

2007 ANNUAL REPORT



the Playhouse District Association



“Basic *philosophy*, *spirit* and *drive* of an organization have far more to do with its relative achievements than do technological or economic resources, organizational structure, innovation and timing.”

Marvin Bower

MISSION STATEMENT

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

2007 was a benchmark year for the Playhouse District Association. We set our goals, we kept our standards high, and we prevailed. The PDA Board has been working diligently to **promote the economic vitality** of our District on several fronts. We have also built partnerships with the neighboring Downtown commercial districts, and together we have begun to tackle parking, traffic, economic development and promotional events such as Art Weekend.

Within the last year, the PDA has surpassed its original basic clean and safe program by infusing the District with **exciting events** and **new energy**. The PDA Board, Committees and Staff have achieved the 2007 goals by effectively communicating a strong stance regarding policies that affect the District, producing new events for the holiday season and by improving the attendance at established PDA events.

The PDA addressed necessary **staffing changes** in 2007 which include a new executive director, first ever marketing director and new staff administrator. Erlinda Romo, Josefina Mora and Gilda Davidian have worked to elevate all functions of the PDA by working closely with the Board and Committees.

With great appreciation, I thank the PDA Board, Committee Members, Volunteers and Staff who have dedicated their energies to improving the Playhouse District, and honoring our mission to promote the economic vitality of the Playhouse District as the center of Culture, Commerce and Community in the heart of Pasadena. It was truly an honor to serve as President of our Association. The PDA's continued success depends on all of us.

Daniel J. Lien, *President 2007*

NEW PLAYHOUSE DISTRICT BOUNDARIES

In 2007, the benefit areas of the PDA property-based business improvement district were extended east of Lake Avenue. PDA boundaries were also reduced on the northern and southern boundaries. New boundaries are depicted in the map below.



The PDA augments the baseline services provided by the City of Pasadena through the management of key contracts for the District's maintenance and security.

Maintenance: Our maintenance program not only covers the street sweeping and pressure washing but also includes hands on cleaning of graffiti and miscellaneous spills/messes.

2007 PDA Maintenance Included:

- 3,292,130 square feet of alleyways were swept 52 times
- 45,133.33 feet of sidewalk were swept 52 times
- 57,733.34 feet of streets were swept 52 times
- 361,066 square feet of sidewalks have been pressure washed 3 times
- 24,752 trash can liners were replaced with daily trash removal

Ambassador Guides: The PDA Ambassadors are here to serve the District by helping visitors and employees of the District by serving as extra eyes and ears on the street. They also keep in close contact with the Pasadena Police Department and serve in numerous ways to elevate the safety of the PDA by patrolling days/nights/weekends for graffiti, crime, code violations, and other suspicious activities.

2007 PDA Ambassador Program Included:

- 5,707 Citizen Contacts
- 4,505 Citizen Assist
- 5,211 Business Contacts
- 21 Disturbance Calls
- 80 Graffiti Reports
- 157 Homeless Contacts
- 69 Panhandler Contacts
- 3 Health & Welfare
- 2 Escorts Requested
- 237 Shopping Carts Reported
- 2 Abandoned Vehicles Reported
- 4 Sidewalk Damage Reported
- 1 Arrest Required

2007 Highlights/Accomplishments

Events

Annual Meeting: Over 90 people attended the 2007 Annual Meeting. The keynote address was given by Stefanos Polyzoides and awards were presented to Lyla White, Carolyn Novotny, Georgia Bergman, and James N. Stivers

PDA Quarterly Mixers: Over 465 people attended the quarterly mixers which were held at the Pasadena Playhouse, Ice House Comedy Club, Arcade Lane, and Pacific Asia Museum

Summer Jazz Concerts: 13 Sunday Summer Jazz Concerts at the Vroman's Outdoor Courtyard produced by the Pasadena Jazz Institute resulted in a total series attendance of over 1,286 people

ArtWalk: Attendance for the October 13, 2007 Annual ArtWalk tripled from the inaugural event in 2006 and featured 39 artists as well as performance art, a culinary exhibit, a tribute to the spoken word at the Vroman's Outdoor Courtyard, and musical performances that had people dancing in the street



ArtWalk Grant: The PDA was awarded an \$8,000 City of Pasadena Festival Grant for ArtWalk

Holiday Concerts: Over 250 people attend the 2 Holiday Concerts at Vroman's Outdoor Courtyard

Merry Merry Movie: A free screening of the cult holiday classic "A Christmas Story" brought attendees from near and far to round out the year

2007 Highlights/Accomplishments

Marketing & PR

The Dialogue: The full color PDA quarterly newsletter was launched featuring 31 articles in 2007

New PDA map/directory: The new PDA map/directory listing 185 ground floor retail businesses, cultural institutions, and restaurants was published and distributed throughout Pasadena



