



OLD PASADENA MANAGEMENT DISTRICT

ANNUAL REPORT 2008

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Annual Report 2008

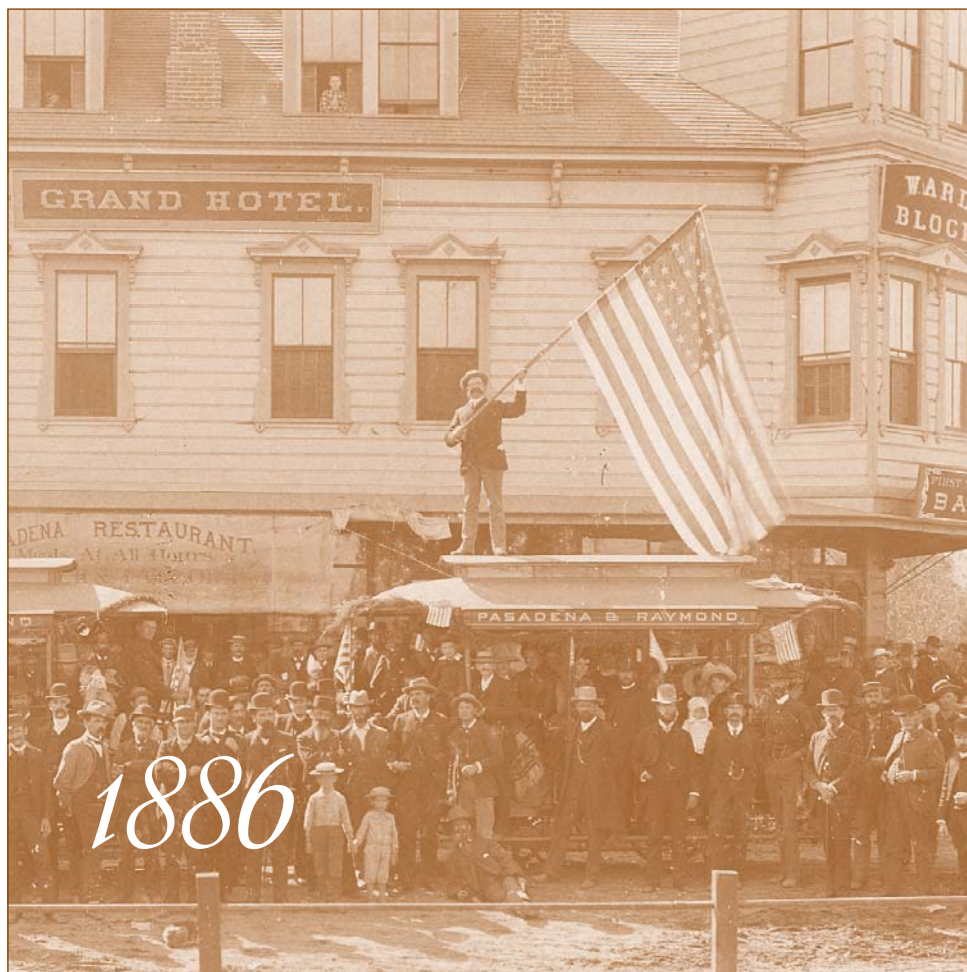


Photo courtesy of the Pasadena Museum of History Archives.

*Celebration of the arrival of the first street cars, in front of the Ward Block building.
Located on the southeast corner of Colorado Boulevard and Fair Oaks Avenue, the Ward Block housed the Grand Hotel,
First National Bank, Wells Fargo Express office, Pasadena Restaurant, and ice cream parlor.*





MISSION STATEMENT

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

PURPOSE

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 1995 as a private, non-profit management company. Governed by an elected Board of Directors, the Old Pasadena Management District manages the Old Pasadena Business Improvement District (BID), under a contract with the City of Pasadena.

