

A large, stylized letter 'V' is the central graphic element. The left side of the 'V' is a solid orange shape, while the right side is a light teal shape. The two shapes meet at a central point, creating a white space that forms the right half of the 'V'.

Playhouse
Village

2020 ANNUAL REPORT

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



Visitors gather on Colorado Boulevard to enjoy on-street dining and new businesses.

Message from Our Chair

I trust that this message – my final as Chair of the PVA – finds you well and resilient. I'm sure none of us realized what 2020 had in store after our exciting transformation to Playhouse Village which we announced in February 2020. In this year's Annual Report, you will learn how we came together to support our stakeholders by providing essential services with our Ambassador Guides, supporting our vital business and cultural community through innovative and critical assistance, and reconnecting with people in new ways in virtual meetings and programming.

This year we are also commemorating 25 years as an organization dedicated to you – our stakeholders and our community – to make our vision for this place come to life. When we formed in 1996, we were a small, business-based organization with a few anchors and dedicated stakeholders who decided the area needed a common purpose. Since then, we have grown to more than 500 members, six cultural venues, over 2,000 residential units, 45 restaurants and cafes, 2 million square feet of Class A office space, and much more.

It's pretty clear we've come a long way in 25 years – and to help ensure we're here for you in the future, please support your neighbors and vote to renew our primary funding mechanism: the property-based assessment district, or PBID. We've taken a lot of time to come up with a plan that addresses our current needs, sets some ambitions for implementing our vision, and is sensitive to the ongoing pandemic uncertainties. I want to thank all of those who worked tirelessly to come up with this term's plan and for all of you who have supported us along the way. Look for PBID ballots around June 1st, and I encourage you to vote "Yes" so we can continue serving all of you. See you around the Village!

Sincerely,
Bernard Chua



2020 Board Of Directors

Chair: Bernard Chua *Swift Real Estate*

Vice Chair: Amy Korn *kornrandolph*

Treasurer: Arash Danialifar *GD Realty Group*

Secretary: Wayne Hunt *Commercial Property Owner*

Colleen Carey *Lee & Associates*

Mario Cee *Lyd & Mo Photography*

Kory Kelly *Pasadena Playhouse*

Margie Lindbeck *Residential Property Owner*

Ken McCormick *Mill Creek Properties*

Lachlan Sands *Institute of Culinary Education*

Joel Sheldon *Vroman's Bookstores*

Directors listed here are as of December 31, 2020.

Unveiling A New Look

Early in 2020, the Playhouse Village Association (PVA), formerly known as the Playhouse District Association, announced the launch of its vibrant brand identity 'Playhouse Village,' focused on promoting the advantages of visiting, doing business and residing in Playhouse Village - in the heart of Pasadena.

In 1996, community members formed an organization to celebrate and promote the area around the iconic Pasadena Playhouse and they called it the Playhouse District. The last few decades have seen the area transformed, drawing more people and businesses to the neighborhood. The community now includes more cultural institutions, offices, residences, shopping, public art and more, all in a 32-block walkable downtown setting.

The new Playhouse Village name and logo, developed by DISTINCT_, reflect extensive research conducted with downtown stakeholders and the organization's staff, board and committee members. The evolution to becoming Playhouse Village is characterized by a thriving community offering diverse workplaces, institutions and residential properties, and a unique selection of dining, shopping, and artistic and cultural experiences.



New banners welcome visitors to Playhouse Village.

Providing Essential Services

The events of 2020 reinforced the role of the Ambassador Guides as essential to maintaining a safe, clean and welcoming urban district. From sanitizing public high-touch surfaces, careful patrols of streets and sidewalks, and coordination with businesses and properties related to protests and curfews, our Ambassador Guides responded to the year's unique needs with professionalism and dedication.

Ambassadors also continued their regular maintenance to eliminate graffiti, pressure-wash spills and biohazards, and remove litter, ensuring a clean and well-maintained public realm for the return of visitors, workers and residents as economic and pandemic conditions improved.

Some highlights of our Ambassador Guides' accomplishments for 2020 include:

889

Shopping Carts Retrieved

1,779

Transient Encounters

3,920

Hotspot Area Patrols

217

Graffiti Tags Removed

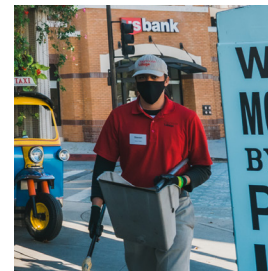
2,957

Pedestrian & Business Interactions

665

Biohazard Clean-Ups

Playhouse Village Ambassador Guides maintained a safe, clean and welcoming urban district.



Transforming Our Village

Creating welcoming outdoor environments that support enhanced business activity was of paramount importance in 2020, and Playhouse Village was able to respond with our Village AI Fresco program. With restrictions on indoor dining in place for most of the year, the PVA helped dozens of Village eateries transition or expand their outdoor dining options to maximize revenue and provide safe experiences.

The most dramatic enhancement came on Colorado Boulevard, where a partnership with the City of Pasadena transformed our iconic street in ways consistent with our approved streetscape design. The new angled parking and street dining areas created a distinct destination which received local and regional media coverage, bringing much-needed attention to the heart of Playhouse Village and our vital restaurant and café scene.

