

PLAYHOUSE
DISTRICT
ASSOCIATION



2015
ANNUAL
REPORT



PLEDGE FOR
PROGRESS

CULTURE!
COMMERCE!
COMMUNITY!



A MESSAGE FROM THE CHAIR, WILLIAM CHU

Progress is being made in the Playhouse District. It is wonderful to see the pedestrian traffic grow along with people investing in the Playhouse District as a place to own property, set up a business and make a home.

As the CFO of Singpoli Group, it has been a pleasure to serve as Chair of the Playhouse District Association for the past three years. My term ended in December of 2015. The new Board Chair is Brian Alan Baker who has served on the Board since 2012. I will continue to be a part of the PDA Board of Directors in 2016, and will continue to work and advance the Playhouse District. During my service as PDA Chair, I have been a key supporter and sponsor of a variety of events. Singpoli is a major property owner, and has recently acquired a key corner in the District which will be transformed in the future. Singpoli has confidence in the future economic vitality of the Playhouse District and sees the importance of the revitalization efforts of the PDA.

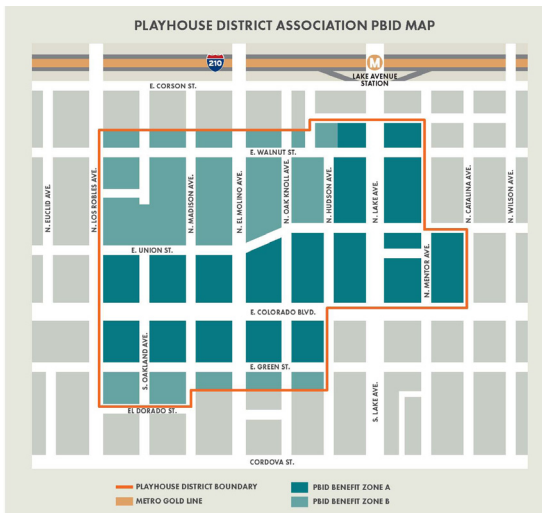
The majority of the Playhouse District Association's funding is from the property-based business improvement district (PBID) assessment revenue. In 2015, I helped initiate the PBID renewal process and will continue to support the successful renewal of the PBID in 2016. Continuing the services to keep our District clean, safe, economically viable, beautiful, and energetically promoted will carry on the progress made by the PDA. Please join me in supporting the renewal of the PDA PBID. Our collective momentum and support will carry on the work started over 20 years ago.



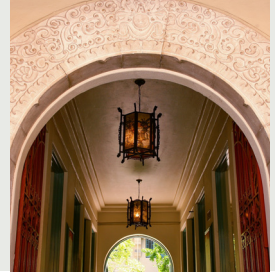
ORGANIZATIONAL THE PLAYHOUSE DISTRICT ASSOCIATION RESOURCES

For 20 years, the **Playhouse District Association (PDA)** has been the collective voice of property owners, businesses, residents and advocates who strive to make our part of Downtown Pasadena a more safe, vibrant and desirable place. Operating primarily from funds collected through a **Property-based Business Improvement District (PBID)**, the non-profit Playhouse District Association activities are aimed at improving our urban district to encourage greater investment with an 11-member Board of Directors and 5 committees listed below:

- Design & Physical Enhancements – *maintenance & beautification*
- Economic Enhancements – *safety, retention & recruitment*
- Organizational Resources – *fiscal responsibility, community involvement & organizational effectiveness*
- Promotions & Marketing – *special events, marketing, newsletters, social media & website*
- Parking- *addressing short and long term parking management*

