

McMillan, Acquanette (Netta)

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

From: Thomas Seifert
Sent: Sunday, March 26, 2023 9:27 PM
To: Jomsky, Mark <mjomsky@cityofpasadena.net>
Cc: Philipbosian, Dianne L
Subject: Pasadena Tourism Business Improvement District (TBID)

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Mark: Please distribute for City Council's meeting tomorrow: March 27, 2023.. Thanks Tom & Dianne

March 26, 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 Chairs 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. Philipbosian

Thomas D. Seifert

3/27/2023
Item 14



RECEIVED
2023 MAR 27 AM 8:00
CITY OF PASADENA

March 23, 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 and reiterate our 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 visitors each year to Pasadena and Southern California and we urge the Pasadena City Council to join us in support of the Pasadena Tourism Business Improvement District.

Best regards,

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

David Eads
Executive Director & CEO

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3/27/2023
Item 14



RECEIVED
2023 MAR 27 AM 9:35
CITY OF PASADENA

Liane Enkelis, Founder
1443 E. Washington Blvd., #331
Pasadena, CA 91104
PasadenaHomeSharing@gmail.com

March 24, 2023

Dear Mayor Gordo, Vice Mayor Williams, City Council Members, CEO Michael Ross, and Assistant City Manager David Reyes,

I am writing on behalf of the permitted short-term rental hosts who are members of the Pasadena HomeSharing Network regarding the PTBID tax proposal.

There is much concern — which we hope is unfounded — among the hosts that this increased tax, particularly for STR guests, will adversely affect potential guests' decision to stay in Pasadena, whether in short-term rentals (or other hospitality sources: hotels, motels, bed-and-breakfast inns) and thus encourage guests to look elsewhere to less costly adjacent areas/cities. We do understand that this tax has already been approved and hope it will indeed lead to increased tourism to our city.

It is our desire is to be fully participating members of the Pasadena hospitality community — which includes complying with all taxes and permit requirements.

Our request is that the PTBID tax be collected and remitted automatically by the listing platforms that provide this service (currently only Airbnb, but we hope others will follow). We hope that the city can work with more platforms to automate this collection/remittance.

This collection/remittance should not be the monthly responsibility of the individual hosts listing on complying platform/s. And no tax should be charged hosts, and their guests, until the collection/remittance system is in place with the platform/s.

We do understand that hosts not using a participating platform for rentals will need to handle the tax collection/remittance themselves as they do now with the quarterly TOT. For convenience, we request that the PTBID tax also be handled quarterly through the same automated system as the TOT.

The discussions concerning the PTBID have also raised other issues. A primary one is the lack of compliance with the permitting/registration requirement for all Pasadena hosts of short-term rentals. We suggest that the city staff send warning messages through the platform/s systems to non-complying hosts informing them of the regulations. We would be glad to meet with city staff to strategize on this and other methods to help increase compliance. We also request that the city staff be more understanding and forgiving of hosts who inadvertently let their permit laps (complaints abound of harsh fees that discourage compliance with the regulations).

As we are now recognized as part of the Pasadena Tourism Business Improvement District, we look forward to finding ways to work with the Pasadena Center Operating Company to create more visibility for short-term rentals within our city. We are interested in website visibility, which will help draw guests to our city and neighborhoods, and we look forward to pursuing options.

Sincerely,

Liane Enkelis

Liane Enkelis

3/27/2023

Item 14