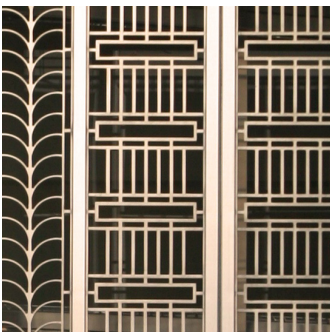
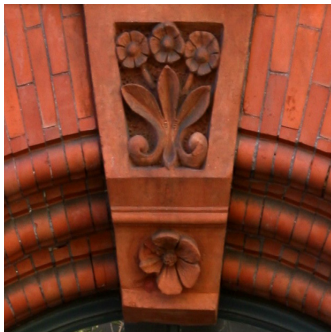




OLD PASADENA MANAGEMENT DISTRICT
Annual Report 2014



OPMD

A MESSAGE FROM OUR LEADERSHIP

You've heard it a thousand times: "It's all in the details!"

The word "details" is notably important and impressive when it's applied to our 22 blocks of nationally registered historic architecture. That's why this annual report highlights some of the incredible stonework, brickwork, ironwork, and other decorative bits that make Old Pasadena such an extraordinary place.

The details are also very meaningful to the work we do every day for Old Pasadena. The phrase "It's good enough" simply isn't in our vocabulary. At Old Pasadena Management District "good enough" is never good enough, and we always strive for better! We have a reputation for continuously achieving better because we pay attention to the details. This year just a few of those details were represented by hundreds of hours of advocacy for various city and state policies, meetings with developers to get new projects just right, new partnership events to generate more visitor-ship from key demographics, focused social media strategies to drive awareness, re-branding of existing events to freshen proven performers, campaigning to replace pedestrian details such as missing trees and tree grates, ensuring our urban pocket parks are eligible for city funding, and working with the city to develop bicycle infrastructure and amenities.

When we tour PBID management groups and leaders from other cities, they're understandably amazed at the history of Old Pasadena, as well as the quality and quantity of business content, but they are most taken with the attention to detail. They comment on the remarkable cleanliness of sidewalks and trash containers, the friendly smiles from the ambassador guides, and the conversion of alleys to welcoming pedestrian walkways. Industry consultants are very familiar with our carefully curated parking strategies and place-making plans, and we are often heralded as the gold standard for operations management and downtown revitalization.

Of course, most of our visitors are completely unaware of the attention to detail and in-depth planning that makes Old Pasadena all that it is. They only know they love being here.

Suzanne Marks, *Board Chair 2014* Russ Hanlin, *Board Chair 2015* Steve Mulheim, *President & CEO*



AN IMPACTFUL YEAR

Administration

Advocated for Old Pasadena priorities and interests at meetings of the City Council, the Urban Forestry Advisory Commission, the Planning Commission, the Economic Development and Technology Committee, the Public Safety Committee, the Recreation and Parks Commission, the Board of Zoning Appeals, Conditional Use Permit Hearings, and the Old Pasadena Parking Meter Zone Advisory Commission, amongst others.

Began the Renewal Campaign for the Old Pasadena PBID.

Sponsored the Real Change Movement parking meters to support awareness of and contributions to Pasadena non-profit organizations that provide services to the homeless.

Partnered with other California PBID organizations to promote and pass state legislation AB2618, which protects PBID formation and renewal.

Began a comprehensive review and update of the OPMD Employee Handbook and personnel policies, as well as the organization's Investment Policy.

Worked closely with Lincoln Property Co. to advocate for specifics in their proposed development at the Parsons campus.

Operations

Facilitated more than 2.2 million cars through the Old Pasadena Park & Walk garages.

Pressure washed 16,890,500 square feet of Old Pasadena sidewalks with recycled water that ultimately is used to water streetscape trees. Swept 4,475 miles of Old Pasadena curb-line. Emptied 112,682 Old Pasadena trash cans. Wrote 189,634 incident and property condition reports.

Replaced missing trees and tree grates, as well as replacing female gingko trees with non-fruiting male trees to ensure a safe and pleasant streetscape.

Reinstated the Old Pasadena Streetscape Committee to advocate for supportive city policy and infrastructure needs.



AN IMPACTFUL YEAR

Worked with the Department of Transportation on the Pasadena Bicycle Plan, and advocated for bicycle infrastructure and amenities in Old Pasadena.

Advocated for urban pocket parks to be eligible for city funding.

Began planning process with Public Works to make improvements to the Right-of-Way above the Gold-Line.

Advocated for a review that would ensure proper and adequate delivery and loading zones throughout Old Pasadena.

Partnered with Pasadena Police and HOPE Team members, Union Station Foundation, and the Pasadena Housing Department to address concerns regarding homeless impacts.

Marketing

Generated website traffic of more than 40,000 visits per month.

Continued to drive social media followers through focused strategies.

Co-hosted more than 80 Los Angeles concierges for the Where LA Magazine Old Pasadena tour.

Presented the 2014 Stakeholder Meeting featuring downtown strategist Brad Segal.

Updated and distributed 200,000 Old Pasadena Directory Brochures, as well as 12 back-lit directory maps and 11 garage kiosk maps.

Organized and produced the 7th Annual Make Music Pasadena, with attendance estimated at 50,000 and generating more than 80 million media impressions and \$100,000 in sponsorship.

