

Pasadena
PLAYHOUSE

2010 Annual Report
Playhouse District Association

Vision & Vitality



“There are *few* things
MORE WONDERFUL
than knowing *where*
YOU WANT TO GO &
being **on**
THE PATH
to getting
there.”

-EARNIE LARSON

**Playhouse District Association
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 Chairman

Playhouse District Vision and Vitality

For 16 years, the Playhouse District Association has provided leadership from within our community, for the benefit of our community. The Association's vision and persistence have paid off: the Playhouse District has a **unique identity within Pasadena's downtown.**

Our vision includes:

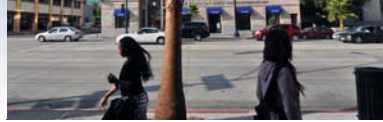
- Recognition of our District as the ideal location for smart, balanced, sustainable growth in the upcoming General Plan Update
- Business expansion, streetscapes and programs that promote a walkable 18-hour-a-day district.
- New greenspace for our District, which has none now
- Public parking adequate to "Park Once" for retail, commercial, and tourism activities, and to support historic buildings that lack parking amenities
- Strengthened arts, design, cultural, entertainment and dining opportunities that are the signature of our District

Our District's vitality has been tested in the last three years; the nationwide economic slump has visited our streets too. But the Playhouse District Association's programs give our District **a competitive edge** over other areas that do not benefit from enhanced maintenance, graffiti abatement, security, and marketing that we have provided for ourselves. In 2010, **20 new businesses demonstrated confidence in our District** by opening their doors or undertaking development plans within our boundaries. And the Pasadena Playhouse Theater was reinvented as a revitalized performing arts center in the heart of our District.

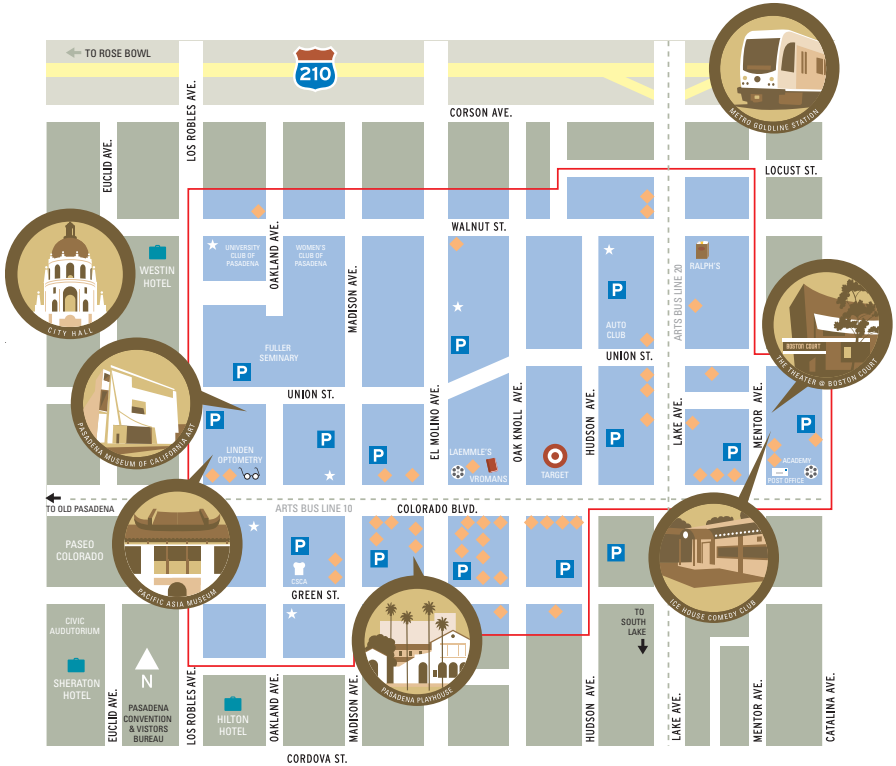
To achieve the promise of our District, the Playhouse District Association must implement its vision over the next five years, and respond to new challenges that arise. To do that, we need property owner support to continue the very initiatives that have defined our District.

