

PLAYHOUSE DISTRICT ASSOCIATION  
2013 ANNUAL REPORT



YESTERDAY,  
TODAY,  
AND TOMORROW

A long outdoor dining table with people eating and drinking, set against a backdrop of trees and a bright sky. The table is covered with a white tablecloth and is set with plates of food, glasses of wine and water, and silverware. People are seated along the table, some holding glasses and smiling. The background shows a line of trees and a bright sky, suggesting an outdoor dining area.

**PLAYHOUSE DISTRICT ASSOCIATION  
MISSION STATEMENT**

To promote the economic vitality of the Playhouse District as the center of Culture, Commerce, and Community in the heart of Pasadena.

# A MESSAGE BY THE CHAIRMAN

## Yesterday, Today & Tomorrow

In leading the Playhouse District Association, I have focused on yesterday, today and tomorrow.

**Yesterday** is a key part of the Playhouse District Association's identity and success. There is strong historical evidence of the District's commercial investment from the 1920's; these buildings are filled with activity. Incorporated in 1995, the Playhouse District is almost 20. The PDA has a history rich in actions that has resulted in improved storefront activity, increased pedestrian activity, and general vitality of the District. Every year since 1995, the Board has built upon the organization's previous success. The PDA's accomplishments for 2013 are listed here within this Annual Report and are bountiful.

**Today** the PDA continues ambitious goals in every committee and subcommittee. These actions will add more visitors and customers, more sales and more investment in the Playhouse District. The PDA's plans for 2014 include the installation of more public art, lobbying for an effective General Plan Update, developing preliminary concept plans for Playhouse Parklets, communicating with the Playhouse property owners, businesses and residents, judicious management of the District's revenues and expenditures, working on comprehensive parking initiatives, creating great promotional events and activities, maximizing social media opportunities, and more.

**Tomorrow** is forged by the PDA's current efforts. As such, the PDA prides itself in using best practices, being innovative in our approach to revitalization, building relationships with property owners and business owners, being a civic leader, and setting the stage for prosperity. You are part of the PDA's future. Join us as we work together to continue the revitalization of the Playhouse District. Join a PDA Committee, attend PDA events, and help us create a better tomorrow.

Sincerely,

William Chu | 2013 Chairman | Board of Directors

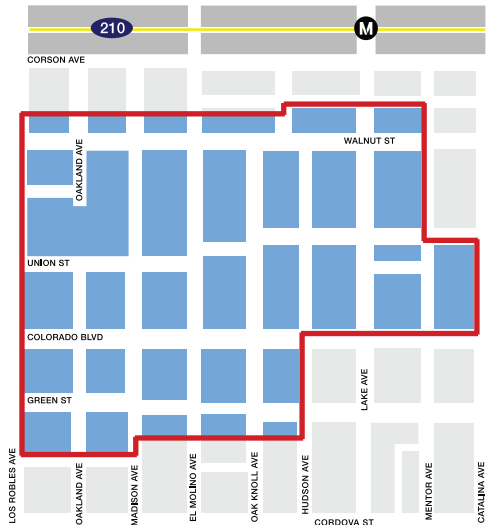
# WHO WE ARE

## PLAYHOUSE DISTRICT ASSOCIATION



The **Playhouse District Association (PDA)** was incorporated in 1995 and formed a **Property-based Business Improvement District (PBID)** in 2001. The PBID pools private dollars to fund activities and services in the 32-block Playhouse District. The organization is dedicated to the management and marketing of the Playhouse District with programs that safeguard, beautify, energize and revitalize the District. We leverage private investment to improve property values and create a more vibrant economic environment. The PDA is governed by an 11-member board of directors and staffed by 4 dedicated individuals.

PLAYHOUSE DISTRICT MAP





## 2013 ACCOMPLISHMENTS

- Installed 6 new crosswalk art areas
- Repainted 5 crosswalk art areas
- Completed the design for the new Holiday banners
- Distributed Utility Boxes Request for Qualifications (RFQ)
- Selected two artists to create art for more utility boxes
- Pressure washed the sidewalks 4 times in Zone A and 2 times in Zone B
- Watered the Ginkgo trees year round to ensure healthy growth
- Tracked & eradicated graffiti
- Kept the District clean



# ECONOMIC ENHANCEMENT

## 2013 ACCOMPLISHMENTS

### PLACEMAKING

- Implemented Parklet community outreach
- Expanded the City's support for the Parklets
- Created a Parklet logo
- Held a Placemaking Workshop
- Established a Placemaking Council
- Organized International PARK(ing) Day installations
- Secured TV news coverage for PARK(ing) Day
- Distributed the Parklet Platform RFQ & Request for Proposals (RFP)

### ECONOMIC INITIATIVES

- Designed & published a PDA Investment brochure
- Actively participated in the General Plan Update recommendations and meetings
- Conducted a pedestrian intercept study & featured information on pedestrian preferences, demographics and customer habits
- Surveyed pedestrian counts
- Published Pulse newsletter and distributed it to the property owners
- Explored actions to minimize the construction impacts of Playhouse Plaza
- Removed 150 graffiti tags
- Patrolled the District to keep it safe and clean





Georgia T. M.

