



OLD PASADENA

MANAGEMENT DISTRICT

ANNUAL REPORT 2020



A MESSAGE FROM OUR LEADERSHIP

2020 was more than a challenge for Old Pasadena, it was a true test of determination and perseverance and the Old Pasadena community rose to that challenge in extraordinary form.

There are several reasons why Old Pasadena's businesses survived 2020 at a higher rate than most other regional business districts, not the least of which is the independent business owners themselves. Their creativity, ingenuity, drive, and extraordinary comradeship lifted us all up and readied us for the next challenge, of which there were many. Another reason was the extraordinary efforts on the city's part to act swiftly in approving crucial programs such as expanded outdoor dining areas, and additional curb space for quick and often contactless pick-up of retail purchases and restaurant to-go orders, while regular updates from the Health Department allowed us to keep businesses informed of frequent changes to health orders and safety precautions. Additionally, our local community rallied to support our independent businesses: ordering take-out, shopping online, following Instagram accounts of their favorites, and stepping up to make sure Old Pasadena made it through the storm. Lastly, at OPMD we diverted much of our resources to delivering to our stakeholders the best information on grant and funding opportunities, best practice for protocols, and where to find protective and cleaning supplies. We redesigned clean and safe programs to focus on new cleaning priorities and revised hours of guide patrol to maximize coverage with less foot traffic in the area. We also reallocated event funding to create marketing opportunities that directly supported our businesses financially while providing the foundation for social media and editorial campaigns. Everyone coming together, doing their part to help.

Community was a crucial component of 2020, and one of the year's highlights has been the "commUNITY" and "commUNITY Dining" campaigns, with district-wide collateral developed by Old Pasadena's own Farm Design. These initiatives not only created a visually united Old Pasadena, they helped sustain that state of mind... a community, working together to support each other through catastrophe, determined to overcome. We all took that word very much to heart, and it made all the difference.