A MESSAGE FROM OUR LEADERSHIP

Dear Old Pasadena Supporters

As the economy takes its toll on retail centers and downtowns across the country, Old Pasadena has experienced its share of hurdles. Due to its authenticity, its unique mix of businesses, and the determination and constant attention of Old Pasadena Management District and its stakeholders, Old Pasadena continues to prevail and overcome these challenges significantly better than its competitors.

Our President and CEO, along with dedicated Board members, attended many meetings of the City Council and numerous City Commissions and Committees to advocate for Old Pasadena and its interests. We partnered with our neighboring Business Improvement Districts by allocating funding for Downtown workshops to formulate the future of Downtown Pasadena, and for studies that evaluate the feasibility of a Downtown Streetcar.

We processed over 1 million cars through the Park & Walk garages, and made significant esthetic improvements to key public areas within them. We added 20% more trash cans to the district and patrolled enough miles to more than circle the earth. Our post-Rose Parade clean up was so successful it generated its own media attention, and our Clean and Safe programs have such notoriety that we toured numerous city groups from across the country who wanted to learn how “Old Pasadena does it.”

Perhaps most impressive this year were our marketing efforts. The redesigned Old Pasadena.org website increased visitorship by more than 100,000 in the first month alone; and our expanded holiday lighting garnered much fanfare, especially for our lighting of the trees on Green Street. We launched a number of new events this year, including the addition of the Old Pasadena trolley to our Holiday Celebration; an expanded version of ArtPerformance in conjunction with Pasadena’s ArtWeekend; the first installation of the Old Pasadena Film Festival which brought classic movie screenings to back alleys, parking garages, retail businesses, the Armory Center for the Arts, and the One Colorado Courtyard; and the first Make Music Pasadena, which generated over \$100,000 in event sponsorship, 163 free downtown concerts, 21 million media impressions world-wide, and an estimated one million dollars in revenue to Pasadena.

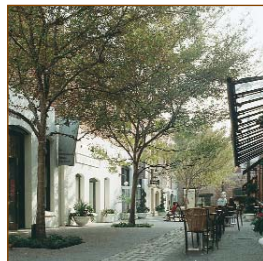
We overcame our challenges and maintained our destination status because of the dedicated leadership and vision of our Board of Directors, the partnership of our neighboring downtown districts, the Pasadena Chamber of Commerce, the Pasadena City Council, the City of Pasadena and its skilled staff, and most particularly the committed and creative talents of our property owners, business owners, and Old Pasadena residents. We are honored to be the care-takers and driving force behind Old Pasadena’s achievements and we urge you to join us through your patronage of our businesses and participation in our committees and Board. Together, Old Pasadena not only meets new challenges head on, but uses them to reach greater heights of success.



Marilyn Buchanan, Chair

B U S I N E S S I M P R O V E M E N T D I S T R I C T

The PBID 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, events, 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.



MASONIC TEMPLE BLOCK



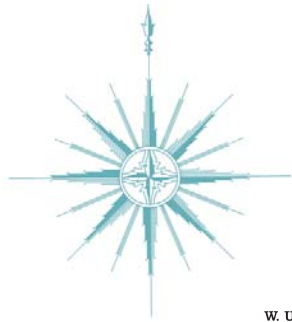
Photo courtesy of the Pasadena Museum of History Archives.

The Masonic Temple Block was constructed on the southeast corner of Colorado Boulevard and Raymond Avenue in 1894.

The only recognizable features today, due to alterations made for the 1929 street widening, are the arched windows.

The street cars were electrified in 1894.

