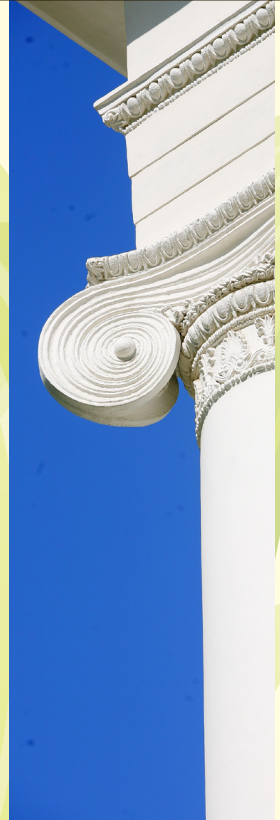


2008 Annual Report

the Playhouse District Association



“Optimism
is the faith that leads to **achievement**.
Nothing can be done
without *hope* and *confidence*.”

-Helen Keller

Mission Statement

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

MESSAGE FROM THE PRESIDENT

As President of the PDA, I worked diligently in 2008 with our talented Board of Directors and staff members to enhance the quality of life in the Playhouse District. We took on challenges and programs that not only affected the Playhouse District but also involved the entire Downtown Pasadena area. Examples of these programs include the Downtown Walkabout, the Downtown Summit, and the new potential streetcar project. Community dialogue on improving the built environment, walkability and economic vitality of Pasadena's economic core has begun through these programs. We recognize the importance of building the strength of the Downtown area as a whole in order to revitalize the Playhouse District.

In addition, 2008 brought new partners and new events into the District such as the inaugural ARTtalk event at Boston Court Performing Arts Center in March and Make Music Pasadena in June. PDA promotional events have achieved better attendance and our marketing program has been updated with a redesigned website and the launching of the Newsroom, our electronic monthly newsletter.

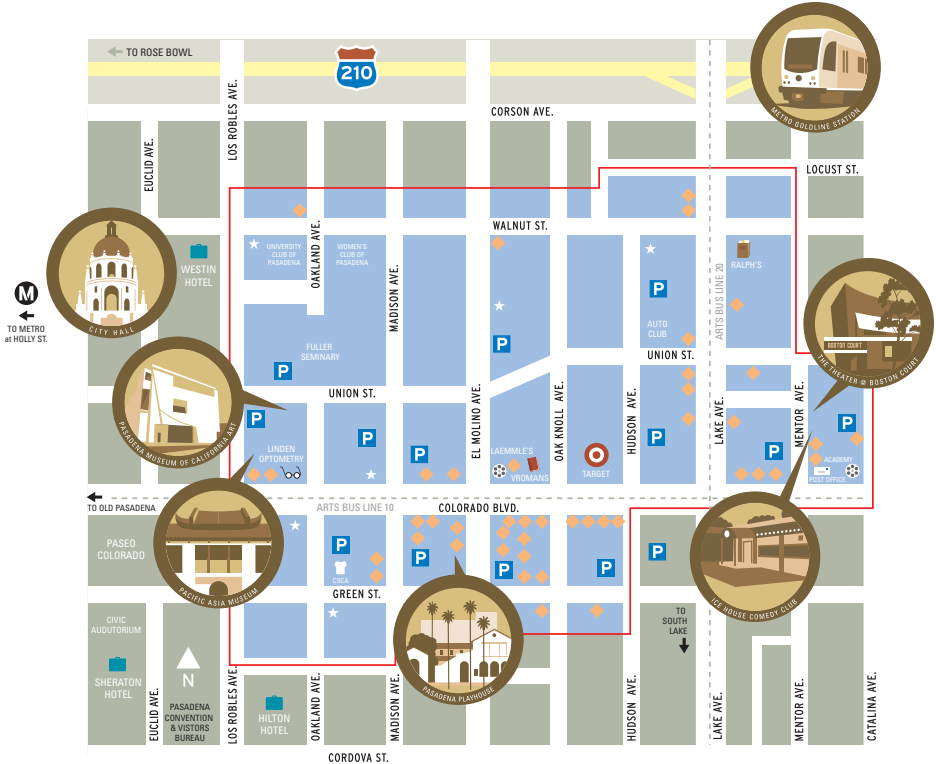
At the same time, we continued to promote the principals of our Mission Statement and Management Plan by providing a clean, safe, and economically viable District through our five committees. I send my heartfelt appreciation to the many volunteers, committee chairs, PDA staff and board members for their hard work and support in 2008!

