



MARCH 2025

OLD PASADENA MANAGEMENT DISTRICT

Reinvest for Success

OLD PASADENA MANAGEMENT DISTRICT: PRESERVING OUR UNIQUE AND VIBRANT DOWNTOWN

A Brief History of Old Pasadena

Old Pasadena is nationally recognized for its vibrant downtown revitalization. From its foundation nearly 150 years ago as the heart of a thriving resort town to a mid-century blighted area ripe for demolition, Old Pasadena has come full circle as one of the brightest jewels in the Crown City.

OLD PASADENA MANAGEMENT DISTRICT

Since its formation in 2000, the Old Pasadena Management District (OPMD) has advanced the remarkable history of success that makes Old Pasadena a nationally recognized leader among Business Improvement Districts. OPMD has established world-class standards for cleanliness and security that make residents and visitors feel safe and welcome. We aggressively promote Old Pasadena as a premier destination, support special events that attract new visitors, and actively advocate for property owners, businesses and residents.

Today, Old Pasadena is a regional draw for dining, shopping and entertainment, attracting more than 6.8 million visits annually and generating more than \$728 million in annual sales.

In order to ensure continued success, we must reinvest in our future and secure the long-term viability of Old Pasadena. The existence of OPMD and the Property-based Business Improvement District (PBID) is critical to this goal. Read on to find out how far we have come, what OPMD does for you, and what you need to do to ensure that the PBID is continued.

ABOUT OLD PASADENA MANAGEMENT DISTRICT

The Old Pasadena Management District (OPMD) is a non-profit business organization that creatively plans, manages, and develops Old Pasadena as a unique, authentic, and vibrant downtown experience. The OPMD currently contracts with the City of Pasadena to manage the Old Pasadena Business Improvement District (BID). The BID enhances the basic City services by funding district-wide security, marketing, and maintenance programs to provide a clean, safe, and vibrant downtown experience. All operations are financed through annual tax assessments on privately owned commercial and residential property, as well as city contributions and other revenues. The Old Pasadena BID was formed in 2000 and most recently approved for a ten-year term which is now up for renewal in 2025.



The organization is managed by professional staff and led by an 18-member Board of Directors, made up of a cross-section of Old Pasadena stakeholders, including property owners, business owners, residents, and city management. Geographic boundaries of the Business Improvement District (BID) are Pasadena Avenue to the west, Arroyo Parkway to the east, Del Mar Boulevard to the south, and Walnut Street to the north. Old Pasadena is a 22-block National Register Historic District and includes two public parks, Central Park and Memorial Park.



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 resource
- A special events promoter



REVIEW & RENEW · REVIEW & RENEW · REVIEW & RENEW · REVIEW & RENEW · REVIEW & RENEW

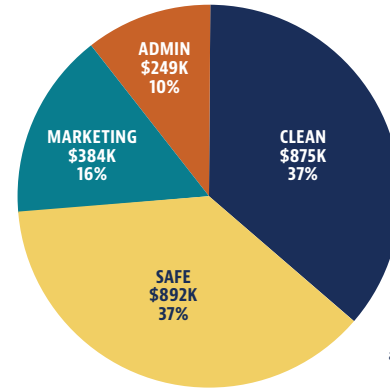
Keep Old Pasadena Clean, Safe, and Beautiful

2024 BUDGET

Old Pasadena is the acknowledged leader in successfully revitalized downtown business districts and is referenced as the gold standard in Clean & Safe programs.

HOSPITALITY · SAFETY SERVICES · HOMELESS OUTREACH

- 24 Ambassador Guides patrol 22-blocks and 3 Park & Walk garages 24/7, generating in 2024:
 - » Business contacts 11,222
 - » Visitor assists..... 9,236
 - » Panhandler / homeless contacts 8,939
 - » Graffiti removal 4,321
 - » Property condition reports 15,071
- Guides provide timely response to calls for service, safety escorts, visitor assistance, and are a liaison to Pasadena Police.
- Homeless Outreach services make contact with unhoused individuals daily to connect them with services and shelter, as well as alerting authorities to illegal behavior or mental health issues.



Nearly 90% of our total budget goes directly into “Clean & Safe” programs and marketing Old Pasadena.



CLEANING · MAINTENANCE · BEAUTIFICATION

The property owners of Old Pasadena receive dramatically enhanced services as a result of the additional funds available through assessment and parking revenue as illustrated below.

TYPE OF SERVICES	ENHANCED SERVICES	BASELINE SERVICES
	<i>Provided by Old Pasadena Management District</i>	<i>Provided by the City</i>
Street Sweeping	7 days a week	Once every 2 weeks
168 Public Trash Receptacles	Serviced up to 14 times weekly	Serviced up to 3 times weekly
Pressure Washing of Sidewalks & Alley Walkways	Nightly	NONE
Graffiti Removal	Within 24 hours of notification	Within 72 hours of notification
Landscaping Maintenance	7 days a week	As schedule allows
Porter/Cleaning Service	Daily	NONE
Replace Dead or Damaged Trees	Average of 15 mature 24" box trees planted annually	Small 10-gallon specimens planted as forestry schedule allows



“The Ambassador Guide Team is an essential asset to Old Pasadena, and a valued partner to the Pasadena Police Department.”

