

PLAYHOUSE DISTRICT ASSOCIATION 2014 ANNUAL REPORT



INVIGORATE



INFLUENCE



INSPIRE

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 FROM THE CHAIR

Since the inception of the Playhouse District Association, we have dedicated our efforts to invigorating the District, influencing investment, and inspiring new ideas and energy. The fruit of our efforts is visible and can be measured by the increase in property values, sales tax revenue, development activities, pedestrian traffic, and the positive buzz about the Playhouse District.

As we move into our 20th year, join me as we commemorate the success of the Playhouse District in 2014, and continue the momentum of success. Discover the accomplishments of the Playhouse District Association by learning how we **Invigorate, Influence, and Inspire** by catching the enthusiasm that is a key element of our collective current and future success.



William Chu

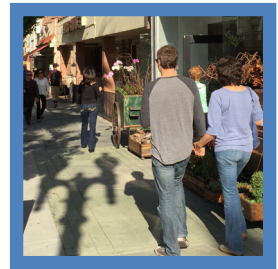
**CHAIR OF 2014 BOARD OF DIRECTORS
PLAYHOUSE DISTRICT ASSOCIATION**

WHO WE ARE

The Playhouse District Association (PDA) was incorporated in 1996 and in 2001 formed a **Property-Based Business Improvement District** (PBID) to pool private dollars which fund activities and services within the PDA boundaries.

We leverage private investment to improve property values and create a more vibrant economic and cultural environment.

Playhouse District Association Areas of Focus

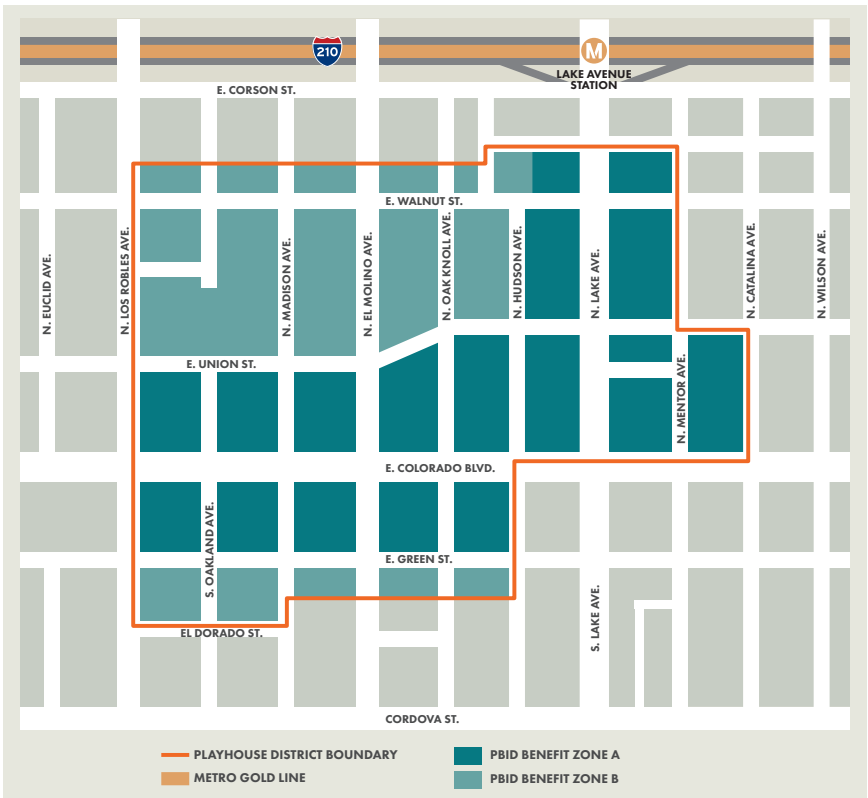


OUR DISTRICT

The Playhouse District Association manages a 32-block area in the heart of Downtown Pasadena. We are easily accessible via our connected street network, freeways, and transit connections.

The PDA's two benefit zones provide **specialized services** to property owners, businesses, residents and visitors.

Boundaries and Benefit Zones

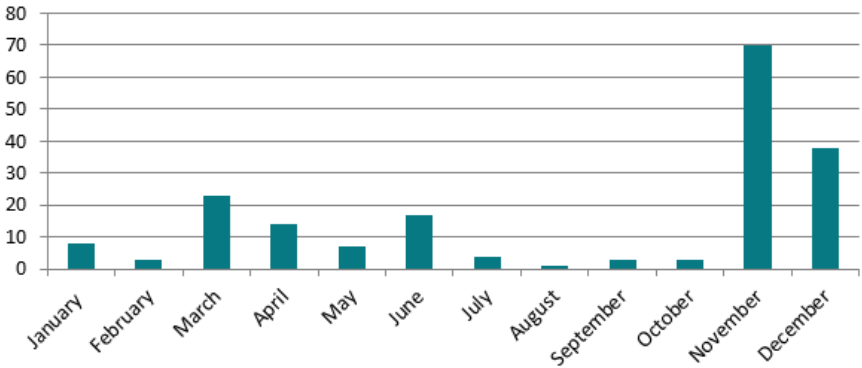


KEEPING THE DISTRICT LOOKING GOOD

The PDA is committed to keeping the District attractive by removing graffiti, addressing stray shopping carts, sweeping streets, pressure-washing sidewalks, emptying trash receptacles, and removing abandoned trash items. In addition, we are improving our District's **beauty and comfort** through a regular watering schedule for the Ginkgo trees along Colorado Boulevard, spurring canopy growth.