Some of the noteworthy accomplishments of Village AI Fresco included:

26
Restaurants and Cafes Offer
Outdoor Seating

\$38,000
in Outdoor Dining Enhancement
Grants and Support

25
Media Coverage Spots

208,449,000
Media Reach



Colorado Boulevard was transformed as Village eateries transitioned or expanded their outdoor dining.

Preparing for the Future

We responded to the COVID-19 interruption with a refocused effort to support our businesses to meet the challenges and opportunities this unprecedented moment offered for Playhouse Village. Within days of the shutdown, the PVA launched an online COVID-19 resources and information center for business owners looking for the latest guidelines, critical support programs, and webinars for topics from navigating loan applications to developing marketing strategies in a pandemic. The PVA team continually monitored updates and shared these both on the website and in dedicated e-newsletters to stakeholders.

The PVA also quickly implemented an array of strategies to communicate ongoing changes to consumers. The online shopping and dining directories were completely redesigned to easily find businesses offering curbside pickup, takeout & delivery, gift card sales, online shopping, and outdoor dining. As events transitioned to virtual formats, our online calendar of events was changed to feature these new programs produced by Village businesses and organizations. *Neighborhood Nights*, our monthly meet-up for residents, changed formats with the launch of a new video series *In the Village with Mr. Pasadena* that highlighted local businesses and new initiatives like Village AI Fresco.

The PVA supported our businesses as they adjusted to this multi-channel environment with two new grant programs that awarded \$19,000 in funding in 2020. The Social Distance Event Grant sponsored programs and events that created social connection of diverse groups of people while also following public health guidelines. Businesses were awarded grants for virtual workshops, online streaming of programs, and more. This year proved that having a robust, well-positioned online presence is critical for business. The new Digital Marketing Grant helped businesses that have been impacted get back on their feet by adding e-commerce capabilities, redesigning websites, and using new online platforms and tools. Taking a strategic approach to digital marketing served as an emergency response to meet immediate needs, but also provides long-term value long after recovery. Some of our noteworthy milestones in 2020 included:

583

Virtual Events & Programs Promoted

2,500+

Newsletter Subscribers

21,382

Socia Media Posts Reach

29% (Industry average is 17%)

Newsletter Average Open Rate



Businesses participated in Village-wide campaigns designed to encourage patronage of local shops and eateries.

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:

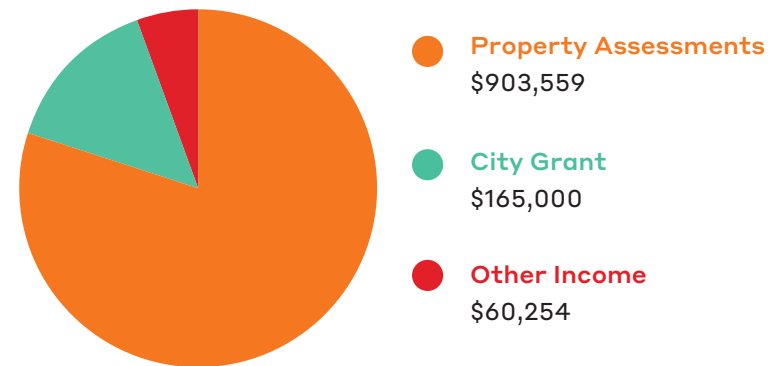
- **Economic Development & Transportation** – retention, recruitment and policy/advocacy
- **Parking Management** – on- and off-street parking program oversight & outreach
- **Promotions & Marketing** – special events, marketing, newsletters, social media and website
- **Safety & Maintenance** – safety,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



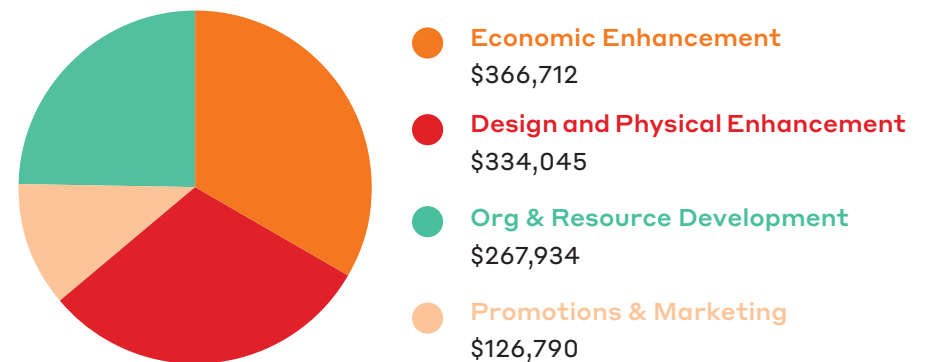
2020 STATEMENT OF ACTIVITIES

Through our regular assessment and City revenues, our Board adjusted the PVA budget to best address stakeholder needs during the pandemic. The table below is a summary according to our adopted Management District Plan budgetary structure; a complete copy of our 2020 Reviewed Financial Statement will be available in Q2 2021 and available upon request.

2020 REVENUE: \$1,128,813



2020 EXPENDITURES: \$1,095,490



Playhouse Village

In the heart of Pasadena

Playhouse Village Association

709 E. Colorado Blvd., Ste 160
Pasadena, CA 91101

626.744.0340

playhousevillage.org

 @playhousevillage  playhousevlg