

OPMD



OLD PASADENA MANAGEMENT DISTRICT

ANNUAL REPORT 2015





A MESSAGE FROM OUR LEADERSHIP

“Doors will open for those who are bold enough to knock.”

F. Scott Fitzgerald

Opening new doors is nothing new for the bold souls of Old Pasadena Management District and its stakeholders. From the pioneering efforts to preserve a deteriorating but precious historic downtown; to the ground-breaking policies that allow zoning parking credits to foster business development, and parking meter revenues that are re-invested in the district; to the Herculean efforts of the Old Pasadena Streetscapes and Alley Walkways Plan that laid the foundation of turning a “space” into a “place”; to the vision for the first “outdoor lifestyle center” now known as One Colorado and emulated prolifically; to the determined efforts that established the Old Pasadena PBID in the early years of enabling legislation. The list goes on and on and continues to invigorate the heart of an internationally recognized downtown that constantly pursues the best of new ideas to keep Pasadena’s 130-year-old economic center fresh, exciting, and vibrant.

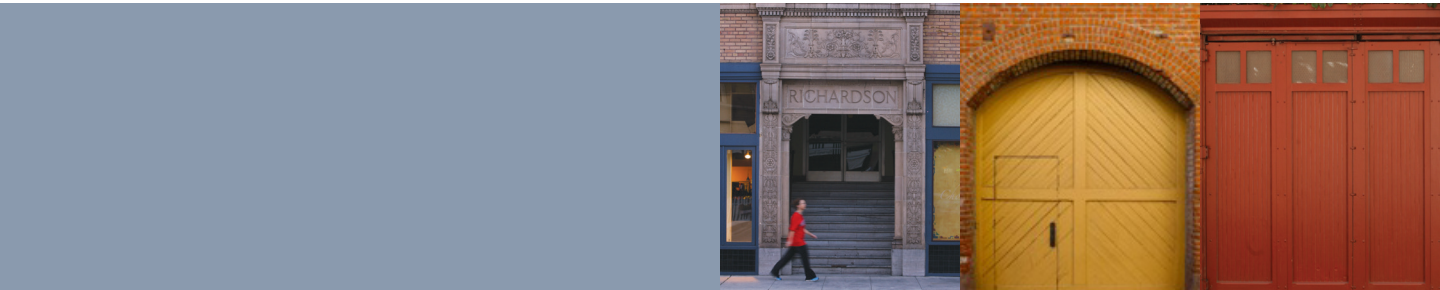
We opened another door this year when Old Pasadena Management District renewed the PBID organization for a ten-year span, with a record 93% supportive vote! We are humbled by the confidence that our stakeholders have in us, and we are determined to continue raising the bar on our programming to support the Old Pasadena District. Our new Management Plan includes budgets to address place-making and physical environment improvements, as well as homeless outreach and education – initiatives that were identified as priorities by our stakeholders during the renewal process.

In the spirit of opening doors, this year’s Annual Report contains images of some of the magnificent doorways of Old Pasadena. Whether the grand gates of Tiffany & Co., the reverent entry of the historic Friendship Baptist Church, or a humble rear-delivery door, these diverse thresholds are representative of the many souls that have knocked boldly on the doors of invention to move Old Pasadena ever-forward.