The PDA has also enhanced the District with a variety of public art offerings. In 2014 the PDA installed art on four new utility boxes and worked on the selection and new designs for crosswalk art.

Graffiti Removal in 2014

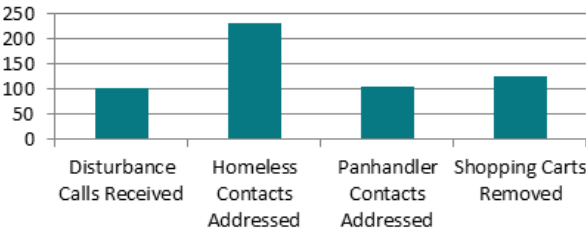


INCREASING INVESTMENT AND PROPERTY VALUES

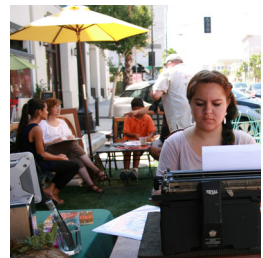
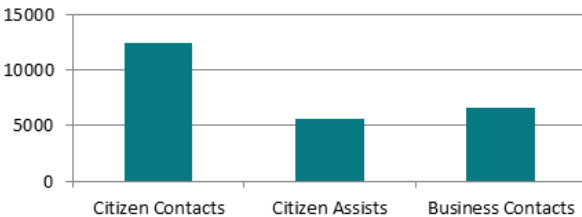
The PDA has been a leader **promoting future growth** in Pasadena's Downtown area with the General Plan Update process to provide infill development opportunities to create more live, work and play opportunities. The PDA published an investment brochure to highlight customer profiles, area demographics, and pedestrian counts information which, combined, describes why the Playhouse District is a good place to own or develop property as well as open or maintain a business. Looking towards the future, the PDA advanced the Parklets proposal with a concept plan along with a tool kit.

Supporting our growing economy, the PDA's Ambassador Program provides four guides working seven days a week who walk the District **assisting customers and addressing safety issues**.

Ambassador Guide Safety Statistics



Ambassador Guide Contacts



MAINTAINING A HEALTHY ORGANIZATION

The PDA prides itself on being **fiscally responsible** by balancing expenditures with income while setting aside a sensible reserve. The strength of the PDA is in the involvement from diverse stakeholders - property owners, business owners and residents serve on committees and on the 11-member Board of Directors. The PDA has dedicated staff members who exemplify the PDA's professionalism.

The PDA committees focus on elements which have direct correlation to elevating property values with sustainable and comprehensive programs. The PDA committees are listed below:

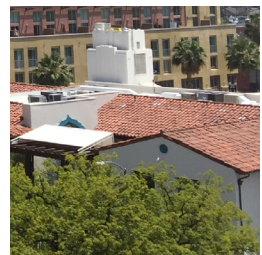
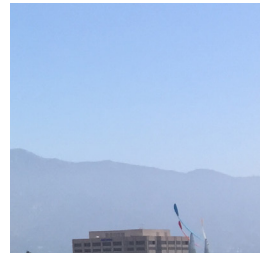
DESIGN & PHYSICAL ENHANCEMENT

ECONOMIC ENHANCEMENT

ORGANIZATION & RESOURCE DEVELOPMENT

PARKING

PROMOTIONS & MARKETING

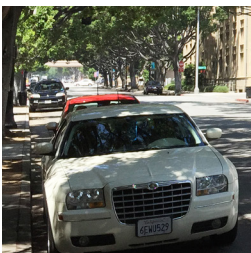
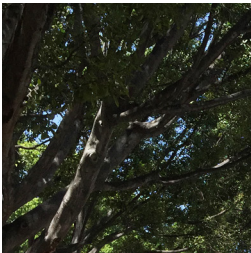
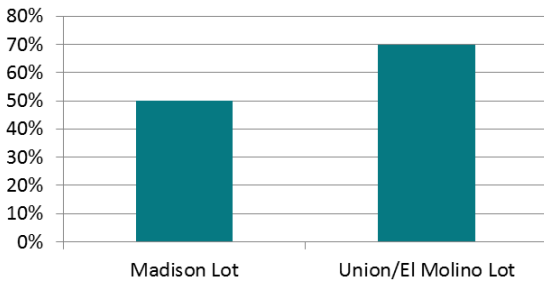


IMPROVING PARKING

The PDA advocated for long-term policies that will create more customer parking, address employee parking needs and foster parking policies to spur the adaptive reuse of existing buildings.

