



OLD PASADENA MANAGEMENT DISTRICT

Annual Report 2012

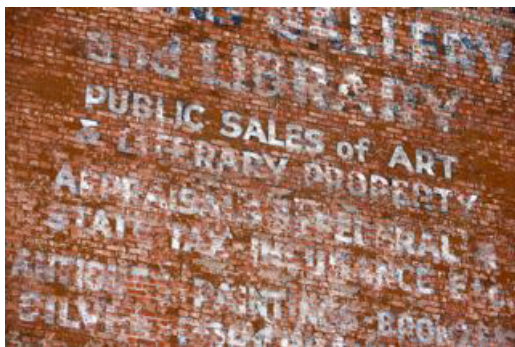
THE MISSION OF THE OLD PASADENA
MANAGEMENT DISTRICT IS TO ENHANCE
AND PROMOTE OLD PASADENA AS A
UNIQUE, AUTHENTIC, AND VIBRANT
DOWNTOWN EXPERIENCE.

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 (PBID), under a contract with the City of Pasadena.

The Management District is:

- *The caretaker of Old Pasadena's public spaces*
- *A destination marketer*
- *A public policy advocate for Old Pasadena*
- *A center city housing and transportation advocate*
- *An information source*
- *A special events producer*

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.



In this year's Annual Report, we highlight some of our past's commercial signage. As Old Pasadena Management District applies its time and efforts to ensuring a bright and vibrant future, we are constantly reminded of our rich and unique past by many historic components—in this case, remnants of painted "ghost" signs and examples of remaining actual signage.



A message from our leadership

2012 was yet another milestone year for Old Pasadena. We increased our district sales to more than \$325 million, our highest year ever and 11.6% of the total city's sales. This was an increase over 2011 of 6.4%, while total sales for the city of Pasadena increased less than half that, at 2.9%. We had a banner year in the Old Pasadena parking garages as well, processing nearly 2.1 million cars. Our retail vacancy rates continue to be amongst the lowest in the city, with exciting new stores and restaurants opening on both main boulevards and side streets such as Holly Street—a new hot-spot of economic vibrancy. Our residential population also continues to grow, and has become a significant and important partner in shaping city policy and evolving our sense of place.

Our advocacy efforts reached new heights, campaigning for tree services, strategies for patrol of public parks, general plan update provisions, and more. Our operations staff has gone above and beyond, as always. The speed and effectiveness of our Rose Parade clean-up was in itself a news story once again. We toured management teams from downtowns far and wide, who were all in wonder at our extraordinary standards for daily cleanliness. Our Safety Ambassador Guides generated a record breaking number of compliments and commendations from our businesses, residents, customers and Pasadena Police officers.

Once again, our marketing and event activities have produced herculean results. Our website traffic increased 17%, our newsletter subscribers grew 24%, and our Facebook followers catapulted 141%...and with good reason. In 2012, our patrons had more to be aware of than ever before; more promotions and more events, generating more media coverage, more visitors, and more awareness of Old Pasadena.

We're never satisfied, and we're already hard at work making sure that 2013 is even bigger and better than 2012. Thank you to our property owners and business owners, our downtown residents and work force, our wonderful city officials and staff, and of course our tireless Old Pasadena Management staff and Board of Directors. Thanks to all of you for making Old Pasadena a world-recognized success story.

Susan Hickman
Chair, 2012

Sally Lunetta
Chair, 2013

Steve Mulheim
President & CEO

An impactful year



ADMINISTRATION

- Advocated for Old Pasadena priorities and interests at meetings of City Council, Urban Forestry Advisory Commission, Planning Commission, City's Economic Development and Technology Committee, City's Public Safety Committee, General Plan Update Advisory Commission, and Old Pasadena Parking Meter Zone Advisory Commission, amongst others.
- Met regularly with Claire Bogaard, City Council Field Reps, Pasadena Police, and area businesses to address concerns about Central Park.
- Successfully advocated with the City and Urban Forestry Commission to resolve issues regarding wrongly-planted fruiting Gingko trees that were negatively impacting pedestrians and businesses.
- Revised the Old Pasadena Management District By-Laws to focus on Board participation and efficiency.
- Participated in meetings and workshops to ensure business representation during the General Plan Update, and advocated for adequate development levels in regards to the associated environmental impact studies.

