



# Playhouse **Village**



# 2024

## ANNUAL REPORT

# Message from the Chair

Greetings Playhouse Village property owners, businesses, residents and stakeholders!

I'm proud to bring this message about our efforts in 2024 to provide the essential services, advocacy and support that make our organization so impactful.

As a repeat Chair of your Board of Directors, I have a long-term view of the PVA and the transformation that we and Playhouse Village as a whole have made over the years. I can tell you that in that time, I've seen us come together to develop a shared vision, support our community during and after a pandemic, and emerge with robust partnerships and commitment. Over the past year, the PVA remained dedicated to our core mission of promoting economic vitality through our provision of essential services, advocacy, and promotional efforts despite ongoing headwinds. And as a Board, we've taken a long view of being responsible financial stewards, which we hope you can appreciate in our new office space which is here to serve you.

Playhouse Village is still in transition – away from an over-reliance on “imported” activity and towards a community-based model of economic sustainability. It's with this in mind that we continued to emphasize creating spaces for people to feel welcome and engaged, largely visible in our efforts in Playhouse Village Park. With the support of our sister organization, Playhouse Village Foundation, the PVA continued to build community through sponsored events all year long. Our transformation of Colorado Boulevard into a true heart of our “village” continued as well, along with efforts to turn around the economic trajectory of Lake Avenue. With recent improvements and major investments on both streets underway in 2024, I believe we've turned a corner and can see an even more vibrant future ahead.

Our strategic efforts in community-building would not be possible, however, without the daily work on the ground by our staff and invaluable Ambassador Guide program. They are on the front lines talking to you, resolving problems, and developing creative support to help us all thrive. So, despite the challenges we may encounter out there on some days, know that our team is there for you each and every day.

You'll find more details on our activities throughout 2024 in the following pages. In the meantime, thank you for all you do to support Playhouse Village and the PVA!

