



2012 ANNUAL REPORT

Playhouse District Association

*Making a Difference*

PLAYHOUSE  
DISTRICT



## MESSAGE FROM THE 2012 CHAIRMAN

### Making a Difference

Every year, we stop to ask: Does the Playhouse District Association make a difference? Our Board of Directors and staff evaluate the PDA's efforts during the previous year in the form of this Annual Report. We report on the state of the District to 400-plus property owners who fund our business improvement district; hundreds of businesses that employ 40,000 workers within the District's boundaries; and 10,000 District residents who fill our streets, stores, restaurants, churches, museums, schools and theaters.

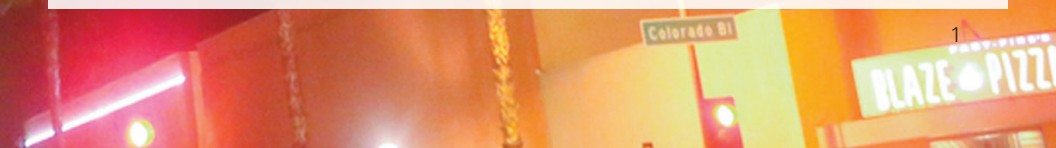
The PDA worked overtime in 2012 to make a difference you can see, and a difference you can feel in the quality of life and energy on the District's streets. Public art installations, jazz concerts and the Make Music Festival, a new District-wide banner program to reinforce our identity as a special place, expedited tree replacement for street trees lost in the December 2011 windstorm, our Wednesday Farmer's Market – all of these provided an immediate boost to the District environment.

Meanwhile, we invested our resources in business recruitment and retention, maximizing the public parking supply, and strong engagement in the City's General Plan update process that will shape the future vitality of our area through 2035. We launched a "Place-making" effort to identify and encourage activities that make our District a desirable place to live, work and visit. We convened a "Parklets" task force to examine the potential for extending activity beyond the curb in our central commercial area to create a more vibrant pedestrian zone. All of these 2012 initiatives build on the PDA's core commitment to enhanced maintenance and security in the District.

The momentum of 2012 has already rolled into PDA's ambitious 2013 work program. Thank you to all of the stakeholders in our District and the City of Pasadena who are joining us in making this difference.

Sincerely,

Carla Walecka | 2012 Chairman | Board of Directors







## WHO WE ARE

The **Playhouse District Association (PDA)** was incorporated in 1995 and formed a **Property-based Business Improvement District (PBID)** in 2001. The PBID pools private dollars to fund activities and services in the 32-block Playhouse District. The organization is dedicated to the management and marketing of the Playhouse District with programs that safeguard, beautify, energize and revitalize the District. The PDA is governed by an 11-member board of directors and staffed by 3 dedicated individuals.

## WHAT WE DO

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 five standing committees: Design and Physical Enhancement, Economic Enhancement, Organization and Resource Development, Parking, and Promotions and Marketing.

## 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.*

## PDA DESIGN & PHYSICAL ENHANCEMENT

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

## 2012 ACCOMPLISHMENTS

**Play Me, I'm Yours Art Installation:** the PDA successfully participated in the Los Angeles Chamber Orchestra's piano installation. An artist-decorated piano was set up at the Vroman's Courtyard. This installation was one of 30 pianos placed in the greater Los Angeles area for spontaneous performances from April 12 – May 3.



**New District Pole Banners** were redesigned and installed replacing the damaged banners that were destroyed by the December 2011 windstorm.



**Summer Art Projection, La Luna**, was installed at 532 E Colorado Boulevard. The projection, like the moon, appeared at dusk and was visible for ½ mile from June 21 – July 19.

**PDA Public Art Maintenance:** the *Utility* art was cleaned regularly, and a vandalized panel was replaced. Crosswalk art, *Moonwalk*, was refurbished with fresh paint.

**Windstorm Tree Planting:** the PDA financed over \$5,500 to replace trees that were lost during the December 2011 windstorm.



**Walkability Award** presented to Fuller Seminary for the creation of the Fuller pocket parks and Tender Greens for installing the outdoor landscaping and courtyard dining area.

**Street Tree Watering** was done weekly to stimulate tree growth and health.

**Enhanced Maintenance**, above and beyond basic City services, included the following:

- Litter and debris picked up daily
- Streets swept twice per week
- Alleys & parking lots swept twice per month
- Trash can liners emptied daily
- Sidewalk deep cleaning four times per year



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

**2012 ECONOMIC ENHANCEMENT ACCOMPLISHMENTS**

**Annual Meeting Keynote Address** at the 2012 Annual Meeting was presented by Fred Kent, a nationally recognized placemaking expert who is a leading authority on revitalizing city spaces. Mr. Kent is the founder and president of Project for Public Spaces and one of the foremost thinkers in livability, smart growth and the future of the city.