Russ Hanlin
Board Chair 2015, 2016

Steve Mulheim
President & CEO





AN IMPACTFUL YEAR

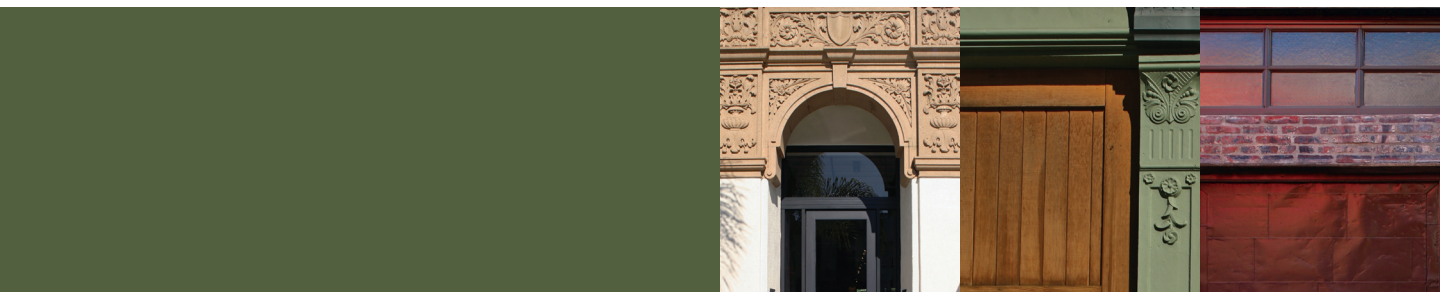
Administration

- Achieved a 10-year renewal of the Old Pasadena PBID with a 92.5% supportive vote, thus continuing crucial services and programs.
- Advocated for Old Pasadena priorities and interests at meetings of the City Council, the Urban Forestry Advocacy Commission, the Planning Commission, the Economic Development and Technology Commission, the Public Safety Committee, and the Old Pasadena Parking Meter Advisory Commission, amongst others.
- Added budgets for programs regarding beautification improvements and homeless outreach.
- Successfully advocated for an approved General Plan with higher development parameters.
- Revised and updated OPMD's Employee Handbook and personnel policies, as well as the organization's investment policy.
- Sponsored the Real Change Movement parking meters to support awareness of and contributions to Pasadena non-profit organizations that provide services to the homeless.
- Worked closely with Lincoln Property Co. to advocate for specifics in their proposed development at the Parsons campus.

Operations

- Reinstated the Parking Committee to strategize and maximize all district parking resources.
- Renewed our agreement with the city to continue oversight of the Park & Walk parking garages.
- Facilitated more than 2.2 million cars through the Old Pasadena Park & Walk garages.
- Renewed all OPMD service contracts to provide cleaning and ambassador programs.
- Pressure washed 16,890,500 square feet of Old Pasadena sidewalks with recycled water that ultimately is used to water streetscapes trees. Swept 4,475 miles of Old Pasadena curb-line. Emptied 116,332 Old Pasadena trash cans. Processed 192,354 incident and property condition reports.





AN IMPACTFUL YEAR

Operations, continued

- Participated in numerous forums to address the issue of homelessness, including the California Downtown Association Symposium on the State of Homelessness, Homeless Initiative meetings held by Senator Carol Lúu, Homeless Task Force meetings hosted by the city's Housing Department, and State Homelessness forums held by Pasadena Police Department's HOPE Team and Union Station Foundation.
- Partnered with the city to review loading zones and alley delivery policies and practices.

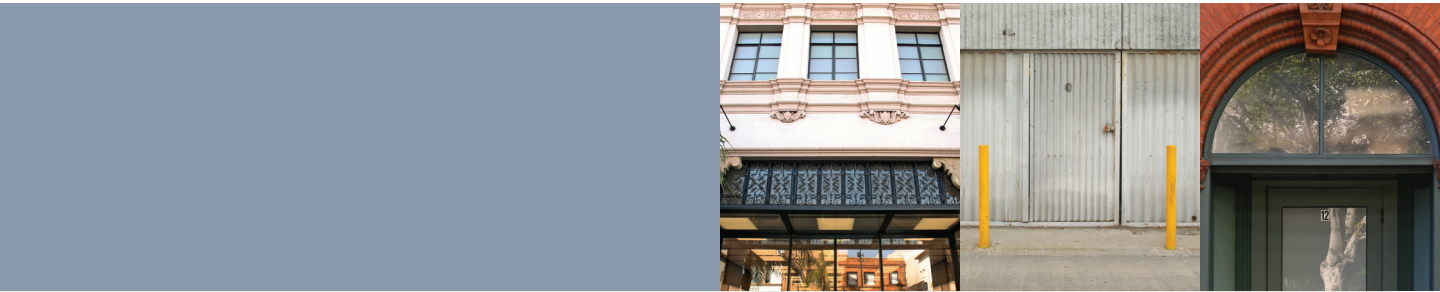
Marketing

- Generated website traffic of more than 40,000 unique visits per month.
- Authorized funding to redesign the Old Pasadena website to be more mobile-friendly.
- Partnered with outside organizations to bring events to the district, such as the Ferrari Concorso, Jackalope Arts Festival, San Gabriel Valley Pride Festival, and Artisanal LA's Holiday Market.
- Organized and produced 8th Annual Make Music Pasadena, with attendance estimated at 50,000 and generating more than 80 million media impressions and \$100,000 in sponsorship funding.
- Premiered the Old Pasadena Day of the Dead Festival, featuring a tour of altars inside Old Pasadena businesses. The event generated significant traffic to participating businesses and more than 25,000 website views.
- Re-envisioned our Holiday Marketing Campaign to span the entire holiday season, heighten awareness of independent businesses, utilize district-wise programming, and capitalize on social media opportunities.
- Updated and distributed more than 200,000 Old Pasadena Directory Brochures, as well as 12 back-lit directory maps and 11 garage kiosk maps.