**Brian Alan Baker**  
Board Chair

# 2024 Board of Directors

## Chair

Brian Alan Baker *Blinn House Foundation*

## Chair-Elect

Cheryl Rizzo *Boston Court Pasadena*

## Immediate Past Chair

Arash Danialifar *Property Owner, GD Realty*

## Treasurer

Marjorie Lindbeck *Property Owner/Resident*

## Secretary

Julia Cowlshaw *Vroman's Bookstore*

Colleen Carey *University Club*

Veronica Dziengielewski *Swig Company*

Elliott Gabay *Property Owner, Charles Company*

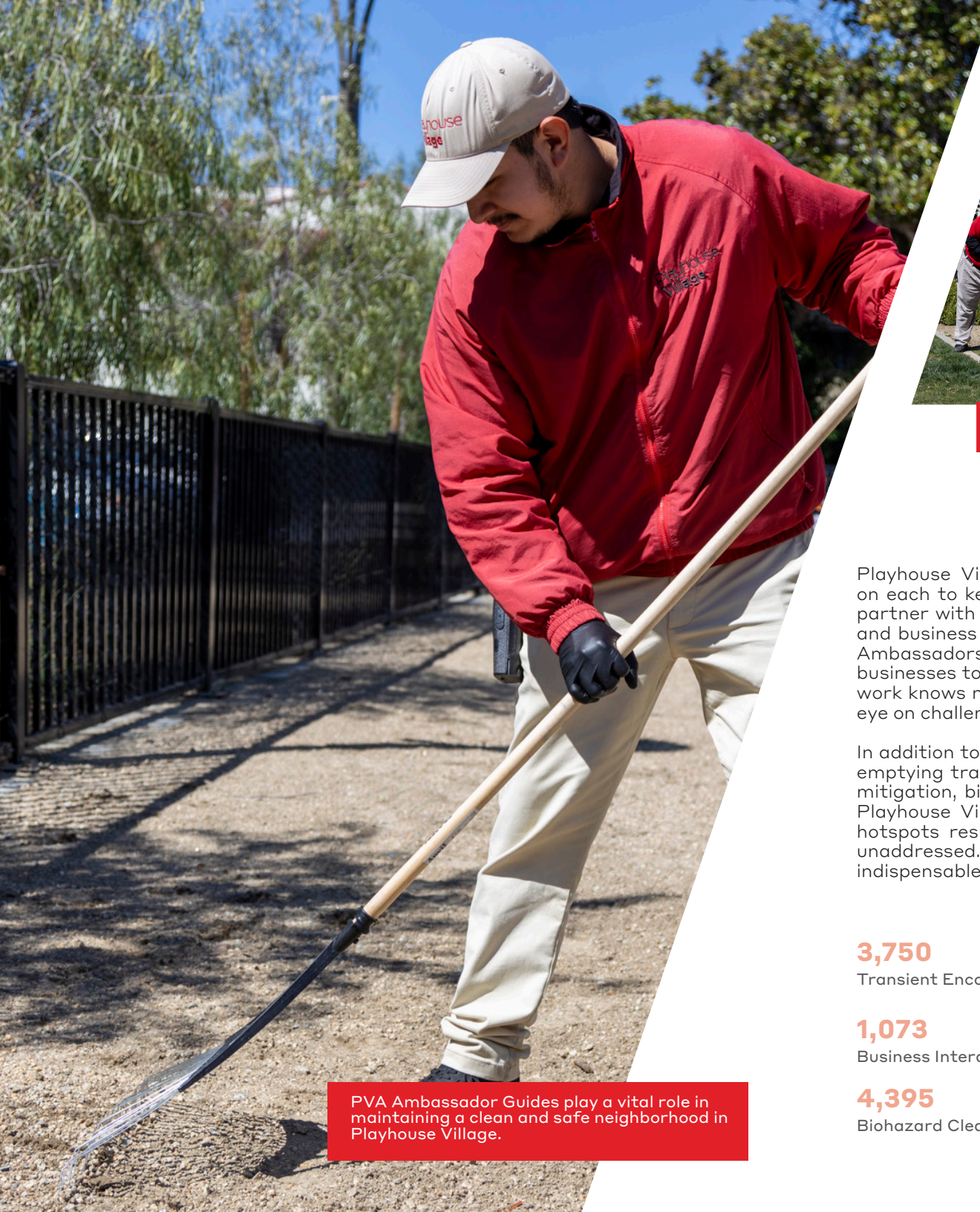
John Hornick *John Hornick CPA*

Blake Longo *AJ Longo & Associates*

Alex Wang *Pasadena Playhouse*

*Directors listed here are as of December 31, 2024*





## Essential Essential Services

Playhouse Village Ambassador Guides provide essential services daily on each to keep each of our 34 blocks cleaner and safer. Ambassadors partner with Pasadena Police, homeless service providers, and property and business owners to address a range of quality of life concerns. Our Ambassadors greet pedestrians, provide assistance, and check on our businesses to ensure resources are provided where they're needed. Their work knows no limits, with quick and responsive service while keeping an eye on challenges ahead.

In addition to routine efforts of cleaning sidewalks, removing graffiti and emptying trash bins, 2024 saw continued emphasis on substance abuse mitigation, biohazard removals and removing encampments. Efforts at Playhouse Village Park, Lake Avenue Metro Station and at numerous hotspots resulted in tangible results that would otherwise have gone unaddressed. Their work continues to be of top priority, and their value is indispensable to the success of Playhouse Village.

