



OLD PASADENA
MANAGEMENT DISTRICT
ANNUAL REPORT 2010

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

We end the year, but we begin a new five-year term for Old Pasadena Management District! We thank our property owners for their approval and confidence, and are proud of their overwhelmingly positive vote to renew the PBID!

We have much to celebrate besides the renewal: We successfully petitioned the city for the first street re-naming in 17 years, when we asked for “Plotkin Alley” to honor Jim Plotkin, long-time Old Pasadena advocate and property owner. He co-wrote the original BID proposal to the city, and was instrumental in the most recent renewal’s success. Thank you, Jim.



We successfully campaigned to retain our agreement with the city to manage their Old Pasadena parking garages, and continued our history of keeping their esthetics, operations and finances at the highest levels of execution. Convenient, well-maintained, “value” parking is crucial to Old Pasadena’s vitality, and we work hard to deliver that.

We successfully executed extraordinary growth of our special events, including the 3rd Make Music Pasadena, which generated record attendance and media, and \$1 million in city revenue; an expanded Old Pasadena Film Festival, now the largest free outdoor film-fest in the country; the 3rd annual Old Pasadena Restaurant Week, which generated \$100,000 in district business; and Old Pasadena Happy Hour Week, which garnered headline presence on Yelp, and delivered our highest website visitor-ship to date.

These are just a few of our many substantial successes this year, all of which were accomplished with the gracious support of Pasadena City Council, city staff and officials, our many downtown partners, and Old Pasadena’s extraordinary property owners, business owners, residents and employees.

We look forward to another five years of partnered successes!

A handwritten signature in black ink, appearing to read "Tony Nino".

TONY NINO
Chair, 2010

A handwritten signature in black ink, appearing to read "Hanna Wood".

HANNA WOOD
Chair, 2011

A handwritten signature in black ink, appearing to read "Stephen Mulheim".

STEPHEN MULHEIM
President & CEO



FORMULAS AND BOUNDARIES
 2010–2011

	Land Assessment	Ground Floor	Non- Ground Floor
Zone 1	\$0.2999	\$0.2541	\$0.1500
Zone 2	\$0.2390	\$0.1282	\$0.1195
Zone 3	\$0.2590	\$0.1573	\$0.1295
Zone 4	\$0.2390	\$0.1282	\$0.1195
Zone 5	\$0.2524	\$0.1846	\$0.1262

Total number of assessed parcels	486
Total private property assessment dollars generated	\$ 908,436
Largest single assessment payment	\$ 60,459
Smallest single assessment payment	\$ 80
Total assessment revenue collected from 20 largest owners	\$ 323,180
Average assessment payment for 20 largest owners	\$ 16,159



STATEMENT OF ACTIVITIES

For the Years Ended December 31, 2010 and 2009

	2010	2009
Support and Revenue		
Contract Revenue, City	\$ 545,000	545,000
Assessment, Property Owners	874,470	853,474
Management Fees	134,712	134,712
Other Income	4,247	6,104
Total Support and Revenue	<u>1,558,429</u>	<u>1,539,290</u>
 Expenses		
Program Services		
Maintenance	489,717	468,589
Security	495,069	446,936
Marketing and Promotion	305,225	274,605
Parking	131,919	113,372
Total Program Services	<u>1,421,930</u>	<u>1,303,502</u>
Supporting Services	179,861	197,153
Total Expenses	<u>1,601,791</u>	<u>1,500,655</u>
Change in Net Assets	<u>-43,362</u>	<u>38,635</u>
Net Assets at Beginning of Year	<u>900,455</u>	<u>861,820</u>
Net Assets at End of Year	<u>\$ 857,093</u>	<u>900,455</u>

This Statement of Activities provides a summary of financial activity for the Old Pasadena Management District. A complete copy of our 2010 Financial Statement, including footnote disclosures and the Accountant's Review Report, is available on request. The 2010 Financial Statement may also be viewed at www.oldpasadena.org.

