

OLD PASADENA

Reinvest for Success

July 14, 2010

Continuation Committee

Re: Assessment Continuation Ballot

Sally Lunetta, Chair
One Colorado

Dear Old Pasadena Property Owner:

Ed Eyerman
Sares Regis Group

Have you returned your "YES" vote ballot yet? If you have, then turn this page over and take a look at all the comprehensive programs and gold standard services you will continue to receive. If you have not returned your ballot, do it **TODAY** to ensure the continuation of OLD PASADENA assessment district!

Robert Montano
City of Pasadena

Jim Plotkin
Plotkin Partners

Still undecided?

Steve Mulheim
Old Pasadena
Management District

Consider the value of your investment...

Your assessment, leveraged with hundreds of others, funds services that average \$4,100 spent every day on cleaning services, safety services, hospitality services, marketing, advertising, public relations, business advocacy, city liaison, property owner/business owner/tenant resources, and many other crucial services and district oversight that would not otherwise exist.

Consider what your assessment provides...

Flip this page over to see all the comprehensive programs and gold standard services you will continue receiving, compared to what you would lose if the assessment district is not continued.

Wondering if Old Pasadena Management spends your assessment wisely?

Old Pasadena Management was named "City's Best Hometown Ambassadors" by Pasadena Magazine. Why? Because we do so much with so little!

Old Pasadena's events reach an international audience and generate multi-millions of media impressions. Our clean and safe programs are held up by the international downtown management community as *the* example of how it should be done. Hollywood has begun a rejuvenation of their back-alleyways based on Old Pasadena's program and success. Our parking programs have been the basis for multiple books and studies on how to successfully implement the "perfect parking hierarchy". Old Pasadena Management is endlessly envied and emulated for breadth of effective programs and services, quality execution, and premier standards.

City's Best Hometown Ambassadors

OLD PASADENA MANAGEMENT

65 N. Raymond Ave., Ste. 260
626.356.9725, oldpasadena.org

The Old Pasadena Management District, a non-profit responsible for the revitalization of Old Town Pasadena, has been tirelessly working to make the burgeoning neighborhood a destination spot, continually drawing shoppers, diners, and event seekers. They've turned what was once a lonesome stretch of our town into a thriving hub.



The Old Pasadena PBID was renewed in 2005 for a five-year term by an overwhelming **94% approval**. Don't let this opportunity to ensure the continued success of Old Pasadena pass you by... Vote "YES" today! In order to be counted, **City Hall must receive your ballot by July 26th**. Make sure that you continue to receive the immense benefits this business district provides both you and your tenants. **Please sign and return your petition today!**

Sincerely,

A handwritten signature in black ink that reads "Steve Mulheim".

Steve Mulheim
President & CEO