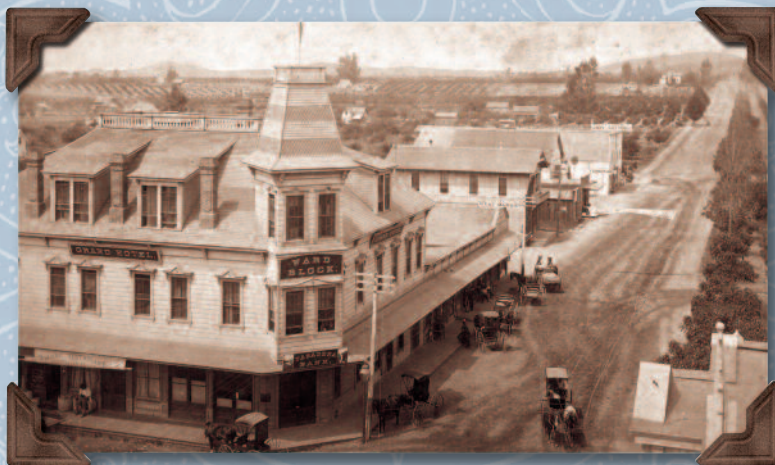




OLD PASADENA MANAGEMENT DISTRICT
ANNUAL REPORT 2011



Grand Hotel (ca.1886)

Southwest corner of Colorado Boulevard and Fair Oaks Avenue

Historic photo courtesy of the Pasadena Museum of History archives.

The Ward Block's hotel originally opened as the Webster Hotel in 1884.

*It became the Grand Hotel after the property was purchased by Edwin Ward,
who bought the building in 1886 at a cost of \$17,000.*

The Cheesecake Factory now stands at this same location.



Pasadena City Hall (ca.1902)
Northeast corner of Fair Oaks Avenue
and Union Street

Historic photo courtesy of the Pasadena Museum of History archives.

Replacing a location on Green Street, the first dedicated Pasadena City Hall and jail opened in 1902 and was in service until 1927 when the current City Hall was completed. The police department occupied the two-story masonry building until 1930, and then it was torn down in 1931. The current construction for The Container Store was completed in 2004, and reflects the three towers of the original 1902 design. A historic plaque is visible on the face of the building commemorating the original City Hall location.

A Message from Our Leadership



Old Pasadena Management was honored this year by Pasadena Heritage as one of their “Guardians of Old Pasadena,”

a badge we wear with great pride. We take our guardianship very seriously, and share the title with many others — both past and present. For generations, there have been various guardians of Old Pasadena; some of the photos here-in illustrate the development that has taken place over the past century and more, all lovingly curated by innumerable property owners, business owners, residents, and city officials.

Several decades ago when Pasadena Heritage and its supporters started their campaign to preserve the city’s historic core, many of our current property owners and board members were involved. They continue to be involved in the caretaking and maintenance of our nationally-registered historic heritage, carefully

watching over not only Old Pasadena’s physical well-being, but also its economic well-being, ensuring its healthy passage into the future.

Sadly, this year we lost one of our greatest and most vigilant guardians, Jim Plotkin. Jim was known as the “Unofficial Mayor of Old Pasadena” for good reason. He was one of the original members of Pasadena Heritage, was one of the first to advocate that property owners join finances and forces to revitalize Old Pasadena, was one of the co-authors of the original proposal to the city to form the present PBID, was active on our Board of Directors from the inception, was instrumental in the most recent renewal of the PBID, and was perhaps Old Pasadena’s most tireless and relentless advocate. Jim, we thank you and miss you. Your passion and tenacity helped carry decades of guardianship forward, and helped build the base for our current efforts in ensuring Old Pasadena continues to thrive,

continues to be a leader for preservation and economic rejuvenation, and continues to be an outstanding example of what collaborative guardianship can achieve.

We are proud to be honored as a guardian of Old Pasadena, but even prouder of the continued results. We vow to carry on those efforts with the same vigilance, and with thanks to our co-guardians: our property owners, business owners, residents, and city partners.

Hanna Wood, Chair 2011

Susan Hickman, Chair 2012

Steve Mulheim, President & CEO



Barney Williams Store & Hall (ca.1883)

Northeast corner of Colorado Boulevard and
Fair Oaks Avenue

Historic photo courtesy of the Pasadena Museum of History archives.

