

# 2006 Playhouse District Association Annual Report





## **Mission Statement**

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



The Playhouse District Association is a property-based business improvement district in a public-private partnership with the City of Pasadena. Funding for the PBID is primarily generated by the property owners within the District's boundaries through an additional assessment on their property taxes. These funds finance services and programs to provide a clean and safe District in addition to advocacy and action in the following areas: promotion, design/physical enhancement, economic restructuring, organizational, and parking.



## Message from the President

2006 was a benchmark year for the Playhouse District Association. Our accomplishments included the renewal of our PBID (property-based business improvement district) with a 65.95% approval vote, the first Annual Artwalk, and receipt of a generous grant from the City of Pasadena to help solve our parking needs.

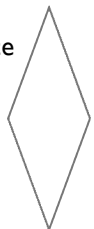
The renewal of the PBID began with board members, volunteers, and staff meetings with various property owners and business owners to discuss the Playhouse District, its accomplishments and its goals. A management plan for the District was written based upon the results of District's surveys and meetings, presented to the City Council, and ratified after the vote tabulation. This not only demonstrated a strong vote of confidence but also increased the Association's funding base by 9% for a total assessment income estimated at \$628,316 for 2007.

The first Annual Artwalk was held on October 14, 2006 as part of Pasadena's ArtWeekend. Hundreds of visitors came to the Playhouse to enjoy the juried art show, live entertainment, and exhibits. The Playhouse District shops and restaurants benefited from the additional people who spent time and money in the District. Once again this effort was due to the hundreds of volunteer hours to organize and staff the event.

These major efforts were added to the Playhouse District's programs to provide and manage supplemental services and improvements, including a "clean and safe" program, a professional marketing and business promotion program, and a program of installing and upgrading physical amenities throughout the Playhouse District.

Many thanks to the board, committee members, volunteers, Playhouse District staff, and City of Pasadena staff and elected officials who have dedicated their energies into improving the Playhouse District and honoring our mission of culture, commerce and community in the heart of Pasadena.

***Lyla White, President***





## 2006 Committees

*All Playhouse District Association Board and committee meetings are open to anyone with a stake or interest in the programs and organization.*

- ◆ **Design & Physical Enhancement**  
This committee oversees the District’s physical amenities program, providing for the continued expansion and upgrade of streetscape elements throughout the District, including the maintenance program.
- ◆ **Economic Enhancement**  
The PDA works in collaboration with the City of Pasadena Planning and Development department to actively solicit new businesses and investors into the District.
- ◆ **Parking Subcommittee**  
This committee is actively working with the City toward viable solutions to our growing parking needs.
- ◆ **Safety Subcommittee**  
This committee oversees the Ambassador Guide program and works with the Pasadena Police Department.
- ◆ **Promotions & Marketing**  
This committee oversees the marketing of the District with events such as mixers, summer concerts, Artwalk, and other activities.
- ◆ **Advertising Subcommittee**  
This committee oversees the advertising plan for the District on an annual basis.
- ◆ **Organization & Resource Development**  
This committee recruits members and volunteers, coordinates PDA annual elections, and oversees the PDA administration.



## **2006 Highlights/Accomplishments**

### **Events**

- ◆ Monthly General Membership Meetings
- ◆ Mixers: Spring at Pasadena Playhouse & Summer at El Portal
- ◆ 13 Sunday Summer Jazz Concerts at the Playhouse District Paseo in conjunction with the Pasadena Jazz Institute
- ◆ ArtWalk held on October 14, 2006 featuring 32 visual artists, 3 performing art stages, plus exhibits.

### **Maintenance**

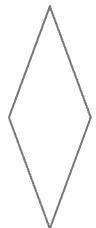
- ◆ Alleyway Sweeping – 36 miles of alleyway were swept
- ◆ Sidewalk Sweeping – 1,561 curb miles of sidewalk were swept
- ◆ Street Sweeping – 3,135 curb miles of streets were swept
- ◆ Pressure Washing - 1,226,160 square feet of sidewalks have been pressure washed
- ◆ Daily Trash Removal – 25,400 trash can liners were replaced

### **Ambassador Guides Statistics**

- ◆ Citizen Contacts 5609
- ◆ Business Contacts 6706
- ◆ Graffiti Reported 23
- ◆ Panhandler Contacts 21
- ◆ Escorts Requested 4
- ◆ Shopping Carts 198
- ◆ Sidewalk Damage Report 1
- ◆ Citizen Assist 3999
- ◆ Disturbance Calls 38
- ◆ Homeless Contacts 195
- ◆ Health & Welfare 1
- ◆ Illegal Dumping 2
- ◆ Abandoned Vehicles 2

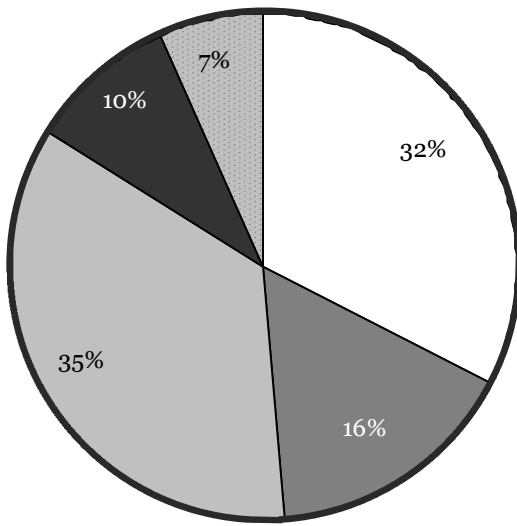
### **PBID District Renewal**

- ◆ Successful District renewal for 5 years - through 2011
- ◆ District boundaries expanded to include properties east of Lake including cultural venues - The Theatre @ Boston Court, Ice House and Academy Theaters
- ◆ Development of 8-minute Video of the Playhouse Accomplishments from 2001—2006
- ◆ 61 One-on-one meetings with property owners
- ◆ 8 Public outreach meetings





## 2006 Financial Results



- Design & Physical Enhancement
- Economic Enhancement
- Organizational & Resource Development
- Promotions & Marketing
- PBID Renewal

*Detailed Financials available on request*



## **2006 Board of Directors**

**President: Lyla White**  
*Pasadena Playhouse*

**Vice President: Dan Lien**  
*Community Bank*

**Secretary: Paul Jacoy**  
*Pasadena Chiropractic Clinic*

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

**Don Cotten**  
*Angels School Supply*

**Ken McCormick**  
*Mill Creek Properties*

**Marcia Jacobs Nunnery**  
*Aarnun Gallery*

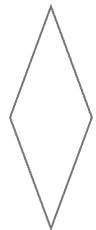
**Abel R. Ramirez**  
*El Portal*

**Joel Sheldon**  
*Vroman's Bookstore*

## **2006 Staff**

**Executive Director**  
*Catherine Haskett Hany*

**Administrative Assistant**  
*Nicole Fakoory*





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