THE  
ENGELMANN  
FAMILY  
REUNION

## 2013 ACCOMPLISHMENTS

- Moved PDA offices
- Published the 2012 PDA Annual Report
- Maintained PDA's budget
- Generated more revenues than projected
- Conducted a financial review for 2012
- Initiated outreach to Playhouse District property owners
- Created a membership & communications staffing position
- Visited group floor retailers
- Generated more membership interest
- Prepared the 2014 PDA budget
- Conducted Board elections





# PARKING

## 2013 ACCOMPLISHMENTS

- Surveyed & mapped red curb areas
- Surveyed & mapped loading zones
- Surveyed & mapped abandoned street curb cuts
- Increased parking by 37 spaces
  - 17 new spaces on Madison
  - 20 new spaces on Colorado



# PROMOTIONS & MARKETING

## 2013 ACCOMPLISHMENTS

### MAJOR EVENTS

- Co-produced Make Music Pasadena
- Raised Make Music funds via online donations and secured other sponsorship funds to cover the \$130,000 event budget
- Generated over \$32,000 in revenues for ArtWalk and Long Table
- Produced 8 Summer Jazz Concerts
- Produced The Long Table
- Produced ArtWalk

### ANNUAL EVENTS

- Hosted the 2013 Annual Meeting at Boston Court
- Held the Spring Mixer at PMCA
- Held the Fall Mixer at Jacob Maarse
- Produced Playhouse Shop Indie
- Secured TV news coverage of Playhouse Shop Indie
- Produced Merry Merry Movie

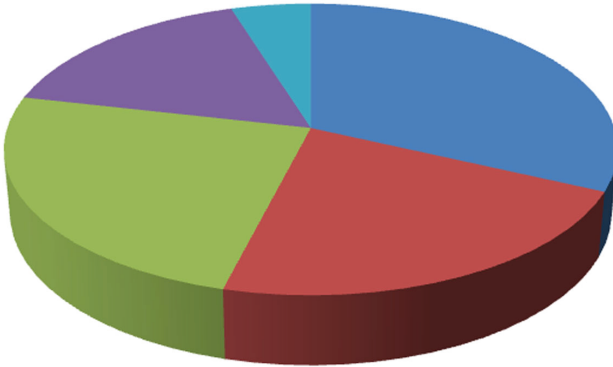
### MARKETING

- Created ad campaign targeting Rose Bowl football fans and visitors
- Published monthly e-newsletters
- Increased e-newsletter distribution by 74%
- Increased the open rate of the e-newsletter by 2% (average open rate 35%)
- Updated website
- Increased web visits by 33%
- Increased Blog visits by 20,000%
- Increased Facebook friends by 92%
- Launched PDA Instagram page
- Increased Twitter followers by 24%



# 2013 STATEMENT OF ACTIVITIES

## PDA EXPENDITURES



- **31% Design & Physical Enhancement:** Enhanced maintenance, parking, public art | \$316,888
- **22% Economic Enhancement:** Enhanced security, economic initiatives, pedestrian studies, investment brochures, property owner outreach | \$219,507
- **25% Organization & Resource Development:** Staffing, rent, equipment, supplies, office relocation & move \$243,928
- **17% Promotions & Marketing:** Events, newsletters, marketing advertising, website, social media \$165,134
- **5% Savings** | \$48,072

## INCOME

<b>Annual Income in 2013</b>	\$993,529
Assessment Income Received	\$782,215
City Parking Grant	\$165,000
Other Income	\$ 53,127

## 2013 PDA BOARD OF DIRECTORS

Chair, **William Chu**, Singpoli

Vice Chair, **Greg Gunther**, Resident

Treasurer, **John Hornick**, CPA

Secretary, **Amy Korn**, Kornrandolph

**Brian Alan Baker**, Attorney

**Anthony Bondi**, Le Cordon Bleu

**Sandra D'Amato-Flores**, Opus Bank

**Elizabeth Doran**, Pasadena Playhouse

**Glenn Gomez**, One West Bank

**Hank Maarse**, Jacob Maarse

**Bob Oltman**, Pasadena Museum of California Art

## SPECIAL ADVISORS

**Paul Jacoy**, Pasadena Chiropractic Clinic

**Joel Sheldon**, Vroman's Bookstore

**Carla Walecka**, Property Owner

## STAFF

**Erlinda L. Romo**, Executive Director

**Josefina Mora**, Marketing Director

**Gilda Davidian**, Membership  
& Communications Specialist

**Christine Hewitt**, Administrative Assistant

## AMBASSADOR GUIDES

**Hugo Franco**,  
Team Leader

**Ryan Herrera**

**Jose Sanchez**

**Julio Venegas**



**PLAYHOUSE**  
**DISTRICT**  
ASSOCIATION

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