

OLD PASADENA
MANAGEMENT DISTRICT



Annual Report 2003

The mission of the Old Pasadena Management District is to enhance and promote Old Pasadena as a unique, authentic and vibrant downtown experience.

A MESSAGE FROM OUR LEADERSHIP

2003 was a big year for the Old Pasadena Management District. It was our third birthday and it marks the emergence from adolescence into adulthood. It was also the year that City Council cleared the way for us to assume management of the three public parking structures. That means the District will have at its disposal the tools to affect the experience of the 1.4 million customers who annually use these structures. Not many other downtown districts have this advantage. In fact, only five other cities in the entire country have taken this bold step. On a level of policy and advocacy, our organization found its voice through the efforts of our Economic Development Committee. Our board took difficult but important positions regarding several key developments affecting Old Pasadena.

Other accomplishments for 2003 include: The inauguration of the Levitt Pavilion Concert Series in Memorial Park, which attracted hundreds of people on summer evenings and generated a great buzz in the community; the first annual Old Pasadena Golf Tournament at the Brookside Golf Course, which raised \$12,000 for the 2006 Pasadena Food Bowl; newspaper racks formerly scattered throughout the district are now installed in uniform, designated areas; we now have a riding street cleaner for the daytime on-the-spot sidewalk and street cleanups; and we celebrated the long-awaited opening of the Metro Gold Line rail stations at Del Mar and Memorial Park.

As stakeholders of Old Pasadena, we can proudly say that we have a gem of a district, one that many other communities look to as an example of enlightened revitalization.

None of this would have been possible without the hard work and dedication of our incredibly talented Board of Directors. Special thanks for the dedication and care that has come with their leadership. As we chart the course for Old Pasadena, we will strive to balance the tradition and history with the impacts and uncertainties of the future. Our role in managing the Business Improvement District and now the parking garages means a bigger challenge for our evolving organization. We applaud our stakeholders and the City of Pasadena for setting the standards we uphold, and look forward to achieving our vision with your support.

Sally Lunetta, Past Chair 2003

Suzanne Marks, Chair 2004



Management District

The Old Pasadena Management District exists to protect and serve the collective interests of the owners, tenants, and residents of Old Pasadena. It was formed in 2001 as a private, non-profit management company.

Governed by an elected Board of Directors, the Old Pasadena Management District also manages the Old Pasadena Business Improvement District (BID), under a contract with the City of Pasadena.

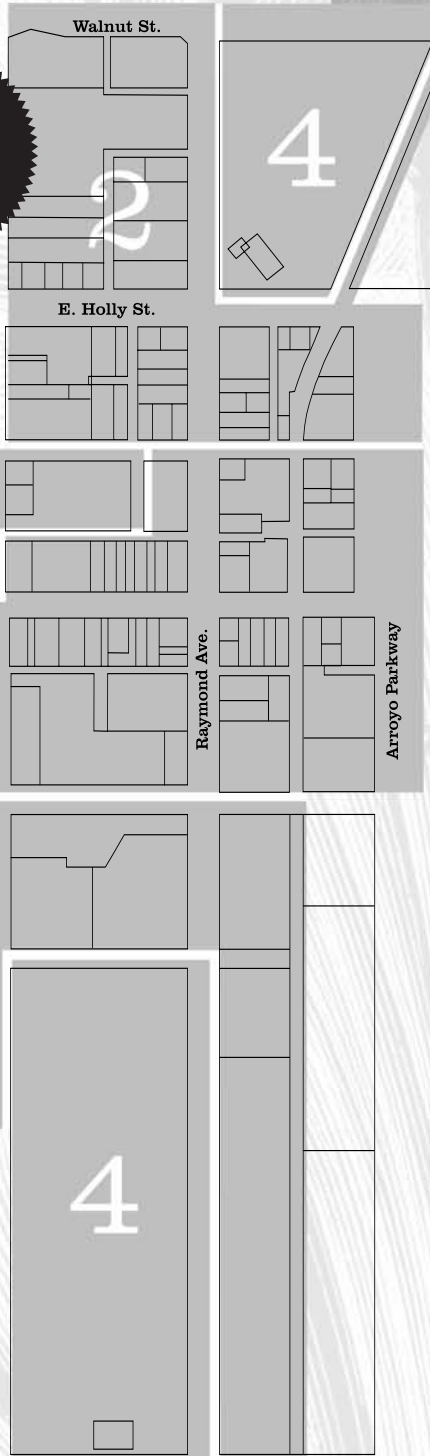
BUSINESS IMPROVEMENT DISTRICT

The BID provides for a contract for services with the City of Pasadena, and this partnership creates the core budget for the Old Pasadena Management District. This public-private partnership allows for the property owners in the district to pay an additional property tax. These tax assessments finance needed services and programs such as cleaning, security, marketing, economic development, and advocacy on behalf of the district. The stakeholders determine the level of needed services, and the organization operates with active and open participation from the Old Pasadena community.

