

Attachment B – OPMD Renewal Brochure



March 2010

OLD PASADENA

Reinvest for Success

The Old Pasadena Management District ~ Preserving Our Unique and Vibrant Downtown

We made a promise 10 years ago... and we kept it!

"Partnering for Continued Success," a planning document created in 2000, set the following objectives and as clearly illustrated herein, Old Pasadena Management District has consistently exceeded them:

- Build critical mass by facilitating and encouraging the growth of Old Pasadena north and south of Colorado Boulevard.
- Improve marketing efforts for the entire district to grow new customer markets by promoting a quality experience, easy access and convenient parking.
- Enhance the Old Pasadena experience itself with enhanced security and maintenance programs.
- Encourage high quality, urban residential development.

Measures of Success

A Solid Return on Your Investment (2003-2008)

Property Values

According to the City of Pasadena, assessed property values have increased **85.7%** (2003-2008) compared to the city-wide rate of 58.1%.

Sales

Sales increased **112%** from \$142.6m in 2003 to \$302.3m in 2008 compared to the citywide increase of 38.5%. Old Pasadena represented **42%** of all Central District sales and 10% of total city sales in 2008.

Weekend Visitors

An increase of approximately **35%** since 2003. On average 35,000-40,000 people visit each weekend.

Parking Management

Successfully managed the 3 city-owned Park & Walk garages since 2004, reversing a negative financial trend while preventing any rate increases to visitors.

Residential Units

Since 2003, the number of residential units has grown from 600 to 1,500 (**250%**) within the District.



© 2010 Magnus Stark

A Brief History of Old Pasadena

Old Pasadena is nationally recognized for its vibrant downtown revitalization. From its foundation over 125 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.

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 leader among Business Improvement Districts. OPMD has established standards for cleanliness and security that make residents and visitors feel more welcome and safe. We aggressively promote Old Pasadena as a destination, create special events that attract new visitors, and actively advocate for property owners, businesses and residents.

Today, Old Pasadena is a premier destination for dining, shopping and entertainment, attracting more than 60,000 visits per week and generating more than \$300 million in annual sales.

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

Keep Old Pasadena Clean, Safe & Secure

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

Ambassador Guide Program

- Nearly two-dozen Ambassador Guides patrol the 21-blocks of Old Pasadena and 3 Park & Walk garages 24 hours a day every day, on foot, bicycle, and Segway.
- Guides provide information to visitors, report on maintenance and safety issues, and liaise with the Pasadena Police Department to deter loitering and suspicious activity.
- Although crime is down citywide, Old Pasadena is among the safest areas in Pasadena. The Police Department acknowledges the valuable assistance provided by the presence of our highly visible Guides.

The Clean Street Team

- Every day the Clean Street Team is responsible for street sweeping, steam cleaning the sidewalks and alleys, emptying trash receptacles, and removing graffiti throughout the District.



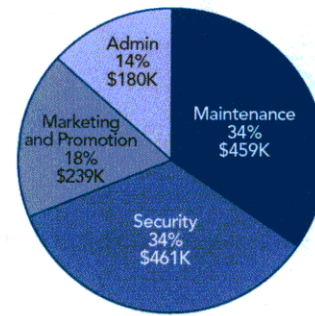
Immediately after the Parade.



Colorado Boulevard 2 hours later.

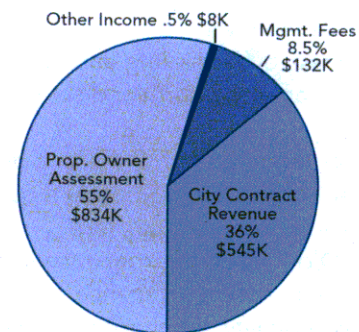
More than 86% of our total budget goes directly into "clean & safe" programs and marketing Old Pasadena.

2009 Budget



The PBID receives its funding from the City of Pasadena, property owners, and OPMD programs.

2009 Support & Revenue



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 Service:	Baseline Services Provided by the City	Enhanced Services Provided by Old Pasadena Management District
Street Sweeping (Curbs & Alleys)	26 days per year	365 days per year
Pressure Washing of Sidewalks & Alley Walkways	None	Weekly on Colorado & Green; Every 2 weeks on all others
Public Trash Receptacles Emptied	Once daily - 6 days per week	Twice daily - 7 days per week (all 123 trash cans)
Clean-up after Rose Parade (Streets & Sidewalks)	Begins 11:00 pm day of Parade; completed within 24-48 hours	Begins 10:30 am day of Parade; completed within 2-3 hours
Graffiti Removal (upon notification)	Removed within 72 hours	Removed within 1 hour

"The property owners had a vision, and they encouraged the City... what you see now are the fruits of all that labor."

- Robert Montano, Planning & Development, City of Pasadena

Parking Management

- OPMD has successfully managed the 3 city-owned Park & Walk garages since 2004, reversing a negative financial trend, and preventing any visitor rate increases, while improving the bottom line for the city's operations.
- \$1.5m reinvested in major Capital Improvement Projects in the city-owned garages to improve services, operations, and the facilities.
- Approximately 2 million cars enter and exit these parking facilities annually.



Old Pasadena... a premier destination

In order to continue to grow our market share in an increasingly competitive landscape, OPMD has increased marketing and promotion efforts over the past five years:

Destination Marketing

- Directory Map Brochures distribution increased to 250,000 annually.
- Converted *The Real Deal* monthly newsletter and notifications to electronic format to save money and increase reach.
- Partnered with CVB and City of Pasadena to leverage destination advertising.
- Expanded holiday décor throughout the District to attract visitors to the streets off Colorado Blvd.