RICHARDSON

Cheza
restaurant



A VISION FOR 2016

- Complete candidate search and hiring process to fill open staff positions.
- Redesign and relaunch a new Old Pasadena website.
- Design an Economic Profile brochure of Old Pasadena.
- Implement a Homeless Outreach Specialist position.
- Finish improvements to the right-of-way to promote economic development.
- Execute loading zone analysis and identify consistent signage and policies.
- Advocate for OPMD oversight of the Del Mar Station and Holly Street parking garages.





FORMULAS AND BOUNDARIES

Assessment Revenues

Total number of assessed parcels	485
Total private property assessment dollars generated	\$ 1,120,890
Largest single assessment payment	\$ 81,623
Smallest single assessment payment	\$ 93
Total assessment revenue collected from 20 largest owners	\$ 436,596
Average assessment payment for 20 largest owners	\$ 21,830



ZONING MAP

ZONE	Land Assessment	Ground Floor	Non-Ground Floor
ZONE 1	\$0.2940	\$0.3468	\$0.1733
ZONE 2	\$0.1483	\$0.2763	\$0.1381
ZONE 3	\$0.1820	\$0.2994	\$0.1496
ZONE 4	\$0.0874	\$2.2441	\$1.1210
ZONE 5	\$0.2135	\$0.2918	\$0.1488

CASTLE GREEN



CASTLE GREEN

STATEMENT OF ACTIVITIES

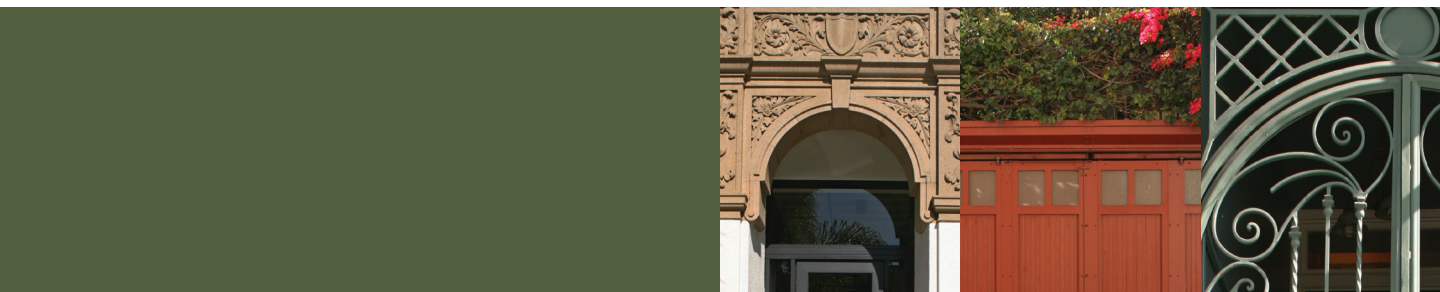
For the Years Ended December 31, 2015 and 2014

	2015	2014
<i>Support and Revenue</i>		
Assessment, Property Owners	\$ 1,048,152	\$ 957,456
Contract Revenue, City of Pasadena	545,000	545,000
Parking Management Fees	144,132	142,284
Interest Income	1,262	1,356
<i>Total Support and Revenue</i>	<i>1,738,546</i>	<i>1,646,096</i>
<i>Expenses</i>		
<i>Program Services</i>		
Maintenance	487,271	484,667
Security	531,736	536,140
Marketing and Promotion	264,400	253,039
Parking Management	106,903	117,835
Total Program Services	1,390,310	1,391,681
Supporting Services	226,994	190,222
<i>Total Expenses</i>	<i>1,617,304</i>	<i>1,581,903</i>
<i>Change in Net Assets</i>	<i>121,242</i>	<i>64,193</i>
<i>Net Assets, Unrestricted, Beginning of the Year</i>	<i>1,173,220</i>	<i>1,109,027</i>
<i>Net Assets, Unrestricted, End of the Year</i>	<i>\$ 1,294,462</i>	<i>\$ 1,173,220</i>

This Statement of Activities provides a summary of financial activity for the Old Pasadena Management District. A complete copy of our 2015 Financial Statement, including footnote disclosures and the Accountant's Review Report, is available on request. The 2015 Financial Statement may also be viewed at www.oldpasadena.org.



