



THANK YOU TO OUR SPONSORS:  
PLAYHOUSE Village FOUNDATION  
**ICE HOUSE**  
PLAYHOUSE Village

# Playhouse Village

# 2023

ANNUAL REPORT

In 2023, we finally saw life return across the board, with a full calendar of events, live entertainment, business openings, groundbreakings and new developments in Playhouse Village. And we came together as a community to tackle growing challenges and continue building community.

With a full year of programming possibilities and with the support of our sister organization, Playhouse Village Foundation, the PVA continued to build community at our gathering place, Playhouse Village Park. From long-running summer jazz concerts to fitness classes and daily games, we successfully leveraged the park to bolster awareness, build our brand, and expose visitors to our array of business and cultural partners. And with an even bigger partnership planned for 2024, I think you'll agree we're investing wisely in our future so we can all benefit from this amazing public space.

We also welcomed new businesses and celebrated what's to come with significant new investments going ahead, including groundbreaking for our first hotel. And to assist with adjustments to new working and customer habits, we conducted extensive outreach to our retail community in order to develop the best services possible.

But 2023 was not without its challenges. With the pandemic behind us, the slow return to office and increase in our unhoused population and those with substance issues have meant that our clean and safe program has never been in greater need. Working with multiple partners to tackle regional issues that frequently impact life in Playhouse Village, we began a long-term initiative to address the challenges at the Lake Avenue Metro Station, along with daily efforts to combat retail thefts, clean graffiti, and keep our park safe for families.

Through it all, we've remained diligent, available and responsive to stakeholder needs, so I know you'll join me in recognizing the ongoing efforts to create a vibrant Playhouse Village in 2023, with a view to an even brighter future.

Thank you, Playhouse Village!

Sincerely,  
Brian Wallace  
President/CEO

# 2023 Board of Directors

## **Chair**

Arash Danialifar *GD Realty Group*

## **Chair-Elect**

Margie Lindbeck *Residential Property Owner*

## **Immediate Past Chair**

Colleen Carey *University Club of Pasadena*

## **Treasurer**

Brian Alan Baker *Law Office of Brian Baker*

## **Secretary**

Kory Kelly *Pasadena Playhouse*

Julia Cowlshaw *Vroman's Bookstore*

Elliott Gabay *Charles Company*

John Hornick *John Hornick CPA*

Ken McCormick *Mill Creek Properties*

Cheryl Rizzo *Boston Court Pasadena*

*Directors listed here are as of December 31, 2023.*



Ambassadors set up and clean furniture in Playhouse Village Park daily.





## Cleaning and Improving Our Neighborhood

The PVA's Ambassador Guides are our frontline workforce keeping our streets, sidewalks and spaces clean and safe every day. In 2023, we shifted resources to combat serious challenges including substance abuse incidents, sometimes requiring direct medical intervention. Ambassadors interacted daily with the local unhoused population, providing essential, responsive services to stakeholders while building relationships and encouraging support services.

North Lake Avenue and Playhouse Village Park are two areas of special attention, and Ambassadors worked to build collaborative and proactive relationships with local government partners to address quality of life issues at these two visible public amenities. In addition to patrolling activity hotspots, Ambassadors covered all 34 service-area blocks with sidewalk pressure washing, litter removal, and graffiti abatement, ensuring a clean and well-maintained public realm.

**44%**

Increase In Transient Encounters Over 2022

**14,759**

Hotspot Patrols

**3,286**

Biohazard Clean-Ups

**401**

Calls For Police Or EMS Assistance

**71**

Tons Of Litter And Debris Removed



Friends and families gather to watch a film under the stars at the first movie series at Playhouse Village Park.





## Building Community

With the invaluable support of the Playhouse Village Foundation, the PVA executed a full-year event calendar at Playhouse Village Park for the first time. Events included Jazz In The Park, Fitness In The Park, Movies In The Park, Bark In The Park, daily large-scale games, and festive holiday tree and menorah lightings.

