

A large, stylized letter 'V' is the central graphic element. It is composed of two overlapping shapes: a dark red 'V' on the left and a lighter red 'V' on the right, creating a layered effect. The background is a solid dark red color.

Playhouse
Village

2019 ANNUAL REPORT

I will
forever be
in love
with you.
And
that's not
fiction.

WRDSMTH



A new mural by WRDSMTH graces the entrance of Vroman's Bookstore.

#Be

Our Mission

We promote economic vitality as the center of culture, commerce and community in the heart of Pasadena.

Staff

Brian Wallace
Executive Director

Jessica Calderon
Marketing & Membership Manager

Jonathan Kwok
Graphics & Communications Specialist

Christine Hewitt
Executive Assistant

Message from Our Chair

Nearly 25 years ago, the idea to celebrate and promote the community around the iconic Pasadena Playhouse emerged. As we know, this led to the designation of the Playhouse District, and ultimately the formation of the Playhouse District Association. After a quarter century, I'm thrilled to open the next chapter for our community with the announcement of our new identity: Playhouse Village.

Together, we are building on a legacy of growth and evolution, while embracing new ideas for an exciting future. But our new Playhouse Village identity is only one of many notable improvements and changes growing out of a multi-year effort to bring our community into the next exciting phase of growth and success.

Another of these exciting changes is the upcoming park to serve our resident population – my thanks to our Board and stakeholders who participated in this collaborative process. Rest assured, we will continue to be at the table as designs are finalized, maintenance plans are developed, and construction unfolds. This is the first of many truly transformative improvements for the newly-minted Playhouse Village – and we invite you to join us as we work towards even more.

Please review the information in this 2019 Annual Report to stay updated on our various efforts and initiatives. As always, all of our work relies on your engagement and support – and I invite you to dedicate your energy to our collective success by serving on a committee, participating in our planning work, or simply utilizing our many services.

Welcome to Playhouse Village!

Sincerely,
Bernard Chua



2019 Board Of Directors

Chair: Bernard Chua *Cushman & Wakefield/Swift Real Estate*

Vice Chair: Amy Korn *kornrandolph*

Treasurer: Joel Sheldon *Vroman's Bookstores*

Secretary: Wayne Hunt *Commercial Property Owner*

Colleen Carey *Lee & Associates*

Mario Cee *Lyd & Mo Photography*

Arash Danialifar *GD Realty Group*

Kory Kelly *Pasadena Playhouse*

Margie Lindbeck *Residential Property Owner*

Ken McCormick *Mill Creek Properties*

Lachlan Sands *Institute of Culinary Education*

*Board service terms changed in 2019 to a July-June timeframe.
Directors listed here are as of December 31, 2019.*

Evolving Our Village

Starting with 2017's Vision Framework, we have been instrumental in exploring and initiating significant improvements for our Village. The long-range plan focuses on several major physical initiatives such as streets and parking – and of course our brand identity – but importantly on open space.

Beginning with our identification and Board support of a plan for a public park at the Union/El Molino site, we successfully led an effort culminating in last year's City Council endorsement of this long-desired project. The City's concept design developed in late 2019 incorporates the needs of a rapidly-growing and diverse residential base and maintains essential public parking. The park design will be completed in mid-2020 and construction could occur as soon as late this year.

As vital part of Playhouse Village, the new park will be our first truly public gathering space, and we hope will be the first of many new efforts to continue our evolution. Collaborative partners in this effort included Homeowner Associations from:

- 128 N. El Molino
- Granada Court
- Oak Knoll Village
- Barcelona Apartments





The evolving design will retain parking and feature a range of park amenities.



This rendering of Lake Ave. shows the possibilities of an enhanced streetscape.

Beautifying Our Environment

Efforts to improve the pedestrian experience and visual impact of our Village streets hit high gear in 2019 with the first-ever Public Realm Enhancement Grants, designed to leverage stakeholder support for building and sidewalk/plaza area activation.

