

2010 ANNUAL REPORT

PASADENA CENTER OPERATING COMPANY



PASADENA
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**Convention Center
Civic Auditorium
Convention & Visitors Bureau**



Message From the Chairman

Success in the face of exceptional challenge describes 2010 for the Pasadena Center Operating Company (PCOC). One could not imagine a more daunting environment in which to open a new convention facility. Yet, both the Convention Center and the Convention and Visitors Bureau exceeded expectations.

This was the first full year of operation for the Convention Center. We hosted over 500 events in the new facilities, ranging from dinner for 1,800 BCS Bowl attendees, Tournament of Roses festivities, numerous professional association functions, local galas, and weddings. Most important is the reputation for exceptional quality—in event preparation, food service, facilities and service that the PCOC staff has earned. This has resulted in a very high return rate, as well as a solid referral base of satisfied customers.

The Convention and Visitors Bureau booked in excess of 35,000 room nights at local hotels, exceeding its goal. The Civic Auditorium continued to host renowned events, nationally televised award shows and cultural events. Our sales and marketing team successfully promoted the city throughout the country, enhanced its social media efforts, produced several destination videos, and even developed a mobile website.

With great appreciation, I thank my fellow Board members, CEO Michael Ross and the entire PCOC staff for their hard work and dedication. I also extend gratitude to the Pasadena City Council, City Staff and all our community partners for their continued support.

Looking forward to 2011, we've set some very aggressive goals to increase our business activity on all fronts. We feel confident that we can continue to grow, even in today's economic environment, by building upon our reputation of providing the very highest quality event planning and management, as well as marketing our new facilities and Pasadena as a unique and appealing destination!

Sincerely,
Richard M. Schammel
Chairman
Board of Directors





Gold for Going Green

The expanded Pasadena Convention Center has been awarded LEED® (Leadership in Energy & Environmental Design) Gold Certification from the U.S. Green Building Council, making it one of the greenest convention centers in North America. The facility achieved LEED certification for its aggressive environmentally friendly initiatives in the areas of energy, water use, recycling and traffic reduction.

The Awards Go to...

Accolades have poured in for the expanded Pasadena Convention Center. The Center was one of only 10 convention centers nationwide to receive a Planners' Choice Award. Sponsored by "Meeting News," more than 40,000 meeting, convention and incentive travel planners selected the facility based upon the service and expertise of the staff, design and quality of the facility, quality of the food service, its desirable location, and its green initiatives.

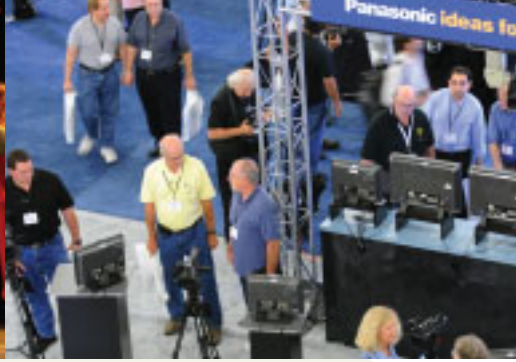
The praise continued with a Best of 2009 award from "California Construction." The Center was recognized as an excellent government/public project by an esteemed jury of prominent local construction industry professionals for its architecture, engineering, innovation, and overall excellence.

Pasadena Convention Center Events

The Pasadena Convention Center hosted 538 events that attracted more than 292,677 attendees. From meetings and conventions to a variety of consumer-driven shows, it was another record-breaking year. Highlights included:

- American Institute of Aeronautics & Astronautics Annual Convention
- California Library Association Annual Conference
- Herp World Reptile Expo
- Los Angeles County Science Fair
- National Association of College Administrators Annual Conference
- Professional Photographers of California Annual Convention





Pasadena Civic Auditorium

During its triumphant 78th season, the Civic hosted 76 public events in the theatre and 27 private events in the Gold Room. Total attendance was in excess of 133,000, with millions of additional television viewers. Highlights of the season included:

- “American Idol: Idol Gives Back”
- “Bold & Fresh Tour” with Glenn Beck and Bill O’Reilly
- 14th season of the Distinguished Speaker Series with President Bill Clinton, Dan Rather and Condoleezza Rice
- Live radio broadcasts of NPR’s “Wait, Wait. . . Don’t Tell Me”
- UNCF Evening of Stars® Tribute to Lionel Richie
- 82nd season of the Pasadena Symphony
- 17 graduation ceremonies

Meetings & Conventions

The Pasadena Convention & Visitors Bureau’s Sales department markets Pasadena’s meeting facilities, including the Pasadena Convention Center and local hotels, to associations and corporations throughout the country. Fiscal year sales efforts included trade shows, sales missions, client events, site visits and more. The department’s success is measured ultimately by the amount of hotel room nights generated.

- Total Leads: 338
- Definite Bookings: 101
- Total Hotel Room Nights: 35,732
- Percentage of Room Night Goal: 110%
- Economic Impact: \$20,877,878



Destination Marketing

As the city's official destination marketing organization, the Pasadena Convention & Visitors Bureau (CVB) promotes Pasadena as a desirable meeting, tourist and special event destination. 2010 marketing highlights included:

- 16,237,924 potential visitors read about Pasadena through the CVB's publicity efforts. This earned media exposure was valued at \$396,136.
- A new three-minute Pasadena destination video was produced and featured on the travel section of USA Today.com, DestinationsTV.com, VisitPasadena.com, and YouTube.
- Partner promotions and special events were marketed via the CVB's Twitter, YouTube and Facebook pages, with 10,000+ Facebook fans.
- A mobile website was introduced to help cell phone users access Rose Parade, Rose Bowl Game, and National Championship Game information.
- The "Pasadena Official Visitors Guide" and Simply More Value discount card were produced and distributed to 150,000 leisure travelers and convention delegates.



