

Marketing and Communications

This program includes several tools to increase the numbers of visitors to the District, support efforts of property owners and brokers to attract and retain tenants, and to help Old Pasadena maintain its popularity in the face of increasing competition. Several types of marketing and communication elements are used to achieve this:

- ◆ Old Pasadena website www.oldpasadena.org ;
- ◆ Full-color shopping, dining and business directory brochures;
- ◆ Public and media relations;
- ◆ Development of Old Pasadena image pieces;
- ◆ Full-color Old Pasadena in-depth monthly newsletter;
- ◆ Sponsorship and tenant development support packets;
- ◆ Community-based events;
- ◆ Event planning; and
- ◆ Retail recruitment,

Funds may also be utilized for “district branding” opportunities, such as pole banners, logos, signs and wall maps; promotional materials, including advertising, maps, visitors’ guides, press releases; maintenance of the District web site; annual economic benchmarking research, and similar projects. In addition, overtures may be made to potential corporate sponsors to attract new (non-assessment) revenues to leverage the marketing activities of the District.

Advocacy and Administration

A professional staff that requires centralized administrative support will manage the District improvements and activities. Core services are delivered 16 hours a day, seven days a week. The District budget contains four budgeted positions plus costs for contracted supervision for all core services. The professional staff manages day-to-day operations of all the services and programs, under the direction and control of the Board of Directors of the Old Pasadena Management District. This professional staff represents the District’s interests in advocacy and relationship efforts with local government and media, in addition to coordinating and complying with all contractual obligations to the City of Pasadena and vendors. In support of these efforts, funding is allocated to pay for related office expenses; legal, telephone/internet access; accounting services; travel expenses; insurance (workers compensation, general liability and directors/officers liability); dues/subscriptions; equipment/furniture; rent; and database maintenance. Personnel expenses include salaries, benefits and payroll taxes.

Benefit Analysis

Each of the proposed improvements, services and activities, and the associated costs and assessments have been carefully reviewed, identified and allocated based on special benefit pursuant to the provisions of the Act and the California Constitution.

Specifically, the California Constitution Article XIID addresses several key criteria for the levy of assessments, notably:

Article XIID Section 2d defines District as:

"District means an area determined by an agency to contain all parcels which will receive a special benefit from a proposed public improvement or property-related service";

Article XIID Section 2i defines Special Benefit as:

"Special benefit" means a particular and distinct benefit over and above general benefits conferred on real property located in the district or to the public at large. General enhancement of property value does not constitute "special benefit."

Article XIID Section 4a defines proportional special benefit assessments as:

"An agency which proposes to levy an assessment shall identify all parcels which will have a special benefit conferred upon them and upon which an assessment will be imposed. The proportionate special benefit derived by each identified parcel shall be determined in relationship to the entirety of the capital cost of a public improvement, the maintenance and operation expenses of a public improvement, or the cost of the property related service being provided. No assessment shall be imposed on any parcel which exceeds the reasonable cost of the proportional special benefit conferred on that parcel."

The method of apportionment (method of assessment) established herein is based on the premise that each assessed property receives special benefits from the improvements, services and activities to be funded by such assessments, and the assessment obligation for each parcel reflects that parcel's proportional special benefits as compared to other properties that receive special benefits as outlined in the preceding definitions established in the California Constitution.

Based on the parameters of special benefit, general benefit would be defined as an overall and similar benefit to the public in general resulting from the improvements, activity or service to be provided by the assessment levied. Inasmuch as all services will be provided to the properties within the District boundaries only and no services will be provided outside the District boundaries, any potential general benefits to the public at large are considered intangible and not quantifiable. Furthermore, the services and activities proposed for this District and that will be funded by assessments are intended to enhance the properties within the District and will play an integral part of the use, appearance, protection and preservation of those properties and are solely for the direct and particular benefit of the parcels to be assessed. The improvements (services and activities) planned and budgeted for the District over the five-year term of the District are above and beyond those currently provided by the City of Pasadena and provide special benefit only to properties within the District. Basic City services currently provided within the District will continue to be provided at the same level of service provided throughout the City of Pasadena, and are considered to be general benefit and shall be funded by other revenue sources and not included as part of the special benefit assessments levied on properties within this District.

