

PLAYHOUSE DISTRICT

2016 ANNUAL REPORT

PLAYHOUSE
DISTRICT
ASSOCIATION



*New, vibrant banner artwork by Hunt Design
enlivened streets throughout the district.
Photo by PDA*

MISSION STATEMENT

TO PROMOTE THE ECONOMIC VITALITY OF THE PLAYHOUSE DISTRICT AS THE CENTER OF CULTURE, COMMERCE AND COMMUNITY IN THE HEART OF PASADENA.

PDA STAFF

Brian Wallace
Executive Director

Jessica Calderon
Marketing & Membership Manager

Kareem Cervantes
Graphics & Communications Specialist

Christine Hewitt
Executive Assistant



LETTER FROM THE CHAIR

It's a great time to be in the Playhouse District. From the celebrated Pasadena Playhouse – which turns 100 this year – to our newest museum focused on children's play and learning, our cultural niche has never been stronger. Demand for living in the Playhouse District continues to be met by numerous residential projects proposed and under construction, each representing tens of millions of dollars in investment. New restaurants continue to push the envelope with cuisine, from Japanese bento fast-food to Thai street food and trendy poke and ramen shops.

This success comes not by chance, but by dedicated leadership and focus on making the Playhouse District a unique destination. The Playhouse District Association leads these efforts, through the generous support of volunteer committee members, its Board of Directors, dedicated staff, and relationships with City officials and community leaders. It's truly a team effort, and one that continues to reap benefits for our community.

Please join me in acknowledging the successes of 2016 – notably the renewal of the property-based improvement district – as we embark on a new successful term. Exciting yet challenging opportunities exist with the ongoing transition towards an even more vibrant district. Our focus on parking, open space, the City's Specific Plan update, more public art, and other initiatives will mean that the PDA's role as the district's collective voice remains essential. Thanks again to all who continue to support the Playhouse District, as Pasadena's home for culture, commerce, and community!

Sincerely,
Brian Alan Baker

2016 PDA BOARD OF DIRECTORS

Chair: Brian Alan Baker, *Kearney | Baker*

Vice Chair: Bernard Chua, *McCarthy Cook*

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

Secretary: Amy Korn, *kornrandolph*

Scott Brown, *Partners Trust*

Mei Chuieh, *The Swig Company*

William Chu, *Singpoli Capital Corporation*

Fred Messick, *Fuller Seminary*

Meredith Min, *Pasadena Playhouse*

Bob Oltman, *Pasadena Museum of California Art*

Mark Smutny, *Pasadena Presbyterian Church*

SPECIAL ADVISORS

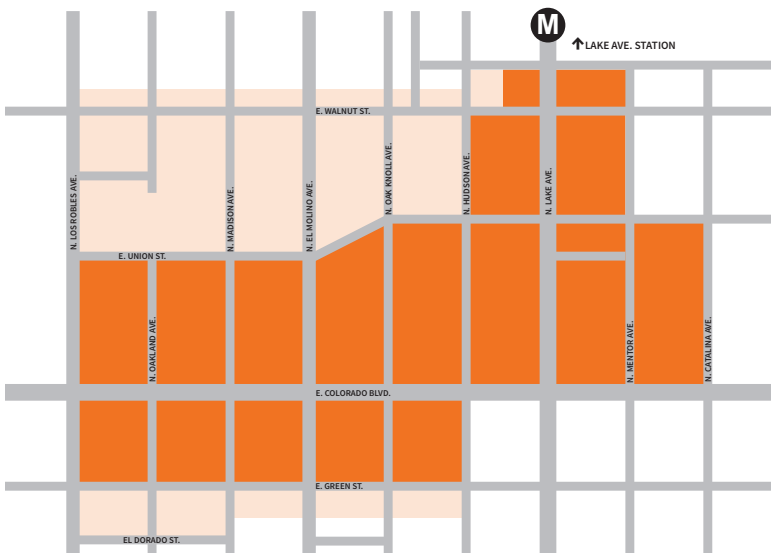
Joel Sheldon, *Vroman's Bookstores*

Carla Walecka, *Carla Walecka Planning*

ORGANIZATION & RESOURCE DEVELOPMENT

Since 1995, 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) to improve our urban district and encourage greater investment, the non-profit PDA is led by an 11-member Board of Directors and five standing advisory committees, listed below:

