

Old Pasadena Management District *2006 Annual Report*







## *A Message from our Leadership*

*W*e are proud to present our 2006 Annual Report, which reflects a year of progress for the Old Pasadena Management District.

It has been a transitional year for Old Pasadena's Business Improvement District. We completed the first year of our very successful renewal, we initiated Board member term limits which realized the rotation of a number of long-term members, we saw the departure of our five-year President and CEO, Maggie Campbell, and after an extensive national search we knew we had the perfect candidate and promoted Vice President of Operations, Steve Mulheim, to our leadership post. Yes, we've seen many changes this year, but we are more prepared than ever to take on the challenges of new regional competition, a toughening economy, and an ever-shifting retail marketplace.



Our accomplishments remained significant in 2006. We facilitated successful community events, such as the Food Bowl and Cinema in the Park. We raised the bar on standards for our already acclaimed Clean and Safe programs, and we made great strides in the operation and maintenance of the City's Park & Walk garages. Tenancy remains strong, we continue to be one of Southern California's most emulated and sought-after destinations, and retail sales grew an impressive 24% from last year's results.



We could not be effective in our mission without the continued leadership and vision we receive from our Board of Directors, or the support and partnership of the City Council, the City of Pasadena, and our many district stakeholders. We are proud to represent such a thriving and growing community, and urge all of you to stay involved in your guidance of our mission and in your support of Old Pasadena Management District.

Regards,

Patrick Chraghchian,  
Chair, 2006

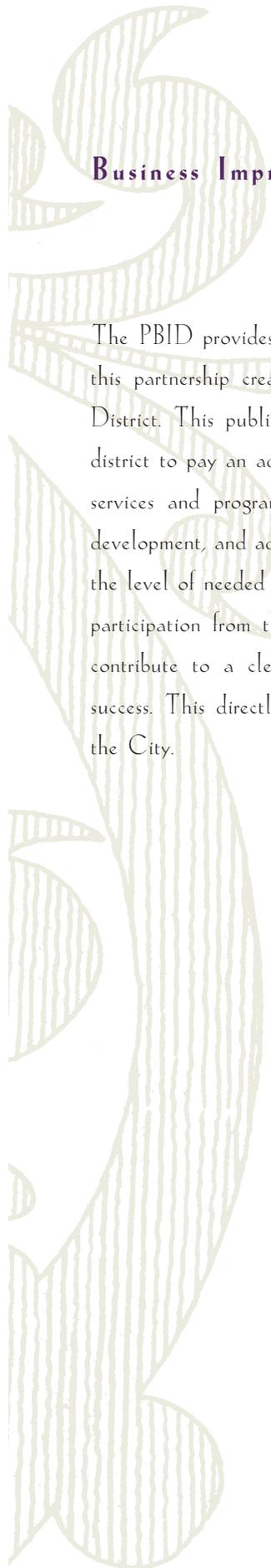
Steve Stathatos,  
Chair, 2007



## Mission Statement & Purpose

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

*Purpose:* 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 Business Improvement District (BID), under a contract with the City of Pasadena.



## Business Improvement District

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 world charm.* modern convenience



## 2006 Committees

Economic  
Development  
Steve Stathatos,  
Chair

**Goal:** To encourage and facilitate appropriate development, growth and renewal through 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  
Sally Lunetta,  
Chair

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

Maintenance  
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 and  
Promotion  
Greg Gillooly,  
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 increase sales. To provide strong communications and community-building within the organization and the neighborhood.

Safety  
Dan Hayes,  
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.

