

PASADENA  
PLAYHOUSE  
STATE  
THEATRE  
OF  
CALIFORNIA  
FOUNDED 1913

# 2009 ANNUAL REPORT

PLAYHOUSE DISTRICT ASSOCIATION

PLAYHOUSE  
DISTRICT

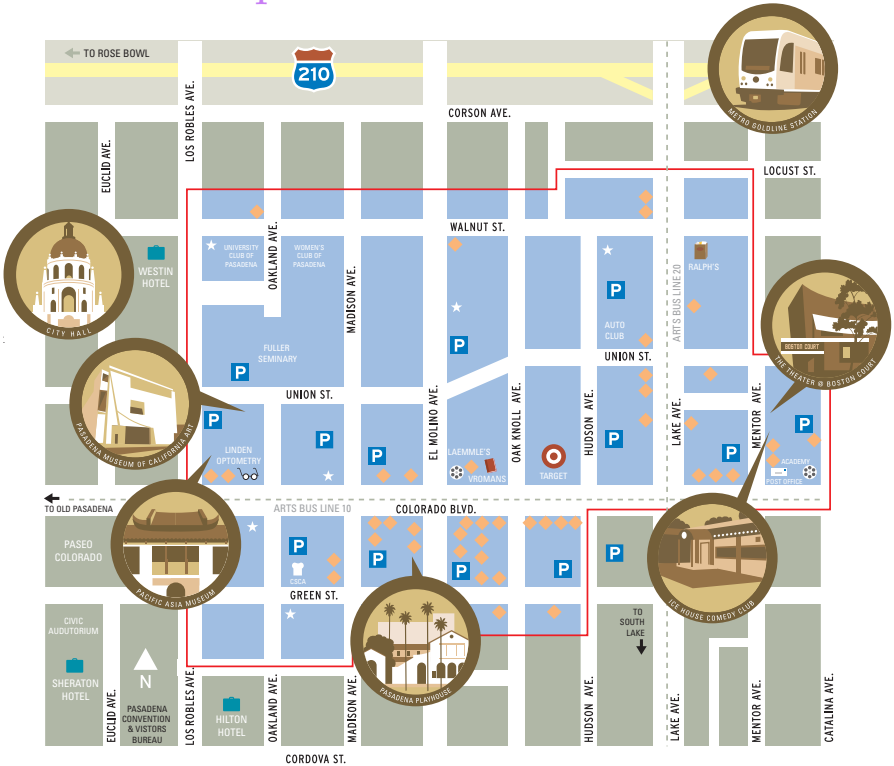
“AS THE SUN COLORS *flowers*,  
SO DOES *art* COLOR *Life*.” John Lubbock

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## > Mission Statement

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

## > District Map



*The Playhouse District is Pasadena's arts and cultural center with:*

- 3 performance theaters
- 2 museums
- 2 art film houses
- 3 centers for higher learning
- 6 places of worship, 6 bookstores,
- 7 galleries
- Many shops to find unique treasures
- Food from the far corners of the world.

## > Message from the 2009 Playhouse District Association President

**NO DOUBT** 2009 was a tough year for most, if not all of us. The world financial system retracted and it surely affected the local economy. During this period of financial hardship, the Playhouse District Association stayed committed to its mission. We labored to enhance the District and increased our revitalization efforts to position the District at the forefront of the future economic recovery. At the same time, we worked diligently to make sure the Association's resources were utilized judiciously.

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Our accomplishments to enhance the District with physical improvements were plentiful. We strongly advocated at City Hall for the completion of long awaited and much needed improvements. These included the repair of sidewalks, repainting of street lights, planting of trees and installation of new

street lights, bike racks, tree grates and trash receptacles. The PDA invested in new banners and decorative holiday wreaths for the District. In addition, the City completed the canopy and clock tower amenities at the North Lake Gold Line Station making this important gateway to our District more attractive.

Our undertakings to plan for the future success of the District were focused in two areas:

**Economic Revitalization:** The Playhouse District retained Kennedy Lawson Smith, a downtown urban renewal expert, to spearhead an economic development review with a multi-faceted approach to utilize the arts as an economic catalyst of the District. The goal is to capitalize on the many cultural institutions in our District to create a synergistic and dynamic intellectual center. To kick off this effort, the PDA held Vision Talks discussions which featured leaders of the Pasadena Playhouse and the Boston Court Performing Arts Center. In 2010, the assessment and revitalization study will be completed with interviews of community leaders, a tour of the District, a presentation of findings at the PDA Annual Meeting and a written report with recommendations for action.

## > Message from the President, *continued...*

**Park Now:** For the past two years, the PDA has been intensely studying options for its two municipal surface parking lots-- the Playhouse lot and the Union lot. We are exploring the possibility of moving the parking underground to create much needed open space at street level. This plan would not only increase the total number of parking spaces available in the District, but would also free up space at street level for amenities that would promote artistic, cultural and leisure activities.