In 2014, reclaimed red curb space was transformed into 11 new on-street parking spaces on Green Street. These are **new key assets** with the current high parking demand. The PDA is also addressing the growing demand for parking in the District, which is evidenced by the significant growth in hourly and daily revenue for the District's two City-owned parking lots.

Public Parking Lot Revenue Growth, 2013-2014

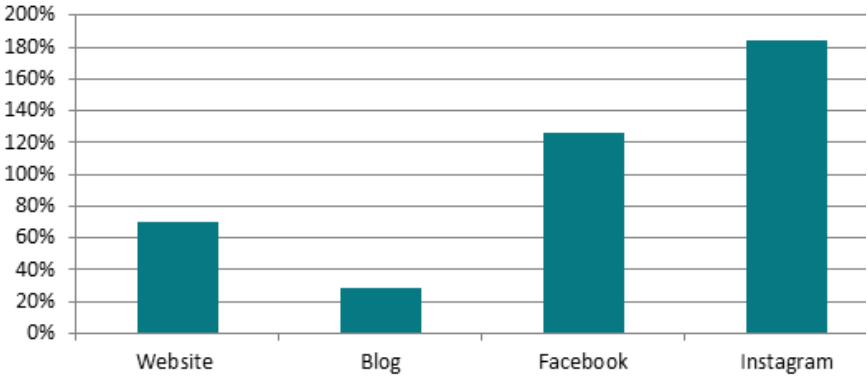


BRINGING PEOPLE TO THE DISTRICT AND GETTING THE WORD OUT

The PDA was successful with its promotion and marketing efforts, producing six unique events that celebrate the arts, food and music, **bringing over 28,000 people to the District**. The PDA also hosted three networking events for District stakeholders, connecting property owners, business owners, residents, city staff and others.

The Association's marketing efforts continue to grow along with the interest in the Playhouse District, and have made a measurable impact online with the PDA's website and social media platforms.

2014 Online and Social Media Growth



2014 Events

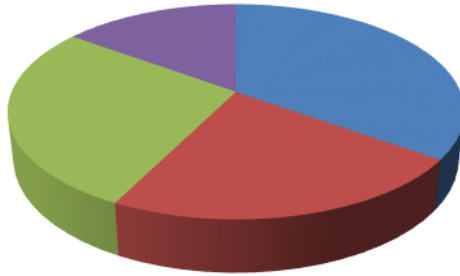
MAKE MUSIC PASADENA | SUMMER JAZZ CONCERTS | THE LONG TABLE ARTWALK | SHOP SMALL SHOP INDIE | MERRY MERRY MOVIE



2014 STATEMENT OF ACTIVITIES

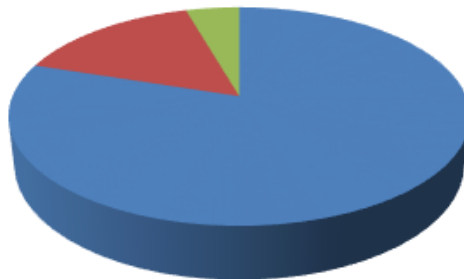
The statement of Activities provides a summary of financial activity for the Playhouse District Association that was prepared internally. A complete copy of our 2014 Reviewed Financial Statement is available upon request.

PDA Expenditures: \$939,073



- DESIGN & PHYSICAL ENHANCEMENT:** \$328,030
- ECONOMIC ENHANCEMENT:** \$211,251
- ORGANIZATIONAL & RESOURCE DEVELOPMENT:** \$259,274
- PROMOTIONS AND MARKETING:** \$140,518

PDA Income: \$1,061,893



- ASSESSMENTS INCOME:** \$849,323
- CITY PARKING GRANT:** \$165,000
- OTHER INCOME:** \$47,570

2014 PDA BOARD OF DIRECTORS

WILLIAM CHU Singpoli Pacifica, LLC - Chair

GREG GUNTHER Resident - Vice Chair

JOHN HORNICK CPA - Treasurer

AMY KORN kornrandolph - Secretary

BRIAN ALAN BAKER Attorney

SCOTT BROWN Partners Trust

MEI CHIUEH The Swig Company

ELIZABETH DORAN Pasadena Playhouse

HANK MAARSE Jacob Maarse Florists

FRED MESSICK Fuller Seminary

BOB OLTMAN Pasadena Museum of California Art

Special Advisors:

BRIAN HARNETIAUX McCarthy Cook

JOEL SHELDON Vroman's Bookstore

CARLA WALECKA Property Owner & Urban Planner



Playhouse District Association
709 E Colorado Boulevard, Suite 160
Pasadena, CA 91101
626.744.0340

www.playhousedistrict.org
www.playhousedistrict.org/blog
www.twitter.com/inpasadena
www.facebook.com/playhousedistrict