These programs and services contribute to a cleaner, safer district that is being positioned for continued success.

This directly reflects the best interests of the district stakeholders and the City.

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FORMULAS AND BOUNDARIES



	Lot Rate	Ground Floor	Non-ground Floor
Zone 1	\$0.125354798	\$0.282048296	\$0.141024148
Zone 2	\$0.125354798	\$0.141024148	\$0.070512074
Zone 3	\$0.125354798	\$0.00	\$0.00
Zone 4	0.062677399	\$0.00	\$0.00

ECONOMIC DEVELOPMENT

Dan Mellinkoff, Chair

Goal: To encourage and facilitate appropriate development, growth and renewal through all of Old Pasadena, and to ensure continued economic vitality in the district. Helps guide advocacy efforts, and overall long-range and strategic planning for the district.

FINANCE

Hanna Wood, Chair

Goal: To effectively manage the financial affairs of the Old Pasadena Management District and to financially plan for a sound future for the BID.

MAINTENANCE

Marilyn Buchanan, Chair

Goal: To keep the streets, sidewalks and alleyways in Old Pasadena clean, attractive and inviting, and to encourage private participation in strong maintenance standards.

MARKETING AND PROMOTIONS

Adrian Kalvinskas, Chair

Goal: To position and promote Old Pasadena as Southern California's premier urban destination in order to maintain and expand our customer base and increase sales.

SAFETY

Debbie Meymarian and Gary Dimkich, Co-Chairs

Goal: To ensure the Guide Program contributes to a safer environment for visitors and employees, and to build strategic partnerships with law enforcement and other agencies working to address public safety.

Participation in any of the Old Pasadena committees is open to anyone with a stake or interest in the programs and purpose of the organization.

Meeting schedules are published in our weekly "Just the Fax" newsletter and meeting agendas are posted in our office window, in accordance with the Ralph M. Brown Act.

For additional information or to be added to a committee roster or mailing list, please call 626.666.4156, or visit the official Old Pasadena web site, www.oldpasadena.org.

ECONOMIC DEVELOPMENT

- 1) Continued to develop and foster good working relationships with elected officials, City staff and community partners.
- 2) Represented the district's interests on key advocacy issues, including transit-oriented development and revisions to the General Plan.

MAINTENANCE

- 1) Pressure washed more than 59 miles of sidewalks.
- 2) Cleaned 1,218 miles of curb and street with the Street Sweeper.
- 3) Collected 23,800 trash bags from public cans in Old Pasadena.
- 4) Cleaned over 90 miles of sidewalk with The Sidewalk Scrubber.
- 5) Provided more than 10,400 man hours of daily porter service, keeping alleys and sidewalks clean and graffiti-free.

SAFETY

The uniformed Guides are radio-equipped, bike and foot security personnel operating as ambassadors throughout the district.

- 1) Over 18,720 man hours were provided by the Old Pasadena Guides.
 - 2) The Guides walked over 9.828 miles during patrols.
 - 3) More than 10,000 citizen contacts were made by these friendly ambassadors, providing assistance, and serving as a visible presence in the district.
 - 4) 259 abandoned shopping carts were collected in the district.
 - 5) 135 incidents of graffiti and property damage were reported.
 - 6) The Old Pasadena Guides assisted the Pasadena Police Department on more than 13 arrests.

MARKETING AND PROMOTIONS

- 1) Provided timely and factual information to stakeholders and business operators through the "Just the Fax" newsletter, with weekly distribution to more than 750 readers.
- 2) Organized, produced and promoted numerous retail oriented promotions and advertising campaigns designed to increase sales or position Old Pasadena as the top-of-mind destination for key holiday periods.
- 3) Operated www.oldpasadena.org for the benefit of all businesses and tenants, in addition to benefiting the general public as an information source.
- 4) Organized and implemented holiday-based customer appreciation programs. 1,000 roses were distributed to visitors in the district on Mother's Day and 3,000 goodie bags of candy were given out on Halloween.
- 5) Organized the Inaugural Old Pasadena Golf Tournament, raising \$12,000 to support future event production.
- 6) Produced the Levitt Pavilion for the Performing Arts Summer Concert Series, 34 free community concerts in total, at the historic and newly restored Memorial Park band shell.
- 7) 40,000 copies of the 2003 Old Pasadena Gift Book were distributed to over 50 major employers before Thanksgiving weekend.
- 8) Distributed more than 100,000 full color brochures promoting Old Pasadena throughout the greater Los Angeles area including hotels, visitor centers, airports and regional attractions.
- 9) Leveraged more than \$450,000 value in news coverage and free publicity for the district.