The proposed assessment revenues to be collected to support the increased maintenance, security, and marketing efforts of the District shall be used for only those improvements, services and activities outlined in the Management District Plan. These services and activities provide property owners a useful tool to collectively address some of the key issues facing the properties within the District by ensuring the safe and efficient movement of people and goods and enhancing the aesthetic appeal of the area. Ultimately, the goals of the District are to enhance the living and work environments, sales, and business opportunities for the properties within its boundaries, and to allow individual properties to be developed and utilized to their full potential. In doing so, the District's services reduce the costs that property owners might otherwise incur for private security, cleaning and maintenance of the areas adjacent to their properties, as well as for marketing and promotional activities. Together, increased security and the maintenance of the streets, alleys, and public walkways in the District, and marketing will contribute to a specific enhancement of the parcels within the District and the absence of these services and activities could eventually have a negative impact on those properties. As such, it has been determined that the proposed services and activities to be funded by annual assessments confer a particular and distinct special benefit to the properties to be assessed within the District.

Although the improvements, services and activities proposed for the District include public streets and facilities, as well as a safety and security program that will in part service the public, it is clear that these services and activities are only necessary to enhance the environment and opportunities of the properties within the District. As such, these improvements and activities are not required nor necessarily desired by any properties outside the District boundary and any public access, use or availability of these services and activities by others is considered incidental.

In addition, the City intends to annually contribute funds to the District in the amount of \$545,000. This contribution shall be used to pay the City's proportional special benefit for properties owned by the City within the District as well as other government-owned properties or qualifying properties, with the remaining funds being used to support various activities and services provided by OPMD. These remaining funds account for approximately twenty-five percent (25%) of the District's total estimated annual expenditures, which more than compensate for any measurable general benefit to properties within the District.

Therefore, it has been determined that the services, maintenance and operations to be funded by the proposed District assessments are consistent with the intent of the Act and the Constitution, and provide no measurable general benefit to properties outside the District or to the public at large.

Method of Apportionment

Method of Apportionment Rationale

The annual assessments levied for the District shall fund the services, activities and operations associated with the District ("Improvements"). All parcels that receive special benefits from the Improvements within each Zone, share in the cost of the Improvements associated with that Zone. The costs and assessments set forth in this Report are based upon an estimate of the expenses related to those Improvements including all direct service costs, administration and incidental expenses based on the history of providing those services and activities throughout the District in the preceding five years as well as an estimate of the costs associated with proposed enhancements to existing levels of service and new services.

As previously discussed, based on variations in the improvements provided throughout the District, five (5) zones of benefit have been established. The boundaries of these Zones are consistent with the boundaries previously established for the District. The total amount allocated to each Zone is a direct reflection of the services and activities provided in that area, and is spread equitably among the benefiting parcels within that Zone based on each parcel's lot size, ground floor building square footage and non-ground floor building square footage. If building sizes or individual building areas cannot be confirmed by the District, the proportionate distribution of the lot size shall be based on the assessor parcel map footprint for each parcel.

It has been determined that each and every parcel within the District, except those identified as exempt parcels, receives a particular and distinct benefit from the improvements, over and above any general benefit. The security program reduces street disorder and helps prevent crime, thereby protecting the properties within the District and increasing their attractiveness to potential customers as well as a place to live and work. The maintenance program, including trash removal, graffiti cleanup, and street and sidewalk cleaning directly benefits each of the parcels adjacent to the streets being maintained. The marketing program improves economic development and cultural environment within the District, thereby benefiting all residents, businesses and potential property development within the District. All of the above contribute to an enhancement of the parcels within the District.

In compliance with Section 36632(a) of the California Streets & Highways Code, the proposed assessments are calculated and shall be levied on the basis of the estimated benefit to real property and properties may be classified for purposes of determining the benefit to property. Accordingly, the formulas used for calculating the assessment obligation for each individual property within the District have been formulated to reflect each parcel's proportional special benefit as compared to other properties in the District utilizing identifiable variations in each parcel and their overall benefit from the improvements, services and activities proposed in the Management District Plan.

To ensure that no property's assessment exceeds the cost of the proportional benefit to that property, the City shall contribute \$545,000 annually to support the District's activities. More than seventy percent (70%) of this City contribution will be used to offset the District's overall costs that would otherwise be assessed as special benefits to properties within the District.

While the parcels within the District may include various commercial and multi-family residential types, and the specific use or business associated with each parcel may change over the term of the District, the improvements and services to be provided by the District are intended to support all properties within its boundaries and not one specific use or type. Therefore the method of apportionment established for this District and described herein, reflects the proportional special benefit each property receives from the proposed improvements, services and activities based on quantifiable property characteristics for each parcel as compared to other properties within the District utilizing similarities and differences in lot size, ground floor building square footage, non-ground floor building square footage and parcel size, rather than variations in the type (land use) of property.