Website Hits: The PDA's website received over 47,000 hits in 2007 - www.playhousedistrict.org

PDA Businesses in the News: 116 articles were featured in various publications from the Los Angeles Times Magazine to the Pasadena Star News regarding Playhouse District businesses or events

PDA Banners: New PDA logo street banners were placed throughout the District replacing the faded banners

New Trash receptacles: 21 cast aluminum trash receptacles placed in the District & all broken trash receptacles were refurbished

Extra Parking Signage: New parking banners were installed at the municipal lot located at El Molino and Union

Streetscapes Meeting: The PDA held an informational meeting to present an overview of the street improvements proposed by Public Works



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 Committee

This committee is actively working with the City toward viable solutions for our growing parking needs by enhancing the use of existing parking, securing new parking, and promoting a park once alternative.





Safety Subcommittee

This committee oversees the Ambassador Guide program and works with the Pasadena Police Department to maintain a safe and secure environment for District visitors, residents, employees and stakeholders.

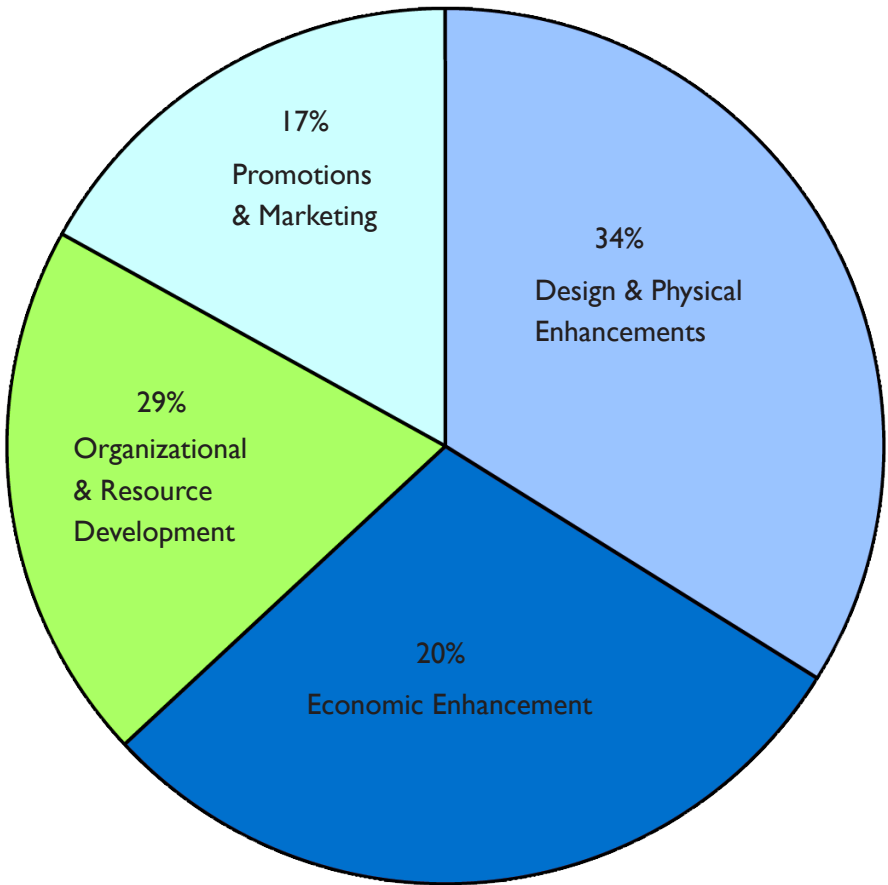
Promotions & Marketing

This committee oversees the marketing of the District with events such as mixers, summer concerts, Artwalk, and holiday activities. It also oversees the design and production of our newsletters, map/directory, website, and other promotional / marketing activities.

Organization & Resource Development

This committee recruits members and volunteers, coordinates PDA annual elections, develops and maintains a balance budget, and oversees the PDA administration.

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



Detailed Financials available on request

2007 BOARD OF DIRECTORS

President: Daniel J. Lien, Community Bank

Vice President: Lyla White, Pasadena Playhouse

Secretary: Paul Jacoy, Pasadena Chiropractic Clinic

Treasurer: John Hornick, John Hornick, CPA

Don Cotten, Angels School Supply

Ken McCormick, Mill Creek Properties

Marcia Nunnery, Aarnun Gallery

Abel R. Ramirez, El Portal

Joel Sheldon, Vroman's Bookstore

Mark Smutny, Pasadena Presbyterian Church

Carla Walecka, Property Owner & Urban Planner



2007 STAFF

Erlinda L Romo,
Executive Director

Josefina Mora,
Marketing Director

Gilda Davidian,
Administrative Assistant

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 & Marketing, Design & Physical Enhancement, Economic Enhancement, Organizational & Resource Development, and Parking.



Playhouse District Association

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