Playhouse District Association programs are an intelligent investment to insure that our District realizes its full potential. Over the last five years, the Playhouse District Association **leveraged property owner contributions dollar for dollar** with City funding, private contributions and sponsorships that would otherwise have been spent outside our District, for a total of **\$7.7 million in benefits delivered to property owners, residents, and businesses** within the Playhouse District. Our future vitality depends on maintaining that standard. **Empower our District by supporting renewal of the Playhouse District Association business improvement district.**

Sincerely,
Carla Walecka, *2010 Chairman*
Board of Directors



District Map



Playhouse District At a Glance

Property Parcels	585
City Blocks	31
Residential population	8,117
Median age	37.8
Average household income	\$63,556
Workforce population	38,979
College/Professional Students	5,000

Sources: Los Angeles County Tax Assessor 2010,
Claritas Demographic Report 2010



Playhouse District Association

Who We Are:

The Playhouse District Association (PDA) incorporated in 1995 and formed a Property-based Business Improvement District (PBID) in 2001. The PDA is a non-profit organization funded by business improvement district assessments to promote the economic vitality of the Playhouse District as Pasadena's center for culture, commerce and community in the heart of Pasadena.

What We Do:

As a local business district we are able to collectively bring resources to the District. We leverage private investment and bring further public investment to the Playhouse District area, leading to improved property values and a more vibrant economic environment. In addition, we keep the District clean and safe, produce events that increase commerce, and build the identity of the District. These initiatives are implemented by our Board of Directors and four standing committees: Design and Physical Enhancement, Economic Enhancement, Promotions and Marketing, and Organization and Resources.

PBID Renewal:

The PBID's charter requires renewal every five years. In 2010, the PDA launched the effort to renew the PBID with a kick-off at the October 28th Mixer at Boston Court. The PDA PBID renewal is a two step process. First, property owners must petition the City to authorize a ballot for the continuation of the PBID for another 5 years. Second, property owners must cast ballots to approve the District renewal.



PDA Design & Physical Enhancement

GOAL: The Design and Physical Enhancement Committee continues to improve the Playhouse District's identity, sense of place, ambience, "walkability," romance, and day and night appeal.

2010 Design Accomplishments

- **116 pedestrian banners** were installed to augment the high mast banners on Colorado, Lake, Union & Walnut Street
- **Playhouse District Kiosk refurbished** in Vroman's paseo, plus new graphics and updated business directory
- **Walkability Award** presented to Zona Rosa Caffè, recognizing pioneering efforts to enliven the streets
- **Tree plantings** on south El Molino and Oakland to maintain the integrity of our street tree master plan
- **Street tree watering** to stimulate tree growth and health was done on a weekly basis
- **Enhanced maintenance, above and beyond basic City services**, included the following:
 - Litter and debris picked up daily
 - Street swept twice per week
 - Alleys & parking lots swept twice per month
 - Trash can liners emptied daily
 - Sidewalk deep cleaning three times per year



PDA Economic Enhancement

GOAL: The Economic Enhancement Committee works to ensure that the Playhouse District remains a vital, safe and secure environment conducive to customers and investors.

2010 Economic Enhancement Accomplishments

- **District sales** tracked and analyzed to identify trends and to assist in the future development of the District
- **District commercial/retail vacancy** information compiled
- **Demographic information** placed on PDA website and highlighted in the PDA newsletter
- **“Arts as an Economic Generator in the Playhouse”** report was completed in 2010 and an action plan of implementation measures was approved by the PDA Board
- **General Plan Update** participation; PDA involvement has been a top priority to insure that development rights are retained in the Playhouse District to reach its potential as an economically vibrant and sustainable place to live, work and visit
- **Security services** augmented basic City surveillance, with PDA Ambassadors walking the District 7 days per week and assisting with the following:
 - Citizens contacted 5,302
 - Citizens assisted 2,086
 - Shopping carts removed 397
 - Homeless contacted 205
 - Graffiti removed 199
 - Panhandlers contacted 76
 - Disturbance calls handled 12
 - Illegal dumping removed 6



PDA Parking

GOAL: The Parking Committee continues to improve the Playhouse District’s “parkability” by maximizing public parking opportunities to “Park Once”, and to support historic properties that lack parking. The Parking Committee also emphasizes the linkages among “Parking Once”, pedestrian circulation around the District, and alternative transportation to reduce vehicular traffic.

2010 PDA Parking Accomplishments

Parking Resource Coordination: The PDA Executive Director Erlinda Romo coordinated parking resources, worked with the City of Pasadena on parking supply and maintenance issues, monitored parking availability, advertised the location of public parking in the District, and continued to seek creative solutions to maximize public parking in the District. The Parking Committee supported and advised the Director in fulfilling this City-funded function.