OPERATIONS

- Facilitated more than 2 million cars through the Park & Walk garages, and allocated more than 1 million dollars to esthetic and structural improvements.
- Expanded Old Pasadena's Holiday lighting, furthering our commitment to invigorate the streets off Colorado Boulevard.
- Completed our clean-up of the Rose Parade route by noon of that day, with streets and sidewalks ready for Old Pasadena businesses to open.
- Implemented an electronic handheld reporting system which provides our Safety Ambassador Guides with access to an Old Pasadena database, and creates a library of searchable incident and property reports.
- Pressure washed 16,890,500 square feet of Old Pasadena sidewalk. Swept 4,475 miles of Old Pasadena curb-line. Emptied 111,384 Old Pasadena trash cans. Wrote 171,426 incident and property condition reports.

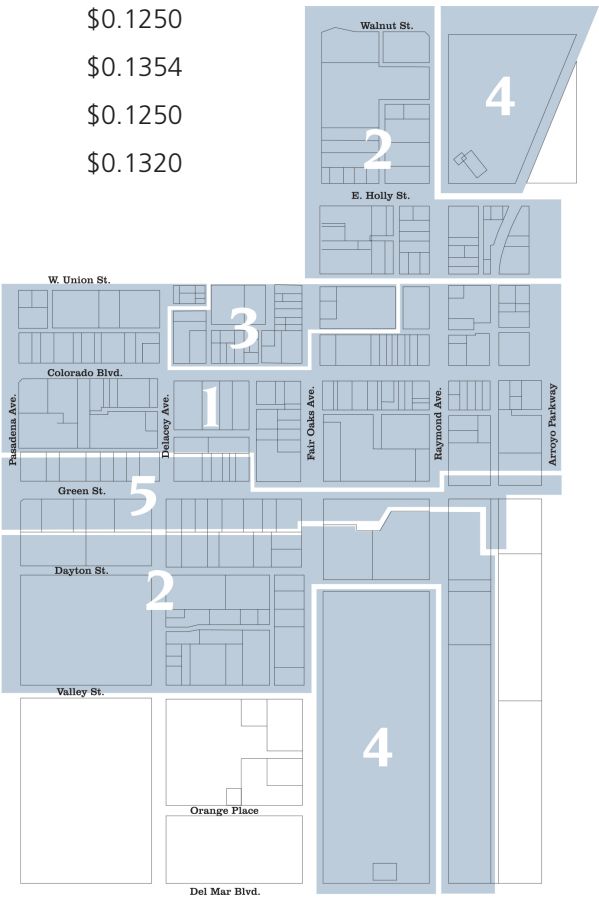
MARKETING

- Increased website traffic to 507,000 annual visitors, a 17% increase over 2011.
- Increased electronic newsletter subscribers to 3,100, a 24% increase over 2011.
- Redesigned the Old Pasadena Directory Brochure to be *the* resource to area concierges, and distributed 200,000 copies throughout Southern California.
- Increased strategic activity in social media forums, and grew Old Pasadena Facebook "fans" from 800 to 1,925, a 141% increase.
- Completed the 5th Annual Make Music Pasadena, with attendance estimated at 45,000 and generating 86 million media impressions and \$100,000 in sponsorship.
- Facilitated 10 Old Pasadena events, generating more than 430 million media impressions including CNN, ABC news, NBC news, KCAL, LAist.com, Huffingtonpost.com, *LA Times*, *LA Weekly*, and many more.
- Negotiated media sponsorships generating 73 free print ads and online banners, at no cost to Old Pasadena Management District.



FORMULAS AND BOUNDARIES 2012-2013

	LAND ASSESSMENT	GROUND FLOOR	NON-GROUND FLOOR
Zone 1	\$0.3135	\$0.2656	\$0.1568
Zone 2	\$0.2499	\$0.1340	\$0.1250
Zone 3	\$0.2708	\$0.1645	\$0.1354
Zone 4	\$0.2499	\$0.1340	\$0.1250
Zone 5	\$0.2639	\$0.1929	\$0.1320



ASSESSMENT REVENUES 2012-2013

Total number of assessed parcels	485
Total private property assessment dollars generated	\$ 944,024
Largest single assessment payment	\$ 63,206
Smallest single assessment payment	\$ 84
Total assessment revenue collected from 20 largest owners	\$ 335,870
Average assessment payment for 20 largest owners	\$ 16,794



