

2018

ANNUAL REPORT

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 STAFF

Brian Wallace
Executive Director

Jessica Calderon
Marketing & Membership Manager

Jonathan Kwok
Graphics & Communications Specialist

Christine Hewitt
Executive Assistant





LETTER FROM THE CHAIR

As Chair of the Playhouse District Association for the second year, I am thrilled to serve our members as we celebrate a pivotal year. Our collective attention on a shared vision produced exciting results that will pay off over many years to come. Re-imagining Colorado Boulevard, taking leadership on a win-win position for a new park, and committing to an implementable parking strategy are only a few of the important priorities that are now underway. Add to those an examination of our district's brand identity and a strong advocacy position with City Hall, and the PDA is clearly on the path to major accomplishments for our mutual benefit. All this while we continued improving the safety and maintenance of our district, produced incredible events, and created a new "experience-based" directory to link residents and visitors to our increasing number of retailers, restaurants, and services, helping reinforce the almost 24-hour nature of our urban community.

But it wasn't just the PDA who was busy in 2018 – development activity and interest continued at an unparalleled pace, with over 800 residential units in the "pipeline", many completed last year and many more ready to break ground this year. Despite the loss of PCMA, a longtime cultural institution, our arts scene is thriving with bold new identities, dynamic leadership, and increased partnerships with Pasadena Playhouse, Boston Court Pasadena, and USC Pacific Asia Museum. Join me in congratulating all who contributed to a successful year and keep an eye out for progress on transformative projects in 2019!

Sincerely,
Bernard Chua

2018 PDA BOARD OF DIRECTORS

Chair: Bernard Chua, *McCarthy Cook/Cushman & Wakefield*

Vice Chair: Scott Brown, *COMPASS Real Estate*

Treasurer: John Hornick, *CPA*

Secretary: Joel Sheldon, *Vroman's Bookstores*

Brian Alan Baker, *Kearney | Baker*

Mario Cee, *Lyd & Mo Photography*

Greg Gunther*, *resident*

Wayne Hunt, *Hunt Design*

Amy Korn, *kornrandolph*

Margie Lindbeck, *resident*

Ken McCormick, *Mill Creek Properties*

Lenny Moon*, *Fuller Theological Seminary*

Lachlan Sands, *Institute of Culinary Education*

*resigned mid-year

SPECIAL ADVISORS

Phil Hawkey, *Hawkey Consulting*

Marcia Nunnery, *Aarnun Gallery*

IMPLEMENTING OUR VISION

With a goal to transform the Playhouse District into a robust, pedestrian oriented place with a strong economy based on entertainment, arts, and culture, the PDA allocated resources and energy into the initial phases of implementation of 2017's Vision Framework. A new advisory committee of district property owners, businesses and residents provided leadership, ultimately resulting in unanimous Board endorsement of several transformative initiatives to be implemented in 2019 and beyond. Some of these include concept designs and/or comprehensive strategies for:

- Union/El Molino park+parking site
- Colorado Boulevard parking and pedestrian enhancements
- Madison/Playhouse catalytic site open space and development
- Utilizing existing district parking facilities for public use
- Exploring and confirming a refined brand image



Playhouse District stakeholders provided guidance on emerging concepts at a November workshop.



ENHANCING OUR ECONOMY & PUBLIC REALM

Residential growth continued to dominate the skyline in 2018, with The Hudson opening on Walnut Street. On Green Street, Kaiser Permanente's boldly-designed School of Medicine continued to rise. Both projects, and many more proposed, add further vibrancy to our sidewalks, helping bolster our appeal to retailers and restaurants and support for new merchants like Total Wine & More.

An engaging public realm helps connect new residents to our business community, and in a partnership with LA-based nonprofit Beautify Earth, 2018 saw the first introductions of a district mural program. These large-scale Instagram-worthy installations enlivened three buildings as another visual marker of our artistic intentions. We intend for more murals to adorn district walls, helping create a more attractive environment to spark more creative association with the Playhouse District.

In our quest to activate public spaces, the PDA partnered with Vroman's and Pasadena Playhouse to enliven the 2018 holiday season with seasonal décor, and the first annual Playhouse District holiday tree lighting event.

"Connecting Flights" - Kipp Kobayashi
A public art installation adorns the entrance to The Hudson at Walnut St. and El Molino Ave.



CREATING A SAFE, CLEAN & WELCOMING ENVIRONMENT

Since taking over the Ambassador Guide program in late 2016, the Block by Block team's presence throughout our 32-block coverage area has reinforced the value of this vital PDA service. Ambassador Guides are tackling graffiti, cleaning sidewalks, and removing litter on a daily basis with equipment such as pressure washers and a maintenance truck.