ZONING MAP



FORMULAS AND BOUNDARIES

2008-2009

	<i>Land Assessment</i>	<i>Ground Floor</i>	<i>Non-Ground Floor</i>
ZONE 1	\$0.1679	\$0.3467	\$0.1734
ZONE 2	\$0.1679	\$0.1485	\$0.0742
ZONE 3	\$0.1679	\$0.2018	\$0.1009
ZONE 4	\$0.1679	\$0.1485	\$0.0742
ZONE 5	\$0.1679	\$0.2431	\$0.1216
Total number of assessed parcels			442
Total private property assessment dollars generated			\$ 853,474
Largest single assessment payment			\$ 49,157
Smallest single assessment payment			\$ 29
Total assessment revenue collected from 20 largest owners			\$ 306,527
Average assessment payment for 20 largest owners			\$ 15,326
Average Colorado Boulevard commercial assessment			\$ 3,692
Average Green Street commercial assessment			\$ 2,520
Average Raymond Avenue commercial assessment			\$ 4,479
Average Holly Street commercial assessment			\$ 2,391
Average residential assessment			\$ 261

SCHOOLHOUSE BLOCK

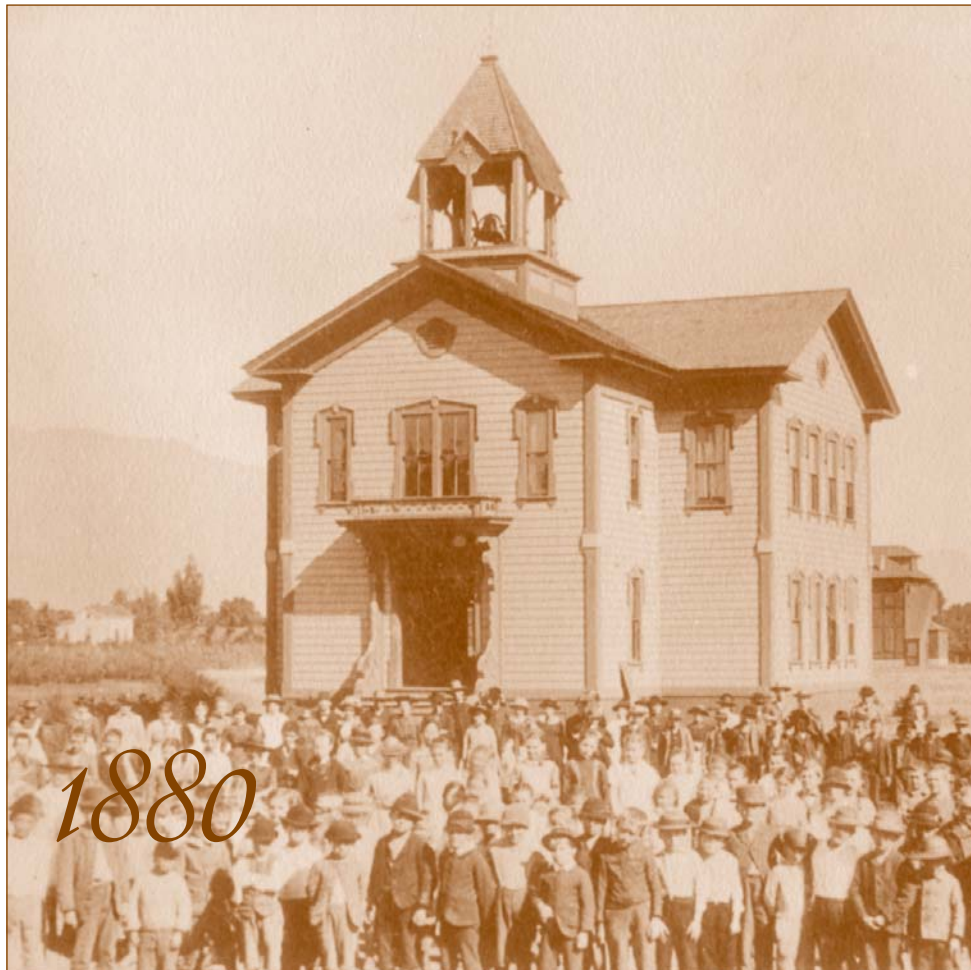


Photo courtesy of the Pasadena Museum of History Archives.

Built in 1878, the first schoolhouse in Pasadena was also the first building on the block of Colorado Boulevard between Fair Oaks and Raymond Avenues, since then referred to as the Schoolhouse block. It was moved to South Raymond in 1886 to allow for the prime parcels on Colorado to be auctioned off.