Collectively, each parcel's proportional lot size, ground floor building square footage and non-ground floor building square footage effectively and fairly represents each parcel's proportional special benefit as compared to other parcels within the District and each respective Zone. While other factors such as daily trip generations, operating hours, number of employees and sales receipts are occasionally used for the calculation of special benefit assessments, these factors are primarily business related rather than property related and for this District it has been determined that these considerations are not as useful or appropriate for the calculation of special benefit to the properties themselves based on the overall property development within the District and the improvements, services and activities to be funded by the assessments.

Accordingly, the formulas used for calculating the assessment obligation for each individual property within the District have been formulated to reflect each parcel's proportional special benefit as compared to other properties in the District utilizing identifiable variations in each parcel and its level of improvements, services, and activities proposed for the benefit Zone in which the parcel is located within the District.

Exempt Properties and Special Cases

In compliance with Streets and Highways Code Section 36632(a), the proposed assessments are calculated and shall be levied on the basis of the estimated benefit to real property and properties may be classified for the purposes of determining the benefit to property.

In general, most properties owned by government agencies, receive similar special benefits from the improvements provided by the District and are subject to annual assessments. Although these properties are typically identified by the County as non-taxable properties for the County Tax Rolls, the City annually contributes sufficient funds to the District to compensate for the special benefits these parcels receive. In addition as a matter of City policy, the City's annual funding is also utilized to compensate for the special benefits and assessment obligation for specific parcels. Because the proportional assessment obligation calculated for properties owned by government agencies and specific properties are paid through the City's contribution, these properties will not be directly balloted for those assessments as part of the renewal process.

Exempt Properties

Exempt from District assessments are the areas of public streets, private streets, dedicated public easements, and rights-of-ways including greenbelts and parkways, or any other such parcel that is utilized for public services. The District currently has nine (9) parcels (assigned

an Assessor's Parcel Number) that are identified as public transit right-of-ways (easements) that are classified as exempt properties. Conversely, public facilities such as parks, transit stations, parking structures, garages and parking lots that are used for public services and potentially could be developed are subject to annual assessments.

Special Case Properties

Taking into consideration the improvements and services to be provided by the District and the reasons for such activities as well as their association with various properties in the Old Pasadena Management District, due to unique property characteristics or issues, appropriate adjustments to individual parcels to reflect their proportional special benefit from related improvements, services and activities are sometimes warranted. Currently, no such considerations or adjustment to the proportional assessment calculation is required in the District, but may be necessary or appropriate in the future based on development changes within the District.

Assessment Formulas

As previously noted, while most of the District services and activities are provided throughout the District, the amount of effort or service level varies for different areas of the District and these variations facilitated the establishment of the five (5) different Zones. Accordingly, the cost of providing most of these services and activities are allocate to each Zone and the properties therein based on the proportional effort and level of service associated with each activity with the exception of marketing expenses; administration and advocacy expenses; and the collection of funds for reserves and contingencies, which are proportionately applied to all parcels regardless of their Zone designation. Collectively, the proportion cost allocations to each Zone for related improvements, services and activities are apportioned to the individual parcels within those Zones by a method and by formulas which fairly distributes the net amount to be assessed among all assessed parcels in proportion to the estimated special benefits to be received by each parcel from the improvements. This apportionment is based on each parcel's proportional lot size, ground floor building square footage and non-ground floor building square footage as compared to other properties. Generally, it has been determined that the proportional special benefits properties receive from most of the improvements and services provided is reasonably reflected by equally apportioning the costs between lot size and building square footage, with the proportional allocation to non-ground floor building square footage (assessment rate) being half as much as the ground floor building square footage.

The following formulas provide a summary of the assessment calculations:

Step 1:

Parcel Characteristics by Zone

The specific characteristics of each parcel are identified and used to calculate the parcel's proportional special benefit. The following table is a summary of these characteristics.