**3,750**

Transient Encounters

**1,073**

Business Interactions

**4,395**

Biohazard Clean-Ups

**67%**

Increase in Calls For  
Police Or Ems Assistance

**17,450**

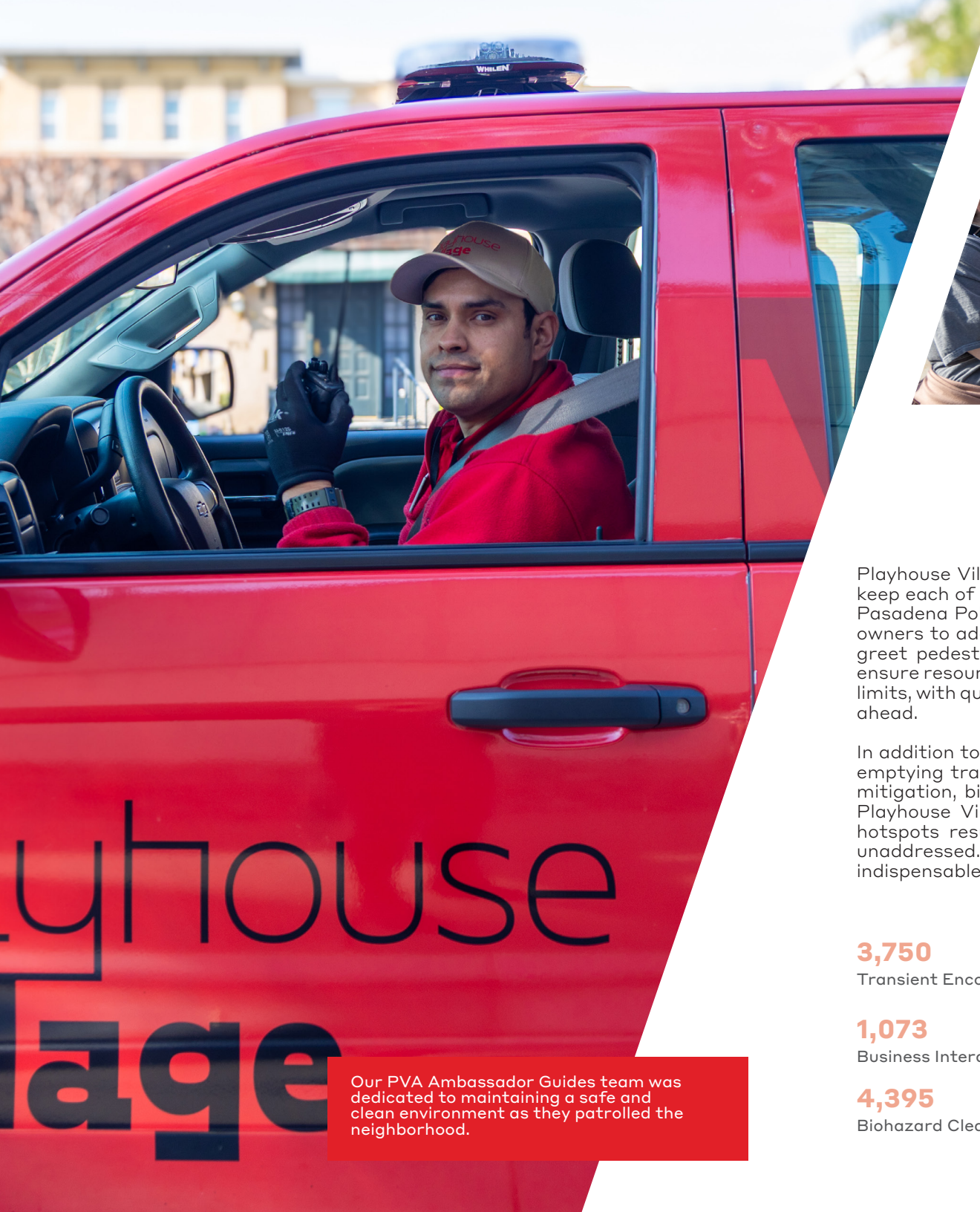
Pedestrian Interactions

**588**

Graffiti Removals

PVA Ambassador Guides play a vital role in maintaining a clean and safe neighborhood in Playhouse Village.





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Graffiti Removals

Our PVA Ambassador Guides team was dedicated to maintaining a safe and clean environment as they patrolled the neighborhood.





## Effective Partnerships

The PVA accomplishes its mission not only through the dedication of staff and our volunteer Board of Directors, but also through partnering with organizations to grow our capacity. In 2024, we saw strategic partnerships grow and demonstrate success, particularly in the area of activating our streets and spaces.

Founded three years ago, the Playhouse Village Foundation is a vital partner in making Playhouse Village Park a cherished community asset. Each event created an opportunity to engage local businesses and cultural partners such as The Ice House, Landmark Theatres, and Pasadena Playhouse to create awareness and new customers. Our unique partnership between PVA, PVF and the City of Pasadena ensures a full-scale commitment to building community in the heart of Pasadena at Playhouse Village Park.