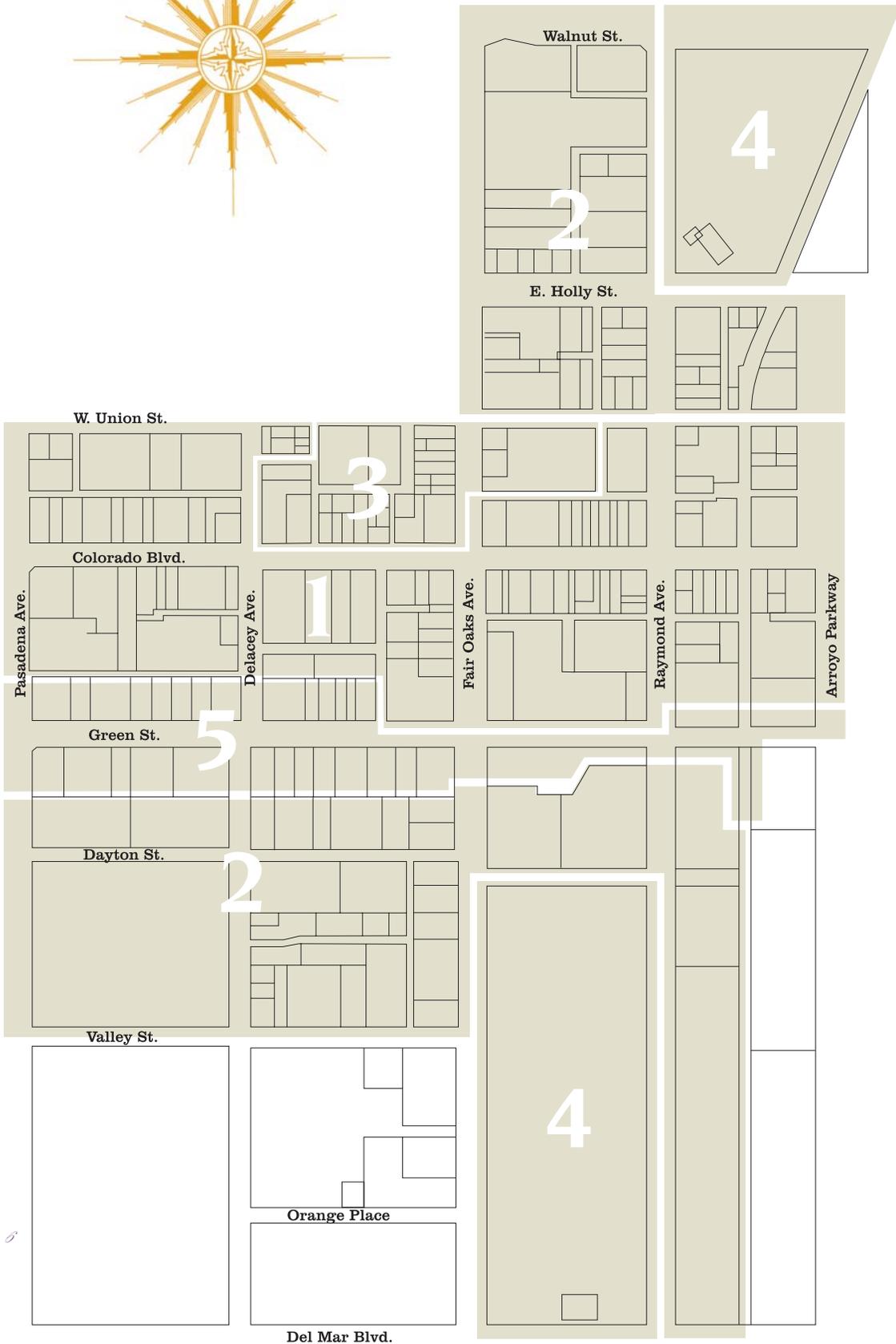
Parking  
Russ Hanlin,  
Chair

**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 in our bi-weekly "Just The Fax" newsletter, 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 call 626.356.9725, or visit the official Old Pasadena web site, [www.oldpasadena.org](http://www.oldpasadena.org).







## Formulas and Boundaries *2006-2007*

	Land Assessment	Ground Floor	Non-Ground Floor
Zone 1	\$0.1523	\$0.31	\$0.1573
Zone 2	\$0.1523	\$0.13	\$0.0673
Zone 3	\$0.1523	\$0.183	\$0.0916
Zone 4	\$0.1523	\$0.13	\$0.0625
Zone 5	\$0.1523	\$0.2205	\$0.1103



Total number of assessed parcels	339
Total private property assessment dollars generated	\$ 777,373
Largest single assessment payment	\$ 44,589
Smallest single assessment payment	\$ 66
Total assessment revenue collected from 20 largest owners	\$ 278,571
Average assessment payment for 20 largest owners	\$ 13,929
Average Colorado Boulevard commercial assessment	\$ 3,395
Average Green Street commercial assessment	\$ 2,358
Average Raymond Avenue commercial assessment	\$ 3,722
Average Holly Street commercial assessment	\$ 2,169
Average residential assessment	\$ 221



*Where there is always something happening*





## Statement of Activities

*For the Years Ended December 31, 2006 and 2005*

		2006	2005
<b>Support and Revenue</b>	Contract Revenue, City	\$ 545,000	\$ 545,000
	Assessment, Property Owners	720,016	679,645
	Management Fees	119,200	113,304
	Events Income	140,523	40,860
	Other Income	5,571	5,500
			<u>1,530,310</u>
<b>Total Support and Revenue</b>			
<b>Expenses</b>	Program Services		
	Maintenance	382,932	359,355
	Security	467,953	441,076
	Marketing and Promotion	363,138	200,689
	Parking	86,851	121,648
	Total Program Services	1,300,874	1,122,768
	Supporting Services	166,398	220,204
		<u>1,467,272</u>	<u>1,342,972</u>
<b>Total Expenses</b>			
<b>Change in Net Assets</b>		63,038	41,337
<b>Net Assets at Beginning of Year</b>		<u>591,251</u>	<u>549,914</u>
<b>Net Assets at End of Year</b>		<u>\$ 654,289</u>	<u>\$ 591,251</u>



