



OLD PASADENA

MANAGEMENT DISTRICT

ANNUAL REPORT 2021



A MESSAGE FROM OUR LEADERSHIP

In 2021 Old Pasadena continued to beat the odds and outperform other business districts during a global pandemic. Parking statistics are up, thirty new stores opened, and sales tax results increased by 16% - nearing pre-pandemic levels! Congratulations to our 300+ Old Pasadena businesses and thank you to our many incredible stakeholders!

We worked with the city to make improvements to the outdoor dining barricades, and capitalized on the upgraded space by subsidizing two installments of Dine LA. We had record participation, and some restaurants reported their best results ever for Dine LA.

We also worked with the city to expand the sidewalk at the corners of the Fair Oaks and Colorado intersection, creating a safer and more comfortable space for pedestrians at one of the city's most trafficked cross-streets. This project also allowed for the installation of a "scramble" crosswalk so it now matches all the other Colorado Boulevard intersections in Old Pasadena.

We partnered with Pasadena Beautiful and tree guru Emina Darakjy to replace 14 district trees with the best and largest specimens possible to keep Old Pasadena's urban forest thriving.

We replaced our holiday lighting with a new LED snowflake design and created a district-wide Holiday marketing campaign, "Local Cheer Starts Here", which included postcards, posters, sidewalk decals, and a multi-tiered advertising component in print, online, and on social media, making huge strides in achieving those year-end sales tax results.

The pandemic continues to make the future a guessing game, but OPMD continues to maximize its partnerships to make progress on our infrastructure and support our stakeholders in every way possible. We're ready to take on whatever comes next!

Mark Kim
Board Chair 2021

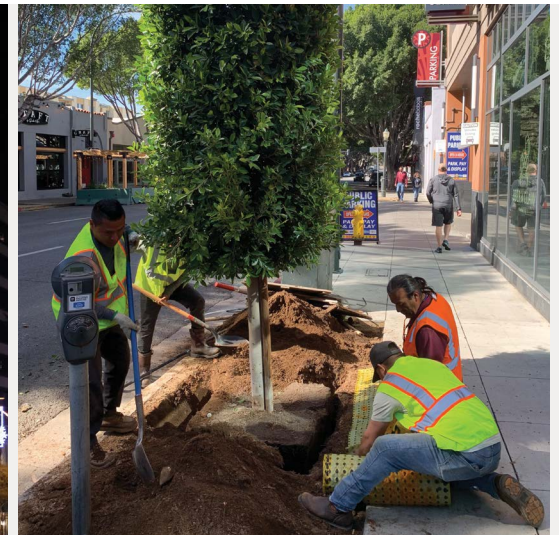
Steve Stathatos
Board Chair 2022

Steve Mulheim
President & CEO



AN IMPACTFUL YEAR

- Worked with the city to expand outdoor dining opportunities.
- Partnered with other business districts to encourage the city to provide on-street dining barricade improvements.
- Worked with the city to complete a sidewalk expansion at Fair Oaks and Colorado to improve pedestrian safety and comfort, and installed a scramble-walk crossing to match other Colorado Blvd intersections.
- Partnered with Pasadena Beautiful to install 14 new mature street trees, replacing dead or broken ones.
- Funded new Holiday décor pole-mount lighting.
- Partially funded both spring and fall editions of Dine LA to allow as many Old Pasadena restaurants to participate as possible, and leveraged that participation to drive awareness on social media.
- Created and installed 3 district-wide commUNITY campaigns and Small Business Saturday campaign to support and market Old Pasadena businesses in the district, online, and in print.



3 DISTRICT-WIDE commUNITY CAMPAIGNS SMALL BUSINESS SATURDAY CAMPAIGN





A VISION FOR 2022

- Continue to monitor COVID-19 safety requirements and emergency funding opportunities to keep Old Pasadena businesses as informed as possible.
- Work with the city to develop design guidelines for outdoor dining platforms and advocate for reasonable occupancy fees when introduced.
- Partner with Pasadena Beautiful to continuing replacing all the missing and damaged street trees in Old Pasadena.
- Look for additional event producers to bring more activation to Old Pasadena parks.
- Continue the district-wide commUNITY marketing campaigns.





FORMULAS & BOUNDARIES

ASSESSMENT REVENUES

Total number of assessed parcels	482
Total private property assessment dollars generated	\$1,417,643
Largest single assessment payment	\$105,338
Smallest single assessment payment	\$118

ZONING MAP



Zone	Lot Rate	Ground Rate	Non-Ground Rate
1	\$0.4383	\$0.3716	\$0.2189
2	\$0.3491	\$0.1875	\$0.1745
3	\$0.3784	\$0.2301	\$0.1890
4	\$0.3491	\$0.1875	\$0.1745
5	\$0.3688	\$0.2699	\$0.1841

STATEMENT OF ACTIVITIES

	2021	2020
Support and Revenue		
Assessment Property Owners	\$ 1,383,924	\$ 1,350,216
Contract Revenue, City of Pasadena	677,376	683,076
Parking Management Fees	159,709	177,454
Interest Income	790	1,401
Total Support and Revenue	\$ 2,221,799	\$ 2,212,147
Expenses		
Program Services		
Maintenance	\$ 765,220	\$ 706,131
Security	664,185	673,384
Marketing and Promotion	316,384	326,097
Parking Management	167,186	163,630
Total Program Services	1,912,975	1,869,242
Supporting Services	161,205	169,396
Total Expenses	\$ 2,074,180	\$ 2,038,638
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 2021 Financial Statement is available on request.



BOARD OF DIRECTORS & STAFF

Chair	Mark Kim, Hudson Realty, LLC
Past-Chair	Michael Placido, Supply Frame, Inc.
Chair-Elect	Steve Stathatos, Buchalter Nemer
Sec./Treasurer	Hanna Wood McConaghy, Wood & Jones Properties, Inc.
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 Niki Svava, Director of Operations

COMMITTEES

Economic Development

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

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

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

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

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.

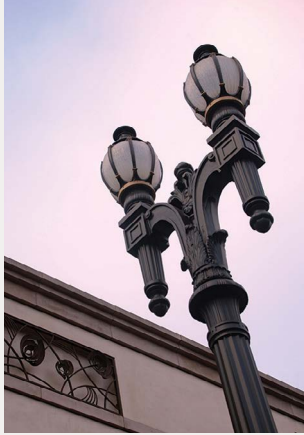
Parking

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 destination marketer*
- *A public policy advocate for Old Pasadena*
- *A center city housing and transportation advocate*
- *An information source*
- *A special events promoter*

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**

23 E. Colorado Blvd., Suite 200
Pasadena, CA 91105
(626) 356-9725

oldpasadena.org