Baskin & Baskin
ALARM SYSTEMS
577 1659



BOARD OF DIRECTORS AND STAFF 2015

Executive Directors

Chair	Russ Hanlin, Union Properties
Chair-Elect	Patrick Chraghchian, American General Constructors
Past-Chair	Suzanne Marks, Pasadena Advertising
Secretary	Robert Montano, City of Pasadena
Treasurer	Greg McLemore, WebMagic Inc. Adrian Kalvinskas, Distant Lands

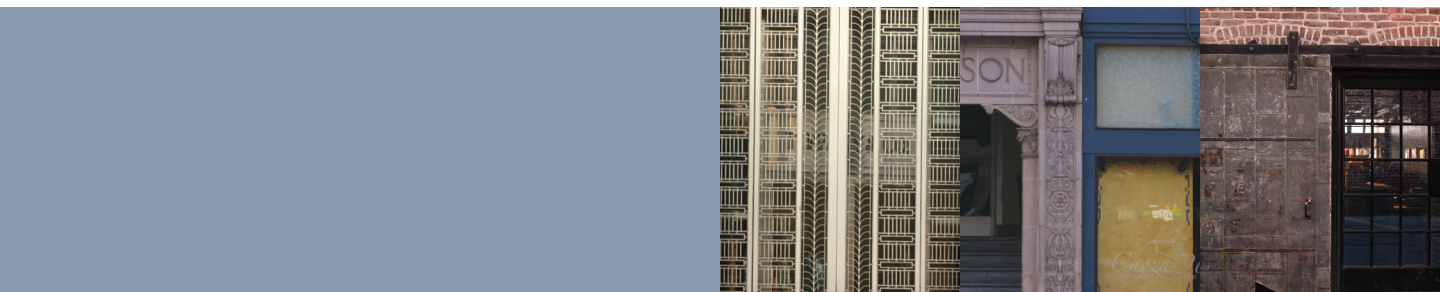
Directors

Andrea Auman, Crowned Studio
Gene Buchanan, AJB Enterprises
Joao Huang-Anacleto, College Launch
Aline Kradjian, The ARD Group Inc.
Michelle Kuper, AvalonBay
Penny Plotkin, Plotkin Partners
Pat Roughan, RoughanKing Inc.
Allison Shashock, La Grande Orange Café
Steve Stathatos, Buchalter Nemer
Marcy Toombs, Lula Mae

Staff Roster

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





COMMITTEES 2015

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, 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

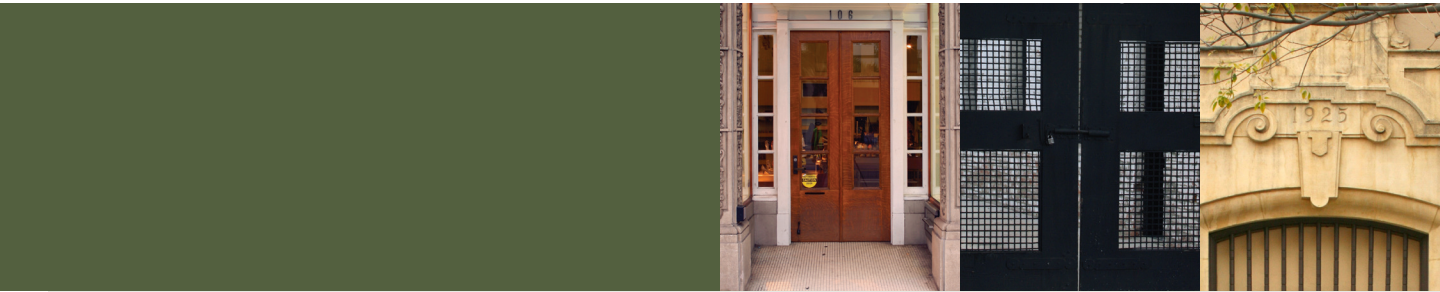
Goal: To ensure the Ambassador Guide Program contributes to a safer environment for visitors and employees, and to build strategic partnerships with law enforcement and other agencies working to address public safety.

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, 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 website, www.oldpasadena.org.



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.

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

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.





OLD PASADENA MANAGEMENT DISTRICT

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