A key focus was also the development of detailed concepts for Colorado Boulevard, Lake Avenue and Mentor Avenue with local urban designers Moule & Polyzoides. The designs have created new momentum to transform key segments of these three highly-visible areas into more vibrant, beautiful streets for even greater investment. Ongoing efforts focus on identifying each design as a distinct project for implementation and funding.

Meanwhile, our maintenance program continued its essential work to eliminate graffiti, clean sidewalks, and remove litter, providing a superior environment for thousands of stakeholders each and every day.

2019 Accomplishments

495

Shopping Cart Retrieval/Removals

602

Biohazard Cleanups

3

Streetcape Designs Developed

1,000+

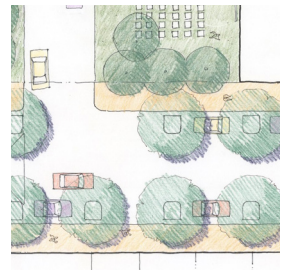
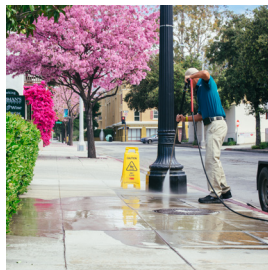
Sidewalk & Property Pressure Washing Services

30+

Trees Watered

2

Grant-Funded Art Installations



Serving Our Community

As an area experiencing rapid transformation, our range of services is increasingly seen as essential to maintaining a vibrant streetscape, safe residential environment, and thriving workplace.

A core service is our Ambassador Guides, operated by national business district vendor Block by Block since late 2016. In addition to their endless public realm maintenance work, they utilize hospitality and safety training to greet pedestrians, make regular contact with businesses, and assist residents with problems.

Of particular note in 2019 is the assistance in outreach and coordination with area homeless service providers, leading to the successful housing of four chronic street residents. Expanded collaboration with key property security teams also helped increase mutual effectiveness in keeping our streets safe.

2019 Accomplishments

3,087

Homeless Contacts

72

Emergency Service Calls/Assists

5,298

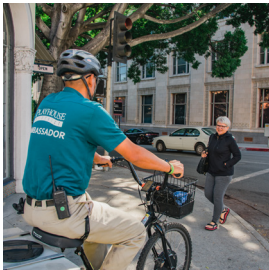
Business & Pedestrian Interactions

67

Panhandler Contacts

4

Assists in Housing Chronic Homeless Residents





Jose
Team Lead

A new pressure-washing trike helps Ambassador Guides tackle maintenance issues quickly.



Visitors of all ages
enjoyed the Día de Los
Muertos Celebration on
El Molino Ave.

Promoting Our Partners & Marketing Our Businesses

With a history of success in driving traffic, increasing awareness and fostering community, we expanded our offering of special events in 2019. The long-running Summer Jazz Concert Series was extended to feature three additional outdoor concerts. The first-ever Craft Beer Crawl on Mentor Avenue promoted this unique business and cultural destination by inviting visitors to enjoy beer tastings, live music, and lawn games. In partnership with Zona Rosa Caffe and Pasadena Playhouse, Dia de Los Muertos celebrated with musical performances, art exhibits and altars, arts & crafts for families, a silent disco party, and more.

The success of these new events along with our established programs, such as Wine Walk, Playhouse Block Party, Hi Neighbor, and Pasadena ArtWalk, attracted over 22,000 people to experience our community. In addition, two networking events brought together property owners, business owners, residents, and city staff. A new Cultural Program Grant created opportunities to support the Pasadena International Film Festival, LitFest Pasadena, and Boston Court's ArtNight Pasadena programming, helping reinforce our arts and culture niche.