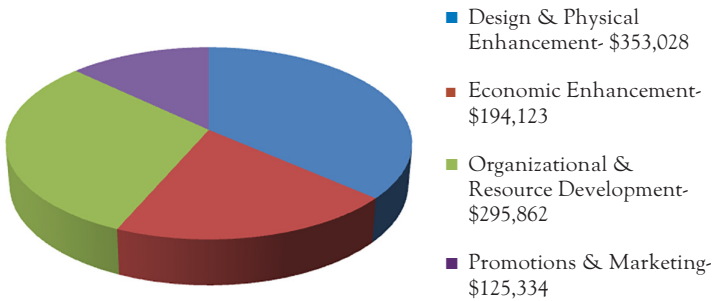


ORGANIZATIONAL 2015 STATEMENT OF ACTIVITIES RESOURCES

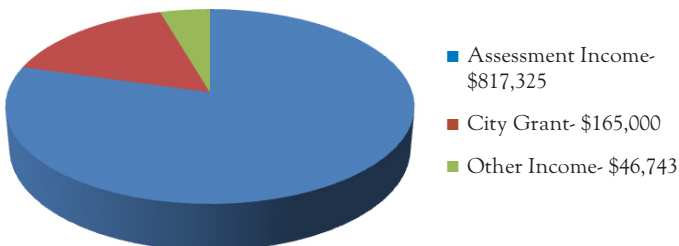


The PDA is fiscally responsible by balancing expenditures with income while setting aside funds for our future. Overall, when comparing budget to actual, Design & Physical Enhancement was under budget \$18,000; Economic Enhancement was under budget \$50,000; Organizational & Resource Development was under budget \$4,800; and Promotions and Marketing was under budget \$25,000. This summary was prepared internally. A complete copy of our 2015 Reviewed Financial Statement is available upon request.

PDA 2015 Expenditures \$968,347



PDA 2015 Revenues \$1,029,068





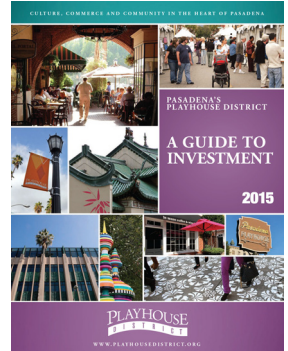
ECONOMIC RECRUITING INVESTMENT ENHANCEMENTS



To grow the economic vitality of the Playhouse District, the PDA tracks data and influences policies to plan for a vibrant future.

In 2015, we completed a three-year study of our pedestrian trends, showing solid growth in pedestrian

traffic into the evenings. We included this new information in our 2015 Guide to Investment, which highlights our arts, culture and dining niche with key tenants, offers consumer and resident profiles, and outlines economic advantages. This publication goes out to area brokers, developers and investors to share our highlights and encourage investment that supports our district vision. In addition, we revitalized the quarterly Property Pulse newsletter to keep the development and investment communities up to speed.



Finally, 2015 saw the completion of the Pasadena General Plan process, in which the PDA advocated for greater development capacity and flexibility. As we move into the new General Plan implementation, the PDA will continue to monitor activity to ensure that the Playhouse District maintains the greatest opportunities for success.