Michael Placido
Board Chair 2020

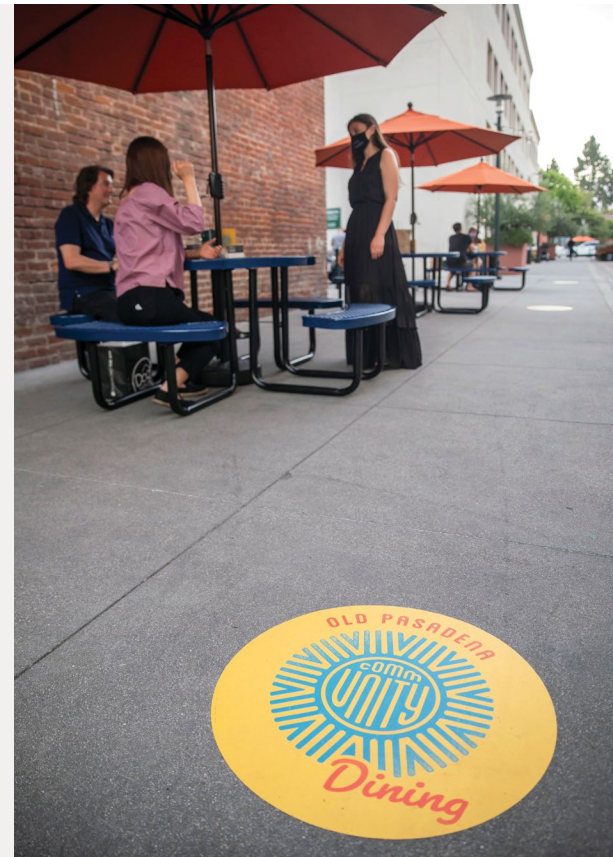
Mark Kim
Board Chair 2021

Steve Mulheim
President & CEO



AN IMPACTFUL YEAR

- Pivoted to become a resource of information regarding COVID-19 relief funding for district businesses.
- Converted office systems to support Old Pasadena remotely due to COVID health department restrictions.
- Successfully advocated for the city to allow emergency expansion of outdoor dining space stronger ordinances regarding sidewalk vending in the Central District.
- Redesigned district service hours and duties to align with new needs due to COVID restrictions.
- Worked closely with city staff to better support on-street dining space for restaurants.
- Purchased and installed picnic tables along Big Bang Theory Way to support more outdoor dining space for restaurants as well as outdoor break area for employees.
- Partnered with Pasadena Beautiful to plant 17 new street trees.
- Removed chain-link fencing along Big Bang Theory Way and installed bollards to improve esthetics and pedestrian experience.
- Processed 264,883 incident and property condition reports to keep Old Pasadena clean, safe, and well-maintained.
- Funded a “meals for seniors” campaign to support Old Pasadena restaurants while fulfilling a need at the Pasadena Senior Center and driving awareness of shop local on social media.



- Funded gift card giveaways to support Old Pasadena retailers while driving awareness of shop local on social media.
- Carved out curb spaces for Old Pasadena businesses to activate “pick-up” zones and maximize online or phone sales.
- Advocated for Old Pasadena priorities and interests at meetings of the City Council, the Planning Commission, the Public Safety Committee, the Economic Development and Technology Committee, and the Old Pasadena Parking Meter Advisory Commission.



INITIATED THE commUNITY CAMPAIGN

to recognize the combined strength and perseverance of our businesses and provide district-wide signage and safety precaution collateral.



A VISION FOR 2021

- Continue as a resource to Old Pasadena businesses for information regarding COVID-relief funding opportunities, as well as industry best practices and city/county/state requirements for safety precaution measures.
- Continue to refine the curbside dining platform program to improve esthetics and functionality.
- Work with the city to develop design improvements for on-street dining barricades.
- Work with the city to complete the sidewalk expansion project at Fair Oaks and Colorado Blvd., including the addition of a scramble crosswalk to match other Colorado Blvd. cross-walks.
- Replace holiday pole-mount lighting.
- Continue to create event-like marketing opportunities to support and highlight Old Pasadena businesses, such as Instagram giveaways and Senior Center meals programs.





FORMULAS & BOUNDARIES

ASSESSMENT REVENUES

Total number of assessed parcels	482
Total private property assessment dollars generated	\$1,350,223
Largest single assessment payment	\$100,325
Smallest single assessment payment	\$112

ZONING MAP



Zone	Lot Rate	Ground Rate	Non-Ground Rate
1	\$0.4175	\$0.3539	\$0.2085
2	\$0.3325	\$0.1786	\$0.1662
3	\$0.3604	\$0.2191	\$0.1800
4	\$0.3325	\$0.1786	\$0.1662
5	\$0.3513	\$0.2571	\$0.1754

STATEMENT OF ACTIVITIES

	2020	2019
Support and Revenue		
Assessment Property Owners	\$ 1,350,216	\$ 1,337,400
Contract Revenue, City of Pasadena	683,076	633,656
Parking Management Fees	177,454	171,952
Interest Income	1,401	1,560
Total Support and Revenue	\$ 2,212,147	\$ 2,144,568
Expenses		
Program Services		
Maintenance	\$ 706,131	\$ 680,353
Security	673,384	654,857
Marketing and Promotion	326,097	334,074
Parking Management	163,630	169,839
Total Program Services	1,869,242	1,839,123
Supporting Services	169,396	173,664
Total Expenses	\$ 2,038,638	\$ 2,012,787
Change in Net Assets	\$ 147,656	\$ 136,253
Net Assets, Unrestricted, Beginning of Year	1,865,123	1,728,870
Net Assets, Unrestricted, End of Year	\$ 2,012,779	\$ 1,865,123

This statement of activities provides a summary of financial activity for the Old Pasadena Management District. A complete copy of our 2020 Financial Statement is available on request.