Paul Dante Jacoy, *President 2008*



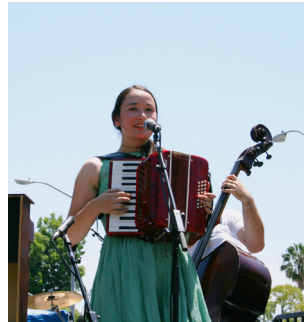
THE CULTURAL CENTER OF PASADENA

The Playhouse District prides itself as being Pasadena's cultural center with 3 performance theaters, 2 museums, 2 art film houses, 3 centers for higher learning, 6 places of worship, 4 bookstores, 13 galleries, many shops to find unique treasures and food from the far corners of the world.



The Playhouse District Association (PDA) is a property-based business improvement district (PBID) 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 along with multiple improvements and activities fostered through the Association's committees:

- *Design & Physical Enhancement*
- *Economic Enhancement*
- *Organizational & Resource Development*
- *Promotion & Marketing*
- *Parking*



Economic Enhancement Committee Accomplishments

The Economic Enhancement Committee looks at all the elements of the PDA economy. In 2008, the committee focused on three activities: the Downtown Summit, the Development Strategy Report, and the Ambassadors Program. The committee also joined a team to investigate a downtown streetcar option that would link the four Districts of Pasadena – Old Pasadena, Civic Center/Mid-Town, Playhouse District and South Lake.

Downtown Summit

The Playhouse District Association organized the Downtown Summit meeting on June 14, 2008 with our Central District Partners – Old Pasadena Management District, South Lake Business District, and the City of Pasadena. This event brought together about 80 participants to generate ideas on how to keep Pasadena's competitive edge.

Downtown Pasadena faces several key challenges, yet it is clearly crucial – as both an economic engine and the city's "living room" that making it work is of concern to the entire Pasadena community. Our Downtown's success involves a blend of economic diversity that is always looking to the future, turning local talent into new business concepts, and having a dense network of connections.

Development Strategy Report

The Economic Enhancement Committee has been concerned with the need to keep a jobs / housing balance while maintaining quality of life standards. The study concluded that future development needs a residential component in order to create a more sustainable Playhouse District.

Ambassador Guide Program

The PDA Ambassadors serve as extra eyes and ears on the street, look after the safety of the District, and are also a friendly face to help District visitors and guests. Reported 2008 activities include:

- 6,509 Citizen Contacts Made
- 7,987 Business Contacts Made
- 358 Homeless Person Contacts Made
- 1077 Shopping Carts Reported for Removal

2008 COMMITTEES

Parking Committee Accomplishments

The Playhouse District Parking Committee has been diligently working on improving parking resources for visitors, customers, employees and new businesses. Although the PDA does not have direct control of any of the private or public parking structures or lots, the Parking Committee is focusing on maximizing our parking resources to build a better District.

Directional Signage

With the majority of its off-street public parking being operated privately, the PDA purchased parking directional signs to guide people to these available parking resources. The new signs augmented the existing directional signs to the two municipal parking lots within the District.

Blue Ribbon Committee

An ad hoc committee was formed to look at ways to build additional parking at the two municipal parking lots. The committee has preliminary ideas that will be solidified in 2009.

Other parking initiatives being explored include a park-once strategy, establishment of a parking commission, and a program for parking entitlements. Parking is high on the priority list and we hope to make great strides to creating comprehensive parking solutions for the District in 2009.



*Design & Physical Enhancement Committee
Accomplishments*

The Design and Physical Enhancement Committee oversees the District's physical appearance and its general environment. In the last year, the committee continued its ongoing maintenance program as well as the coordination of the Downtown Pasadena Walkabout.

