

ELISA B.  
PLACE VENDÔME  
BOKAOS AVEGA  
SUSHI ROKU  
JUMPING JELLYFISH

OLD PASADENA  
MANAGEMENT DISTRICT  
ANNUAL REPORT 2009





## A MESSAGE FROM OUR LEADERSHIP

The economy continues to challenge us, but Old Pasadena continues to forge ahead... united in its partnerships.

With our downtown partners:

Old Pasadena Management co-operatively produced the Downtown Pasadena Summit to help define future direction for the central district; and co-operatively funded a Downtown Streetcar Feasibility Study, initiating the Pasadena Streetcar Steering Committee. We joined with our downtown neighbors and successfully campaigned to city council for allowance to plant street trees, undeterred by a multi-year moratorium; and attended literally hundreds of council, commission and committee meetings, particularly to advocate for downtown needs and concerns during the city's continuing general plan update.



With our Old Pasadena property and business owners:

Old Pasadena Management developed Old Pasadena Restaurant Week, generating \$100,000 in business and a \$10,000 donation to Union Station Homeless Services; and expanded the Old Pasadena Film Festival to become the largest free outdoor fest in Southern California.

With our Board of Directors:

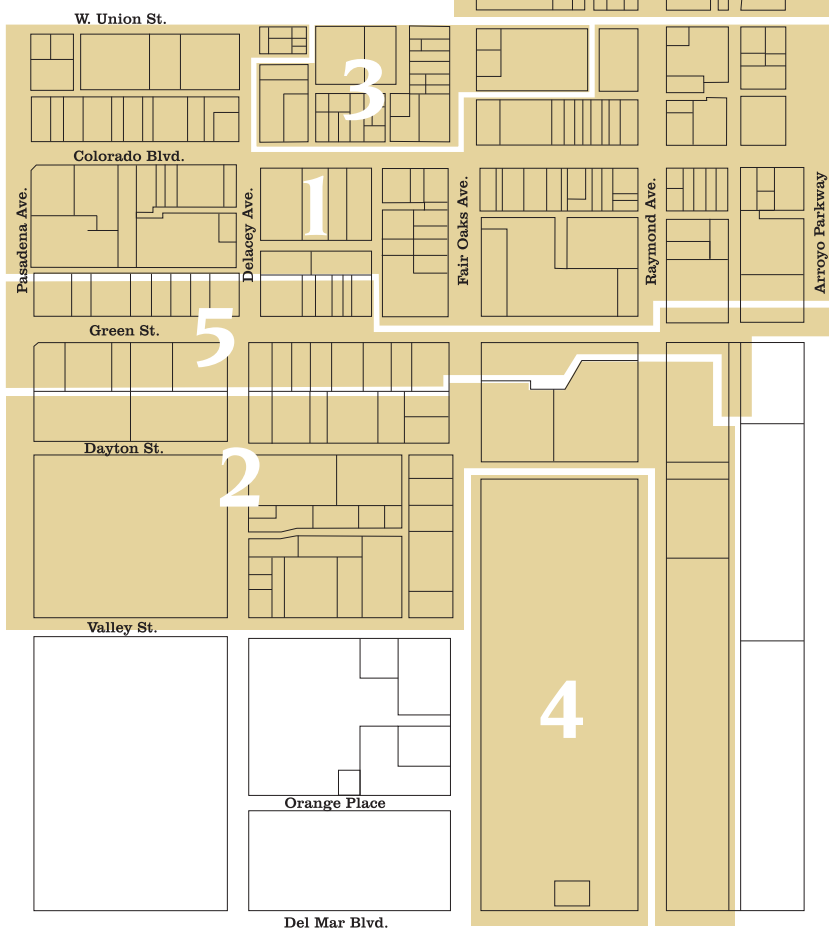
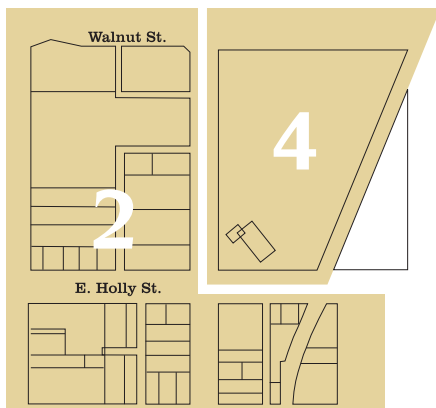
Old Pasadena Management successfully campaigned for the city to allocate \$1 million in tax increment to fund district and infrastructure improvements. This has already funded additional year-round and holiday lighting, as well as a way-finding signage study and new signage.

A century ago, Old Pasadena was built by partnerships of the city administration and the property and business owners. Decades later, it was restored and rejuvenated by the same partnerships. It doesn't surprise us that the same groups will be responsible for our continued economic relevance and civic success.