Each event created an opportunity to engage local businesses and cultural partners to create awareness and new customers. The unique partnership between PVA, PVF and the City of Pasadena ensures a sustainable funding and programming approach dedicated to building community in the heart of Pasadena.

**26**

Total Event Calendar Days

**4,300**

Total Event Attendees

**15**

Sponsor and Business Participants

**5**

Shade Umbrellas  
Donated and Managed

**\$103,942**

Raised by the PVF



Customers now enjoy a delightful ambiance of outdoor dining at Village Al Fresco Pavilions, nestled along the iconic Colorado Blvd.





## Creating Vibrant Streets

Continuing on our vision to enliven our streets, the PVA celebrated the official unveiling of the transformational Village Al Fresco dining pavilions program. With their installation on Colorado Boulevard, the dining pavilions program represents a significant step towards transforming the street into a lively, human-scaled environment to let businesses thrive. Our creative partnership with the Playhouse Village Foundation created a mechanism for restaurant sponsorships, public grants, and private donations to support the PVA's initial investment. Funding and logistics partners included:

- Playhouse Village Foundation
- LA Metro/San Gabriel Valley Council of Governments
- Active San Gabriel Valley
- Anaya's Restaurant
- Tepito Coffee
- Oji Sushi
- City of Pasadena

With additional funding secured in partnership with the City of Pasadena in late 2023, support now exists for the annual removal for the Rose Parade, as well as potential future program growth on Colorado Boulevard and other streets.

**\$350,000**

Total Program Investment to Date

**\$40,224**

Support from PVF and Sponsor Participants

**\$1.5M**

Federal Grant Awarded to City of Pasadena for Outdoor Dining





— AUTHENTICALLY YOURS —  
**PASADENA**  
— SHOP LOCAL —

Playhouse Village creates opportunities for local businesses to authentically connect with our vibrant community.





## Empowering Our Stakeholders

PVA's marketing and communications focused on targeted programs, campaigns, and events to support our local businesses and engage the community. A comprehensive business survey provided valuable insights into key priorities for business owners such as social media for business, visitor and employee parking, safety concerns, and how to reach new customers. These findings have been instrumental in shaping our future programs and support services to address the needs of our business community.

To enhance our digital marketing efforts, PVA prioritized video content to connect with the audience and showcase our diverse local businesses. In addition to partnering with the City and Visit Pasadena for the annual holiday campaign "Authentically Yours, Pasadena," we also curated monthly content centered on cultural and holiday celebrations, including shopping guides, business owner profiles, and event listings. This initiative encourages year-round support for small businesses. Our website and monthly newsletter, "In the Village," remain essential sources for the latest on what is happening in Playhouse Village, featuring business highlights, new openings, and upcoming community events. Additionally, building partnerships with small businesses has been central to PVA's efforts, involving them in park events and activities to engage with the community and expand their reach.

**150,000+**

Social Media Reach

**2,600+**

Newsletter Subscribers

**48%**

Newsletter Open Rate Average

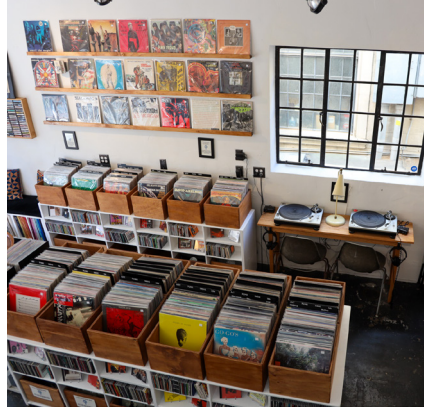
**70,000**

Website Views



When completed, the six-story AC Hotel by Marriott will be the first branded hotel in Playhouse Village.





## Embracing New Investments

In 2023, Playhouse Village welcomed the exciting groundbreaking of the AC Hotel by Marriott Pasadena, located at Madison and Colorado. This transformative project fills a critical gap in the street – and in our business community – which means we'll soon be able to enjoy a vibrant new destination and develop partnerships to promote cultural tourism.