- Organization & Resource Development**
Fiscal responsibility, community involvement & organizational effectiveness
- Design & Physical Enhancement**
Maintenance & beautification
- Economic Enhancement**
Retention & recruitment, safety
- Parking**
Addressing short and long term parking management
- Promotions & Marketing**
Special events, marketing, newsletters, social media & website



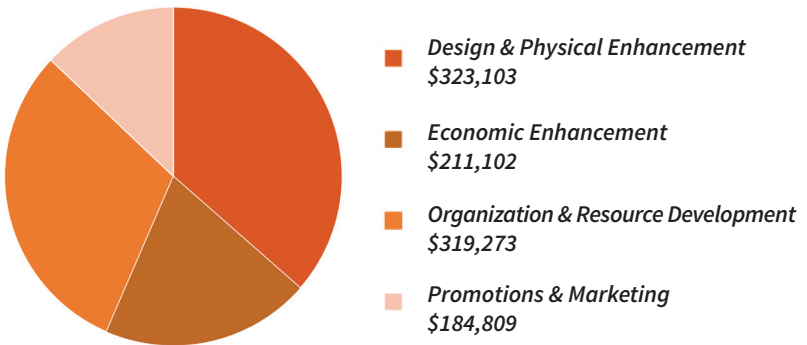
PBID BENEFIT ZONE A PBID BENEFIT ZONE B

2016 STATEMENT OF ACTIVITIES

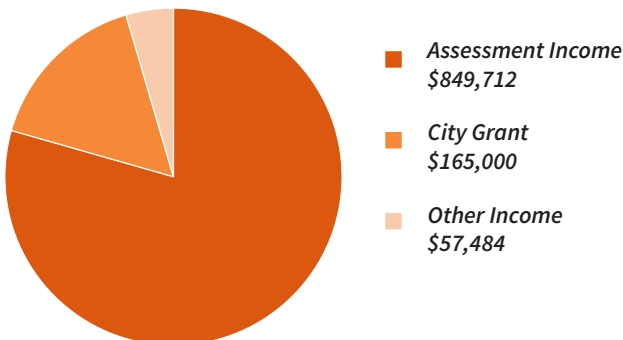
The PDA realized another important milestone in 2016 with the third renewal of our PBID, with an 88% “yes” vote. As the PDA enters a new five-year term to manage PBID services, we will continue to emphasize fiscal responsibility as careful stewards of stakeholders’ assessment funds.