Art Chute
DEPUTY CHIEF OF PASADENA POLICE

PARKING OVERSIGHT

- Dedicated daily oversight of the largest inventory of structure parking spaces in Old Pasadena, with specific focus on maintaining lowest possible rates, highest levels of customer service, daily attention to cleaning / maintenance / graffiti removal, and 24/7 safety ambassadors.
- Liaison with Pasadena Department of Parking and contracted Parking Enforcement management to lobby for effective but non-aggressive enforcement techniques.
- Successfully advocated for new state-of-the-art parking meters to be installed district-wide, Spring 2025.
- Successfully advocated for new elevators to be installed in all city-owned Old Pasadena parking garages, Spring 2025.

Marketing and Business Support

OPMD continues to market Old Pasadena as a premier destination, executing a robust strategy to reach local and regional audiences and maintain our competitive edge.

DESTINATION MARKETING

- Distribute 150,000 Old Pasadena Directory Map Brochures to 500+ SoCal tourism sites with individual business listings updated twice annually, as well as large, back-lit directories throughout Old Pasadena.
- Create district-wide marketing campaigns, including murals, sidewalk decals, posters, advertising, and digital merchant toolkits.
- Publish bi-monthly electronic newsletter highlighting events and new businesses for 6,000 subscribers.
- Place year-round full-page ads in travel and destination magazines generating more than 4,000,000 media impressions annually.
- Expanded Holiday décor with snowflake projections on buildings and sidewalks along Colorado Boulevard, lighting on Green Street trees, and pole-mounted lighted snowflakes.



OFFICIAL OLD PASADENA WEBSITE

- Redesigned website to incorporate an improved Calendar of Events, comprehensive Business Directory and Search function, and business and visitor resources.
- Manage constant updates for new businesses, events, and promotional listings, generating 2,000 average visitors per day.

SOCIAL MEDIA MARKETING

- Created and manage the Old Pasadena social media accounts, including Instagram – 56,000 followers, and Facebook – 12,000 followers, while garnering extremely high engagement and a monthly average of 450,000 impressions.
- Collaborate with outside content management to provide focused engagement strategies, best practices, content creation, and strategically timed posts.
- Monitor and support our 300+ businesses by reposting and amplifying their content on Old Pasadena platforms, creating reels for underrepresented small businesses, and offering support and workshops.

SPECIAL EVENTS

- Deliver comprehensive support in permitting and execution to externally organized events including Jackalope Art Fair (twice annually), Concorso Ferrari, Doo Dah Parade, as well as numerous events in the One Colorado property and individual businesses.
- Provide extensive marketing and incentivized support to Old Pasadena restaurants for twice yearly Dine LA Restaurant Week, generating significant awareness of our vibrant dining scene and becoming one of the top searched neighborhoods (out of 40+) on the Discover LA website.

ADVOCACY · CITY LIAISON · OWNER RESOURCE

- OPMD staff attends a multitude of city meetings annually to advocate on behalf of Old Pasadena stakeholders. OPMD also maintains a monthly calendar of committee meetings where stakeholders can voice their needs and concerns.
- Serve as an information resource by forwarding city notices of construction, event impacts, and emergency alerts, as well as business support and opportunities.
- Advocate on many issues for the benefit of Old Pasadena stakeholders, including: maintaining historic integrity; park improvements and activation; streamlined planning and permitting guidelines; and improved parking policy such as below market parking rates and improved technology, including new parking meters.

CRISIS MANAGEMENT · DISASTER RESPONSE

- During both the COVID Pandemic and the recent Eaton Fire, OPMD researched and compiled critical information for property and business owners to access support resources and stay informed of city guidelines and updates on a daily basis.
- Successfully advocated for expanded outdoor dining opportunities to sustain restaurant tenants during COVID restrictions.
- Pivot crucial clean, safe, and marketing programs within 24 hours to address and respond to changing needs due to constantly evolving factors.
- OPMD's efforts were vital to the remarkable level of business retention during the pandemic: Old Pasadena had a business closure rate of 16%, less than half the closure rate of CA at 39%.



“Old Pasadena is such a thoughtful, caring, well-organized institution and working with you all has showed me the inspiring power of community!”

Lucy Arnell

**AGNES RESTAURANT
& CHEESERY**

Measures of Success

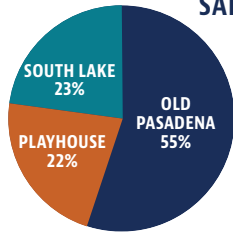
A SOLID RETURN ON YOUR INVESTMENT

Old Pasadena Management District’s Clean, Safe, and Beautification programming ensures a popular and welcoming environment, while our Marketing efforts maintain the highest level of consumer awareness and significant market share. The results illustrate our strong sales growth and business retention, as well as high desirability by both new businesses and residential development.

