

A photograph of a train station platform. The roof is made of red slats. A colorful mural is on the wall. A train is blurred in the foreground. Two people are standing on the platform.

OLD PASADENA MANAGEMENT DISTRICT

Annual Report 2013

AUGUSTE RODIN ONCE SAID, "AS AN ARTIST, I INVENT
NOTHING. I REDISCOVER." OLD PASADENA HAS A RICH
HISTORY OF REDISCOVERY AND REINVENTION. IT HAS SEEN
MANY INCARNATIONS OVER THE PAST 130 YEARS, INCLUDING
ITS CURRENT STATUS AS AN INTERNATIONALLY RECOGNIZED
EXAMPLE OF DOWNTOWN REVITALIZATION. ITS CONTENT
AND CONTEXT ARE FOREVER EVOLVING, CREATING ENDLESS
OPPORTUNITY FOR REDISCOVERY. WE INVITE YOU TO
INDULGE YOUR SENSES IN OUR ABUNDANT OFFERINGS
OF PUBLICLY-HOUSED ART, AND SEE WHAT YOU MIGHT
REDISCOVER ALONG THE WAY.



Front and Back Cover:

The First Artists in Southern California: A Short Story (2003) – John Valadez, installation, Metro Gold Line Memorial Park Station, 125 E. Holly Street

Right: Dream to Reality (2010) – Guy Ellis, mural, Idealab, Christensen Alley



A MESSAGE FROM OUR LEADERSHIP

Old Pasadena continues to set standards for downtown revitalization, and is often heralded as a benchmark for other downtown organizations. We constantly strive to raise the bar on those benchmarks, and 2013 was no exception.

Old Pasadena achieved \$336 million in annual sales, its highest sales volume ever and 53% of the Central District's total. Tenant interest was as fervent as ever, with significant investment coming from national and independent merchants throughout the district. Our visitor-ship also increased, with the Old Pasadena Park & Walk parking garages generating record revenue due to an astounding 2.2 million cars processed.

Our marketing efforts attained new heights with nearly 482,000 website visitors, 50% more Facebook "fans", 18% more newsletter subscribers, and more than 40,000 attendees at the 6th annual Make Music Pasadena – an event being replicated in cities across California and beyond, due to our extraordinary success. Our clean and safe teams emptied more trash cans, cleaned more square feet of sidewalk, responded to more business calls, and processed more reports than ever before.

Our advocacy efforts included joining a newly formed California BID Coalition, partnering with our peer Downtown Pasadena organizations on development interests, and attending critical council, commission, and committee meetings to ensure that Old Pasadena's voice is heard.

Old Pasadena Management District's mission requires constant focus and attention. Our impressive results could not be possible without our supportive property and business owners, our downtown residents and work force, our city officials and staff, and of course the tireless Old Pasadena Management Board of Directors and staff. Together we continue to achieve more, and aspire to even better.

Sally Lunetta
Chair 2013

Suzanne Marks
Chair 2014

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, City's Recreation and Parks Commission, Board of Zoning Appeals, Conditional Use Permit Hearings, 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 replant female fruiting ginkgo trees that were negatively impacting pedestrians and businesses.
- Participated in meetings and workshops to ensure business representation during the General Plan Update, and successfully advocated for higher Central District development levels to be studied in the associated environmental impact review.
- Successfully advocated for \$40,000 to be allocated from the parking meter fund for replacement of Old Pasadena street tree grates.
- Joined the California Coalition of PBIDs to collectively advocate for legislation to protect PBID formation and renewal.
- Successfully advocated to increase parking inventory on Holly Street by converting to diagonal parking.

Operations

- Facilitated more than 2.2 million cars through the Old Pasadena Park & Walk garages.
- Expanded Old Pasadena's projection 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.
- 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 176,884 incident and property condition reports.
- Partnered with Pasadena Police and late night businesses to strategize mitigations to Old Pasadena impacts due to alcohol sales.
- Partnered with Pasadena Police and HOPE Team members to facilitate Old Pasadena stakeholder meetings concerning homeless impacts and strategies.