In 1883, Barney Williams opened the first general store, telephone and post office on the ground floor, while a very active public meeting hall occupied the second story.

Seating 500, this hall was host to political gatherings and forums, social events and entertainment, and even religious services. In 1888, Parlor Theatre took occupancy and featured a full stage, painted back-drops, footlights, and moveable scenery. The ColFair Building replaced it in 1904 and was remodeled with its distinctive art deco façade in 1929, when Colorado Street was widened to accommodate increased traffic. The ground floor is now home to the Pottery Barn.

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.

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.



Zoning Map



Formulas & Boundaries

	<i>Land Assessment</i>	<i>Ground Floor</i>	<i>Non-Ground Floor</i>
ZONE 1	\$0.3086	\$0.2614	\$0.1543
ZONE 2	\$0.2460	\$0.1319	\$0.1230
ZONE 3	\$0.2666	\$0.1619	\$0.1333
ZONE 4	\$0.2460	\$0.1319	\$0.1230
ZONE 5	\$0.2598	\$0.1899	\$0.1299



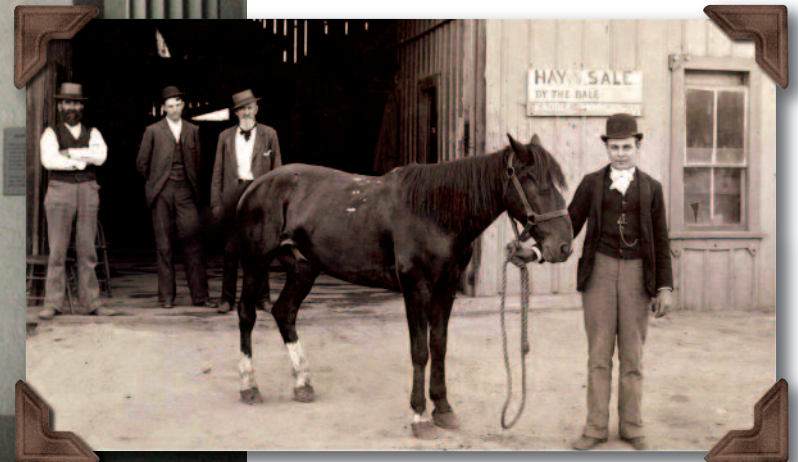
Total number of assessed parcels	485
Total private property assessment dollars generated	\$ 934,815
Largest single assessment payment	\$ 62,217
Smallest single assessment payment	\$ 83
Total assessment revenue collected from 20 largest owners	\$ 332,576
Average assessment payment for 20 largest owners	\$ 16,629



John Allin's Livery Stable (ca. 1886)
145 N. Raymond Avenue

Historic photo courtesy of the Pasadena Museum of History archives.

In 1886, after participating in many infrastructure projects for early Pasadena, John Allin built stables and established a livery business on Raymond Avenue. At that time, the only public transportation between Pasadena and Los Angeles was by stagecoach and for those who could afford it, Allin Livery offered private service. In 1932 under the WPA, the California National Guard built an armory at that location. In 1989, the Armory Center for the Arts moved into the renovated building and continues providing arts education there to this day.



Statement of Activities for the Years Ended December 31, 2011 and 2010

	<u>2 0 1 1</u>	<u>2 0 1 0</u>
SUPPORT AND REVENUE		
<i>Assessment, Property Owners</i>	\$ 908,436	\$ 874,470
<i>Contract Revenue, City</i>	545,000	545,000
<i>Management Fees</i>	134,712	134,712
<i>Other Income</i>	2,269	4,247
TOTAL SUPPORT AND REVENUE	<u>1,590,417</u>	<u>1,558,429</u>
 EXPENSES		
<i>Program Services</i>		
<i>Maintenance</i>	473,373	489,717
<i>Security</i>	492,673	495,069
<i>Marketing and Promotion</i>	249,873	305,225
<i>Parking</i>	131,689	131,919
<i>Total Program Services</i>	<u>1,347,608</u>	<u>1,421,930</u>
<i>Supporting Services</i>	168,548	179,861
TOTAL EXPENSES	<u>1,516,156</u>	<u>1,601,791</u>
 CHANGE IN NET ASSETS	 74,261	 -43,362
NET ASSETS AT BEGINNING OF YEAR	<u>857,093</u>	<u>900,455</u>
NET ASSETS AT END OF YEAR	<u><u>\$ 931,354</u></u>	<u><u>\$ 857,093</u></u>



This Statement of Activities provides a summary of financial activity for the Old Pasadena Management District. A complete copy of our 2011 Financial Statement, including footnote disclosures and the Accountant's Review Report, is available on request. The 2011 Financial Statement may also be viewed at www.oldpasadena.org.