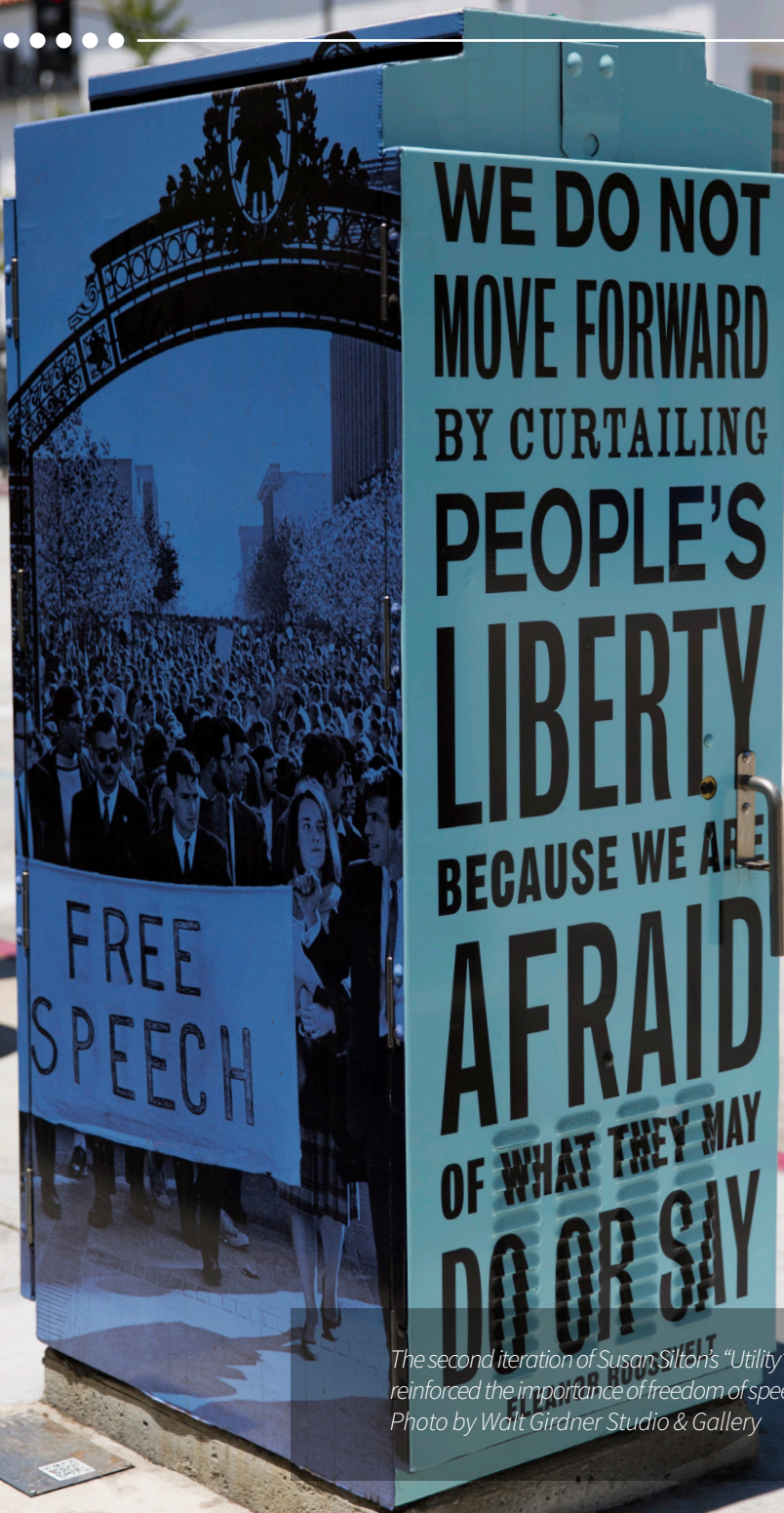
In 2016, expenditures did not exceed collected revenues, allowing for special investments in physical amenities as the PBID term approached renewal. With an expanded revenue base from PBID renewal, opportunities exist for strategic investments to bolster the district’s visibility and value in the years ahead. The summary below was prepared internally; a complete copy of our 2016 Reviewed Financial Statement is available upon request.

PDA 2016 Expenditures \$1,038,287



PDA 2016 Revenues \$1,072,196





The second iteration of Susan Silton's "Utility" reinforced the importance of freedom of speech. Photo by Walt Girdner Studio & Gallery

DESIGN & PHYSICAL ENHANCEMENT

As Pasadena's home for arts and culture, the Playhouse District prides itself on setting a high bar for the maintenance and appearance of the public realm, including a thriving public art program and a clean and attractive environment.

The PDA began 2016 with physical improvements to Colorado Boulevard with the replacement of trash receptacles, now with a unified style and appearance. In addition, an energetic new banner design installation gave new identity to streets throughout the district. The banners feature the district's name in a play on words to highlight key aspects of what it's like to experience the Playhouse District.

The Design & Physical Enhancement Committee's public art installations in 2016 focused on a set of refreshed utility box wraps by artist Susan Silton on Colorado Boulevard, as well as a late-summer temporal art installation on the lawn of Pasadena Presbyterian Church. Both installations continued to reinforce the PDA's leadership in arts and culture for the city.