I have been honored to serve as President of the PDA and I am proud of our many accomplishments. I urge you to support the Playhouse District businesses, entertainment venues, and art institutions. I am grateful to our valuable staff for their hard work, creativity, and dedication and to my fellow board members for their leadership, vision, and commitment.

Let's continue to work together to overcome the current economic slump and continue the transformation of the Playhouse District into a more vibrant and economically viable neighborhood of our Crown City.

Paul Dante Jacoy, *President*



## > About The Playhouse District Association

The Playhouse District Association 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 assessment on their property taxes. Our PBID provides a suite of services to the District that go well beyond basic municipal services, including enhanced safety, clean streets, parking, and promotion programs.

Following the National Main Street approach, the PDA's organizational framework builds a sustainable and complete community revitalization effort that addresses the four forces of real estate value: social, political, physical, and economic. The Board of Directors, Committees and staff team up to implement programs in the following committees:

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



## > Design & Physical Enhancement Committee Accomplishments

The PDA worked ambitiously to improve the Playhouse District pedestrian environment and implemented recommendations made at the 2008 Walkabout. Our accomplishments are highlighted below. We invite you to walk around the District and enjoy our refreshed streetscape.

### *New Look, New Elegance*

District banners flash new color and new design along our streets! The PDA Design and Physical Enhancement Committee worked with Hunt Design Associates to update the original harlequin banner design. The purple, turquoise, and orange banners that parade the District are paired with black and white photos.

### *Holiday Style*

The Playhouse District sidewalks along Colorado Boulevard were decked out with colorful wreaths on the pedestrian light posts during the holiday season. The wreaths featured a big gold bow and an array of ornaments that complemented the District color palette.



### *Streetscape Enhancements Put People First*

The PDA has worked hard to secure street improvements totaling \$3.5 million, paid for by the City. Here are highlights of the dramatic improvements that make the District not only more beautiful but also more accessible and safe:

- Colorado Boulevard sidewalks repaired
- Streetlights repainted black
- 166 trees planted and tree grates installed
- 28 bicycle racks installed
- 36 new street lights installed
- North Lake Gold Line station canopy and clock tower under construction

### *Pedestrian Experience: Keep it Clean*

The PBID's priorities included keeping our District clean by sweeping and pressure washing the sidewalks, watering the trees, cleaning trash receptacles, removing unwelcome sign posting, removing graffiti, adding street décor to our light posts, and supporting bicycling, walking, and public transportation.

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## > Economic Enhancement Committee Accomplishments

The Economic Enhancement Committee watches over all elements of the PDA economy. The local impact of the national economic crisis, and opportunities to jump-start the District's economic vitality by means of arts and cultural activity were among the major topics the Committee addressed in 2009.

### *Response to economic downturn*

The economic health of the Playhouse District is vital to the current and future viability of the District.

1. The Committee monitored the activity of key development projects which are to be realized within the next couple of years.
2. The PDA co-funded a streetcar feasibility analysis in partnership with Old Pasadena, South Lake, Paseo Colorado, Pasadena Center Operating Company and the City of Pasadena.

3. The Committee launched efforts to enhance our strength as Pasadena's premier arts and cultural district, starting with the hiring of Kennedy Lawson Smith to develop an economic revitalization plan which leverages the Playhouse District's arts and culture to spur economic revitalization.
4. The Committee began a series of Vision Talks to highlight the art institutions and hold a dialogue with arts leaders in the Playhouse District.



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## > Continued Efforts to Enhance Security

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. In the last year, we have armed the Ambassador Team with a digital camera to document and eradicate graffiti.

- 6,446 Citizens Contacted
- 2,597 Citizens Assisted
- 14 Disturbance Calls Received
- 197 Graffiti Incidents Reported & Cleaned
- 576 Shopping Carts Reported for Removal
- 1 Arrest Required



## > Parking Committee Accomplishments

Parking is a key issue for the Playhouse District. The Playhouse District Parking Committee has been diligently working on improving parking resources for visitors, customers, employees and new businesses. Our goal is to have customer friendly parking and a parking resource for new and existing businesses, but at the present time a shortage of public parking exists. It is important for the economic vitality of the District for customers to find a parking space with ease, and for parking resources to be available for parking entitlements to support new economic growth.