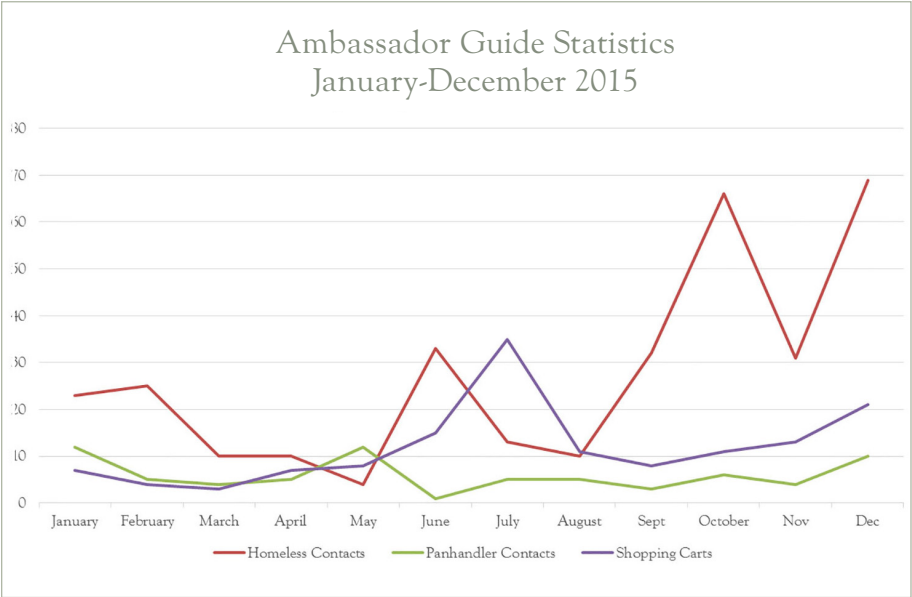


ECONOMIC PROTECTING INVESTMENT ENHANCEMENTS



A business district’s success rests on its safety and appeal to patrons. To this end, the PDA’s Economic Enhancement Committee plays a vital role with the Ambassador Guide program. On duty seven days a week, the guide team covers our 32 blocks daily with pro-active assistance to thousands of residents, visitors, owners and businesses.

In 2015, the Ambassador Guide team responded to an array of issues and addressed the increased activity of errant shopping carts and homelessness in the district. Guides were pro-active in addressing illicit activity, trespassing, and in providing resources to dozens of homeless individuals.





DESIGN & PHYSICAL ADDING BEAUTY AND MAINTAINING IT ENHANCEMENTS

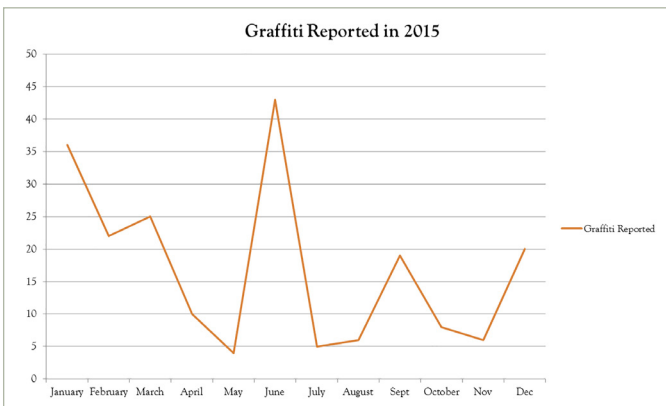
As a home for arts and culture, the Playhouse District prides itself on a robust public art program and attention to a clean and attractive environment.

The PDA's Design & Physical Enhancement Committee continued its public art installations in 2015 with three new crosswalk art installations. "River Migration" by Hataya Tubtim celebrates fluid movement through a multi-layered stencil design at three key locations in the district. The PDA also began



three significant public realm projects which will see completion in early 2016: new and refurbished trash receptacles for Colorado Boulevard; new banners throughout the district; and a set of refreshed utility box wraps on Colorado.

The PDA responded to hundreds of incidents of graffiti in 2015, from small stickers to large wall tagging. The PDA Ambassador Guides, a contract vendor and the City of Pasadena's MASH team work together to keep the district looking great.



PARKING

WORKING TO ADDRESS CIRCULATION



People arrive to the Playhouse District using multiple modes and the PDA is looking for ways to address traveling into the Playhouses District.

Parking solutions are on the top burner. As the popularity of the Playhouse District grows parking resources are in greater demand. In 2015 the Parking Utilization Study was finalized which gives a snapshot of on-street and off-street parking usage in the District. This study provides base line information



for future parking programs. The PDA also worked with the City to identify parking shortfall using the municipal code parking requirements. The Parking Committee also worked to secure additional on-street parking on Madison by reclaiming red and yellow curb space—creating 5 more parking spaces to support local businesses.



The PDA participated in two key activities looking to foster bicycling, by coordinating the Taste of Pasadena night during Bike Week, and working to spur Playhouse District activity during CicLAVia.

The PDA promoted the rebranding of the local transit, Pasadena Transit (former ARTS bus system).

The pedestrians in the Playhouse District are provided clean and safe sidewalks and experience art as they walk in and around the Playhouse District.