Through its new contract vendor, Block by Block, the PDA enhanced environmental maintenance with new equipment such as pressure washers and a maintenance truck, allowing our Ambassador Guides to better tackle graffiti, sidewalk cleaning, and litter removal.



ECONOMIC ENHANCEMENT

The PDA helps influence economic vitality by maintaining and promoting a safe, vibrant place to invest. In 2016, the PDA updated its guide to investment, “Pasadena’s Playhouse District – Investing in Arts and Culture”. This publication highlights our arts, culture and dining niche with key tenants, offers consumer and resident profiles, and features an updated look based on the new banner artwork. The investment guide is distributed to area brokers, developers, and investors to encourage investment that supports our district vision. Quarterly issues of the Property Pulse newsletter also keep the development and investment communities up to speed with featured business stories, development updates, and important PDA and City policy topics.


As a sign of investor interest, several new residential and mixed-use development proposals were submitted for review to the PDA and City staff in 2016, capitalizing on the strong demand for living in the Playhouse District. Business openings included several new innovative restaurants, adding to the district’s vibrant “foodie” culture.

At the end of 2016, the new PDA Ambassador Guide contract vendor, Block by Block, invigorated this essential service to ensure a safe district. With daily patrols and interactions with visitors, businesses, and pedestrians, they also provide resources and coordination in monitoring transient populations.



HOMELESS INTERACTIONS
OVER 1250

BUSINESS CONTACTS
OVER 700



*Playhouse Plaza's growing list of tenants has added vibrancy to the heart of the district.
Photo by PDA*



790
COLORADO

PARKING

*The 790 Colorado building's new branding and wayfinding signage helped promote parking availability.
Photo by PDA*

PARKING

With a vibrant restaurant scene, destination retail, and growing residential base, parking and transportation demands in the Playhouse District continue to remain vital.

The PDA Parking Committee weighed in on several key City of Pasadena initiatives related to parking and transportation in 2016. Discussions on a proposed two-way cycle track on Union Street generated concern for access, safety, and impacts to on-street parking and retail. The City's partnership with Metro to install part of a regional bike share program provided opportunities to influence optimal locations for docking stations while minimizing impacts on parking. The committee also helped identify and connect parking providers to participate in the launch of a citywide shared parking mobile application, intended to serve as a new tool for visitors, employees, and patrons to locate convenient parking as they enter the Playhouse District.

Finally, the PDA began engagement in discussions for the development of a public park and its associated impacts on public parking in the Playhouse District, a process that will attempt to balance the needs of open space and parking in an evolving district.

All of these initiatives underscore the importance of the PDA's continued involvement and ability to influence decisions with a unified voice – our work continues into 2017!



PROMOTIONS & MARKETING

Promotion and marketing efforts in 2016 continued to create awareness and drive traffic to Playhouse District events and businesses. Eight unique events celebrating arts, food, music and community brought over 29,000 people to the District: Wine Walk, Make Music Pasadena, Summer Jazz Concert Series, The Long Table, Pasadena ARTWalk, PokeNight Pasadena, Shop Small | Shop Indie, and Merry Merry Movie.

The PDA also hosted three networking events for District stakeholders, connecting property owners, business owners, residents, and city staff. And our support of the Pasadena International Film Festival and LitFest Pasadena helped reinforce our arts and culture niche while promoting the district.

The PDA's marketing efforts focus on digital marketing through our website, monthly Newsroom e-newsletters, and robust social media program. These communication formats engage our followers and highlight District businesses, special events, cultural venues, promotions and more.

2016 ACCOMPLISHMENTS:

EVENT ATTENDEES
OVER 29K

FACEBOOK FOLLOWERS
↑ 55%

BUSINESSES ENGAGED
NEARLY 100

INSTAGRAM FOLLOWERS
↑ 34%

NEWSROOM OPENS
*AVG. 28%

SOCIAL MEDIA REACH
104,551

EVENT REVENUE
\$35,796 ↑ 13%



*Events such as Wine Walk expose attendees to unique businesses and promote community.
Photo by PDA*

SE RICT



#playhousedistrict

PLAYHOUSE
DISTRICT
ASSOCIATION

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