Downtown Pasadena Walkabout:

The Downtown Pasadena Walkabout took place on Saturday, March 1, 2008 from 8:30 am until 2 pm. This event gathered volunteers ranging from city officials, residents, architects, and environmentalists on a quest to make Downtown Pasadena more walkable. Over 25 teams fanned out across Downtown Pasadena to evaluate and record their walking experience and make recommendations in hopes of increasing pedestrian safety and comfort. In addition to the phenomenal success of the event we also received great press with:

- 8 articles in newspapers including The Los Angeles Times
- 22 blogs posts and website mentions

The PDA's maintenance program not only covers the street sweeping and pressure washing but also includes hands on cleaning of graffiti and miscellaneous spills/messes. The 2008 PDA maintenance program included the following services:

- Alleyways were swept 52 times
- Sidewalks were swept 52 times
- Streets were swept 52 times
- Sidewalks were pressure washed 3 times
- Trash can liners were replaced with daily trash removal
- 162 trees were watered twice per month

Promotion & Marketing Committee Accomplishments

The Promotion & Marketing Committee has been busy planning new and exciting events for the District as well as with redesigning the PDA website and launching a monthly e-newsletter to inform members on District happenings. Below is a summary of the Promotion and Marketing highlights for 2008.

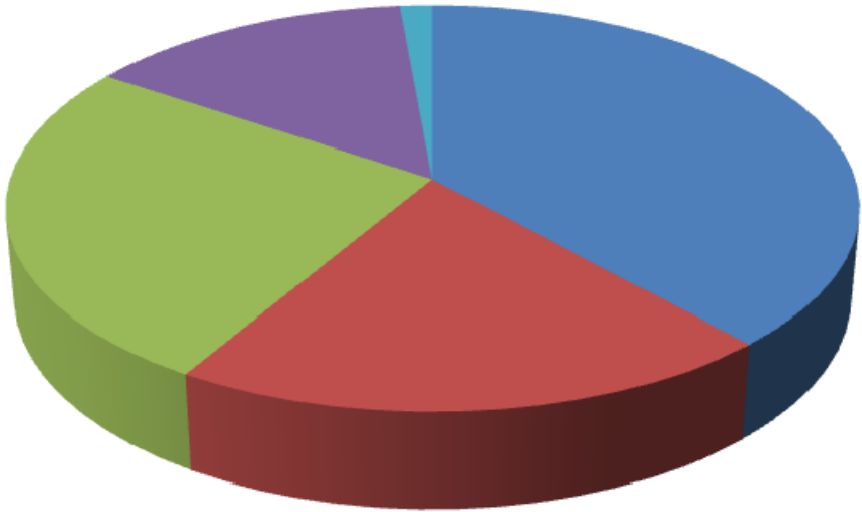
Events

- Mixer at Bank of the West – February 21
- Annual Meeting – March 12
- ArtTalk – March 15
- Bike Week Reception at Trio Courtyard – May 16
- Mixer at Pasadena Playhouse Theatre - May 29
- Make Music Pasadena – June, 21
- Summer Jazz Concert Series – July 6 – August 31
- Mixer at 2 North Lake – August 19
- ArtWalk – October 11
- Mixer at Roy's – October 14
- Holiday Activities: Merry Merry Movie, Concerts & Caroling – December 12 & 20

Marketing

- PDA Map / Directory updated
- Website redesigned
- New monthly electronic newsletter--Newsroom
- Quarterly print newsletter--The Dialogue
- Free holiday wreath program





- Design & Physical Enhancement 38%
- Economic Enhancement 20%
- Organizational Resources 26%
- Promotions & Marketing 14%
- Savings 2%

Detailed financials available on request

2008 BOARD OF DIRECTORS

President: Paul Dante Jacoy, Pasadena Chiropractic Clinic

Vice President: John Hornick, John Hornick, CPA

Secretary: Carla Walecka, Property Owner & Urban Planner

Treasurer: Ken McCormick, Mill Creek Properties

Board Members: Brian Colburn, Pasadena Playhouse Theatre

Don Cotten, Angels School Supply

Daniel J. Lien, Community Bank

Marcia Nunnery, Aarnun Gallery

Abel R. Ramirez, El Portal Restaurant

Joel Sheldon, Vroman's Bookstore

Mark Smutny, Pasadena Presbyterian Church



2008 STAFF

Executive Director:

Erlinda L Romo

Marketing Director:

Josefina Mora

Administrative

Assistant:

Gilda Davidian

Optimism

is the faith that leads to **achievement.**

Nothing can be done
without *hope* and *confidence.* - Hellen Keller

Playhouse District Association

48 North El Molino Avenue, Suite 103 A, Pasadena, California

91101626.744.0340 • Fax 626.744.0347 • www.playhousedistrict.org

PLAYHOUSE
DISTRICT