



OFFICE OF THE CITY MANAGER

November 18, 2021

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Holiday Shop Local Campaign:

The City's economic development staff and the Convention & Visitors Bureau have launched a citywide holiday marketing campaign to support its local businesses. The "From Pasadena, with Love" campaign will put a spotlight on the city's independent businesses and encourage the public to shop and dine local this holiday season. The campaign theme shows local love for the city and highlights feelings of gratitude for the public's ongoing support of the local business community.

To thank the public for shopping and dining in Pasadena, campaign welcome stations will be located all across the city. *Beginning on Small Business Saturday (November 27), customers who visit a welcome station will get a chance to win Pasadena-branded swag and experiences.* Gifts will be distributed first-come, first-serve and will range from custom enamel pins and totes to museum admissions, music festival passes and Rose Parade tickets. For more information, visit www.cityofpasadena.net/shoppasadena.



Businesses all over the city can participate in the "From Pasadena, with Love" holiday shop local campaign by posting campaign graphics to their social media feeds. The City and Visit Pasadena will repost content on our respective feeds from businesses using the campaign graphics and #shoppasadena. To access the campaign graphics, visit www.visitpasadena.com/businessresources/.

2. Pasadena Named as a Top Ranked City in the 2021 Digital Cities Survey:

Phillip Leclair, Chief Information Officer for the Department of Information Technology, shares a press release from the Center for Digital Government naming Pasadena as one of the “Top Ten” digital cities in the nation by The Center for Digital Government. This is the seventh time Pasadena has been recognized as a technologically progressive and innovative city when compared to other cities of similar population size. The City’s response to the pandemic using technology to facilitate the COVID-19 vaccine rollout; launch of many new city services online; and piloting of new communication tools were highlighted in the survey results. Pasadena ranked tenth in the 2021 survey for cities with a population between 125,000 – 249,999.



Contact Phillip Leclair at 626-744-3784 for more information about the award and visit the Center for Digital Government website for the press release and complete survey results: <https://www.govtech.com/dc/digital-cities/digital-cities-survey-2021-winners-announced>.

Respectfully Submitted,

A handwritten signature in blue ink, appearing to read "Julie A. Gutierrez".

JULIE A. GUTIERREZ
Assistant City Manager