PROMOTIONS & ATTRACTING LOCALS AND VISITORS MARKETING

2015 was another incredible year for the PDA Promotions and Marketing Committee. Working to maximize a modest budget, the PDA attracted over 28,000 attendees to our signature events, including:

Wine Walk – May

Make Music Pasadena – June

Summer Jazz Concerts – July & August

The Long Table – August

ARTWalk – October

Shop Small, Shop Indie – November

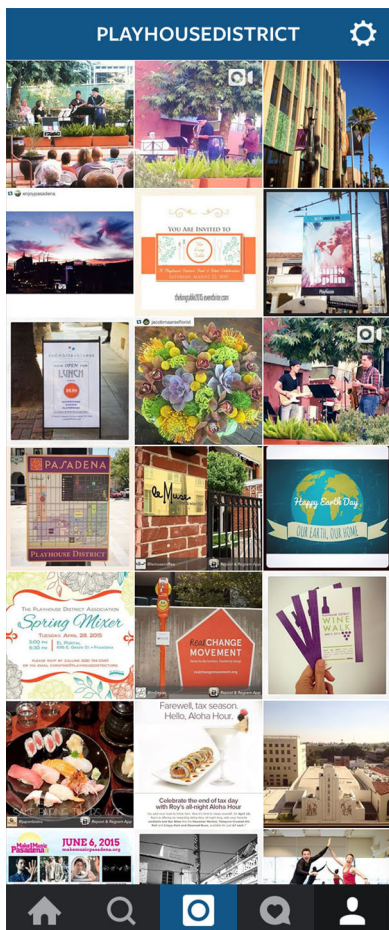
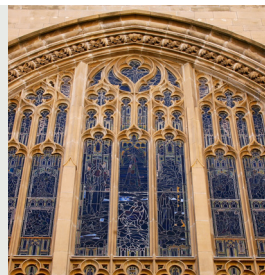
Merry Merry Movie – December







The PDA also supported LitFest, helping re-inforce our arts and culture niche while promoting the District.



PROMOTIONS & STAYING CONNECTED MARKETING



Through our extensive communications formats, the PDA promotes district businesses, events and venues by engaging followers on social media, newsletters and websites. In 2015, our Instagram followers who engage with posts about food specials, events and cultural venues in our district, doubled to nearly 1,700. Our robust social media program includes:

-  playhousedistrict
-  @playhousedistrict
-  @inpasadena
-  Playhouse District Association

We also keep in touch regularly through our monthly Newsroom e-newsletter, which goes out to nearly 2,000 property owners, residents, businesses, institutions and others with information about special events, opportunities for PDA involvement, new business openings and much more. In addition, our Hi Neighbor program launched in early 2015 as a special outreach to area

residents who receive perks such as reserved seats at our Summer Jazz Concert Series.



ENGAGING STOCKHOLDERS

In 2015 the PDA worked to engage Playhouse District Stakeholders. Involvement of PDA stakeholders included opportunities to take part with the diverse 11-member Board of Directors; participate in 5 committees; attend Mixers, the Annual Meeting or a special event; and outreach for the property-based business improvement renewal. The Playhouse District pledges future progress to create an economically vibrant place for culture, commerce and community.

2015 PDA BOARD OF DIRECTORS

Chair: *William Chu*, Singpoli Group

Vice Chair: *Amy Korn*, kornrandolph

Treasurer: *John Hornick*, John M Hornick, CPA

Secretary: *Brian Alan Baker*,
Law Offices of Kearney Baker

Scott Brown, Partners Trust

Mei Chuih, The Swig Company

Bernard Chua, McCarthy Cook

Hank Maarse, Jacob Maarse

Fred Messick, Fuller Seminary

Bob Oltman, Pasadena Museum of California Art

Mark Smutny, Pasadena Presbyterian Church



SPECIAL ADVISORS

Meredith Min, Pasadena Playhouse

Joel Sheldon, Vroman's

Carla Walecka, Property Owner



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Playhouse District Association

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