Left: *Kneeling Man with Hammer (1992)* – Viola Frey, sculpture, *One Colorado*, Smith Alley

Right: *Dream to Reality (2010)* – Guy Ellis, mural, *Idealab*, Christensen Alley



AN IMPACTFUL YEAR *continued*

Marketing

- Generated website traffic at more than 40,000 visits per month; Old Pasadena Film Festival in July garnered an all time high of 57,000 website visits.
- Updated and distributed 200,000 Old Pasadena Directory Brochures. Updated the 12 back-lit directory maps, and 11 garage kiosk maps twice annually.
- Increased strategic activity in social media forums, and grew Old Pasadena Facebook “fans” from 1,925 to 2,875, a 50% increase.
- Organized and produced the 6th Annual Make Music Pasadena, with attendance estimated at 40,000, and generating more than 80 million media impressions, and \$100,000 in sponsorship.
- Grand opened the Old Pasadena Farmers Market in August on Holly Street, which was voted Pasadena Weekly Readers’ Recommended Farmers Market.
- Co-hosted 75 Los Angeles hotel concierges for the Where LA Magazine Old Pasadena tour.
- Presented the 2013 Stakeholder Meeting featuring author Jeff Speck.
- Organized five signature events, generating regional attendance and recognition, as well as media coverage in print, internet, radio, and television outlets.

A VISION FOR 2014

- Complete replacement of fruiting ginkgo trees on Colorado Boulevard.
- Rebrand and expand events with additional community-focused content.
- Update the Employee Handbook.
- Refine the programming for Make Music Pasadena to strategically target the Old Pasadena demographic.
- Work with the California BID Coalition to pass supportive BID legislation.
- Partner with Public Works to replace broken and missing tree grates.
- Revise the organizational investment policy.
- Begin the 2015 PBID renewal campaign.
- Reactivate the Streetscapes Committee and Parking Committee.
- Advocate for Old Pasadena concerns and interests in reference to the Lincoln Property project.





The Messina

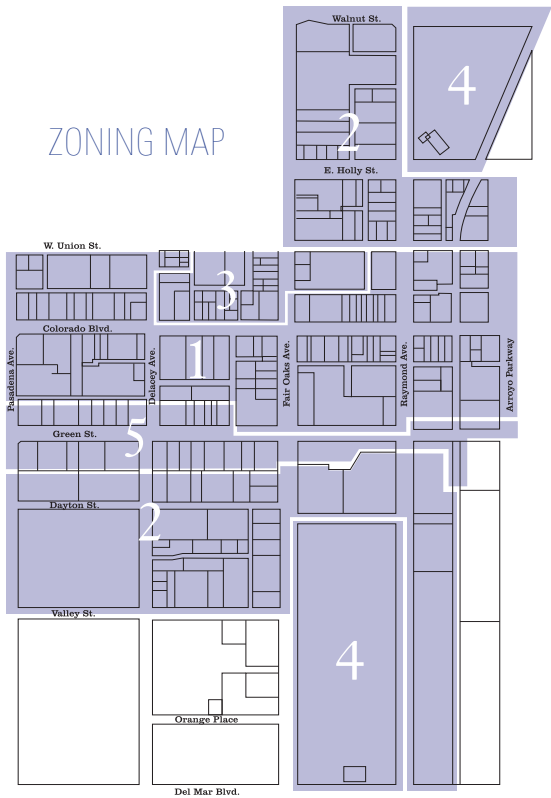
65
W. Dayton

FORMULAS AND BOUNDARIES

| | <i>Land Assessment</i> | <i>Ground Floor</i> | <i>Non-Ground Floor</i> |
|--------|----------------------------|-------------------------|-----------------------------|
| Zone 1 | \$0.2693 | \$0.3178 | \$0.1588 |
| Zone 2 | \$0.1359 | \$0.2532 | \$0.1266 |
| Zone 3 | \$0.1668 | \$0.2744 | \$0.1371 |
| Zone 4 | \$0.1359 | \$0.2532 | \$0.1266 |
| Zone 5 | \$0.1956 | \$0.2674 | \$0.1336 |

Assessment Revenues

| | |
|-----------------------------------------------------------|------------|
| Total number of assessed parcels | 483 |
| Total private property assessment dollars generated | \$ 957,451 |
| Largest single assessment payment | \$ 64,055 |
| Smallest single assessment payment | \$ 85 |
| Total assessment revenue collected from 20 largest owners | \$ 340,418 |
| Average assessment payment for 20 largest owners | \$ 17,021 |