**Playhouse District Placemaking:** The PDA co-sponsored the establishment of a Playhouse District Farmers’ Market on Wednesday afternoons from May – September. Initiated a Parklet Sub-Committee to explore the creation of Playhouse District parklets, which would expand the activity along Colorado Boulevard by extending the pedestrian access and activities beyond the curb.

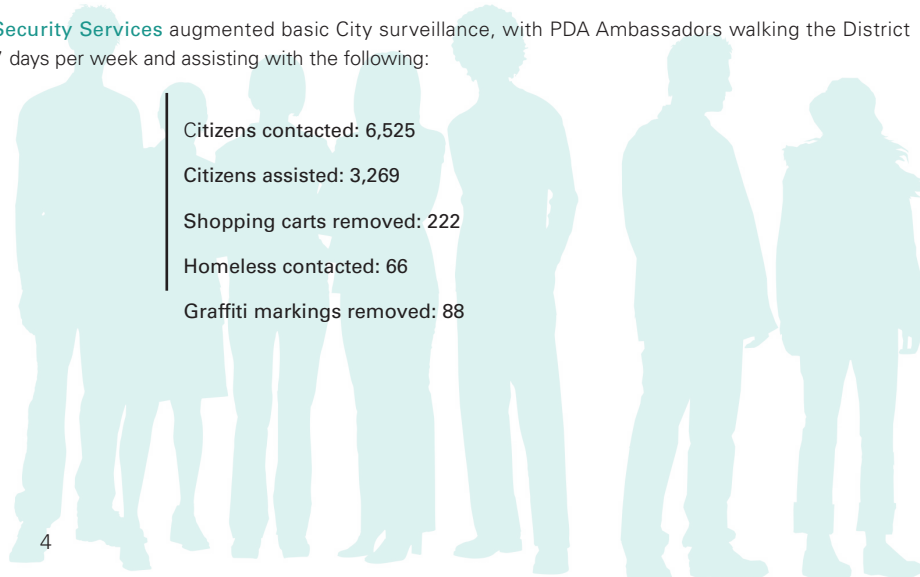
**Horizon Initiative** was created to focus on PDA business retention, business recruitment and connection with residents and office workers. This is the foundation of an on-going economic development program.

**General Plan Update:** the PDA has been a key participant in all General Plan Update meetings to insure future infill development rights are retained in the Playhouse District through 2035. The PDA’s goal is to realize an economically vibrant and sustainable place to live, work and visit.

**District Sales** were tracked and analyzed, to identify trends and to assist in the future development of the District.

**Security Services** augmented basic City surveillance, with PDA Ambassadors walking the District 7 days per week and assisting with the following:

- Citizens contacted: 6,525
- Citizens assisted: 3,269
- Shopping carts removed: 222
- Homeless contacted: 66
- Graffiti markings removed: 88



**GOAL:** The Parking Committee continues to improve the Playhouse District’s “parkability” by improving 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.

**2012 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 maximizing public parking in the District. The Parking Committee supported and advised the Executive Director in fulfilling this City-funded function.

**Municipal Parking:** optimized the current parking uses and lobbied the City for improvements.

**Parks Over Parking Funding** options explored due to the loss of California Redevelopment tax increment financing.

**Bike Week 2012** coordinated the Bike Week kick-off event, in which over 100 bicyclists of all ages bicycled to different participating restaurants in the Playhouse District and received a free tasting.

**Parking Feasibility Study** participation. The City of Pasadena commissioned a parking study to evaluate parking structures near City Hall and the Playhouse District Madison parking lot. The PDA met with the consultant team several times, and researched automated parking as proposed for the Madison parking lot.

**Explored Expanding Public Parking Resources** at privately owned properties and developments at Trio Apartments and Union Village.





# PDA PROMOTIONS & MARKETING

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

## MAJOR 2012 EVENTS

- |  |                    |
|--|--------------------|
| - Make Music Pasadena, June 16                         | Attendance: 50,000 |
| - Summer Jazz Concert Series, Sundays in July & August | Attendance: 2,000  |
| - Good Eats Pasadena, September 8                      | Attendance: 3,000  |
| - ArtWalk, October 13                                  | Attendance: 5,000  |

## ANNUAL EVENTS

- |  |                                     |
|--|-------------------------------------|
| - PDA Annual Meeting, March 21               | Boston Court Performing Arts Center |
| - PDA Spring Mixer, May 9                    | Fuller Seminary Park                |
| - PDA Fall Mixer, November 1                 | 2 N. Lake Penthouse                 |
| - Playhouse District Shop Indie, November 24 | District Wide Sale                  |
| - Merry Merry Movie, December 15             | Laemmle Theater                     |

