



# OLD PASADENA

MANAGEMENT DISTRICT

ANNUAL REPORT 2022



## A MESSAGE FROM OUR LEADERSHIP

We've hopefully turned the corner when it comes to pandemic impacts, but Old Pasadena wasn't waiting for an announcement. We spent the whole year racking up successes! We saw a net increase of 23 new businesses open their doors, including Herman Miller, Alfred, Popping Yolk Café, and Parachute Home. Sales tax revenues increased every quarter with a year-end result of 29% above last year and 20% of 2019 pre-pandemic numbers, an achievement not realized by any of our competing business districts or anywhere else in the city!

All our initiatives: cleaning, safety, marketing, public space improvements, are aimed at making people want to be in Old Pasadena. The results show success. Even through a global pandemic restaurants and retailers were looking at Old Pasadena as their next possible location. We maintained an amazing vacancy rate of 3-5% and we actually increased the number of existing businesses instead of losing many, as did all of our competing areas. Sales tax results not only largely recovered within the first year, but in 2022 surpassed our pre-pandemic levels by an astounding margin. More stores, more customers, more residents, more sales, more return on investment.

Once again, it all comes down to commUNITY. Old Pasadena Management District, the business owners, the property owners, the City of Pasadena, the area brokers and property managers... everyone doing their part to make Old Pasadena the best it can be. That's what makes Old Pas special and ensures we remain a first-choice location for new businesses and a regional destination for consumers.

**Steve Stathatos**  
Board Chair 2022

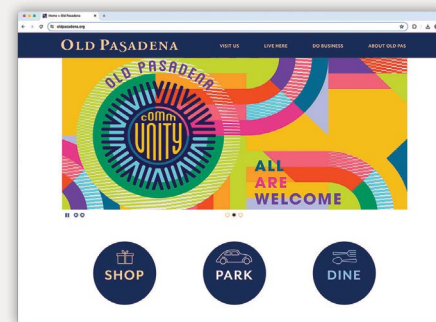
**Marilyn Buchanan**  
Board Chair 2023

**Steve Mulheim**  
President & CEO



# AN IMPACTFUL YEAR

- Advocated for various design guidelines for outdoor dining platforms.
- Worked with the city to make improvements to outdoor dining barricades.
- Advocated for a reasonable fee structure for outdoor dining areas when implemented.
- Renegotiated OPMD's Parking Garage Oversight Agreement with the city.
- Partnered with the city and multiple restaurants to engineer specific parameters for dining platforms located along high-water curblines, which allowed these businesses to retain their outdoor dining areas.
- Partnered with Pasadena Beautiful to replace 10 broken or missing street trees.
- Subsidized two installments of Dine LA to maximize participation of Old Pasadena restaurants and event marketing opportunities.
- Created two end-of-year marketing campaigns for Small Business Saturday and Celebrate the Season, to maximize visibility of Old Pasadena for holiday shopping.



## LAUNCHED ALL ARE WELCOME MARKETING CAMPAIGN

a highly successful summer-long campaign to heighten awareness of diversity and inclusivity.



## A VISION FOR 2023

- Continue to partner with businesses and the city to improve street platform dining areas.
- Work with the Parking Department to complete numerous improvements to the city-owned parking garages.
- Advocate for new parking meters to update technology district-wide.
- Pursue a part-time closure of Mills Place to emulate the function of Mercantile Alley and improve pedestrian safety and alleyway dining experience.
- Continue building important social media platforms.
- Begin a new strategic plan process for Old Pasadena.





# FORMULAS & BOUNDARIES

## ASSESSMENT REVENUES

Total number of assessed parcels	481
Total private property assessment dollars generated	\$1,488,728
Largest single assessment payment	\$110,599
Smallest single assessment payment	\$124



Zone	Lot Rate	Ground Rate	Non-Ground Rate
1	\$0.4603	\$0.3902	\$0.2299
2	\$0.3667	\$0.1969	\$0.1832
3	\$0.3974	\$0.2416	\$0.1985
4	\$0.3667	\$0.1969	\$0.1832
5	\$0.3873	\$0.2834	\$0.1935

# STATEMENT OF ACTIVITIES

	2022	2021
<b>Support and Revenue</b>		
Assessment Property Owners	\$ 1,453,080	\$ 1,383,924
Contract Revenue, City of Pasadena	689,364	677,376
Parking Management Fees	179,788	159,709
Interest Income	757	790
<b>Total Support and Revenue</b>	<b>\$ 2,322,989</b>	<b>\$ 2,221,799</b>
<b>Expenses</b>		
Program Services		
Maintenance	\$ 746,972	\$ 765,220
Security	728,645	664,185
Marketing and Promotion	330,401	316,384
Parking Management	167,103	167,186
Total Program Services	1,973,121	1,912,975
Supporting Services	158,040	161,205
<b>Total Expenses</b>	<b>\$ 2,131,161</b>	<b>\$ 2,074,180</b>
<b>Change in Net Assets</b>	<b>\$ 182,167</b>	<b>\$ 147,656</b>
<b>Net Assets, Unrestricted, Beginning of Year</b>	<b>2,012,779</b>	<b>1,865,123</b>
<b>Net Assets, Unrestricted, End of Year</b>	<b>\$ 2,194,946</b>	<b>\$ 2,012,779</b>

This statement of activities provides a summary of financial activity for the Old Pasadena Management District. A complete copy of our 2022 Financial Statement, including footnote disclosures and the Accountant's Review Report, is available on request.



# BOARD OF DIRECTORS & STAFF

<b>Chair</b>	Steve Stathatos, Buchalter Nemer
<b>Past-Chair</b>	Mark Kim, Hudson Realty, LLC
<b>Chair-Elect</b>	Marilyn Buchanan, AJB Enterprises Inc.
<b>Treasurer</b>	Kurt Bierschenk, Kota Commercial Assets, LLC
<b>Exec. Director</b>	Michelle Garrett, City of Pasadena
<b>Exec. Director</b>	Michael Placido, Supply Frame, Inc.
<b>Director</b>	Ervin Galvan, We Olive & Wine Bar Panos Haitayan, Café Santorini John Hanlin, Hanlin Union Building LLC Richard Kim, BBRK Inc. Barbara King, Friendship Pasadena Church Danny Kradjian, Hillock Land Company Mia Mazadiego, Neon Retro Arcade Penny Plotkin, Plotkin Properties
<b>Staff Roster</b>	Steve Mulheim, President & CEO Janet Swartz, Director of Marketing & Events Niki Svava, Director of Operations

# COMMITTEES

## Economic Development

**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

**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

**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

**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

**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.

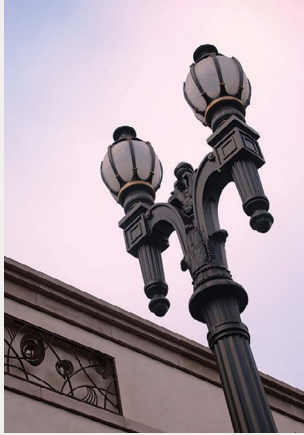
## Parking

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

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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