Adding to the interest in developing residential in Playhouse Village, PVA's advocacy was vital in the City Council's adoption of a new Central District Specific Plan. This critical step finally creates housing opportunities on Lake Avenue, boosting the economic revitalization of this critical gateway. 2023 also saw the completion of the Union Street Protected Bike Lane and beginnings of work on Lake Avenue for pedestrian enhancements, continuing to enhance the environment for office workers, residents and visitors.

**9**

New Retail Business Openings

**155**

Residential Units Completed

**11**

New blocks for housing opportunities

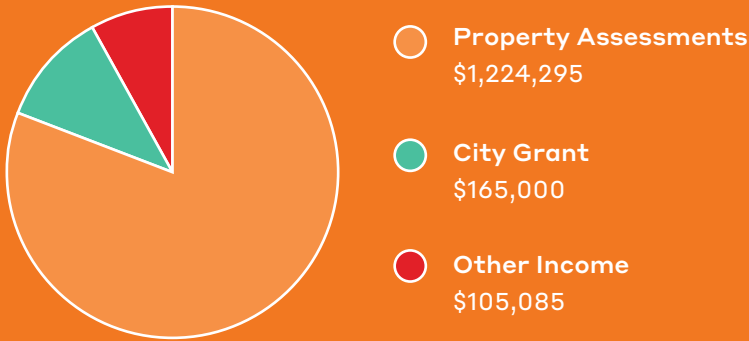
**6**

Mixed-use projects underway or in review

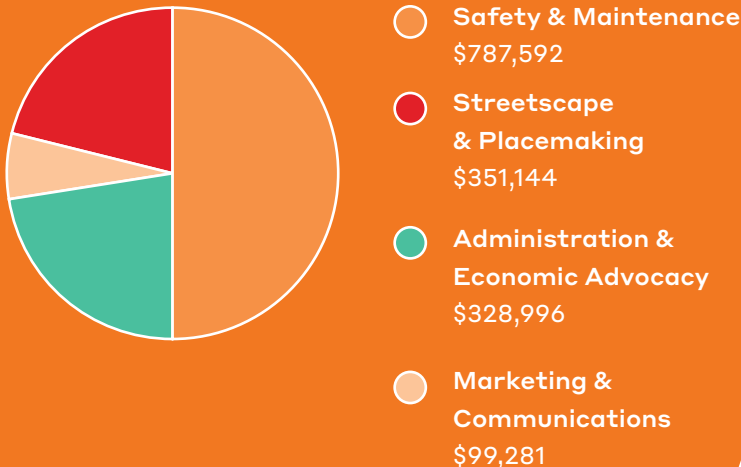
## 2023 Statement of Activities

Annual expenditures exceeded revenues due to one-time charges for the Village Al Fresco dining pavilions, which used a combination of reserve and grant funds. Expenditures also prioritized vital clean and safe services, which which total in excess of \$850,000 split into two program service areas as outlined below.

### 2023 Revenue: \$1,494,381



### 2023 Expenditures: \$1,567,013





## Ensuring Accountability

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 programming committees are:

- **Economic Development, Transportation & Parking**
  - retention, recruitment and policy/advocacy
- **Marketing & Communications**
  - marketing, newsletters, social media and website
- **Public Realm Design & Activation**
  - Playhouse Village park activation, Village Al Fresco program, art and streetscape projects
- **Safety & Maintenance**
  - safety, transient outreach and street maintenance



## Our Mission

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

## Staff

**Brian Wallace**  
President/CEO

**Jessica Calderon**  
Marketing & Membership Manager

**Jen Montoya**  
Communications &  
Community Engagement Specialist

**Christine Hewitt**  
Executive Assistant



# Playhouse Village

In the heart of Pasadena

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

626.744.0430 | [playhousevillage.org](http://playhousevillage.org)

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