- Leisure ads were placed in "Cultural Traveler," "Sunset," and "2010 California Visitors Guide."
- Several campaigns to attract visitors were featured on the CVB's website, including seasonal hotel offers, partner promotions, dineLA/dinePasadena, and Bring Your Own Wine Wednesdays.
- The CVB sponsored Make Music Pasadena, Craftsman Weekend, Pasadena Art Weekend, Old Pasadena Film Festival, Celebration on the Colorado Street Bridge, Pasadena Chalk Festival, and Spring Home Tour.
- Two new ads targeting sports and religious groups were placed in appropriate trade publications and on their websites.
- The CVB was recognized with a "MeetingNews" Planners' Choice Award, "Sports Events Magazine" Readers' Choice Award, and "Successful Meetings" Pinnacle Award.





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IMPLY MORE



TO DO

A world of experiences, just minutes from downtown L.A.

Art, culture, three dynamic shopping/entertainment districts, 500 restaurants, and spectacular nightlife – the unlimited charms of Pasadena await your discovery.

Easily accessible to all of Southern California attractions, Pasadena is a uniquely inviting destination of Old-World sophistication, New-World style and small town hospitality. From masterpieces by Van Gogh and Picasso to an original "Gutenberg Bible," from the walkable wonders of Old Pasadena to our multitude of exciting events, lush gardens, and golf courses, there's simply so much to do.



Contact us at 800-307-7977
or visit us at EnjoyPasadena.com

Client Services

Once a meeting planner has selected Pasadena as the location for a meeting or convention, the Client Services department steps in to ensure that the event is successful and memorable. As destination experts, the staff provides complimentary promotional materials, program planning consultation, hotel room block assistance and more. During the fiscal year the department serviced 61 groups. Some of these included:

- American Association for Artificial Intelligence
- American Institute of Aeronautics & Astronautics
- California Redevelopment Association
- Measurement Science Conference
- Southern California Kindergarten Conference

Sales Events

The department also plans events for the CVB's sales team. This year Client Services coordinated 16 events, including client destination tours, sales blitzes and out-of-town showcases.

Visitor Services

The Visitors Center is located inside the Conference Center building at the Pasadena Convention Center. Here, visitors can ask questions, pick up brochures and receive recommendations on everything from hotels to restaurants. A satellite information desk is also available in the foyer of the Exhibit Hall and Ballroom. Guests can pick up visitor information at the desk during operating hours, and during peak periods, the desk is staffed by a visitor services representative.

- Phone Inquiries: 30,350
- Walk-in Visitors: 3,650
- E-Mail Inquiries: 426
- Information Packets Mailed: 6,230



Web Sites

PasadenaCenter.com

- Unique Visitors Total: 263,043
- Hit Count Total: 2,959,389

ThePasadenaCivic.com

- Unique Visitors Total: 143,203
- Hit Count Total: 2,911,839

VisitPasadena.com

- Unique Visitors Total: 411,957
- Hit Count Total: 3,719,124

Visitor Hotline

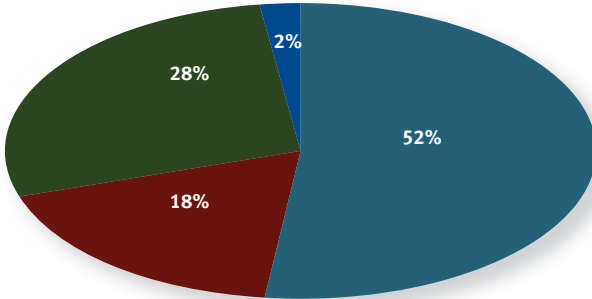
To assist visitors coming to the 121st Tournament of Roses Parade, the 96th Rose Bowl Game, and the Citi BCS National Championship Game, the Pasadena Convention & Visitors Bureau (CVB) operated the 26th Annual Visitor Hotline from December 29, 2009 – January 7, 2010. Over this period, 96 volunteers answered 2,846 toll-free phone calls.

This was the CVB's most successful Visitor Hotline to-date. Much of the success was attributed to the vast amount of media coverage devoted to the phone bank and its efforts to help callers. The Visitor Hotline was mentioned more than 50 times on television news broadcasts in Oregon, Ohio, Alabama, Texas, and California. It is estimated that 4.6 million television viewers learned about the Visitor Hotline from this coverage.



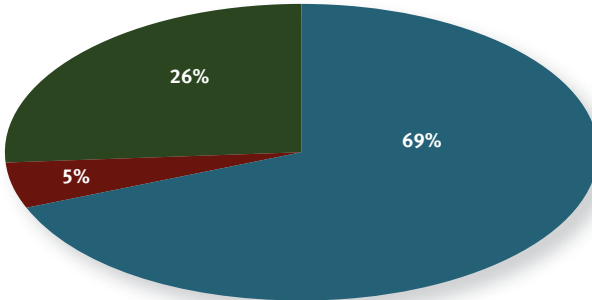
Financial Results

2010 Operating Revenue \$7.2M



- Convention Center \$3.8M
- Garage \$1.3M
- Tourism Business Improvement District \$2.0M
- Interest \$169K

2010 Operating Expenses \$7.5M



- Convention Center \$5.1M
- Garage \$412K
- CVB \$2.0M





**2009-2010
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300 E. Green Street, Pasadena, CA 91101

626-793-2122 PasadenaCenter.com

