

A large, stylized letter 'V' in a light orange color, centered on a darker orange background. The 'V' has a slightly irregular, hand-drawn appearance with rounded corners and a small gap at the bottom.

Playhouse
Village

2021 ANNUAL REPORT

Message from Our Chair

Greetings, Playhouse Village!

It's an exciting time to be involved with our tremendous organization. When I relocated to Playhouse Village as a homeowner in our still-emerging urban community 15 years ago, I could never have imagined the journey we would all take together. This journey has been made possible by the dedication of you, our stakeholders, and I'm pleased to share some of our recent accomplishments.

2021 began with one of the most challenging set of conditions our business and cultural partners have likely ever seen, which made the renewal of our Property-Based Improvement District (PBID) far from assured. But despite global headwinds, the resolve of our community – our Village – proved that we are here for the long haul, and our property owners responded with a resounding 90% approval vote.

The PBID renewal provided the wind in the sails to help our community not only adapt but to improve where we can. To this point, as the community embraced outdoor dining, we worked to enhance our on-street dining program to create a more walkable and enjoyable experience on Colorado Boulevard. We held our first in-person event in two years with Dia de los Muertos, and expect our community to serve as its permanent festival location. We revamped our Ambassador Guide program to get ready for service expansions at our new park and along North Lake Avenue. We partnered with the City of Pasadena to celebrate the groundbreaking of Playhouse Village Park – a park with a name, finally! We secured our commitment to an active park and vibrant streets through the formation of the Playhouse Village Foundation, a 501(c)3 charitable nonprofit organization. And we welcomed the construction of several new residential developments as well as the opening of many new businesses, all indicating a bright future for Playhouse Village.

These are only a few of the highlights for a challenging yet productive year for Playhouse Village. I hope you – like me – are thrilled for our new opportunities as we continue to recover from the last two years.

As they say, it certainly “takes a Village”!

Sincerely,
Margie Lindbeck



2021 Board Of Directors

Chair: Margie Lindbeck *Property Owner/Resident*

Vice Chair: Arash Danialifar *GD Realty Group*

Treasurer: Colleen Carey *University Club of Pasadena*

Secretary: Wayne Hunt *Commercial Property Owner*

Michael Cook *Kaiser Permanente*

Mario Covarrubias *Lyd & Mo Photography*

Kory Kelly *Pasadena Playhouse*

Amy Korn *kornrandolph*

Ken McCormick *Mill Creek Properties*

Lachlan Sands *Institute of Culinary Education*

Joel Sheldon *Vroman's Bookstores*

Directors listed here are as of December 31, 2021.

A Growing Village

In 2021, Playhouse Village property owners were faced with a pivotal decision: whether to renew the property-based improvement district (PBID) in the midst of the ongoing challenges of the pandemic. Established in 2001, the Playhouse Village (then District) PBID has for over 20 years provided supplemental services to property owners and their tenants, including hundreds of businesses, institutions, offices, residents and students. With the prospect of losing these now essential services and unpredictable post-COVID recovery, property owners voted with resounding support to renew the PBID through 2027.

Notable enhancements funded with the PBID renewal include much-needed safety and maintenance services at the Lake Avenue Metro station, plans to provide Ambassador Guide coverage for the park under construction on Union Street, and a focused commitment to implementing our vision for Playhouse Village streets and public spaces. With services now guaranteed through 2027, property owners and our many visitors can expect to see even more accomplishments for enhanced experiences throughout Playhouse Village.

Thank you, Playhouse Village property owners!

90%

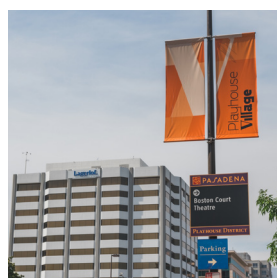
Property Owner Vote in Support

6

More Years of PBID Services

2

New Service Expansion Blocks





The City of Pasadena and Playhouse Village Association break ground on the first park in the neighborhood.



Playhouse Village
Ambassador Guides
provide a sense of
security and
cleanliness, but also
serve as a welcoming
presence.