Re-branded several existing events, and partnered with new event producers to ensure an active calendar and strategic media coverage.

Partnered with various Old Pasadena businesses to produce co-operative ads in the LA Weekly.



A VISION FOR 2015

- Complete the PBID Renewal Campaign for the Old Pasadena district.
- Advocate for Old Pasadena interests and needs, including finalization of the Pasadena General Plan Revision.
- Finalize OPMD Investment and Personnel Policies.
- Reactivate the Old Pasadena Parking Committee.
- Redesign the Old Pasadena website.
- Add new Old Pasadena events for additional community-focused content.
- Advocate for space available count signs at the Park & Walk garages.
- Develop place-making plans for Central Park.
- Begin improvements to the Gold Line Right-of-Way.

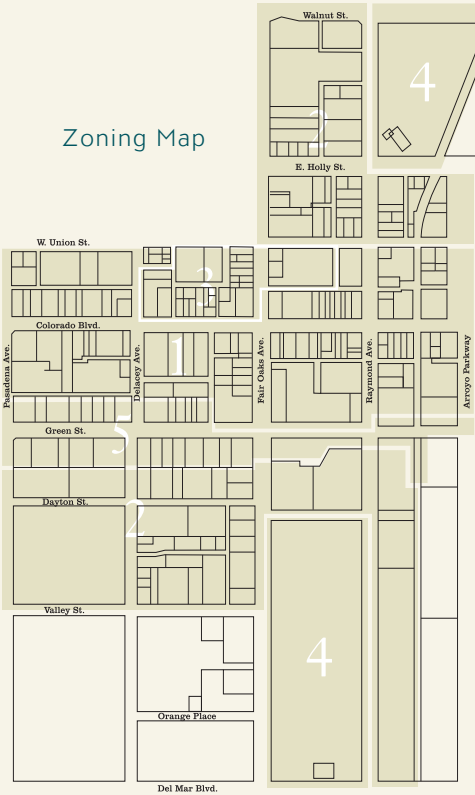


FORMULAS & BOUNDARIES

	Land Assessment	Ground Floor	Non-Ground Floor
Zone 1	\$0.2742	\$0.3235	\$0.1616
Zone 2	\$0.1383	\$0.2577	\$0.1288
Zone 3	\$0.1698	\$0.2793	\$0.1395
Zone 4	\$0.1383	\$0.2577	\$0.1288
Zone 5	\$0.1992	\$0.2722	\$0.1360

Assessment Revenues

Total number of assessed parcels	483
Total private property assessment dollars generated	\$ 974,579
Largest single assessment payment	\$ 65,197
Smallest single assessment payment	\$ 87
Total assessment revenue collected from 20 largest owners	\$ 346,507
Average assessment payment for 20 largest owners	\$ 17,325



STATEMENT OF ACTIVITIES

For the Years Ended December 31, 2014, and 2013

	2014	2013
<i>Support and Revenue</i>		
Assessment, Property Owners	\$ 957,456	\$ 950,736
Contract Revenue, City of Pasadena	545,000	545,000
Parking Management Fees	142,284	141,156
Interest Income	1,356	1,569
<i>Total Support and Revenue</i>	<i>1,646,096</i>	<i>1,638,461</i>
<i>Expenses</i>		
Program Services		
Maintenance	484,667	472,961
Security	536,140	517,327
Marketing and Promotion	253,039	261,759
Parking Management	117,835	130,420
Total Program Services	1,391,681	1,382,467
Supporting Services	190,222	177,870
<i>Total Expenses</i>	<i>1,581,903</i>	<i>1,560,337</i>
Change in Net Assets	64,193	78,124
Net Assets at Beginning of Year	1,109,027	1,030,903
Net Assets at End of Year	\$ 1,173,220	\$ 1,109,027

This Statement of Activities provides a summary of financial activity for the Old Pasadena Management District. A complete copy of our 2014 Financial Statement, including footnote disclosures and the Accountant's Review Report, is available on request. The 2014 Financial Statement may also be viewed at www.oldpasadena.org.



BOARD OF DIRECTORS

Executive Directors

Chair	Suzanne Marks, Pasadena Advertising
Chair-Elect	Russ Hanlin, Union Properties
Past-Chair	Sally Lunetta, One Colorado Management
Treasurer/Secretary	Hanna Wood, Wood & Jones Properties
Director	Adrian Kalvinskaskas, Distant Lands
Director	Robert Montano, City of Pasadena

Directors

Andrea Auman, Crowned Studio
Gene Buchanan, AJB Enterprises
Patrick Chraghchian, American General Constructors
Joao Huang-Anacleto, College Launch
Michelle Kuper, Avalon Bay Communities
Eliva Lahman, The Loved One
Greg McLemore, Web Magic Inc.
Penny Plotkin, Plotkin Properties
Patricia Roughan, RoughanKing Inc.
Allison Shashok, LGO Hospitality
Steve Stathatos, Buchalter Nemer

Staff Roster

Steve Mulheim, President & CEO
Janet Swartz, Director of Marketing & Events
Marilyn Buchanan, Interim Operations Manager



OPMD

COMMITTEES

Economic Development. Steve Stathatos, *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. Greg McLemore, *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.

Streetscapes. 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. Andrea Auman, *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. Penny Plotkin, *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

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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