Statement of Activities

For the Years Ended December 31, 2012 and 2011

	2012	2011
SUPPORT AND REVENUE		
Assessment, Property Owners	\$ 934,812	\$ 908,436
Contract Revenue, City	545,000	545,000
Management Fees	138,360	134,712
Other Income	1,339	2,269
TOTAL SUPPORT AND REVENUE	1,619,511	1,590,417
EXPENSES		
Program Services		
Maintenance	465,444	473,679
Security	499,339	493,029
Marketing and Promotion	265,249	250,033
Parking	118,060	131,793
Total Program Services	1,348,092	1,348,534
Supporting Services	170,819	168,673
TOTAL EXPENSES	1,519,911	1,517,207
CHANGE IN NET ASSETS	100,600	73,210
NET ASSETS AT BEGINNING OF YEAR	930,303	857,093
NET ASSETS AT END OF YEAR	\$1,030,903	\$ 930,303

This Statement of Activities provides a summary of financial activity for the Old Pasadena Management District. A complete copy of our 2012 Financial Statement, including footnote disclosures and the Accountant's Review Report, is available on request. The 2012 Financial Statement may also be viewed at www.oldpasadena.org.

BOARD OF DIRECTORS 2012

EXECUTIVE DIRECTORS

Chair

Susan Hickman, *Distant Lands*

Chair-Elect

Sally Lunetta, *One Colorado Management*

Past-Chair

Hanna Wood, *Typecraft Wood & Jones*

Treasurer

Marilyn Buchanan, *G&M Construction*

Secretary

Robert Montano, *City of Pasadena*

Russ Hanlin, *Sunkist*

Tony Nino, *Pasadena Advertising*

Rhea Roberts, *The Container Store*

Marci Toombs, *Lula Mae*

DIRECTORS

Mark Algorri, *DeWitt Algorri & Algorri*

Andrea Auman, *Crowned Studio*

Jay Chen, *New World Investments*

Patrick Chraghchian,

American General Constructors

Fred Dock, *City of Pasadena*

Joao Huang-Anacleto, *College Launch*

Gale Anne Hurd, *Vertical Wine Bistro*

Richard Kim, *Bang & Olufsen Pasadena*

Pete Kutzer, *The Kutzer Company*

Gary Pellant, *Tiffany & Co.*

Patricia Roughan, *RoughanKing Inc.*

Allison Shashok, *La Grande Orange Café*

Steve Stathatos, *Stats Floral & Fishbecks*

Lt. Diego Torres,

Pasadena Police Department



COMMITTEES 2012

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.

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

Marilyn Buchanan, *Chair*

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

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.

STAFF

Steve Mulheim
President & CEO
Anna Grazioli
Vice President of Operations
Kershona Mayo
Director of Event Production & Marketing
Janet Swartz
Director of PR & Destination Marketing



A VISION FOR 2014

- Develop mobile-friendly website access.
- Continue Strategic Planning work through Old Pasadena Committees.
- Re-imagine Old Pasadena's event schedule to capitalize on successes.
- Secure funding to complete replacement of damaged and missing tree grates.
- Implement an Old Pasadena Farmer's Market.
- Maximize opportunities to increase on-street parking.

Old Pasadena Management District
23 E. Colorado Boulevard, Suite 200
Pasadena, CA 91105
Telephone: 626.356.9725
Fax: 626.356.9775
www.oldpasadena.org

Ghost Signs of Old Pasadena

FRONT COVER 110 E. Holly Street – Various painted signs; Current occupant Southern California Funding

PAGE 1

TOP 110 E. Holly Street – Various painted signs; Current occupant Southern California Funding

BOTTOM 35 S. Raymond Street – Curtis Gallery and Library sign; current occupant Church of Scientology

PAGE 2

TOP Mills Place – Crown City Mattress World sign; current occupants Bellacures & Bar Method

BOTTOM Exchange Alley – Bowling Lanes sign for 1973 film The Sting; current occupant Crown Pawn & Jewelry

PAGE 6

TOP Christensen Alley – Wood & Jones Printers sign; current occupant Urban Outfitters

BOTTOM 3 W. Colorado Boulevard – Owl Drug Company mosaic; current occupant J.Crew

PAGE 8

TOP 2 E. Colorado Boulevard – Mecca Room sign; current occupant Louise's Trattoria

BOTTOM Fraser Alley – Campbell Feed Store sign; current occupant Madewell

PAGE 10

45 W. Green Street – Eyeglasses sign; Current occupant Old Focals Vintage Eyewear

PAGE 12

One Colorado Courtyard – Clune's Pasadena Theatre; current occupant Crate & Barrel

For more information on the “ghost signs” and other original signage in Old Pasadena, and for a walking tour, please visit www.oldpasadena.org.



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