Safety & Maintenance

With a focus on recovery and rebuilding, 2021 brought significant changes to the highly-valued Ambassador Guide program. A new operations manager arrived in late summer and worked to build a bigger, stronger team in anticipation of new services to begin in January 2022. With new patrol areas and services in mind, Ambassadors grew their coverage and ability to address even more property owner, business, and resident needs. As street resident outreach resumed, Ambassadors were instrumental in connecting housing resources to some of our most chronic and vulnerable individuals.

A return of foot traffic to our offices and businesses spurred Ambassadors to continue emphasizing maintenance to eliminate graffiti, pressure-wash spills and biohazards, and remove litter, ensuring a clean and well-maintained public realm.

Some highlights of our Ambassador Guides' accomplishments for 2021 include:

614

Shopping Carts Retrieved

1,630

Transient Encounters

2,884

Hotspot Area Patrols

415

Handbills & Stickers Removed

150

Street Tree Wells Cleaned

728

Biohazard Clean-Ups



Streetscapes & Placemaking

Building on the transformation of Colorado Boulevard in 2020 in partnership with the City of Pasadena, Playhouse Village continued to operate and maintain a communal dining area serving up to five restaurants on Colorado Boulevard as outdoor dining remained an essential element for Playhouse Village.

To develop a long-term approach to the successful Village Al Fresco on-street dining program, Playhouse Village worked with local design firm Moule & Polyzoides to design a prototype of a street dining pavilion in 2021. The pavilion would provide modular, consistent and quality design approaches for a more permanent approach to on-street dining. Implementation is planned for 2022.

In addition, through generous contribution from Kaiser Permanente, one of our signature crosswalk art installations was replaced at the critical gateway in front of the new KP School of Medicine.

557

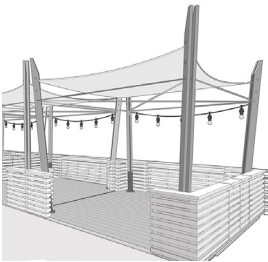
Outdoor Dining Ambassador Guide coverage hours

41

Umbrella Rentals for Village Al Fresco

500

Square Feet of Crosswalk Art Replaced





Playhouse Village continues to build on the success of the outdoor dining areas on Colorado Blvd.



Over 2,000 visitors gathered to celebrate Dia de los Muertos in Playhouse Village.

Promotions & Marketing

Amid another year of unexpected challenges and opportunities, we continued to be a trusted resource and advocate for our businesses. We regularly briefed business owners on new developments with COVID-19-related guidelines, support programs and small-business webinars through our website and dedicated newsletters to businesses.

As business sectors reopened, we continued to ramp up marketing initiatives to support our businesses and promote Playhouse Village as a safe and enjoyable place to visit, live and work. We partnered with the City of Pasadena and Pasadena Visitors Bureau on citywide campaigns such as *626 Day* and *From Pasadena, With Love* that encouraged support of local businesses. We also created campaigns on our own platforms spotlighting neighborhood retailers such as *You Eat, We Treat* which awarded prizes to customers that dined at local eateries. As offices made return to work plans, we launched a new campaign to get ready to welcome workers back with a dedicated webpage and newsletter highlighting new and existing businesses that are open, neighborhood amenities, and updates on local happenings. The PVA's ongoing digital marketing efforts include maintaining our website, sending monthly e-newsletters, and growing a robust social media program.

After two years without in-person programming, we partnered with Mercadito Monarca to continue the tradition of our *Día de los Muertos* (Day of the Dead) celebration. Arcade Lane was transformed into a beautiful Mexican Zócalo featuring live performances, arts & crafts activities, artisan vendors, and a self-guided tour of a curated collection of altars created by local artists and community partners.

21%
Social Media Followers Increase

2,400+
Newsletter Subscribers

220,006
Social Media Reach

29% (Industry average is 17%)
Newsletter Average Open Rate



Economic Development & Transportation

With uncertainty in the return to offices, theatres and dining throughout 2021, Playhouse Village was nonetheless fortunate to provide a stable, investment-worthy environment. Notable in 2021 was the number of active residential and mixed-use projects that broke ground and are now under construction. With several hundred units to be delivered in 2022 and hundreds more planned, this growing sector provides new customers for our many institutions and businesses, and brings vitality to our streets. In fact, 2021 saw the opening of 10 new retail establishments, including Modern Animal which caters to the area's resident pet owners.