- 1) Continue to establish the Old Pasadena Management District as a leading business organization in the community, and the keeper of the vision for Old Pasadena.
- 2) Improve the management and operations of the City-owned garages through a separate contract for services with the City of Pasadena.
- 3) Continue to advocate for favorable changes to the City's General and Specific Plans, as well as for favorable changes to the zoning codes that govern development.
- 4) Monitor and advocate with both the City and the Metropolitan Transportation Authority for physical improvements to the Gold Line right-of-way through the district.
- 5) Research and develop comprehensive plan to complete BID continuation, identifying all funding and contracting needs, budget, strategies, and priorities for the 2005 campaign. As part of this research, develop recommendations regarding any possible BID boundary changes, as well as any refinements to the rate formula.

- 1) Use data collection, survey results, and analysis of economic, ownership, business and parking trends to track, collect and use information system improvements for the benefit of the district.
- 2) Secure funding mechanism to develop and manage a Competitive Retail Recruitment and Retention Program, aimed at facilitating targeted improvements to the business mix in the district.
- 3) Implement the Marketing Plan for 2004, including holiday customer appreciation promotions, improvements to the website www.oldpasadena.org, an expanded marketing brochure, a holiday decor initiative, "Cinema in the Park" movie series, and the Old Pasadena Golf Tournament.
- 4) Market and promote the availability of parking in Old Pasadena as part of our parking management services.
- 5) Develop quarterly newsletter "The Real Deal" designed to keep property owners, businesses and other Old Pasadena stakeholders informed.
- 6) Launch Ambassador Guide services under a new vendor, providing improvements to uniforms, service levels and to the overall performance and presence of the Old Pasadena Guide Program.
- 7) Continue new service improvements during the Rose Parade operations, including sidewalk pressure washing post parade, and oversight on rebolting of trash cans and newsracks.
- 8) Effectively manage the operations of the trash compactor in Mercantile Alley, as part of the management contract on the City garages.