- **Municipal parking** lot improvements were advocated, resulting in City improvements to two 100-space parking lots with a slurry seal, parking space restriping and number repainting
- **Park Now** initiative to build subterranean parking structures topped by two ground level parks at two City-owned lots gained momentum in 2010
 - ED Tech Presentation: The PDA presented Park Now concepts and preliminary budgets for Madison lot and Union/El Molino site to the City Council Economic Development and Technology Committee in January 2010
 - Union/El Molino Park design Charrette was held on July 19, 2010. Members of the local community were able to listen to what makes a great space then formed small groups to design the Union/El Molino park
 - Draft Union/El Molino park concept was commissioned from Korn Randolph, landscape architects, based upon community priorities and designs created at the July 19th design Charrette
 - Grant Research commissioned to leverage limited City funds; key grant opportunities were identified as potential funding sources for the parks
- **Bike Week** 2010 participation: The PDA sponsored a refreshment stop on the Friday night ride and distributed fruit and water to over 100 bicyclists of all ages



PDA Promotions & Marketing

GOAL: The Promotions and Marketing Committee attracts customers to the Playhouse District and its businesses.

2010 Major Events

- ArtTalk, March 20 Attendance 1,000
- Make Music Pasadena, June 19 Attendance 22,000
- Summer Jazz Concert Series, Sundays in July & August Attendance 1,000
- ArtWalk, October 9 Attendance 5,000

Annual Events

- PDA Annual Meeting, April 13
- PDA Mixer, May 20
- PDA Mixer, October 28
- Merry Merry Movie, December 19

Marketing

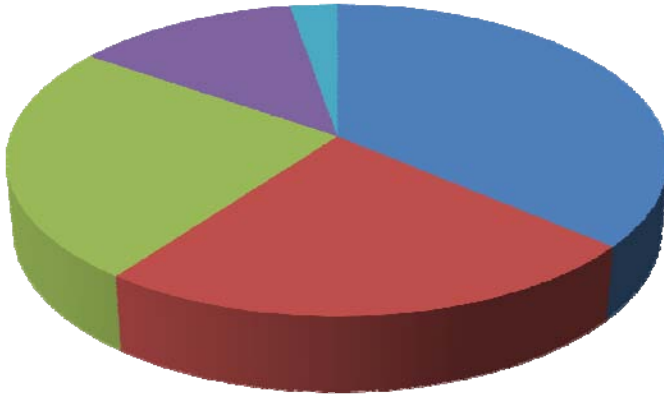
- Twitter: Followers 2,101
- Facebook: 1,222 Friends
- Blog stories: 72 in 2010
- Monthly e-newsletter: subscribers 575 with an open rate of 40%
- Printed newsletter 3 issues of the Playhouse District Dialogue was distributed to over 1,200 individuals
- PDA website: 14,503 visits with 11,846 unique visitors viewing 32,940 pages

Media

- 167 Media Hits
- 97,507,173 Media impressions
- \$1,730,679 Advertising value



2010 Financial Results



Expenses

- 36% Design & Physical Enhancements: Enhanced maintenance, parking, physical improvements
- 24% Economic Enhancement: Enhanced security, art as an economic generator study, economic initiatives
- 24% Organization & Resource Development: PBID renewal, staffing, rent, equipment, supplies, maintenance
- 13% Promotion & Marketing : events, newsletters, marketing, advertising
- 3% Savings

Income

Annual Income in 2010
\$842,535

Assessment Income Received
\$664,176

City Parking Grant
\$165,000

Other Income
\$13,360



2010 PDA Board of Directors

- Chair, Carla Walecka, Property Owner & Urban Planner
- Vice Chair, Michael Seel, Boston Court Performing Art Center
- Secretary/Treasurer, Ken McCormick, Mill Creek Properties
- Don Cotten, Angels School Supplies
- Paul Jacoy, Pasadena Chiropractic Clinic
- Eileen Kurahashi, Resident
- Hank Maarse, Jacob Maarse Florists
- Mark Nay, AIA, Property Owner & Architect
- Joan Marshall, Pacific Asia Museum
- Fred Messick, Fuller Seminary
- Marcia Nunnery, Aarnun Gallery
- Mark Smutny, Pasadena Presbyterian Church

Special Advisors:

- John Hornick, John Hornick, CPA
- Amy Korn, kornrandolph landscape architects
- Joel Sheldon, Vroman's Bookstore

Staff

- Erlinda L Romo, Executive Director
- Josefina Mora, Marketing Director
- Gilda Davidian, Administrative Assistant

Ambassador Guides

- Hugo Franco, Team Leader
- Ryan Herrera
- Jose Sanchez
- Julio Venegas



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