Emphasis for the year focused on advocacy during the ongoing update of the City's Central District Specific Plan (CDSP), which would open the opportunity for new mixed-use and housing development on several blocks of North Lake Avenue. The CDSP update continues in 2022 and provides a rare opportunity to shape the post-COVID economic recovery of Playhouse Village.

800

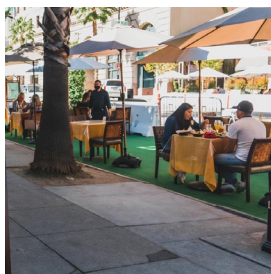
Housing Units in Development

4

Residential/Mixed-Use Projects Broke Ground

10

New Retail Business Openings





616

Modern Animal

Modern Animal is just one of the new businesses that opened in Playhouse Village this year.

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. The Executive Committee oversees fiscal responsibility & organizational effectiveness, while other standing programming committees are:

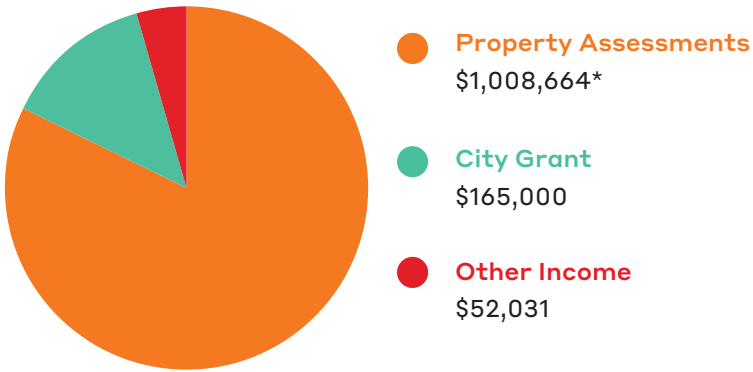
- **Economic Development & Transportation** – retention, recruitment, policy/advocacy, and parking oversight
- **Promotions & Marketing** – special events, marketing, newsletters, social media and website
- **Safety & Maintenance** – safety, transient outreach and street maintenance
- **Streetscapes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



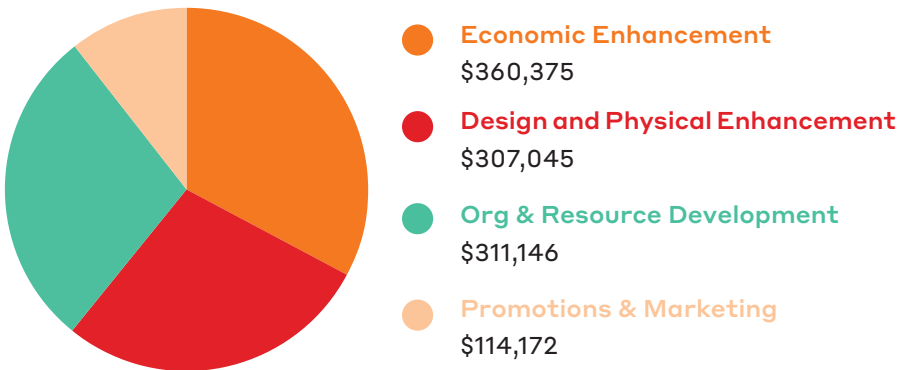
2021 STATEMENT OF ACTIVITIES

The table below is a summary according to our adopted Management District Plan budgetary structure; a complete copy of our 2021 Reviewed Financial Statement is available upon request.

2021 REVENUE: \$1,225,695



2021 EXPENDITURES: \$1,092,737



* includes revenue received in 1/22 but should have received in 12/21.

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

Christine Hewitt
Executive Assistant

Playhouse
Village

In the heart of Pasadena

Playhouse Village Association

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