## MARKETING

- Created PDA webpage for mobile devices
- Updated the PDA website
- Created a dedicated Playhouse District Facebook page
- Twitter: 4,329 Followers
- Blog stories: 143 in 2012
- Monthly e-newsletter: 840 subscribers with an open rate of 33%
- PDA website: 17,068 visits with 13,402 unique visitors viewing 36,868 pages
- Reprinted the PDA Directory/Map
- Quarterly updates on the PDA Kiosk with business listings and District events

### GOOD EATS PASADENA

FOOD + ART + MUSIC  
Saturday, September 8  
11 am - 6 pm  
23 South Madison Avenue  
(between Colorado Blvd. and Green St.)  
[www.playhousedistrict.org/goodeatspasadena](http://www.playhousedistrict.org/goodeatspasadena)

PLAYHOUSE  
SHOP  
INDIE

SATURDAY  
November 24, 2012

SHOW YOUR SUPPORT FOR OUR LOCAL  
PLAYHOUSE DISTRICT BUSINESSES!

Receive Special Discounts  
Enjoy holiday treats  
Visit 6 businesses and enter for a chance to win an iPad!

[www.playhousedistrict.org/shopindie](http://www.playhousedistrict.org/shopindie)  
[Facebook.com/playhousedistrict](https://www.facebook.com/playhousedistrict)  
[Twitter.com/playhoused](http://twitter.com/playhoused)



Join us for a FREE movie screening of  
**A CHRISTMAS CAROL**

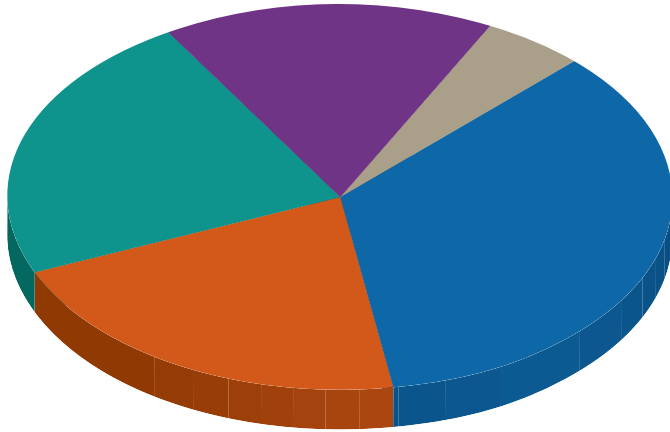
Saturday, December 15, 10:30 am  
Live in the Playhouse  
673 East Colorado Blvd., Pasadena

Following the movie enjoy a free  
outdoor holiday concert, treats & more!

Free event. Not responsible for lost or guaranteed seating.  
Seating is limited to 500 capacity.  
Information: 626.744.0266 or [www.playhousedistrict.org/merrymerry](http://www.playhousedistrict.org/merrymerry)







- **37%** **Design & Physical Enhancement:** Enhanced maintenance, parking, new banners, art maintenance, new art installations / \$347,667
- **22%** **Economic Enhancement:** Enhanced security, economic initiatives / \$209,820
- **24%** **Organization & Resource Development:** Staffing, rent, equipment supplies, maintenance / \$225,653
- **17%** **Promotion & Marketing:** Events, newsletters, marketing, advertising / \$155,310
- **5%** **Savings** / \$46,103

**Income**

Annual Income in 2012	\$938,450
Assessment Income Received	\$741,785
City Parking Grant	\$165,000
Other Income	\$ 31,665

This Statement of Activities provides a summary of financial activity for the Playhouse District Association that was prepared internally. A complete copy of our 2012 Reviewed Financial Statements is available upon request.



**MAKING A DIFFERENCE IN 2013**

- Recruitment Brochure -
- Pedestrian Intercept Survey -
- More Crosswalk Art -
- Improved Farmers Market -
- Community Dinner on August 24 -
- More On-Street Parking -

## 2012 PDA BOARD OF DIRECTORS:

Chair, **Carla Walecka**, Property Owner & Urban Planner  
Vice Chair, **Amy Korn**, Kornrandolph  
Treasurer, **William Chu**, Singpoli  
Secretary, **Glenn Gomez**, One West Bank  
**Anthony Bondi**, Le Condon Bleu College of Culinary Arts  
**Greg Gunther**, Resident  
**John Hornick**, CPA  
**Hank Maarse**, Jacob Maarse Florists  
**Fred Messick**, Fuller Seminary  
**Bob Oltman**, Pasadena Museum of California Art  
**Mark Smutny**, Pasadena Presbyterian Church

## SPECIAL ADVISORS:

**Brian Alan Baker**, Attorney  
**Ilona Linden**, Linden Optometry  
**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**

## Playhouse District Association

48 N. El Molino Ave, Suite 103 Pasadena, CA 91101 | 626.744.0340

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[www.facebook.com/playhousedistrict](http://www.facebook.com/playhousedistrict)