New partnerships in 2024 included the City of Pasadena, whose support to leverage Federal grant funds helped provide long-term sustainability to our Village Al Fresco Dining Pavilions program. And 2024 also saw the return of the beloved Pasadena ARTWalk event, a Playhouse Village tradition for over 15 years. In partnering with Jackalope Arts, ARTWalk returned to Green Street after the pandemic hiatus, this time bigger and better than ever.

**18**

Sponsor and Business Participants

**\$150,000**

Federal Grant Funds Awarded for Outdoor Dining

**175+**

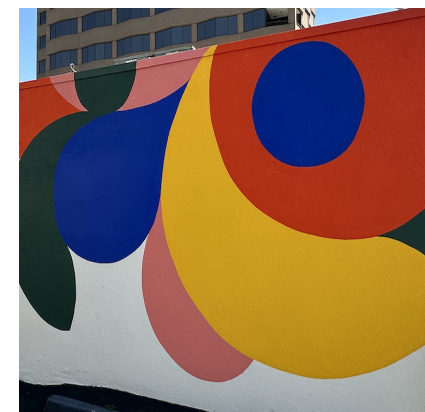
Artisan Participants in ARTWalk by Jackalope Arts

**\$65,000+**

Raised by PVF to Support Playhouse Village Events and Initiatives

Over 5,000 visitors celebrated the return of Pasadena ARTWalk on tree-lined Green Street.





## Energized Spaces

Through the partnership with PVF, Playhouse Village Park was a hub of community activity in 2024. The PVF funded and leveraged corporate and individual sponsors to ensure events such as Play In The Park, Jazz In The Park, Movies In The Park, Beach Party In The Park, and Bark In The Park occurred, each drawing hundreds of residents and visitors.

Colorado Boulevard continues its journey to a more thriving destination with the continuation of Village Al Fresco, helping provide more space for economic activity at area restaurants. Adding to our enhanced public realm, initial enhancements along Lake Avenue were completed in 2024. New pedestrian-scaled lighting, murals, and a new area for future public art help the steady transformation of the corridor into an attractive and active place for employees, visitors and residents.

And 2024 was also a year of preparation, with the PVA approving designs for new banners and our beloved crosswalk art for implementation in 2025 – so more is on the way!

**28**

Total Event Calendar Days  
Not Including Daily Games

**4,700**

Total Park Event Attendees

**3**

Dining Pavilion Locations

**3**

New Murals

Friends and families enjoyed jazz music performances at Playhouse Village Park every Sunday for nine weeks.





Our holiday campaign encouraged supporting our business community and making a big impact by shopping small in Playhouse Village.



## Engaging Community

PVA's marketing and communications strategy was focused on building strong partnerships to amplify local businesses and engage the community. Our digital marketing engagement efforts include maintaining our website, sending monthly e-newsletters, and growing a robust social media program. Through collaborations with businesses and partners, we created dynamic social media content that expanded our collective reach. We highlighted the unique offerings of Playhouse Village with shopping guides, business profiles, event highlights, and cultural celebrations. We also partnered with City of Pasadena and Visit Pasadena on a holiday campaign encouraging support of local businesses, that launched on Small Business Saturday with a free tote bag giveaway. These efforts aimed to promote sustained support for our small businesses throughout the year.

PVA continued to build partnerships with local businesses, inviting them to participate in Playhouse Village events from leading activity booths and fitness workshops to providing park concessions and offering special dining deals during community events.

**250,785**

Social Media Reach

**2,700**

Newsletter Subscribers

**47%**

Newsletter Open Rate Average

**70,400**

Website Views





The new Mill Creek Properties development brought 145 additional residential units to Playhouse Village.



## Economic Activity

In 2024, Mill Creek Properties' new development brought new residential units to Union Street, filling our sidewalks with new residents, patrons and customers. The three buildings of Easton House, Catalonia and Brantwood each tailor to unique living needs and fill critical blocks in the northwest portion of Playhouse Village.

