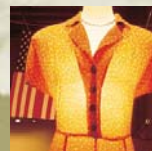
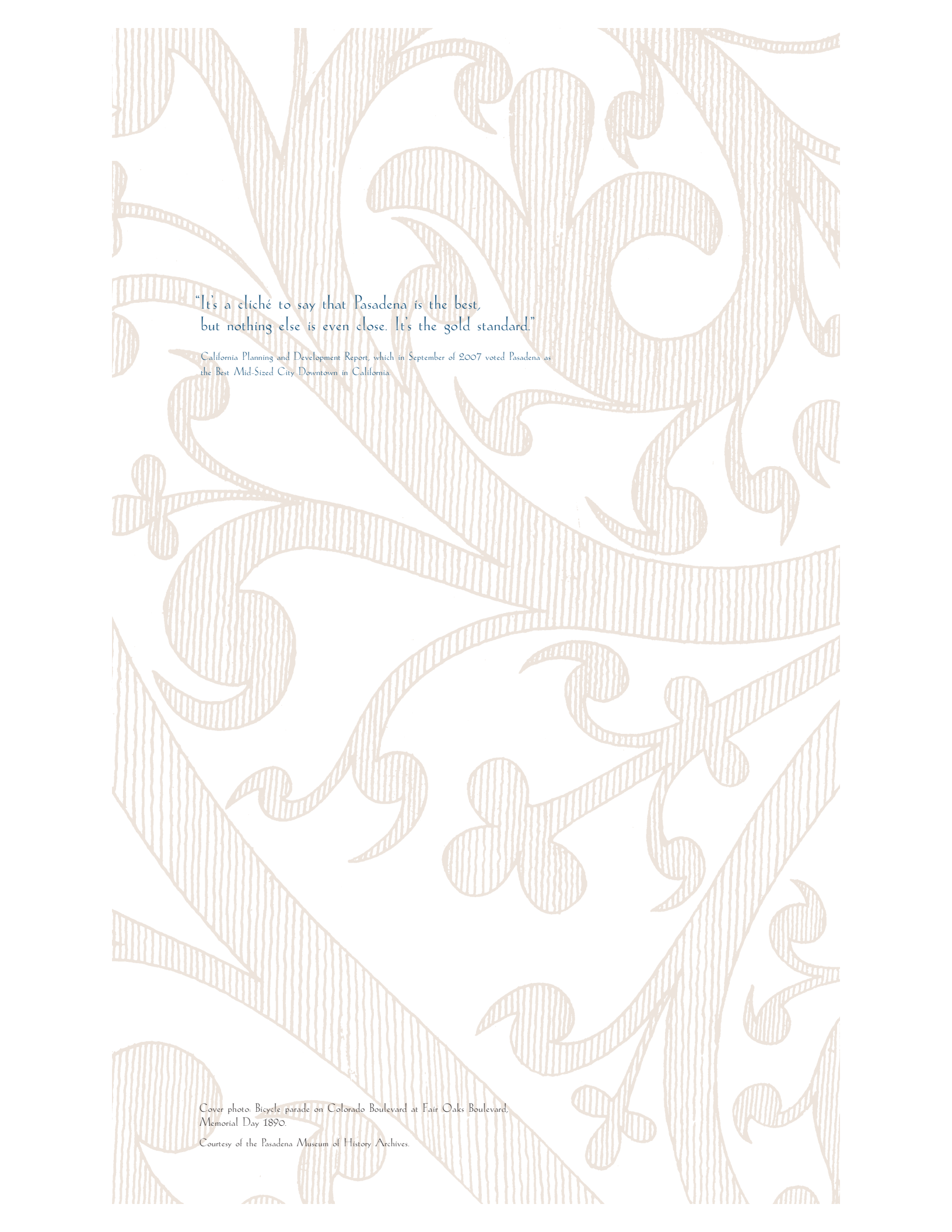


Old Pasadena Management District *2007 Annual Report*





"It's a cliché to say that Pasadena is the best,
but nothing else is even close. It's the gold standard."

California Planning and Development Report, which in September of 2007 voted Pasadena as
the Best Mid-Sized City Downtown in California.

Cover photo: Bicycle parade on Colorado Boulevard at Fair Oaks Boulevard,
Memorial Day 1890.