Hotel Green (1897)

Southeast corner of Raymond Avenue and Green Street

Historic photo courtesy of the Pasadena Museum of History archives.

The Hotel Green was built in 1903 by George Green, who made his fortune selling laudanum-laced elixirs. Originally a complex of three structures, in 1924 the Central Annex was subdivided into residential apartments and renamed the Castle Green. Now privately-owned, 52 condominiums were carved out of the luxury hotel suites. While two of the original structures no longer exist, a portion of the above-traffic tunnel that connected the buildings across Raymond still stands. Filled with rare Victorian architectural detail, the Castle Green is listed on the National Register of Historic Places, State Historic Register, and City of Pasadena's list of Historic Places.



Board of Directors & Staff 2011

Executive Directors

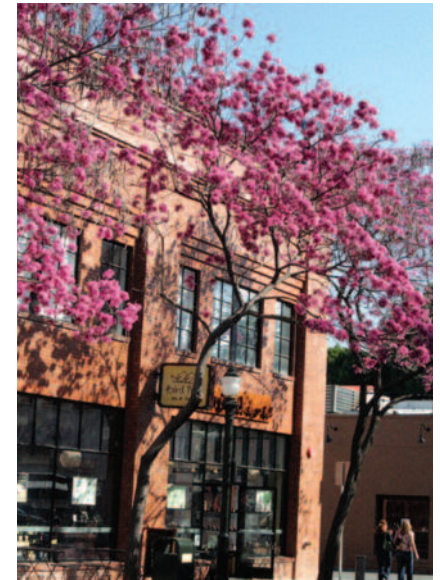
Chair	Hanna Wood, <i>Typecraft Wood & Jones</i>
Chair-Elect	Susan Hickman, <i>Distant Lands</i>
Past-Chair	Tony Nino, <i>Pasadena Advertising</i>
Treasurer	Sally Lunetta, <i>One Colorado Management</i>
Secretary	Robert Montano, <i>City of Pasadena</i> Marilyn Buchanan, <i>G&M Construction</i> Russ Hanlin, <i>Sunkist</i> Rhea Roberts, <i>The Container Store</i> Marci Toombs, <i>Lula Mae</i>

Directors

Mark Algorri, <i>DeWitt Algorri & Algorri</i>
Andrea Auman, <i>Crowned Studio</i>
Timothy Bristol, <i>Courtyard by Marriott</i>
Fred Dock, <i>City of Pasadena</i>
Dan Hayes, <i>Hayes & Company</i>
Joao Huang-Anacleto, <i>College Launch</i>
Gale Anne Hurd, <i>Vertical Wine Bistro</i>
Pete Kutzer, <i>The Kutzer Company</i>
Russ Meek, <i>redwhite+bluezz</i>
Patricia Roughan, <i>RoughanKing Inc.</i>
Allison Shashok, <i>La Grande Orange Café</i>
Steve Stathatos, <i>Stats Floral & Fishbecks</i>
Lt. Diego Torres, <i>Pasadena Police Department</i>

Staff Roster

Steve Mulheim, <i>President and CEO</i>
Anna Grazioli, <i>Vice President of Operations</i>
Kershona Mayo, <i>Director of Event Production & Marketing</i>
Janet Swartz, <i>Director of PR & Destination Marketing</i>





Pennsylvania Oil & Tire
Warehouse (ca. 1931)
Southwest corner of De Lacey Avenue and
Union Street

Historic photo courtesy of the Pasadena Museum of History archives.

In 1906, as auto-related businesses began replacing livery stables, Penn Oil Company opened on Union Street. By 1920, they were selling tires and auto accessories. Now considered one of the outstanding examples of Art Deco architecture in the district, the current building was designed by Bennett & Haskell and occupied by the Pennsylvania Oil & Tire Warehouse in 1931. In 1998 with the revitalization of the district, this architectural gem was adapted for retail use and the display windows were added, as well as a set-back second story. Now occupied by Forever 21, this two-level location is a shopping destination for young women from all over.