Parcel Statistics and Characteristics for each Zone	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total
All Parcels	139	243	4	7	77	470
Lot Size (sq ft) — All Parcels	772,539.0	1,368,104.8	171,304.0	633,729.0	299,673.0	3,245,349.8
Ground Floor (sq ft) — All Parcels	554,348.0	589,199.0	116,535.0	21,900.0	176,332.0	1,458,314.0
Non-Ground Floor (sq ft) — All Parcels	366,949.0	461,576.0	12,902.0	-	191,226.0	1,032,653.0
All Benefiting Parcels	136	241	4	5	75	461
Lot Size (sq ft) — All Benefiting Parcels	755,549.0	1,324,124.8	171,304.0	614,149.0	274,853.0	3,139,979.8
Ground Floor (sq ft) — All Benefiting Parcels	554,348.0	589,199.0	116,535.0	21,900.0	176,332.0	1,458,314.0
Non-Ground Floor (sq ft) — All Benefiting Parcels	366,949.0	461,576.0	12,902.0	-	191,226.0	1,032,653.0
Parcels Assessed on Tax Roll	131	232	4	-	75	442
Lot Size (sq ft) — Parcels Assessed on Tax Roll	640,419.0	1,265,266.8	171,304.0	-	274,853.0	2,351,842.8
Ground Floor (sq ft) — Parcels Assessed on Tax Roll	539,551.0	550,611.0	116,535.0	-	176,332.0	1,383,029.0
Non-Ground Floor (sq ft) — Parcels Assessed on Tax Roll	366,949.0	458,473.0	12,902.0	-	191,226.0	1,029,550.0
Parcels Funded by City	5	9	-	5	-	19
Lot Size (sq ft) — City Funded Parcels	115,130.0	58,858.0	-	614,149.0	-	788,137.0
Ground Floor (sq ft) — City Funded Parcels	14,797.0	38,588.0	-	21,900.0	-	75,285.0
Non-Ground Floor (sq ft) — City Funded Parcels	-	3,103.0	-	-	-	3,103.0
Exempt Parcels	3	2	-	2	2	9
Lot Size (sq ft) — Exempt Parcels	16,990.0	43,980.0	-	19,580.0	24,820.0	105,370.0
Ground Floor (sq ft) — Exempt Parcels	-	-	-	-	-	-
Non-Ground Floor (sq ft) — Exempt Parcels	-	-	-	-	-	-

Step 2:

Allocation of Individual Services Costs to Zones

Each of the various services and activities to be provided throughout the District are allocated to the various Zones based on level of service and/or proportional special benefit. The following table shows the overall special benefit costs allocated to each Zone. A complete budget that provides the full annual District expenses, revenues from other sources to reduce the amount to be levied as special benefit is provided in the "District Budget" section of this Report.

2011 Allocations	Special Benefit to be Assessed	Zone 1 Allocation	Zone 2 Allocation	Zone 3 Allocation	Zone 4 Allocation	Zone 5 Allocation
Trash	\$ 43,880	\$ 25,106	\$ 12,555	\$ 2,318	\$ 1,494	\$ 2,407
Street Maintenance	90,206	28,726	36,404	5,069	10,984	9,023
Additional Pressure Washing	12,852	8,580	-	-	-	4,272
Dog Walk Bag Service ¹	2,400	-	1,063	-	750	587
Rose Parade Clean-up ¹	2,000	2,000	-	-	-	-
Day Porters	25,840	10,717	7,758	1,949	1,949	3,468
District-wide Maintenance Services	43,296	13,229	18,191	2,516	4,451	4,907
Total Maintenance	220,473	88,359	75,971	11,852	19,627	24,664
Safety	510,035	222,223	159,430	28,121	43,426	56,835
Marketing ²	74,017	28,629	28,627	4,757	864	11,140
Administration and Advocacy	181,204	55,496	76,376	10,575	18,712	20,046
Reserves and Contingency	60,333	18,544	25,358	3,504	6,240	6,687
	\$ 1,046,063	\$ 413,250	\$ 365,762	\$ 58,810	\$ 88,870	\$ 119,371
City Contribution (For Non-Assessed Properties)	\$ 139,700	\$ 33,890	\$ 17,141	\$ -	\$ 88,870	\$ -
Balance To Levy (Assessed on Tax Roll)	\$ 906,363	\$ 379,560	\$ 348,622	\$ 58,810	\$ -	\$ 119,371

1 Cost of services is apportioned to individual parcels by Lot Size only

2 Cost of Marketing is apportioned to individual parcels by Building Size only

All other services and activities are apportioned to individual parcels by a combination of Lot Size and Building Size

Step 3:**Allocation of Costs by Characteristics to Zones**

The services and activities to be provided throughout the District are allocated to the various characteristics of the parcels within the Zones of the District. The following table shows an estimate of this budget allocation for Fiscal Year 2010/2011.

