

CORRESPONDENCE



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2023 MAR 20 PM 4: 22
CITY CLERK
CITY OF PASADENA

March 20, 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,

A handwritten signature in black ink, appearing to read "Mike Owen", with a stylized, cursive flourish.

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 23 AM 7:42
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March 22, 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 enthusiastically supports tourism and the hospitality industry here in Pasadena. The Convention Center, hotels and motels, as well as our restaurants are significant contributors to our local economy.

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 positioned above the printed name.

Paul Little
President and Chief Executive Officer



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CITY OF PASADENA

south lake business association

201 south lake avenue suite 505 pasadena ca 91101
t 626 792 1259 f 626 792 1287 e s.lba@southlakeavenue.org

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, consisting of a large, stylized loop that starts with a horizontal stroke, loops back up and over itself, and ends with a vertical stroke.

Gina Tleel
Executive Director
South Lake Avenue District

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

www.rosebowlstadium.com

Office: (626) 577-3100 • Fax: (626) 405-0992

March 27, 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 cursive script that reads "Steve Haderlein".

Steve Haderlein
President
Rose Bowl Operating Company



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CITY OF PASADENA

March 21, 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,



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

T 626 788 9108
F 626 788 9107
hyattplace.com

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CITY OF PASADENA

THE WESTIN PASADENA

March 21, 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