Committees 2011

Economic Development
Pete Kutzer,
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
Sally Lunetta,
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.

Public Safety
Dan Hayes,
Chair

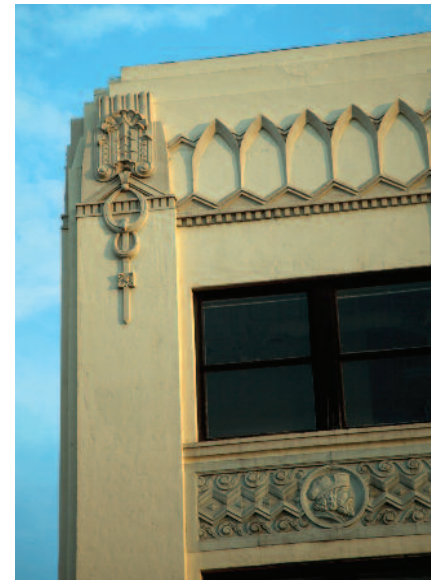
Goal: To ensure the Ambassador Guide Program contributes to a safer environment for visitors and employees, and to build strategic partnerships with law enforcement and other agencies working to address public safety.

Parking
Russ Hanlin,
Chair

Goal: 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.olds Pasadena.org.



Impact 2011

Administration Moved our office location, saving more than \$100,000 over the 5-year BID term.

Successfully advocated with Old Pasadena residents and groups to maintain standards of development projects such as housing south of Green Street.

Successfully advocated that the Apple Store be allowed to complete an expansion of their space.

Honored by Pasadena Heritage as one of the “Guardians of Old Pasadena”.

Partnered with the Playhouse District to bring Chris Leinberger, renowned urban strategist, to Old Pasadena to speak on the city’s General Plan Update and its potential impacts to the city.

Operations Utilized tax increment funds to paint all street light poles, re-pave Colorado Blvd. and Union Street, create decorative crosswalks on Colorado Blvd. and Union Street, and make major repairs to Old Pasadena sidewalks.

Partnered with the city for a 48-hour recovery to the most impactful windstorm in 100 years.

Facilitated more than 2 million cars through the Park & Walk parking garages.

Elevator emergency features were upgraded and protocols developed, which resulted in best practice criteria communicated to the other city and district parking facilities.

Compactor facilities for the Schoolhouse Block were upgraded, and a new compactor acquired.



Impact 2011

Marketing

Partnered with Where LA Magazine to facilitate an event that toured nearly 100 Los Angeles concierges through Old Pasadena.

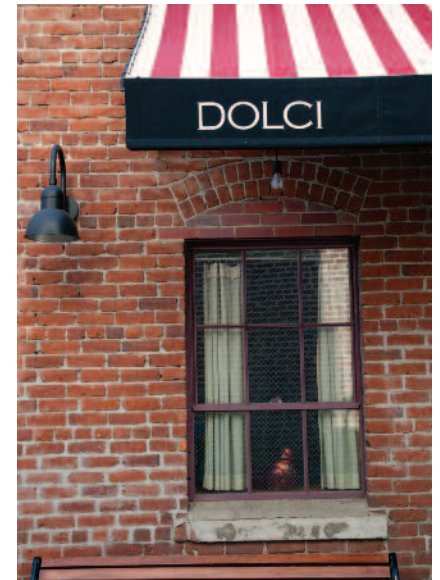
Increased our Old Pasadena brochure distribution to more than 850 locations throughout Southern California.

Expanded Locals Only promotion to two months.

Completed the fourth annual Make Music Pasadena with record attendance estimated at 35,000, and more than 86 million media impressions.

Completed third annual Old Pasadena Restaurant Week, achieving \$100,000 in business and a \$10,000 donation to Union Station Homeless Services.

Increased website traffic to 433,000 annual visitors, a 30% increase over 2010.



Vision 2012

Redesign the Old Pasadena website with updated functionality and technology, including mobile access.

Redesign the Old Pasadena district brochure, incorporating multiple maps, re-categorized shopping guide, and new photography.

Re-conceptualize Old Pasadena Restaurant Week to include multiple smaller events.

Assume responsibility for the management of the Holly Street and Del Mar Station parking garages.

Secure funding for the ongoing maintenance of the METRO Gold Line Right-of-Way.

Assist in developing programs and events to positively activate Central Park.

Ensure adequate development opportunity for the Central District through advocacy during the General Plan Update.