Courtesy of the Pasadena Museum of History Archives.

A Message from our Leadership

2007 was a year of many outstanding achievements for Old Pasadena Management District. Our new President and CEO, Steve Mulheim, has assembled a highly skilled and professional staff, and their abilities are evidenced by the results of our programs and activities.

The Park & Walk garages achieved higher traffic volumes than ever before, which in turn generates revenues that are used to maintain and upgrade the garages, and also to support community events. We added nearly 25% more trash cans to the district as part of our internationally-acclaimed Clean and Safe programs. We walked more miles of district patrol, and expanded our safety presence in the garages to 24/7. We developed more intensive programs to upgrade and maintain our alleyways, and augmented sidewalk pressure washing to improve our already impressive streetscapes.

We redesigned the Old Pasadena brochure to visually highlight the expanse of the district and encourage foot traffic "off the boulevard". We added district directories and brochures at the Park & Walk garage exits to assist our consumer base, and have increased brochure distribution by 30%. We mounted the 4th annual Cinema in the Park and our 3rd Golf Tournament, in addition to premiering our first participation in Pasadena ArtWeekend with the musically rooted ArtPerformance, and the first Holiday Celebration in partnership with One Colorado. Attendance and media impressions for all events surpassed even our aggressive goals.

The retail marketplace is more competitive and challenging than ever before, but Old Pasadena continues to maintain its lead on the regional area. We don't do it alone, and we thank our dedicated Board of Directors and committee volunteers for their vision and leadership, as well as the Pasadena City Council and all the City Departments and staff for their invaluable partnership. We especially thank the property owners, business owners and Old Pasadena residents who make our historic downtown a community.

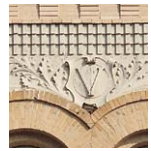
Regards,



Steve Stathatos,
Chair, 2007



Marilyn Buchanan,
Chair, 2008





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.

“The #1 reason for awarding Pasadena as the best downtown is just the way it makes you feel when you’re there.”

California Planning and Development Report, which in September of 2007 voted Pasadena as the Best Mid-Sized City Downtown in California.



Shop in the sunshine and discover treasures around every corner.



2007 Committees

Economic
Development
Patrick Chraghchian,
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
Barry Hensiek,
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.