BOARD OF DIRECTORS & STAFF

Chair	Michael Placido, Supply Frame, Inc.
Chair-Elect	Mark Kim, Hudson Realty, LLC
Past-Chair	Hanna Wood McConaghy, Wood & Jones Properties, Inc.
Sec./Treasurer	Steve Stathatos, Buchalter Nemer
Exec. Director	Ervin Galvan, We Olive & Wine Bar
Exec. Director	Michelle Garrett, City of Pasadena
Director	Kurt Bierschenk, Kota Commercial Assets, LLC Marilyn Buchanan, AJB Enterprises Inc. Panos Haitayan, Café Santorini John Hanlin, Hanlin Union Building LLC Richard Kim, BBRK Inc. Barbara King, Friendship Pasadena Church Danny Kradjian, Hillock Land Company Mia Mazadiego, Neon Retro Arcade Debbie Meymarian, The Body Firm
Staff Roster	Steve Mulheim, President & CEO Janet Swartz, Director of Marketing & Events Sarah Hilbert, Asst. Director of Marketing & Events Niki Svava, Director of Operations Peter Waggonner, Project Coordinator

COMMITTEES

Economic Development • Steve Stathatos, Chair

Goal: To encourage and facilitate appropriate development, growth, and renewal throughout all of Old Pasadena, and to ensure continued economic vitality in the district. Helps guide advocacy efforts, and overall long-range and strategic planning for the district.

Finance • Steve Stathatos, Chair

Goal: To effectively manage the financial affairs of the Old Pasadena Management District and to financially plan for a sound future for the PBID.

Streetscapes • Marilyn Buchanan, Chair

Goal: To keep the streets, sidewalks, and alleyways in Old Pasadena clean, attractive, and inviting, and to encourage private participation in strong maintenance standards.

Marketing • Jon Lapointe, Chair

Goal: To position and promote Old Pasadena as Southern California’s premier urban destination in order to maintain and expand our customer base and to increase sales. To provide strong communications and community-building within the organization and the neighborhood.

Public Safety • Gene Buchanan, Chair

Goal: To ensure the Ambassador Guide Program contributes to a safer environment for visitors and employees, and to build strategic partnerships with law enforcement and other agencies working to address public safety.

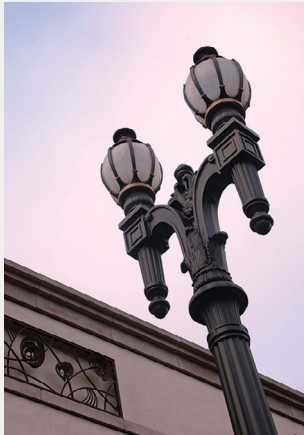
Parking • Debbie Meymarian, Chair

Goal: To provide oversight and policy direction related to our separate contract for services with the City of Pasadena to manage the three public parking structures in Old Pasadena.

Participation in any of the Old Pasadena committees or meetings is open to anyone with a stake or interest in the programs and purpose of the organization. Meeting schedules are published on our website and meeting agendas are posted in our office window in accordance with the Ralph M. Brown Act.

For additional information or to be added to a committee roster or mailing list, please contact the Old Pasadena Management District office.





OLD PASADENA MANAGEMENT DISTRICT

The mission of the Old Pasadena Management District is to enhance and promote Old Pasadena as a unique, authentic, and vibrant downtown experience.

The Old Pasadena Management District exists to protect and serve the collective interests of the owners, tenants, and residents of Old Pasadena. It was formed in 1995 as a private, non-profit management company. Governed by an elected Board of Directors, the Old Pasadena Management District manages the Old Pasadena Property-based Business Improvement District (PBID), under a contract with the City of Pasadena.

THE MANAGEMENT DISTRICT IS :

- *The caretaker of Old Pasadena's public spaces*
- *A public policy advocate for Old Pasadena*
- *A center city housing and transportation advocate*
- *A destination marketer*
- *A special events promoter*
- *An information source*

The PBID provides for a contract for services with the City of Pasadena, and this partnership creates the core budget for the Old Pasadena Management District. This public-private partnership allows for the property owners in the district to pay an additional property tax. These tax assessments finance needed services and programs such as cleaning, security, marketing, events, economic development, and advocacy on behalf of the district. The stakeholders determine the level of needed services, and the organization operates with active and open participation from the Old Pasadena community. These programs and services contribute to a cleaner, safer district, that is being positioned for continued success. This directly reflects the best interests of the district stakeholders and the City.



**OLD PASADENA
MANAGEMENT DISTRICT**

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oldpasadena.org