### *Parking Resource Coordination*    *Park Now: Parking and Greenspace for District Vitality*

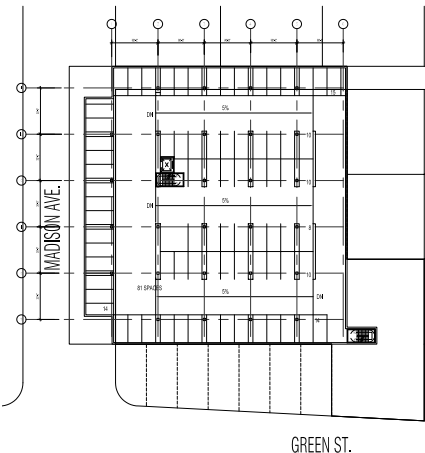
Although the PDA does not directly control any of the private or public parking structures or lots, the Parking Committee is focusing on 1) maximizing available parking resources, and 2) securing additional public parking to support economic and cultural activity in the District. To this end, the Parking Committee worked closely with PDA Executive Director Erlinda Romo in her role as city-funded Parking Administrator to monitor parking resources and availability, and to seek creative solutions to the shortage of public parking within the District.



The PDA has been studying options for its two municipal parking lots – the Playhouse lot and the Union parking lot – since

2007. In 2009, we hired architects and designers to depict concepts for the sites. The resulting visualizations are helping move forward our discussions with the community and City Hall.

In order to stimulate investment in the Playhouse District, increase district sales, green the area, and set the stage for community gatherings, we are recommending that the Playhouse and Union municipal parking lots be developed as park space with an estimated 500 subterranean parking spaces. The efforts to build parks over parking will continue in 2010 – stay tuned for additional updates.



## > Promotion & Marketing Committee Accomplishments

Marketing the District has been a year round, 24/7 job with events, newsletters, blog entries and tweets. The PDA annual events attracted phenomenal publicity in regional and local media, visits to the PDA website, and full-capacity crowds in 2009.

### *2009 Events*

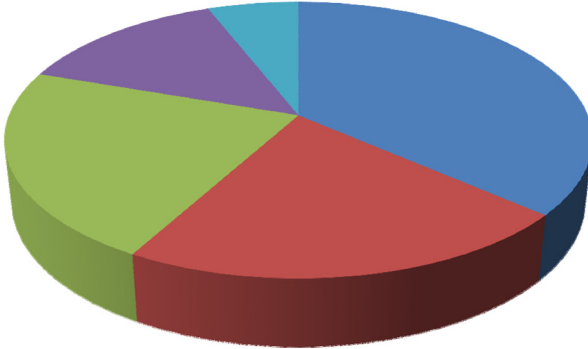
- ArtTalk – March 14
- Annual Meeting – April 2
- Bike Week event at Fuller – May 16
- Spring Networking Mixer at Fuller Library - June 9
- Summer Jazz Concert Series – July 5 – August 30
- ArtWalk – October 10
- Mixer at Playhouse Courtyard – October 22
- Holiday Activities: Merry Merry Movie & Concert – December 19

### *2009 Marketing to our members and the general public*

- PDA Map / Directory updated
- Quarterly event listings at the Playhouse District Kiosk between Vroman's & Laemmle's
- 3 printed newsletters per year
- Monthly e-newsletters
- PDA website updated monthly – [www.playhousedistrict.org](http://www.playhousedistrict.org)
- PDA blog updated weekly – [www.playhousedistrict.org/blog](http://www.playhousedistrict.org/blog)
- InPasadena Twitter Page tweeting activities in Downtown Pasadena – [www.twitter.com/inpasadena](http://www.twitter.com/inpasadena)



## > 2009 Financial Results



- 36% **Design & Physical Enhancement**  
Enhanced maintenance, parking, physical improvements
- 22% **Economic Enhancement**  
Enhanced security, streetcar feasibility study, economic initiatives
- 22% **Organizational & Resource Development**  
Staffing, rent, equipment, supplies, maintenance
- 14% **Promotions & Marketing**  
Events, newsletters, marketing, advertising
- 6% **Savings**

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Annual Income in 2009	\$844,238
Assessment Income Received	\$661,050
City Grant	\$165,000
Other Income (events & membership)	\$18,188

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*Assessment Formula =  
Land Assessment + Building Assessment + Street Frontage*

Total number of parcels assessed	574
Average Commercial Property Assessment	\$2,453.78
Average Residential Assessment	\$110.25

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\* Detailed financials available on request

Playhouse District Association

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## > 2009 Board of Directors

President: Paul Dante Jacoy, Pasadena Chiropractic Clinic

Vice President: Carla Walecka, Property Owner & Urban Planner

Secretary/Treasurer: Ken McCormick, Mill Creek Properties

Don Cotten, Angels School Supply

Eileen Kurahasi, Resident

Daniel J. Lien, Community Bank

Dan Ohlson, Fuller Theological Seminary

Mark Nay, AIA, Principal WWCOT

Marcia Nunnery, Aarnun Gallery

Michael Seel, Boston Court

Joel Sheldon, Vroman's Bookstore

Mark Smutny, Pasadena Presbyterian Church

Ex-Officio Board Member, John Hornick, John Hornick, CPA

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## > 2009 Staff

Erlinda L Romo, Executive Director

Josefina Mora, Marketing Director

Gilda Davidian, Administrative Assistant

**PLAYHOUSE**  
DISTRICT