Ambassador Guides also manage issues related to transients, automobile accidents, and other incidents in a quick, professional, and compassionate manner. And with their extensive hospitality training, the Ambassador Guides serve as many visitors' primary encounter with the best that our district has to offer. In 2018 the Ambassador Guides completed:

3,450
HOMELESS CONTACTS

4,000
BUSINESS CONTACTS

3,200+lbs
TRASH COLLECTED

850+
GRAFFITI & STICKER REMOVALS

550+
BIOHAZARD CLEANUPS

30+
TREES WATERED



Playhouse District Ambassador Guides tackle maintenance and safety issues daily.

PROMOTING & MARKETING OUR DISTRICT

The Promotions & Marketing Committee implemented new events in 2018 that added a more vibrant atmosphere in the Playhouse District for visitors, residents, and businesses. In partnership with Pasadena Playhouse, the Playhouse Block Party was an all-day celebration of arts and culture featuring live music, food, libations, guided tours, and interactive activities, all curated by local and regional arts organizations. To commence the holiday season, the PDA produced a special series of outdoor concerts on Friday evenings at various courtyards in the district that began with a first-ever Tree Lighting event for the community.

Along with established programs such as Wine Walk, Summer Jazz Concert Series, Hi Neighbor, and Pasadena ArtWalk, these new events helped attract over 22,000 people to the district in 2018. The PDA also hosted three networking events for District stakeholders, connecting property owners, business owners, residents, and city staff. The Association supported the Pasadena International Film Festival, LitFest Pasadena, Boston Court's New Play Festival, and Dia de Los Muertos celebration, helping reinforce our position as Pasadena's home for arts and culture.

The PDA's ongoing marketing efforts include digital marketing through maintaining our website - playhousedistrict.org, sending monthly e-newsletters, and growing a robust social media program. Some 2018 milestones:

22,000+
EVENT ATTENDEES

15%
SOCIAL MEDIA FOLLOWERS INCREASE

274,678
SOCIAL MEDIA POSTS REACH

2x
HI NEIGHBOR MEMBERSHIP GROWTH

2,000+
NEWSROOM SUBSCRIBERS

28% (Industry average is 17%)
NEWSLETTER OPEN RATE

100+
BUSINESSES ENGAGED

Around 12,000 people of all ages celebrated the arts at June's Playhouse Block Party. Photo: Nick Agro

ENSURING ORGANIZATIONAL & FISCAL RESPONSIBILITY

Since 1995, the Playhouse District Association (PDA) has been the collective voice of property owners, businesses, residents, and advocates who strive to make our part of Downtown Pasadena a safer, more vibrant, and highly desirable place. Operating primarily from funds collected through a Property-based Business Improvement District (PBID) to improve our urban district and encourage greater investment, the non-profit PDA is led by an 11-member Board of Directors. In 2018, staff managed the activities of five programming committees:

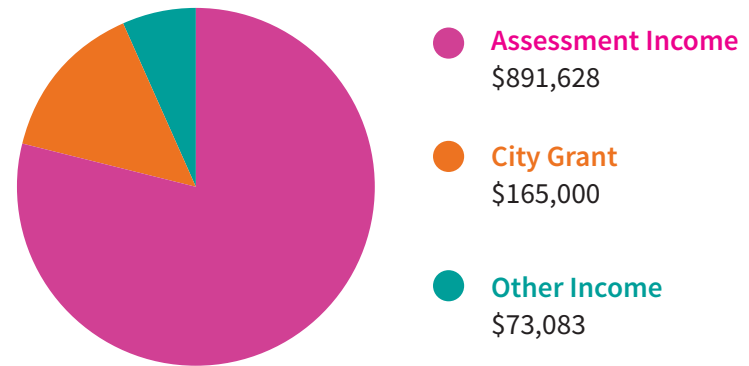
- **Design & Physical Enhancement** – maintenance & beautification
- **Economic Enhancement** – retention, recruitment & safety
- **Organization & Resource Development** – fiscal responsibility, community involvement & organizational effectiveness
- **Parking** – short and long term parking management and transportation opportunities
- **Promotions & Marketing** – special events, marketing, newsletters, social media & website



2018 STATEMENT OF ACTIVITIES

Drawing on reserve funds, the PDA Board of Directors authorized expenditures that exceeded annual revenues in order to proceed with critical planning and implementation work for the adopted Vision Framework from 2017. Annual expenditures and revenues are summarized in the table below; a complete copy of our 2018 Reviewed Financial Statement is available upon request.

2018 REVENUE: \$1,129,711



2018 EXPENDITURES: \$1,248,695