STATEMENT OF ACTIVITIES

for the Years Ended December 31, 2008 and 2007

		2 0 0 8	2 0 0 7
SUPPORT AND REVENUE	Contract Revenue, City	\$ 545,000	\$ 545,000
	Assessment, Property Owners	834,204	788,812
	Management Fees	132,072	126,744
	Other Income	8,035	9,240
TOTAL SUPPORT AND REVENUE		1,519,311	1,469,796
	PROGRAM SERVICES		
EXPENSES	Maintenance	458,654	436,628
	Security	460,644	437,818
	Marketing and Promotion	238,939	190,700
	Parking	107,118	100,329
	Total Program Services	1,265,355	1,165,475
	Supporting Services	180,768	169,978
TOTAL EXPENSES		1,446,123	1,335,453
CHANGE IN NET ASSETS		73,188	134,343
NET ASSETS AT BEGINNING OF YEAR		788,632	654,289
NET ASSETS AT END OF YEAR		\$ 861,820	\$ 788,632

This Statement of Activities provides a summary of financial activity for the Old Pasadena Management District. A complete copy of our 2008 Financial Statement, including footnote disclosures and the Accountant's Review Report, is available on request. The 2008 Financial Statement may also be viewed at www.oldpasadena.org

BOARD OF DIRECTORS AND STAFF

2008

CHAIR

Marilyn Buchanan, *G&M Construction*

CHAIR-ELECT

Greg Gillooly, *Heritage Wine Company*

PAST-CHAIR

Steve Stathatos, *Stats & Fishbecks*

TREASURER

Barry Hensiek, *Hensiek & Caron, CPAs*

SECRETARY

Robert Montano, *City of Pasadena*

Patrick Chraghchian, *35 N. Raymond Ave, LLC*

Ed Eyerman, *Sares-Regis*

Dan Hayes, *Hayes & Co.*

Doug Huberman, *RVM Associates*

STAFF ROSTER

Steve Mulheim,

President and CEO

Anna Addis,

Vice President of Operations

Kershona Mayo,

Marketing & Events Manager

Janet Swartz,

Office Manager

DIRECTORS

Timothy Bristol, *Courtyard by Marriott*

Marci Christensen, *Lula Mae*

Fritzie Culick, *Old Town Music Co.*

Panos Haitayan, *Café Santorini*

Susan Hickman, *Distant Lands*

Joao Huang-Anacleto, *The Library*

Gale Anne Hurd, *Vertical Wine Bistro*

Lt. Keith Jones, *Pasadena Police Department*

Richard Kim, *Bang & Olufsen Old Pasadena*

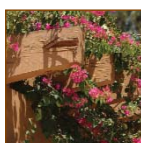
Waad Nadhir, *BOSC Equities*

Tony Nino, *Pasadena Advertising*

John Pena, *Vive Lounge*

Dan Rix, *City of Pasadena*

Rhea Roberts, *Flutter*



The shared vision for a strong and vital Old Pasadena has endured the test of time, due in large part to the support and leadership from the City of Pasadena. Special thanks to Mayor Bill Bogaard, the City Council and the City of Pasadena management for your partnership. With appreciation to all the excellent City employees contributing their time, energy and ideas over the years to help make Old Pasadena what it is today.

NASH BROS. STORE



Photo courtesy of the Pasadena Museum of History Archives.

*The Nash Bros. cash-only grocery store was located at 126 & 128 E. Colorado Boulevard.
The grocery grew and expanded into one of Pasadena's full-service department stores, finally closing in 1971.*

COMMITTEES

2008

**ECONOMIC
DEVELOPMENT**
Ed Eyerman,
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
Barry Hensiek,
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**
Tony Nino,
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. To provide strong communications and community-building within the organization and the neighborhood.

SAFETY
Steve Mulheim,
Chair

GOAL: To ensure the Ambassador 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.