Official Old Pasadena Website: www.oldpasadena.org

- Upgraded website in 2008 to incorporate an improved Calendar of Events, searchable Business Directory, and comprehensive economic development and visitor resources.
- Currently receive 1,700 average visitors per day, viewing 4-5 pages for up to 8 minutes on average.

Special Events

- In 2008, spearheaded Make Music Pasadena as a citywide event that brought in an estimated \$1.0m in revenue (according to Mayor Bogaard's 2009 State of the City speech).
- Expanded year-round events (Make Music Pasadena, Holiday Celebration, Halloween, Old Pasadena Film Festival, Old Pasadena Restaurant Week, among others), which resulted in approx. 265,000 attendees (2006-2009).
- Generated \$457,500 in event sponsorships and donations (2003-2009).
- Secured \$600,000 in donated print, radio, and TV coverage (2003-2009).
- Received more than 110,000,000 media impressions generated by publicity and media coverage including radio, TV, magazines, newspapers, and online media (2003-2009).



The Old Pasadena Management District (OPMD) exists to protect and serve the collective interests of the owners, tenants, and residents of Old Pasadena. This private, non-profit business organization is governed by an elected Board of Directors, and manages the Old Pasadena PBID under a contract with the City of Pasadena.

Continued Success for Old Pasadena

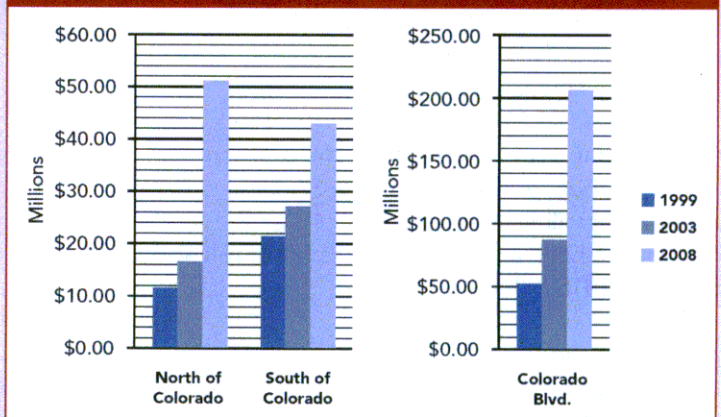
Retail sales and property values in Old Pasadena have outpaced the growth of Pasadena's citywide growth, and have done so annually since the inception of the Old Pasadena Management District in 2000. For year ending 2008, Old Pasadena represented **42%** of all Central District sales.

Old Pasadena Sales

One of the specific objectives for OPMD was to activate all 21 blocks of the District. This has been accomplished with the addition of new businesses and by increasing sales of existing businesses through more traffic (comparison of 2003 to 2008):

- Sales Increase of **310%** North of Colorado Boulevard
- Sales Increase of **158%** South of Colorado Boulevard
- Sales Increase of **238%** on Colorado Boulevard

Sales Volume



Advocacy

- OPMD staff attends hundreds of city meetings annually to advocate on behalf of Old Pasadena stakeholders.
- Advocated successfully for:
 - planting trees in Old Pasadena against a moratorium that would have delayed planting by at least one year
 - issues that promote safe, quality public parks
 - maintained parking rates and 90-minutes free in city garages, while other districts raised rates and eliminated free periods
- Actively participate on the Streetcar Steering Committee to oversee the study of a Downtown Pasadena streetcar system.



"...due to the hard work of OPMD... events in Old Pasadena have doubled and even tripled our sales!"

- Marci Toombs,
Business Owner, Lula Mae

Frequently Asked Questions about the PBID:

Q. What is a PBID?

A. A Property-based Business Improvement District (PBID) is a unique funding tool which allows business District property owners to pool their financial resources by assessing themselves to pay for certain District-wide activities and improvements. There are over 100 PBIDs throughout California and upwards of 1,500 throughout the country. PBIDs have been found to be the most effective and fair method to fund business district programs.

Q. What is required for the PBID to be renewed?

A. All property owners will receive a "District Management Plan Summary" and a preliminary support petition in the mail. If the returned petitions equal 50% plus \$1.00 of the proposed total PBID assessment, the City will conduct an election of PBID property owners. If favorable returned ballots outweigh opposing returned ballots, based on assessment dollars, the City Council can then approve the PBID renewal following a public hearing.

Q. How long will I have to pay the assessment?

A. The proposed PBID will have a 5-year life. The new assessment will first appear on your December 2010 property tax bill, and the last assessment will appear on the April 2015 bill.

The Old Pasadena PBID was renewed in 2005 for another five-year term by an overwhelming 94% approval.



"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

For more information about the Continuation process and the Old Pasadena Management District, please refer to our website at www.oldpasadena.org/continuation.

**Watch for your petition in the mail.
Call 626.356.9725 for more details.**

**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:

- 1) Sign and return your renewal petition when you receive it in the mail!
- 2) Vote "YES" for PBID renewal when your ballot arrives this spring!

Assessment Formula Table 2008-2009

	<i>Land Assessment</i>	<i>Ground Floor</i>	<i>Non-Ground Floor</i>
ZONE 1	\$0.1679	\$0.3467	\$0.1734
ZONE 2	\$0.1679	\$0.1485	\$0.0742
ZONE 3	\$0.1679	\$0.2018	\$0.1009
ZONE 4	\$0.1679	\$0.1485	\$0.0742
ZONE 5	\$0.1679	\$0.2431	\$0.1216

Formulas are subject to change for the new term of the PBID, in 2010.

District Boundaries and Zoning Map