With our advocacy resulting in 2024's adoption of the Central District Specific Plan and an emerging Adaptive Reuse Ordinance, our success with residential and mixed-use development can now extend to areas such as Lake Avenue, where office buildings still face headwinds.

We celebrated the opening of new landmarks including Settebello and Star Leaf, both anchoring pivotal locations as they expand our culinary position and evening economy. And we are watching for completion of the AC Hotel by Marriott Pasadena in early 2025 to kick off even more partnerships for enhanced cultural tourism and economic vibrancy.

**11,620 sq ft**

Restaurant Space Opened

**145**

Residential Units Completed

**25%**

Growth in Casual Dining Sales

**11**

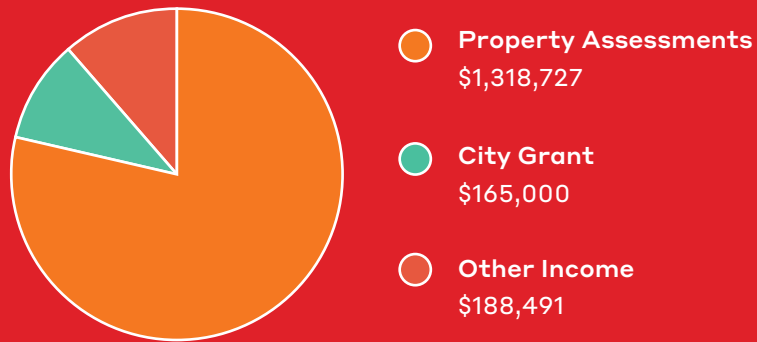
Blocks of North Lake Avenue  
Rezoned for Mixed-Use



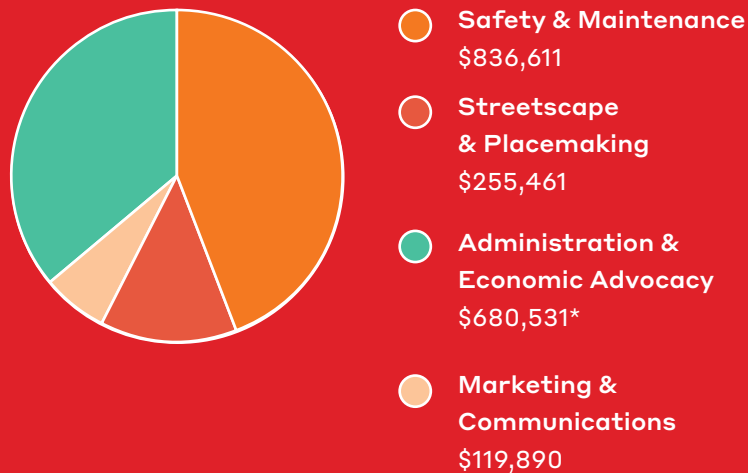
## 2024 Statement of Activities

The table below is a summary according to our adopted Management District Plan budgetary structure; a complete copy of our 2024 Reviewed Financial Statement is available upon request.

### 2024 Revenue: \$1,672,218



### 2024 Expenditures: \$1,892,493



\*The one-time PVA office construction project accounts for \$311,717 of this total



## Efficient Management

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.

With an eye on the long-term financial sustainability of the PVA, the Board of Directors committed funds in 2024 to the construction of a permanent office home for the organization. Through an extraordinary arrangement with one of our property owners, the PVA was able to enter into a nearly rent-free lease for a ground-floor location for over 25 years. This allowed the PVA to seek one-time funds for the buildout of the space, with a loan repayment period to end with the current PBID term in late 2027. Beyond that year into what we hope are successful PBID renewal terms for 2028 and beyond, the PVA will save approximately \$75,000 per year (at current going rates for ground floor space), funds that will be fed back into programs and services for all stakeholders.

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

- **Economic Development & Transportation** – retention, recruitment and policy/advocacy
- **Marketing & Communications** – marketing, newsletters, social media and website
- **Public Realm Design & Activation** – public realm activation, art 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**  
Director of Marketing & Activation

**Jen Montoya**  
Communications &  
Community Engagement Specialist

**Christine Hewitt**  
Executive Assistant



## Playhouse Village

In the heart of Pasadena

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Pasadena, CA 91101

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