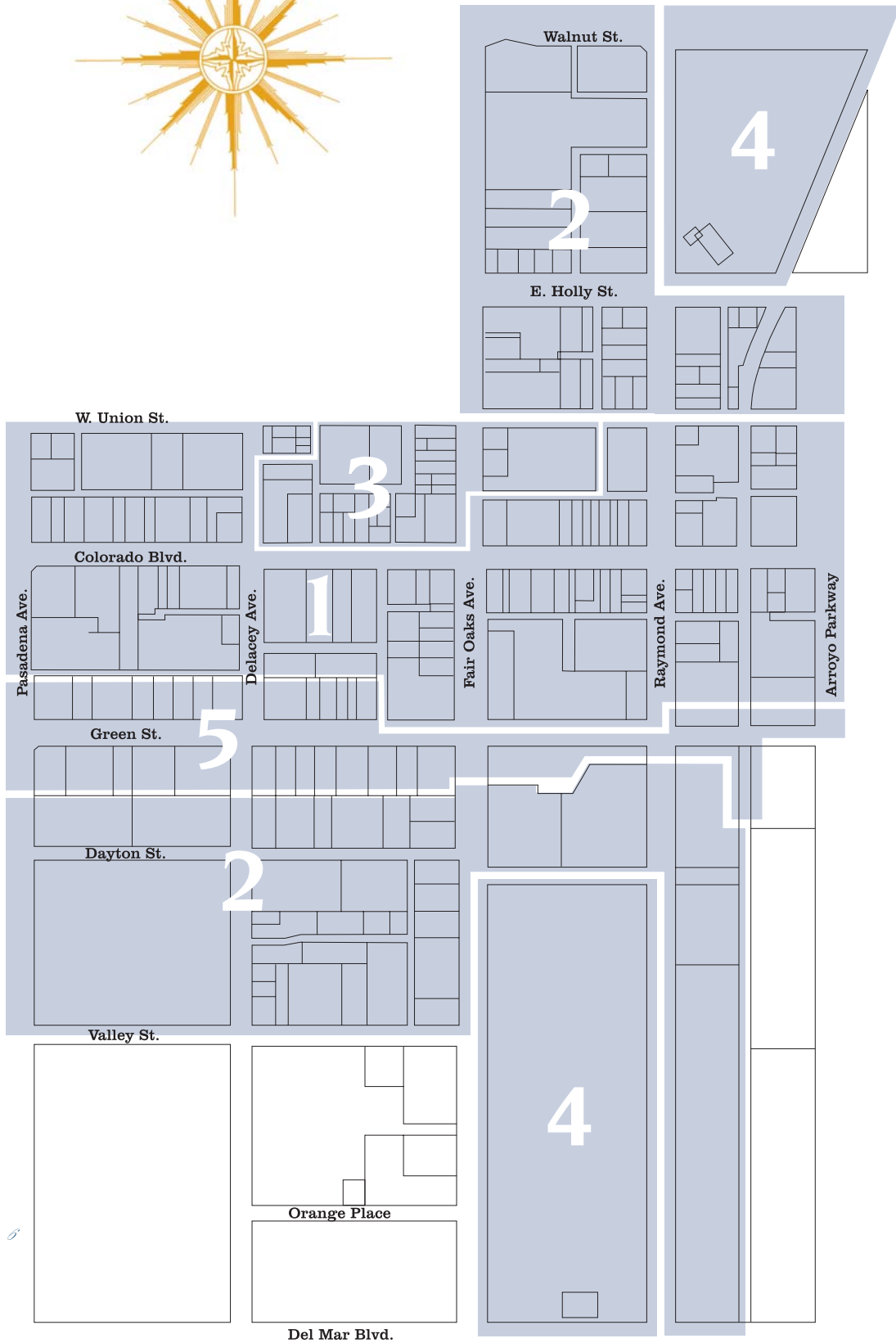
Parking
Russ Hanlin,
Chair

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.







Formulas and Boundaries *2007-2008*

	Land Assessment	Ground Floor	Non-Ground Floor
Zone 1	\$0.1599	\$0.3302	\$0.1652
Zone 2	\$0.1599	\$0.1414	\$0.0707
Zone 3	\$0.1599	\$0.1922	\$0.0961
Zone 4	\$0.1599	\$0.1414	\$0.0707
Zone 5	\$0.1599	\$0.2315	\$0.1158



Total number of assessed parcels	409
Total private property assessment dollars generated	\$ 805,020
Largest single assessment payment	\$ 46,810
Smallest single assessment payment	\$ 70
Total assessment revenue collected from 20 largest owners	\$ 293,508
Average assessment payment for 20 largest owners	\$ 14,675
Average Colorado Boulevard commercial assessment	\$ 3,517
Average Green Street commercial assessment	\$ 2,585
Average Raymond Avenue commercial assessment	\$ 4,266
Average Holly Street commercial assessment	\$ 2,277
Average residential assessment	\$ 232



After dark, discover our vibrant cosmopolitan nightlife.





Statement of Activities

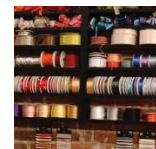
For the Years Ended December 31, 2007 and 2006

		2007	2006
Support and Revenue	Contract Revenue, City	\$ 545,000	\$ 545,000
	Assessment, Property Owners	788,812	720,016
	Management Fees	126,744	119,200
	Events Income		140,523
	Other Income	9,240	5,571
		<u>1,469,796</u>	<u>1,530,310</u>
Total Support and Revenue			
Expenses	Program Services		
	Maintenance	436,628	382,932
	Security	437,818	467,953
	Marketing and Promotion	190,700	363,138
	Parking	100,329	86,851
	Total Program Services	1,165,475	1,300,874
	Supporting Services	169,978	166,398
Total Expenses		<u>1,335,453</u>	<u>1,467,272</u>
Change in Net Assets		134,343	63,038
Net Assets at Beginning of Year		<u>654,289</u>	<u>591,251</u>
Net Assets at End of Year		<u>\$ 788,632</u>	<u>\$ 654,289</u>



This Statement of Activities provides a summary of financial activity for the Old Pasadena Management District. A complete copy of our 2007 Financial Statement, including footnote disclosures and the Accountant's Review Report, is available on request. The 2007 Financial Statement may also be viewed at www.oldpasadena.org