Left: *Ring of Fire* (2004) – Peter Erskine, installation, Old Pasadena Collection Apartments, 59 W. Dayton Street
 Right: *Kinetic Energy* (2003) – Ries Niemi, installation, Metro Gold Line Del Mar Station, 230 S. Raymond Avenue



STATEMENT OF ACTIVITIES

For the Years Ended December 31, 2013, and 2012

| | 2013 | 2012 |
|------------------------------------------------|--------------|--------------|
| <i>Support and Revenue</i> | | |
| Assessment, Property Owners | \$ 950,736 | \$ 934,812 |
| Contract Revenue, City of Pasadena | 545,000 | 545,000 |
| Parking Management Fees | 141,156 | 138,360 |
| Interest Income | 1,569 | 1,339 |
| <i>Total Support and Revenue</i> | 1,638,461 | 1,619,511 |
| <i>Expenses</i> | | |
| <i>Program Services</i> | | |
| Maintenance | 472,961 | 465,444 |
| Security | 517,327 | 499,339 |
| Marketing and Promotion | 261,759 | 265,249 |
| Parking Management | 130,420 | 118,060 |
| Total Program Services | 1,382,467 | 1,348,092 |
| Supporting Services | 177,870 | 170,819 |
| <i>Total Expenses</i> | 1,560,337 | 1,518,911 |
| <i>Change in Net Assets</i> | 78,124 | 100,600 |
| <i>Net Assets at the Beginning of the Year</i> | 1,030,903 | 930,303 |
| <i>Net Assets at the End of the Year</i> | \$ 1,109,027 | \$ 1,030,903 |

This Statement of Activities provides a summary of financial activity for the Old Pasadena Management District. A complete copy of our 2013 Financial Statement, including footnote disclosures and the Accountant's Review Report, is available on request. The 2013 Financial Statement may also be viewed at www.oldpasadena.org.





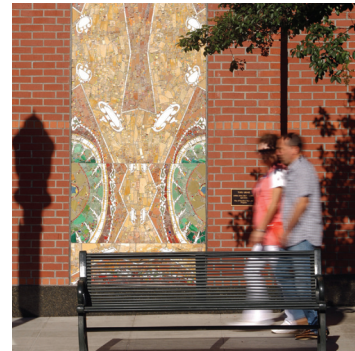
BOARD OF DIRECTORS & STAFF 2013

Executive Directors

| | |
|---------------------|----------------------------------------|
| Chair | Sally Lunetta, One Colorado Management |
| Chair-Elect | Suzanne Marks, Pasadena Advertising |
| Past-Chair | Susan Hickman, Distant Lands |
| Treasurer/Secretary | Hanna Wood, Wood & Jones Properties |
| | Robert Montano, City of Pasadena |
| | Marci Toombs, Lula Mae |

Directors

Andrea Auman, Crowned Studio
Gene Buchanan, AJB Enterprises
Patrick Chraghchian, American General Constructors
Russ Hanlin, Union Properties
Joao Huang-Anacleto, College Launch
Richard Kim, Bang & Olufsen Pasadena
Pete Kutzer, Kutzer Company
Dan Mellinkoff, Daniel Mellinkoff Trust
Penny Plotkin, Plotkin Properties
Patricia Roughan, RoughanKing Inc.
Allison Shashok, LGO Hospitality
Steve Stathatos, Buchalter Nemer



Staff Roster

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



WILLIAM PEARCE BRIDGE
BETTER, FASTER
1911
PARKING PLACE
CITY OF PASADENA
PUBLIC ART PROGRAM



COMMITTEES 2013

Economic Development, Dan Mellinkoff / Patrick Chraghchian, *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, Hanna Wood, *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, Sally Lunetta, *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, Marci Toombs, *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, Gene Buchanan, *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, Sally Lunetta, *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 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.



OLD PASADENA MANAGEMENT DISTRICT

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 Property-based 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



Old Pasadena Management District

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Pasadena, CA 91105

Telephone: 626.356.9725

Fax: 626.356.9775

www.oldpasadena.org

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.

All photography by Gary Krueger.

For more information and a walking map of the locations, please visit www.oldpasadena.org.