MARILYN BUCHANAN  
Chair, 2009

TONY NINO  
Chair, 2010

STEPHEN MULHEIM  
President & CEO



FORMULAS AND BOUNDARIES
 2009–2010

	Land Assessment	Ground Floor	Non- Ground Floor
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



## STATEMENT OF ACTIVITIES

*For the Years Ended December 31, 2009 and 2008*

	2009	2008
<b>Support and Revenue</b>		
Contract Revenue, City	\$ 545,000	545,000
Assessment, Property Owners	853,474	834,204
Management Fees	134,712	132,072
Other Income	6,104	8,035
<b>Total Support and Revenue</b>	<u>1,539,290</u>	<u>1,519,311</u>
 <b>Expenses</b>		
Program Services		
Maintenance	468,589	458,654
Security	446,936	460,644
Marketing and Promotion	274,605	238,939
Parking	113,372	107,118
<b>Total Program Services</b>	<u>1,303,502</u>	<u>1,265,355</u>
Supporting Services	197,153	180,768
<b>Total Expenses</b>	<u>1,500,655</u>	<u>1,446,123</u>
<b>Change in Net Assets</b>	<u>38,635</u>	<u>73,188</u>
<b>Net Assets at Beginning of Year</b>	<u>861,820</u>	<u>788,632</u>
<b>Net Assets at End of Year</b>	<u>\$ 900,455</u>	<u>861,820</u>

*This Statement of Activities provides a summary of financial activity for the Old Pasadena Management District. A complete copy of our 2009 Financial Statement, including footnote disclosures and the Accountant's Review Report, is available on request. The 2009 Financial Statement may also be viewed at [www.oldpasadena.org](http://www.oldpasadena.org)*

## BOARD OF DIRECTORS AND STAFF 2009

### Executive Directors

Chair	Marilyn Buchanan, G&M Construction
Chair-Elect	Tony Nino, Pasadena Advertising
Past-Chair	Patrick Chraghchian, 35 N. Raymond Ave, LLC
Treasurer	Ed Eyerman, Sares-Regis Group
Secretary	Robert Montano, City of Pasadena
	Russ Hanlin, Sunkist
	Susan Hickman, Distant Lands
	Richard Kim, Bang & Olufsen
	Rhea Roberts, Flutter



### Directors

Timothy Bristol, Courtyard by Marriott  
Stacey Coleman, Gold Bug  
Dan Hayes, Hayes & Co.  
Gale Anne Hurd, Vertical Wine Bistro  
Lt. Keith Jones, Pasadena Police Department  
Russ Meek, redwhite+bluezz  
Waad Nadhir, BOSC Equities  
Darren Newell, La Grande Orange Café  
Dan Rix, City of Pasadena  
Patricia Roughan, Coldwell Banker  
Ray Spano, Spano Architects  
Marci Toombs, Lula Mae  
Hanna Wood, Typecraft Wood & Jones

### Staff Roster

Steve Mulheim, President and CEO  
Anna Addis, Vice President of Operations  
Kershona Mayo, Marketing & Events Manager  
Janet Swartz, Office Manager

## COMMITTEES 2009

**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**  
**Ed Eyerman,**  
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  
Promotion**  
**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.

**Public 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](http://www.oldpasadena.org).*



### Administration

- Initiated the Continuation Campaign to renew the Old Pasadena BID.
- Completed a Downtown Pasadena Summit in conjunction with the Playhouse District, which developed community opinion and feedback on the state of, and future growth of the downtown districts.
- Joined other Pasadena BIDS and organizations to fund a Pasadena Streetcar Feasibility Study, and create the Pasadena Streetcar Steering Committee.
- Successfully challenged enforcement of the city's sign code ordinance, to enable restaurants to post their menu in their window and be visible to the public.
- Attended hundreds of city council, commission, and committee meetings to advocate on behalf of Old Pasadena, including a significant effort to inject a business voice to the General Plan Update Process.

### Marketing

- Completed phase 2 of new website design, improving search functionalities and business/residential pages.
- Completed 2nd year of Old Pasadena Film Festival, establishing the largest free outdoor film-fest in California.
- Developed and executed a new promotion: Old Pasadena Restaurant Week, generating \$100,000 in revenue for district eateries and a \$10,000 donation to Union Station Foundation.
- Joined forces with other Pasadena BIDs to create "Downtown Pasadena" Twitter account.

### Operations

- Successfully campaigned the city to allocate \$1 million in tax increment dollars for streetscape and infrastructure projects.
- Allocated tax increment funds to commission a study on district way-finding signage, and to develop new signage for Old Pasadena.
- Successfully petitioned city council to allow replacement of street trees amidst calls for a multi-year moratorium. OPMD used tax increment funds to purchase larger specimen trees.
- Allocated funds to retain holiday tree lights on Green Street year-round, due to overwhelming response from area businesses, residents and consumers.
- Added decorative holiday lighting projections throughout the district.
- Completed Rose Parade clean-up within 2 hours of parade end, generating media praise for efforts that far surpassed the rest of the city.
- Worked with PPD to create a program for trespassing enforcement, making it easier to address loitering and vagrancy issues.



## VISION *for 2010*

- Successfully renew the Old Pasadena BID.
- Designate Plotkin Alley, in honor of Jim Plotkin.
- Develop a streetcar feasibility study.
- Continue to grow existing Old Pasadena events, and develop new ones with a focus on local consumers.
- Substantially increase funding for marketing.
- Develop new advertising campaigns to highlight co-operative efforts and independent business owners.
- Work with local concierge personnel to further hotel relationships.
- Advocate for city allocation of tax increment dollars towards streetscapes and infrastructure projects.
- Renew garage management contracts with the city.
- Grow Old Pasadena website and develop base for social media outlets.







OLD PASADENA  
MANAGEMENT DISTRICT

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