PARKING
Russ Hanlin, Chair

GOAL: To provide oversight and policy direction related to our separate contract for services with the City of Pasadena to manage the three public parking structures in Old Pasadena.



*Participation in any of the Old Pasadena committees or meetings is open to anyone with a stake or interest in the programs and purpose of the organization. Meeting schedules are published in our monthly electronic newsletter, *The Real Deal*, 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 626.356.9725, or visit the official Old Pasadena web site, www.oldpasadena.org.

I M P A C T

2008

ADMINISTRATION



Completed favorable annual financial review.

Held Resident's Forum to enhance awareness of resident interests, concerns, and recommendations.

Revised investment strategies to maximize return.

Allocated funding to partner in a Downtown Summit that discussed challenges, opportunities and priorities for the future of Downtown Pasadena.

Allocated funding to help underwrite a feasibility study for a Downtown Pasadena Streetcar system.

Attended meetings of City Council, Transportation Advisory Commission, Design Commission, Code Compliance, Zoning Board, Zoning Board of Appeals, City Public Safety Committee, City Finance Committee, City Council Town Hall Meetings, and Streetcar Feasibility to advocate for Old Pasadena interests.

MARKETING



Launched the new OldPasadena.org website with upgraded search engine and comprehensive content. Visitorship increased by more than 100,000 in the first month.

Significantly expanded the holiday lighting program, including snowflake falls on the street-light poles, and lighting the trees on Green Street.

Presented the 1st Make Music Pasadena with other organizational partners. This event consisted of 163 free concerts downtown, and generated 21 million media impressions world-wide and one million dollars in revenue to Pasadena.

Transitioned Cinema in the Park to the Old Pasadena Film Festival, in partnership with One Colorado. This generated higher attendance and over six million media impressions, not including web presence.

I M P A C T

2008



Hosted the 2nd annual Old Pasadena Holiday Celebration, and introduced the Old Pasadena Holiday Trolley, providing district-wide service from Thanksgiving through New Year's.

Went exclusively electronic with the Old Pasadena newsletter, The Real Deal, as well as other news, events and operational notices.

OPERATIONS



Completed 2nd annual Rose Parade clean-up, with streets and sidewalks cleared by noon of parade day for businesses to open.

Added 20 new district trash cans, bringing the total to 123.

Made significant improvements to Park & Walk garage foyers and elevator landings.

Created a customer service office for the Park & Walk garages.

Made significant upgrades to elevator cab interiors and elevator operations in the Park & Walk garages.

Initiated studies to replace and augment Old Pasadena way-finding signage.

Pressure washed 16,890,500 square feet of sidewalk.

Swept 4,745 miles of curb.

Emptied 44,895 district trash cans. Repainted and repaired cans as necessary.

Patrolled 33,485 miles during Ambassador Guide shifts.

VISION

2009



Complete Phase II of the new OldPasadena.org website by adding comprehensive district maps, and information on Advocacy, Doing Business in Old Pasadena, and Commercial and Residential real estate listings.

Complete the second annual Make Music Pasadena.

Complete the second annual Old Pasadena Film Festival.



Complete evaluation and design of Old Pasadena way-finding signage to determine needs for replacement and revision, as well as additional signage types needed and its placement, including pedestrian kiosks or directories. Begin installation.

Expand Old Pasadena brochure distribution to local hotel rooms.

Develop and implement an Old Pasadena promotion to highlight restaurants.

Develop and implement a new concept for ArtWeekend participation.

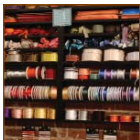
Partner with organizations like Pasadena Heritage to further research and implement projects to replace the tower clock on Colorado Blvd and to install historic identifier plaques on district buildings.

Continue to raise levels of operation and customer service in the Park & Walk garages, as well as implement significant capital improvements to enhance esthetics and traffic flow.

Work with Board of Directors, Old Pasadena stakeholders and Committee volunteers to begin the process of continuation and renew the Old Pasadena PBID.

