

With Assessment District

CLEANING | MAINTENANCE

- Street sweeping **7 days** a week
- Trash cans serviced **14 times** weekly
- **Nightly** sidewalk pressure washing
- Graffiti removal within **2 hours** of notification
- Landscaping maintenance **7 days** a week
- **Daily** porter/cleaning service
- Cleaning starts at 10:30am the day of the Rose Parade and completed within **2-3 hours**. The speed and efficiency of our clean-up is reported by multiple news sources annually.

HOSPITALITY | SAFETY SERVICES

- 24 Ambassador Guides patrol 21-blocks and 3 Park & Walk garages 24 hours a day every day generating:
 - Visitor assists per year 76,471
 - Panhandler / homeless contact 4,658
 - Requests for police 357
 - Reports of graffiti 2,712
 - Property condition reports 3,211
- Ambassador Guide staff has been honored multiple times by the Pasadena Police Department for their crucial assistance.
- Guides walk a total number of miles per year that more than circle the earth.

PARKING OVERSIGHT

- Dedicated daily oversight of the largest inventory of structure parking spaces in Old Pasadena, with specific focus on maintaining lowest possible rates and “first 90 minutes free”, highest levels of customer service, daily attention to cleaning / maintenance / graffiti needs, and 24/7 security ambassadors.
- Liaison to Pasadena Department of Transportation and Parking, the Old Pasadena Parking Meter Advisory Zone Commission, privately owned structures and surface lots, and valet parking services - the **ONLY** comprehensive oversight of ALL Old Pasadena parking inventory.
- Watchdog of filming permit and construction activity, and limiting its impact on Old Pasadena traffic, parking, and street closures.
- Liaison to Pasadena Department of Parking and contracted Parking Enforcement management to lobby for effective but non-aggressive enforcement techniques.

MARKETING | ADVERTISING | EVENTS

- 250,000 Old Pasadena Directory Maps with business Individual listings distributed throughout SoCal and updated 3 times a year.
- 9 Garage directory map kiosks with business listings updated 3 times a year.
- Year-round full-color ads in travel & destination magazines generating more than 4,000,000 media impressions annually.
- Old Pasadena official website with individual business listings, sales & promotions, a detailed calendar of events, and many other resources.
- Organizing and negotiating co-op advertising opportunities for small businesses.
- Holiday décor: Snowflake gobo projections on buildings / sidewalks along Colorado; lighting on Green Street trees; and pole-mounted lighted snowflakes.
- Annual events garnering major media coverage (110,000,000 media impressions from 2003-2008) and promoting visitorship to Old Pasadena:
 - Old Pasadena Restaurant Week - 2009 event generated \$100,000 in sales and \$10,000 donation to Union Station Homeless Services;
 - Make Music Pasadena - all-day free musical festival attended by 25,000+; Mayor Bogaard reported 2009 event brought an estimated \$1m in revenue;
 - Old Pasadena Film Festival - the largest outdoor free film festival of its kind;
 - Halloween Celebration - offers special treats / discounts to trick-or-treaters;
 - Weekend-long Holiday Celebration - kicks-off the holiday gift-buying season.

ADVOCACY | CITY LIAISON | OWNER RESOURCE

- OPMD staff attends hundreds of city meetings annually to advocate on behalf of Old Pasadena stakeholders. OPMD also maintains a monthly calendar of committee meetings where stakeholders can voice their needs and concerns.
- Advocated successfully for planting of trees in Old Pasadena, against a moratorium that would have delayed planting by at least one year.
- Maintained parking rates and 90-minutes free in the city garages, while other districts have raised rates and eliminated free periods.
- Actively participate on the Streetcar Steering Committee to oversee the study of a Downtown Pasadena streetcar system.
- Provide property owners with property conditions that need to be addressed.
- Maintain free retail, office and residential listings on the Old Pasadena website.

A PROVEN track-record of significant ROI

WITHOUT Assessment District

CLEANING | MAINTENANCE

- Street sweeping **2 days** a week
- Trash cans serviced **3 times** weekly
- **NO** sidewalk pressure washing
- Graffiti removal within **48 hours** of notification
- Landscaping maintenance as city schedule allows
- **NO** porter/cleaning service
- Cleaning starts at 11:00pm the day of the Rose Parade and is completed within **24-48 hours**.

HOSPITALITY | SAFETY SERVICES

- **NONE**

- **NONE**

- **NONE**

PARKING OVERSIGHT

- **NONE**

- **NONE**

- **NONE**

- **NONE**

MARKETING | ADVERTISING | EVENTS

- **NONE**

- **NONE**

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ADVOCACY | CITY LIAISON | OWNER RESOURCE

- **NONE**

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A BLEAK FUTURE