



OLD PASADENA

MANAGEMENT DISTRICT

ANNUAL REPORT 2019



A MESSAGE FROM OUR LEADERSHIP

There is nothing we love more than seeing people enjoy Old Pasadena, and 2019 highlighted an abundance of that. With more events than ever, including music, dance, art, and film, we invited the community to celebrate with us and they came out in droves! Happy faces, laughing children, dancing feet, wagging tails, and families of all sorts were welcomed to Old Pasadena, and it was pure joy.

It's an interesting juxtaposition for the OPMD staff, that we're primarily tasked with promoting a place and its individual business components, but we know the real value is the people represented by those things: our thousands of Old Pasadena residents who call us home, the small-business owners who work tirelessly to create something special, our many wonderful property owners who are so supportive of our efforts, the many organizations we partner with to make Old Pasadena stronger and who share the same passion for their own missions, and of course our many loyal patrons from Pasadena and around the world who remind us daily just how special it is. Old Pasadena is a beautiful and historic downtown with endless charm and extraordinary architecture, but it wouldn't be Old Pas without all the people who bring it to life! This year's report is in honor of them, with our deepest gratitude.

Hanna Wood
Board Chair 2019

Michael Placido
Board Chair 2020

Steve Mulheim
President & CEO



AN IMPACTFUL YEAR

- Advocated for Old Pasadena priorities and interests at meetings of the City Council, the Design Commission, the Public Safety Committee, the Economic Development and Technology Committee, and the Old Pasadena Parking Meter Advisory Commission.
- Successfully advocated for stronger ordinances regarding sidewalk vending in the Central District.
- Partnered with Pasadena Beautiful to plant 9 new street trees.
- Replaced 30 district trash cans.
- Pressure washed 16,890,500 square feet of Old Pasadena sidewalks.
- Swept 4,596 miles of Old Pasadena curb-line.
- Processed 276,362 incident and property condition reports to keep Old Pasadena clean, safe, and well-maintained.
- Generated website traffic of more than 45,000 unique visits per month.
- Facilitated a social media panel of experts for district business owners to learn best practice and trends for their own marketing.
- Updated and distributed 150,000 Old Pasadena Directory brochures, as well as 23 back-lit directory maps throughout the district and parking garages.



ORGANIZED AND PRODUCED NINE DISTRICT EVENTS:

Valentine's Day
"With Love, from Old Pasadena"

Old Pasadena Summer Cinema
in Central Park

BoldPas: A Day of Art & Play
with 17 temporary art and interactive installations

Halloween
district-wide treat stops

80s Dance Party
featuring music from the 80s and hosted on Big Bang Theory Way

Day of the Dead
celebration consisting of a tour of business-sponsored altars

Salsa on the Alley
a salsa dance party hosted on Big Bang Theory Way

Yappy Holidays
a holiday party for our dog-owner patrons and their furry friends

Holiday Celebration
comprised of a month-long schedule of comprehensive marketing, advertising, and programming



A VISION FOR 2020

- Continue replacement of outdated streetscape components to improve district aesthetics.
- Increase district Holiday décor elements.
- Work with the city to make much needed repairs and improvements to alley walkways.
- Capitalize on district events to generate sponsorships that allow for further growth.
- Identify and advocate for technology improvements in the parking garages.
- Advocate for parking meters that accept credit cards.
- Review additional components to the district website for better functionality and improved resources.
- Grow Old Pasadena social media platforms to better support our business community.





FORMULAS & BOUNDARIES

ASSESSMENT REVENUES

Total number of assessed parcels	482
Total private property assessment dollars generated	\$1,350,233
Largest single assessment payment	\$100,325
Smallest single assessment payment	\$112

ZONING MAP



Zone	Lot Rate	Ground Rate	Non-Ground Rate
1	\$0.4175	\$0.3539	\$0.2085
2	\$0.3325	\$0.1786	\$0.1662
3	\$0.3604	\$0.2191	\$0.1800
4	\$0.3325	\$0.1786	\$0.1662
5	\$0.3513	\$0.2571	\$0.1754

STATEMENT OF ACTIVITIES

	2019	2018
Support and Revenue		
Assessment Property Owners	\$ 1,337,400	\$ 1,326,741
Contract Revenue, City of Pasadena	633,656	622,780
Parking Management Fees	171,952	165,977
Interest Income	1,560	1,502
Total Support and Revenue	\$ 2,144,568	\$ 2,117,000
Expenses		
Program Services		
Maintenance	\$ 680,353	\$ 614,269
Security	654,857	592,574
Marketing and Promotion	334,074	313,312
Parking Management	169,839	160,456
Total Program Services	1,839,123	1,680,611
Supporting Services	173,664	154,025
Total Expenses	\$ 2,012,787	\$ 1,834,636
Change in Net Assets	\$ 97,477	\$ 282,365
Net Assets, Unrestricted, Beginning of Year	1,631,393	1,349,028
Net Assets, Unrestricted, End of Year	\$ 1,728,870	\$ 1,631,393

This statement of activities provides a summary of financial activity for the Old Pasadena Management District. A complete copy of our 2019 Financial Statement is available on request.



BOARD OF DIRECTORS & STAFF

<i>Chair</i>	Hanna Wood McConaghy, Wood & Jones Properties, Inc.
<i>Chair-Elect</i>	Michael Placido, Supply Frame, Inc.
<i>Past-Chair</i>	Suzanne Marks, PADV - Pasadena Advertising
<i>Sec./Treasurer</i>	Mark Kim, Hudson Realty, LLC
<i>Exec. Director</i>	Michelle Garrett, City of Pasadena
<i>Exec. Director</i>	Steve Stathatos, Buchalter Nemer
<i>Director</i>	Marilyn Buchanan, AJB Enterprises Inc. Michelle Butler, Tiffany & Co. Janette Derbyshire, Old Pasadena Collection Apartments Ervin Galvan, We Olive & Wine Bar Panos Haitayan, Café Santorini John Hanlin, Hanlin Union Building LLC Jeff Hauser, POP Champagne Bar & Restaurant Richard Kim, BBRK Inc. Barbara King, Friendship Pasadena Church Danny Kradjian, Hillock Land Company Mia Mazadiego, Neon Retro Arcade Debbie Meymarian, The Body Firm

Staff Roster

Steve Mulheim, President & CEO
Janet Swartz, Director of Marketing & Events
Sarah Hilbert, Asst. Director of Marketing & Events
Niki Svava, Director of Operations
Peter Waggoner, Project Coordinator

COMMITTEES

Economic Development • Steve Stathatos, Chair

Goal: To encourage and facilitate appropriate development, growth, and renewal throughout 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 • Michael Placido, 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.

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 • Jon Lapointe, 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 to 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.

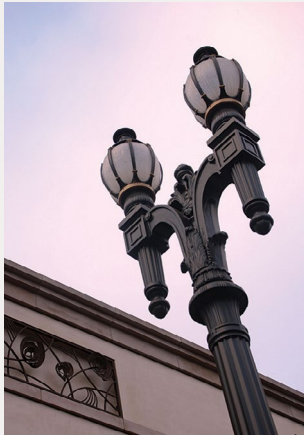
Parking • Debbie Meymarian, Chair

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 on our website 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 contact the Old Pasadena Management District office.





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 public policy advocate for Old Pasadena*
- *A center city housing and transportation advocate*
- *A destination marketer*
- *A special events promoter*
- *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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