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

2019 Accomplishments

22,000+

Event Attendees

10%

Social Media Followers Increased

376,565

Social Media Posts Reach

21%

Hi Neighbor Membership Increase

2,500+

Newsletter Subscribers

27% (Industry average is 17%)

Newsletter Average Open Rate

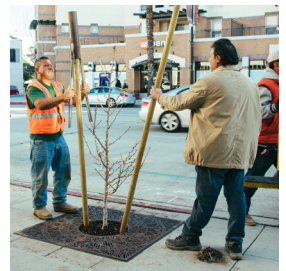
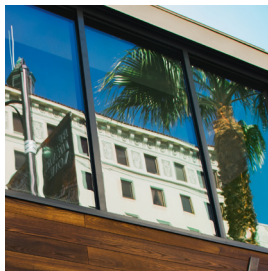
100+

Business Involvement

Managing Our Organization

Since 1996, we have 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, our non-profit is led by an 11-member Board of Directors. After minor committee reorganization for 2019, the Executive Committee oversees fiscal responsibility & organizational effectiveness, while other standing programming committees are:

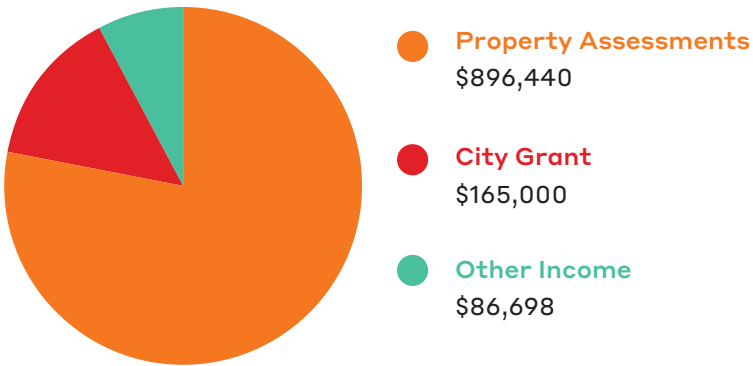
- **Economic Development & Transportation** – retention, recruitment and policy/advocacy
- **Parking Management** – on- and off-street parking program oversight & outreach
- **Promotions & Marketing** – special events, marketing, newsletters, social media and website
- **Safety & Maintenance** – safety, transient outreach and street maintenance
- **Streetscapes & Placemaking** – public realm activation, art projects



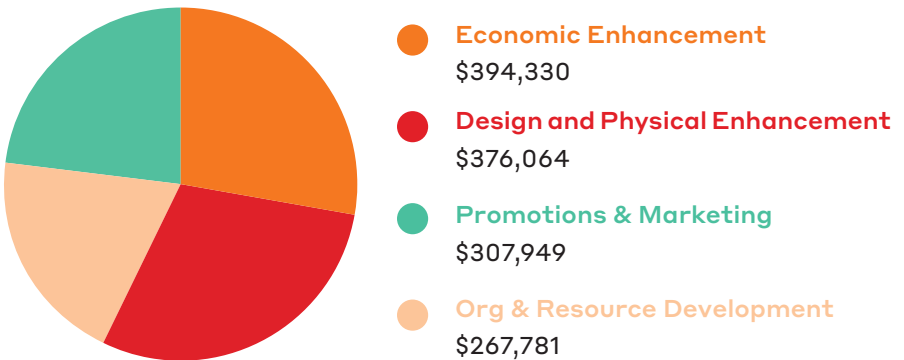
2019 STATEMENT OF ACTIVITIES

The combination of annual revenues and reserve funds expanded organizational capacity in urban design and advocacy, special events, and public realm enhancements during 2019. The table below is a summary according to our adopted Management District Plan budgetary structure; a complete copy of our 2019 Reviewed Financial Statement will be available in Q2 2020 and available upon request.

2019 REVENUE: \$1,148,138



2019 EXPENDITURES: \$1,346,124



Playhouse Village

In the heart of Pasadena

Playhouse Village Association

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Pasadena, CA 91101

626.744.0340

playhousevillage.org

  [playhousevillage](#)  [playhousevlg](#)