This Statement of Activities provides a summary of financial activity for the Old Pasadena Management District. A complete copy of our 2006 Financial Statement, including footnote disclosures and the Accountant's Review Report, is available on request. The 2006 Financial Statement may also be viewed at [www.oldpasadena.org](http://www.oldpasadena.org)

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## *2006* Board of Directors and Staff Roster

Chair	Patrick Chraghchian, 35 N. Raymond, LLC
Chair-Elect	Steve Stathatos, Stats & Fishbecks
Past Chair	Russ Hanlin, Sunkist
Treasurer	Sally Lunetta, One Colorado
Secretary	John Andrews, City of Pasadena

Directors	Timothy Bristol, Courtyard by Marriott
	Paige Brodtkin, Tiffany & Co.
	Gene Buchanan, AJB Enterprises
	Victor Ciulla, Twin Palms
	Fritzie Culick, Old Town Music Co.
	Ed Eyerman, Sares-Regis
	Greg Gillooly, Heritage Wine Co.
	Dan Hayes, Hayes & Co.
	Barry Hensiek, Hensiek & Caron, CPAs
	Jack Huang, Villa SORRISO & Bar Celona
	Joao Huang-Anacleto, The Library Hall
	Doug Huberman, RVM Associates
	Lt. George Wiley, Pasadena Police Dept.
	Adrian Kalvinskis, Distant Lands
	Suzanne Marks, Pasadena Advertising
	Jim Plotkin, Plotkin Partners
	Dan Rix, City of Pasadena
	Hanna Wood, Typecraft, Wood & Jones

Staff Roster	Steve Mulheim, President and CEO
	Anna Addis, Operations Manager
	Shanelle Rose, Marketing & Communications Manager
	Geoff Booker, Executive Assistant & Events Producer

## Impact 2006



- Administration**
- Activated Board member term limits.
  - Completed national search for new President/CEO and made successful transition.
  - Facilitated highly successful Annual Meeting.
  - Completed strategic planning retreat for Board of Directors.
  - Completed favorable annual financial review.
  - Created comprehensive template for operating budget.
  - Attended meetings of City Council, Design Commission, Code Compliance, Zoning Board, and City Finance Committee to advocate for Old Pasadena interests.



- Marketing**
- Expanded holiday décor lighting.
  - Secured over \$75,000 in event sponsorship.
  - Published a brochure for the Park & Walk garages to market 90 Minutes Free.
  - Completed 3rd year of Cinema in the Park.
  - Completed 2nd Food Bowl in conjunction with the BCS Championship Game.

- Operations**
- Assumed management of Mercantile Alley compactor.
  - Added 10 new district trash cans, bringing the total to 93.
  - Developed multi enforcement-agency presence at Safety Committee meetings.
  - Replaced all Park & Walk garage signage.
  - Pressure washed 15,602,320 square feet of sidewalk.
  - Swept 4,745 miles of curb.
  - Emptied 33,945 district trash cans. Repainted and repaired cans as necessary.
  - Patrolled 24,985 miles during Ambassador Guide shifts.



## Vision 2007

*Redesign* the Old Pasadena brochure to better highlight the breadth of the district and its retail/dining content.

*Produce* events such as the Cinema in the Park free movie series, and the Old Pasadena Golf Tournament in order to build community and raise awareness of Old Pasadena and its businesses.

*Identify* opportunities for co-op partnerships that would expand advertising, PR and event possibilities.

*Assume* responsibility for post Rose Parade clean-up to ensure the fastest possible return to 'business-ready' streetscapes.

*Continue* to raise levels of operation and customer service in the Park & Walk garages, as well as implement significant capital improvements to enhance esthetics and traffic flow.

*Complete* partnership project with Pasadena Museum of History to select and install historic Old Pasadena photos on elevator doors in the Park & Walk garages.

*Continue* to provide a positive, dynamic image for Old Pasadena through the consistent use of branding, cross promotion, and high-quality marketing publications.

*Upgrade* and centralize Old Pasadena Management computer network, files and contacts.

*Develop* Board member resource manual.

*Maintain* Old Pasadena's reputation as a national leader and model, continuing to refine programs and services for best practices.



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