Staff Roster 2003 - 2004

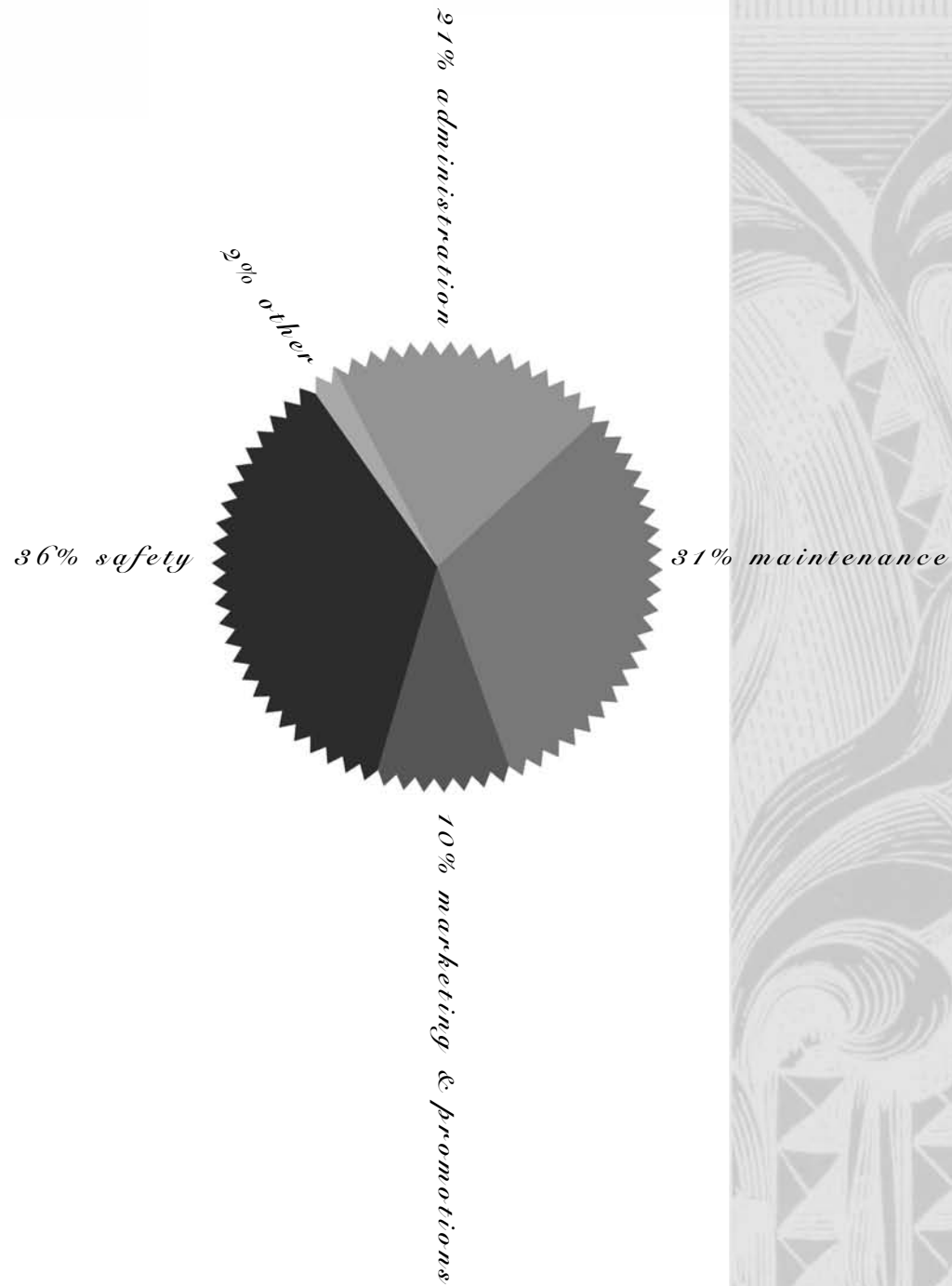
Maggie Campbell *President and CEO*
Bill Norsetter *Vice President of Operations*
Kirsten Monk *Marketing and Communications Manager*
Jennifer Minzey *Executive Assistant*

Board of Directors 2003

- *Chair** **Sally Lunetta**, *One Colorado*
- *Chair-Elect** **Suzanne Marks**, *Pasadena Advertising*
- *Past Chair** **Harry Stitle**, *Stitle Realty*
- *Secretary** **Adrian Kalvinskis**, *Distant Lands*
- *Treasurer** **Hanna Wood**, *Typecraft, Wood and Jones*
- *Director** **Gene Buchanan**, *AGB Enterprises*
- *Director** **Russ Hanlin**, *Sunkist, Chair Emeritus*
- *City Rep.** **Kirk Pelser**, *City of Pasadena, Development*
- *Director** **Steve Stathatos**, *Stats & Fishbecks*
- Jan Berk**, *Castle Green Resident*
- Victor Ciulla**, *Twin Palms Restaurant*
- Gary Dimkich**, *Delacey's Club 41*
- Jeff Hart**, *Courtyard by Marriott*
- Jack Huang**, *Wok 'n Roll, Sorriso*
- Dan Mellinkoff**, *D.M. Associates*
- Debbie Meymarian**, *The Body Firm, Just Joe*
- Lt. Tom Pederson**, *Pasadena Police Department*
- Jim Plotkin**, *Plotkin Partners*
- Dan Rix**, *City of Pasadena, Public Works*
- Mary Robinson**, *Crown City Loan*
- Rev. Lucious Smith**, *Friendship Baptist Church*

*Denotes Executive Committee

2003 ANNUAL BUDGET \$1.1 MILLION



DECEMBER 2003

STATEMENT OF FINANCIAL POSITION

	ASSETS
\$555,815	Cash and cash equivalents
279,067	Accounts and contracts receivable, net of allowances of \$13,950 and \$12,628
7,008	Other receivables
3,692	Prepaid expenses
34,078	Property and equipment, net
2,150	Deposits
\$881,810	TOTAL ASSETS
	LIABILITIES
\$15,306	Accounts payable
8,494	Other liabilities
258,675	Deferred assessment revenue
282,475	TOTAL LIABILITIES
	NET ASSETS
\$599,335	Unrestricted
\$599,335	TOTAL NET ASSETS
	TOTAL LIABILITIES AND NET ASSETS
\$881,810	