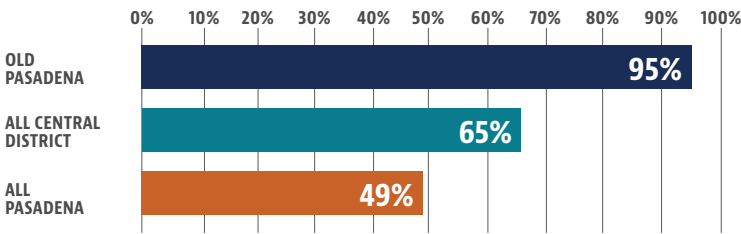
SALES GROWTH

Sales increased 95% from \$374.1M in 2014 to \$728.6M in 2023 compared to the city-wide increase of 49%. Old Pasadena represented more than half (55%) of all Central District sales and 17% of total city sales in 2023.

% OF CENTRAL DISTRICT SALES 2023



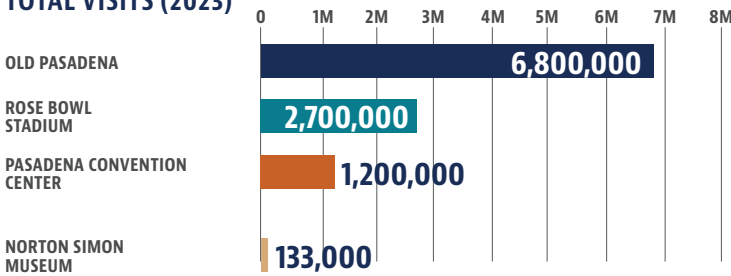
SALES GROWTH (2014-2023)



VISITORS

Old Pasadena is the number one destination in the City of Pasadena by far, attracting 6.8M visitors annually, 250% more visitors than the second most popular destination, The Rose Bowl Stadium. The number of visits has grown significantly to an average of 131,000 weekly visitors in 2023.

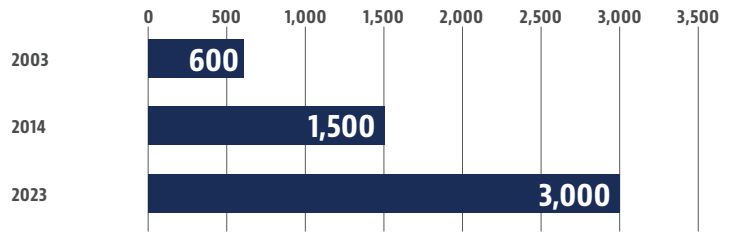
TOTAL VISITS (2023)



RESIDENTIAL UNITS

Since 2014, the number of Old Pasadena residential units has grown from 1,500 to 3,000 (200%). Old Pasadena residential properties command some of the highest dollar per square foot sales and lease rates in the city.

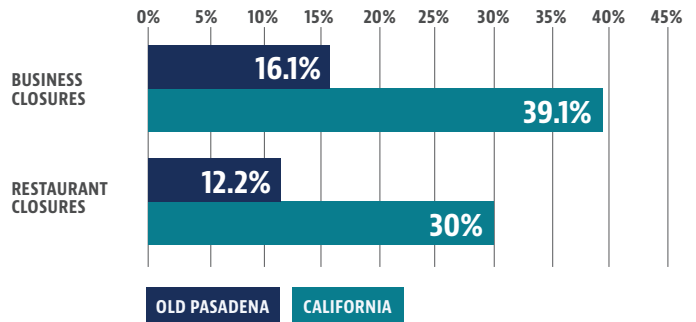
OLD PASADENA RENTAL UNITS



BUSINESS RETENTION

During the pandemic (2020-2021) Old Pasadena had a permanent business closure rate of 16.1%, compared to the state of California, which had 39.1% of small businesses close permanently. Old Pasadena even saw new businesses OPEN during the pandemic, resulting in a net closure rate of only 5.1%!

PANDEMIC BUSINESS CLOSURE RATE (2020-2021)



“It’s a cliché to say [downtown] Pasadena is the best, but nothing else comes close... It’s the gold standard. It’s really one of LA’s great urban places.”

CALIFORNIA PLANNING & DEVELOPMENT REPORT

The Old Pasadena PBID was renewed in 2015 for another ten-year term by an overwhelming 92% approval.

Visit our website for more information:
www.oldpasadena.org/continuation

Call our office at (626) 356-9725 if you have any questions.

Reinvest for Success



VOTE TO CONTINUE THE OLD PASADENA PBID

The return on the original investment has been extraordinary. The successful revitalization of Old Pasadena may be well recognized, but it cannot continue without the efforts of the Old Pasadena Management District. A vote of the property owners is required by state law to keep OPMD working for you. It is simply the next step in assuring the promise of our future.

Keep the momentum going!

- ✓ Sign and return the enclosed renewal petition
- ✓ Vote “YES” for PBID renewal when your ballot arrives this spring