Continue to provide a positive, dynamic image for Old Pasadena through the consistent use of branding, cross promotion, and high-quality marketing publications.

Participate on the Pasadena Streetcar Steering Committee to complete a feasibility study of a Downtown Streetcar system that would connect Old Pasadena to South Lake.



Work in conjunction with other Downtown Pasadena Business Improvement Districts to secure the existing tree-scape plans for Downtown.

Maintain Old Pasadena's reputation as a national leader and model, continuing to refine programs and services for best practices.

CENTRAL PARK & HOTEL GREEN

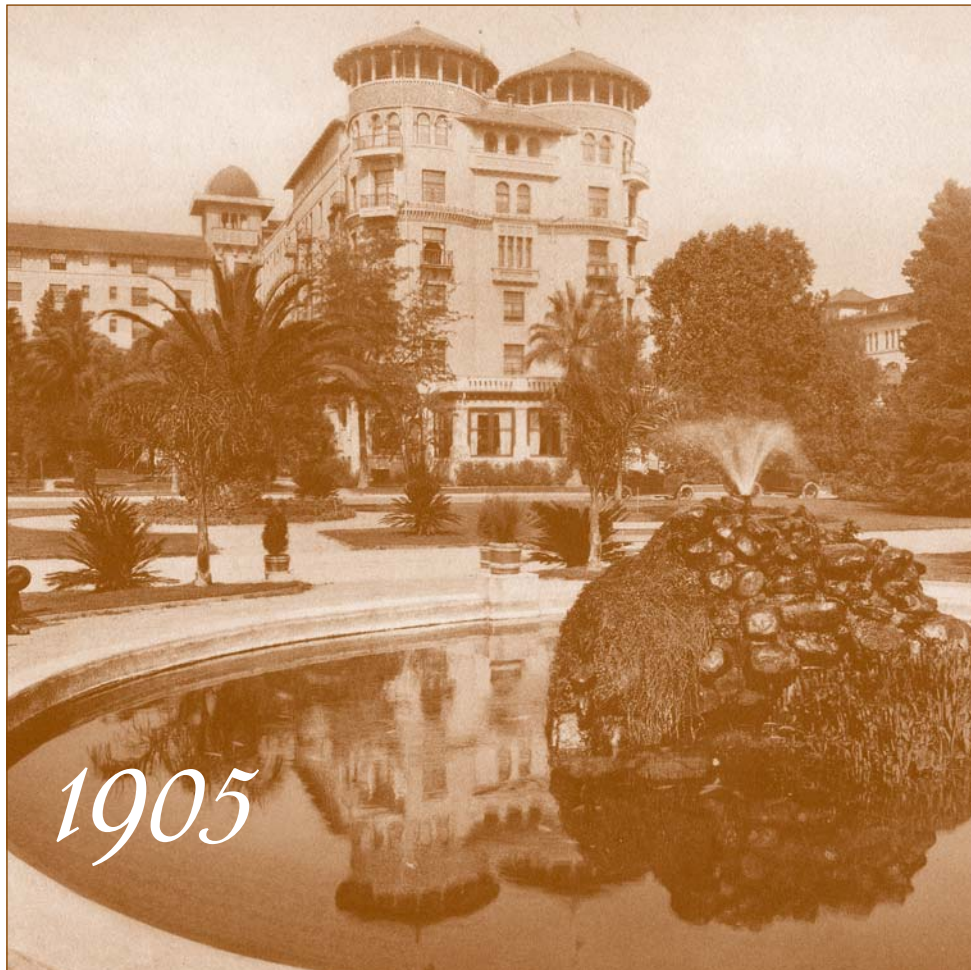


Photo courtesy of the Pasadena Museum of History Archives.

*Pasadena's first park, Central Park, was established in 1902.
The view from the pond captures the majesty of the Hotel Green Annex built in 1903.*

OLD PASADENA
MANAGEMENT DISTRICT

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