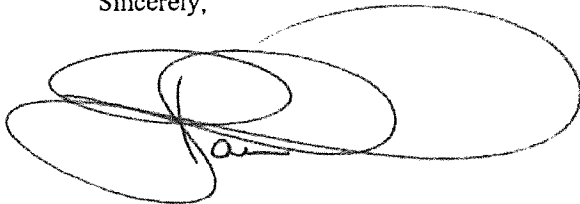
I write you today to express my profound support for the renewal of the Pasadena Tourism Business Improvement District. Though an iconic part of the fabric of Pasadena, The Langham Huntington hotel's continued success will always in part depend on rising above the volume of competitors in the greater Los Angeles area. Thus, driving business to the City of Pasadena via a targeted marketing approach in which we are deeply invested is critical to accomplishing that goal.

The TBID effectively enables Visit Pasadena to advertise, market, and sell our beautiful city in an increasingly competitive marketplace - something crucial for future success. With growing rivalry for visitor dollars, we and our fellow Pasadena hospitality entities grasp more than ever the importance of supporting and investing in stable, lodging-specific sales and marketing programs. We, and in turn the City, reap the benefits of these dedicated efforts to drive overnight visitation to Pasadena.

In addition, as sporting and entertainment venue competition continues to grow across the region, it remains acutely important to elevate the locales in our own backyard. The lodging community heartily supports the Rose Bowl stadium's efforts to maintain their ability to attract top concerts, festivals, and sporting events. We have all seen firsthand how these have a direct and positive impact on occupancy and average daily rates.

In conclusion, I wish to reiterate my advocacy for the TBID and all that has been and can be accomplished through its efforts, as well as those of our partners at Visit Pasadena. A rising tide lifts all boats, and it is my hope that with a renewal we may continue to ensure our colleagues in hospitality - and the City of Pasadena - remain a preeminent choice for visitors for the decade to come.

Sincerely,



Paul Leclerc
Managing Director
The Langham Huntington, Pasadena



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2023 MAR -6 AM 10: 36

CITY CLERK
CITY OF PASADENA

March 6, 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 today 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 tourism 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.

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. As you know higher occupancy means more visitors to restaurants, bars, shops, parking lots etc. throughout Pasadena.

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,

James Cotter

General Manager

Hilton Pasadena

HILTON PASADENA
168 S Los Robles Avenue | Pasadena, CA 91101
T: +1 626 577 1000 | F: 626 584 3132 | www.pasadena.hilton.com

3/6/2023
Item 10



McMillan, Acquanette (Netta)

Subject: FW: Pasadena Tourism Business Improvement District (TBID)

From: Thomas Seifert
Sent: Monday, March 6, 2023 12:10 PM
To: Jomsky, Mark <mjomsky@cityofpasadena.net>
Subject: Pasadena Tourism Business Improvement District (TBID)

Mark: Please distribute for today's meeting. Thanks Tom & Dianne

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:

As a past Board Chair of the Pasadena Center Operating Company, we are writing to enthusiastically endorse the renewal of the Pasadena Tourism Business Improvement District (TBID.)

Tourism is essential to the local economy. Overnight stays, retail sales, and restaurant purchases result in additional 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.

Wisely using TBID dollars, the Pasadena Convention & Visitors Bureau'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.

Renewing the TBID assessment will include 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 high profile events boost demand for Pasadena lodging properties, increasing occupancy and commanding strong room rates. As entertainment venue competition continues to grow across the region, the 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. I encourage the City of Pasadena to support the Pasadena Tourism Business Improvement District.

Sincerely,
Dianne L. Philibosian
Thomas D. Seifert

3/6/2023
Item 10

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2023 MAR -6 PM 2:53

CITY CLERK
CITY OF PASADENA

THE WESTIN

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.

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,



Dan Stenz
General Manager
Westin Pasadena

3/6/2023
Item 10



Rose Bowl Operating Company
1001 Rose Bowl Drive, Pasadena, Ca 91103

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2023 MAR -6 PM 3:40

www.rosebowlstadium.com
Office: (626) 577-3100 • Fax: (626) 405-0992

March 6, 2023

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

Dear Mayor Gordo and Pasadena City Council:

The Rose Bowl Operating Company supports the renewal of the Pasadena Tourism Business Improvement District.

The Rose Bowl Stadium is an iconic landmark that is beloved across the nation and is an important piece of the City of Pasadena's legacy and worldwide appeal. Over the past 100 years, America's Stadium has hosted multiple Olympic Games, World Cups, the annual Rose Bowl Game®, UCLA Football, world-class concerts, and has become one of the premier festival sites in America. In recent years, the RBOC has attracted high profile music festivals, concerts and sporting events bringing thousands of visitors to Pasadena, increasing hotel occupancy and the average daily rate.

As competition for entertainment venues grows in the region with SoFi Stadium, the L.A. Coliseum and Dodger Stadium, the Rose Bowl Stadium requires a sustainable funding source to compete for market share. The renewal of the Pasadena TBID will allow the RBOC to sell and market our venue to attract events that drive room nights.

It is important that the stadium continues its grand tradition of providing world class events so we can continue to attract visitors and provide lasting experiences. As stewards of our beloved Rose Bowl Stadium, we hope the City of Pasadena will support the Pasadena Tourism Business Improvement District Renewal.

Sincerely,

A handwritten signature in black ink that reads "Steve Haderlein". The signature is written in a cursive, flowing style.

Steve Haderlein
President
Rose Bowl Operating Company

3/6/2023
Item 10