BOARD OF DIRECTORS AND STAFF 2010

Executive Directors

Chair	Tony Nino, <i>Pasadena Advertising</i>
Chair-Elect	Hanna Wood, <i>Typecraft Wood & Jones</i>
Past-Chair	Marilyn Buchanan, <i>G&M Construction</i>
Treasurer	Ed Eyerman, <i>Sares-Regis Group</i>
Secretary	Robert Montano, <i>City of Pasadena</i>
	Russ Hanlin, <i>Sunkist</i>
	Susan Hickman, <i>Distant Lands</i>
	Richard Kim, <i>Bang & Olufsen</i>
	Rhea Roberts, <i>Flutter</i>



Directors

Mark Algorri, *DeWitt Algorri & Algorri*
Andrea Auman, *Crowned Studio*
Timothy Bristol, *Courtyard by Marriott*
Dan Hayes, *Hayes & Co.*
Gale Anne Hurd, *Vertical Wine Bistro*
Lt. Tom Pederson, *Pasadena Police Department*
Russ Meek, *redwhite+bluezz*
Allison Shashok, *La Grande Orange Café*
Dan Rix, *City of Pasadena*
Patricia Roughan, *Coldwell Banker*
Ray Spano, *Spano Architects*
Steve Stathatos, *Stats Floral & Fishbecks*
Marci Toombs, *Lula Mae*

Staff Roster

Steve Mulheim, *President and CEO*
Anna Addis, *Vice President of Operations*
Kershona Mayo, *Director of Event Production & Marketing*
Janet Swartz, *Director of PR & Destination Marketing*
Erick Munoz, *Office Manager*

COMMITTEES 2010

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
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 Promotion

Tony Nino,
Chair

Goal: 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

Dan Hayes,
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: 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.

Administration

- Successfully completed the continuation campaign with 79% property owner vote of approval, to renew the BID for another 5 years.
- 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.
- Successfully campaigned to designate Plotkin Alley, in honor of long-time Old Pasadena advocate Jim Plotkin.
- Completed a downtown streetcar feasibility study and presented findings to city council.
- Successfully campaigned the city for additional tax increment funds for district projects, resulting in a \$2.2 million allocation.

Marketing

- Completed 3rd Annual Make Music Pasadena with record attendance and media attention, and an estimated \$1million in revenue to the city.
- Completed the 3rd annual Old Pasadena Film Festival, expanding to include Thursday nights and becoming the largest free outdoor film-fest in the country.
- Completed the 3rd annual Old Pasadena Restaurant Week, generating \$100,000 in district revenue and a \$10,000 donation to Union Station Foundation.
- Developed and executed three new Old Pasadena events: Old Pasadena Dance-Fest, an ArtWeekend event; Locals Only, offering discounts to Pasadena residents and employees; and Happy Hour Week, generating massive response on Yelp and the district website.
- Substantially increased the district's marketing efforts, adding co-operative ad campaigns and an ad campaign highlighting independent businesses. One district business stated they were "the most effective ads I ever placed."
- Developed a second district brochure that included individual business advertising and nearly doubled distribution in southern California. Partnered with local concierges to ensure ours was the brochure of choice at local hotels.

Operations

- Utilized tax increment funds to add 10 large district directories to the electrical boxes at major intersections.
- Added 10 new dog-waste bag dispensers in residential areas of the district to help keep sidewalks clean.
- Successfully campaigned for UFAC to address the fruiting female ginkgo trees on Colorado Blvd, thus eliminating the associated mess and stench.
- Successfully campaigned city council to ensure OPMD retain operating supervision of the district's city garages.
- Replaced and upgraded pots and landscaping at all city garages.
- Ambassador guides assisted with the identification and arrest of several graffiti offenders in the district.



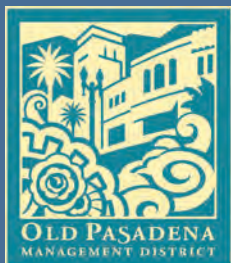
VISION *for 2011*

- Identify new administrative office location with an emphasis on lesser rent expense.
- Advocate for additional city allocation of tax increment dollars towards streetscapes and infrastructure projects.
- Develop better relationships with local and regional concierge personnel.
- Successfully advocate for Old Pasadena concerns during the city's General Plan Update process.
- Continue to grow website statistics and social media representation.
- Continue to grow and develop Old Pasadena branded events.
- Strengthen relationship and co-operative communication with PPD, developing partnership programs and focused patrol and enforcement efforts.



BUSINESS IMPROVEMENT DISTRICT

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.



OLD PASADENA
MANAGEMENT DISTRICT

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