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2007 Board of Directors and Staff Roster

Chair	Steve Stathatos, Stats & Fishbecks
Chair-Elect	Doug Huberman, RVM Associates
Past Chair	Patrick Chraghchian, 35 N. Raymond Ave, LLC
Treasurer	Barry Hensiek, Hensiek & Caron
Secretary	John Andrews, City of Pasadena Greg Gillooly, Heritage Wine Co. Russ Hanlin, Sunkist Dan Hayes, Hayes & Co Jack Huang, Bar Celona/Villa SORRISO

Directors	Timothy Bristol, Courtyard by Marriott Gene Buchanan, AJB Enterprises Victor Ciulla, Twin Palms Fritzie Culick, Old Town Music Co. Ed Eyerman, Sares-Regis Panos Haitayan, Café Santorini Joao Huang-Anacleto, The Library Gale Anne Hurd, Vertical Wine Bistro Lt. Keith Jones, Pasadena Police Dept. Adrian Kalvinskas, Distant Lands Tony Nino, Pasadena Advertising Paige Pomerantz, Tiffany & Co. Dan Rix, City of Pasadena Rhea Roberts, Flutter
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Staff Roster	Steve Mulheim, President and CEO Anna Addis, Operations Manager Kershona Mayo, Marketing & Events Manager Janet Swartz, Office Manager
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Impact 2007



- Administration**
- Created OPMD office network to centralize work files and contact lists.
 - Updated computer server and backup process.
 - Brought bookkeeping functions in-house.
 - Developed Board Member resource handbook.
 - Completed favorable annual financial review.
 - Relocated OPMD office.
 - Attended meetings of City Council, Design Commission, Code Compliance, Zoning Board, Zoning Board of Appeals, City Public Safety Committee, and City Finance Committee to advocate for Old Pasadena interests.

- Marketing**
- Redesigned the Old Pasadena brochure to include a comprehensive map of all retail and dining locations.
 - Placed district directories and brochures at pedestrian exits of all Park & Walk garages.
 - Completed 4th annual Cinema in the Park.
 - Completed 3rd annual Golf Tournament, generating \$10,000 to support community events.
 - Premiered the Old Pasadena Holiday Celebration in conjunction with the One Colorado tree-lighting. Holly Street was closed to allow 30 tons of snow, live reindeer, and children's activities.

- Operations**
- Historic photos placed on all Park & Walk garage elevator doors.
 - Successfully renegotiated parking garage operator contract.
 - Park & Walk garages painted interior and exterior.
 - Began 24/7 safety deployment at Park & Walk garages.
 - Prioritized one million dollars in tax increment funding for Old Pasadena improvements and enhancements.
 - Added 20 new district trash cans, bringing the total to 103.
 - Pressure washed 16,324,500 square feet of sidewalk.
 - Swept 4,745 miles of curb.
 - Emptied 37,595 district trash cans. Repainted and repaired cans as necessary.
 - Patrolled 27,760 miles during Ambassador Guide shifts.



Vision 2008

Redesign the OldPasadena.org website with better search engines, more comprehensive content, and better capability for in-house revisions.

Evaluate opportunities to expand current events such as Cinema in the Park to larger, regionally recognized happenings.

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

Evaluate Old Pasadena way-finding signage to determine needs for replacement and revision, as well as additional signage types needed and its placement, including pedestrian kiosks or directories.

Expand holiday décor, especially possible lighting applications, through tax-increment funding resources.

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.

Initiate a Resident's Forum discussion group to enhance awareness of resident interests, concerns, and recommendations.

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

Pursue and advocate for the City to study the feasibility of a Downtown Streetcar system that would connect Old Pasadena to South Lake.

Fund and produce a Downtown Summit in conjunction with other Downtown Pasadena Business Improvement Districts, to facilitate dialogue of Downtown Pasadena challenges, opportunities and priorities and chart a course for our
12 Downtown's future.

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



“Pasadena is one of the country’s biggest planning success stories
of the last 30 years.”

California Planning and Development Report, which in September of 2007 voted Pasadena as
the Best Mid-Sized City Downtown in California.

Old Pasadena Management District

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