Budget Allocation by Characteristic	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5	Total	%
All Benefiting Parcels							
Lot Size (sq ft)	\$ 191,970	\$ 169,753	\$ 26,951	\$ 46,374	\$ 50,724	\$ 485,772	46.4%
Ground Floor (sq ft)	166,255	140,842	30,187	42,495	44,511	424,291	40.6%
Non-Ground Floor (sq ft)	55,026	55,168	1,671	-	24,136	136,000	13.0%
	\$ 413,250	\$ 365,762	\$ 58,810	\$ 88,870	\$ 119,371	\$ 1,048,063	100.0%
Parcels Funded by City							
Lot Size (sq ft)	\$ 29,252	\$ 7,546	\$ -	\$ 46,374	\$ -	\$ 83,172	59.5%
Ground Floor (sq ft)	4,438	9,224	-	42,495	-	56,157	40.2%
Non-Ground Floor (sq ft)	-	371	-	-	-	371	0.3%
	\$ 33,690	\$ 17,141	\$ -	\$ 88,870	\$ -	\$ 139,700	100.0%
Parcels Assessed on Tax Roll							
Lot Size (sq ft)	\$ 162,718	\$ 162,207	\$ 26,951	\$ -	\$ 50,724	\$ 402,600	44.4%
Ground Floor (sq ft)	161,817	131,618	30,187	-	44,511	368,134	40.6%
Non-Ground Floor (sq ft)	55,026	54,797	1,671	-	24,136	135,629	15.0%
	\$ 379,560	\$ 348,622	\$ 58,810	\$ -	\$ 119,371	\$ 906,363	100.0%

Step 4:**Determination of Parcel Assessment Rates**

Based on the parcel characteristics and budget for each Zone, the following rates for Fiscal Year 2010/2011 have been calculated for parcels within each Zone:

Proposed Rates for Fiscal Year 2010/2011 (Calendar Year 2011)					
Rate per Sq Ft	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Lot Size	\$ 0.254080	\$ 0.128200	\$ 0.157330	\$ 0.075510	\$ 0.184550
Ground Floor	\$ 0.299910	\$ 0.239040	\$ 0.259040	\$ 1.940430	\$ 0.252430
Non-Ground Floor	\$ 0.149955	\$ 0.119520	\$ 0.129520	\$ 0.970215	\$ 0.126215

Annual Assessment Adjustments

For the five year term of the District renewal, annual assessments may be adjusted by the lesser of the annual increase in the Los Angeles-Riverside-Orange County area Consumer Price Index for All Urban Consumers (CPI-U) or five percent (5%) per year commencing in the second fiscal year (Fiscal Year 2011/2012). Actual annual adjustments may range from zero percent (0%) to five percent (5%). Adjustments may be less than the allowed inflationary adjustment from year to year depending on the service needs identified by the Board of Directors.

The following are the proposed Maximum Assessment Rates for each Zone and property characteristic assuming the CPI-U is equal to or greater than the maximum annual adjustment of five percent (5%):

Rates for Fiscal Year 2010/2011

Rate per Sq Ft	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Lot Size	\$ 0.254080	\$ 0.128200	\$ 0.157330	\$ 0.075510	\$ 0.184550
Ground Floor	\$ 0.299910	\$ 0.239040	\$ 0.259040	\$ 1.940430	\$ 0.252430
Non-Ground Floor	\$ 0.149955	\$ 0.119520	\$ 0.129520	\$ 0.970215	\$ 0.126215

Proposed Rates for Fiscal Year 2011/2012

Rate per Sq Ft	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Lot Size	\$ 0.266784	\$ 0.134610	\$ 0.165197	\$ 0.079286	\$ 0.193778
Ground Floor	\$ 0.314906	\$ 0.250992	\$ 0.271992	\$ 2.037452	\$ 0.265052
Non-Ground Floor	\$ 0.157453	\$ 0.125496	\$ 0.135996	\$ 1.018726	\$ 0.132526

Proposed Rates for Fiscal Year 2012/2013

Rate per Sq Ft	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Lot Size	\$ 0.280123	\$ 0.141341	\$ 0.173456	\$ 0.083250	\$ 0.203466
Ground Floor	\$ 0.330651	\$ 0.263542	\$ 0.285592	\$ 2.139324	\$ 0.278304
Non-Ground Floor	\$ 0.165325	\$ 0.131771	\$ 0.142796	\$ 1.069662	\$ 0.139152

Proposed Rates for Fiscal Year 2013/2014

Rate per Sq Ft	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Lot Size	\$ 0.294129	\$ 0.148408	\$ 0.182129	\$ 0.087412	\$ 0.213640
Ground Floor	\$ 0.347183	\$ 0.276719	\$ 0.299871	\$ 2.246290	\$ 0.292219
Non-Ground Floor	\$ 0.173592	\$ 0.138359	\$ 0.149936	\$ 1.123145	\$ 0.146110

Proposed Rates for Fiscal Year 2014/2015

Rate per Sq Ft	Zone 1	Zone 2	Zone 3	Zone 4	Zone 5
Lot Size	\$ 0.308836	\$ 0.155828	\$ 0.191236	\$ 0.091783	\$ 0.224322
Ground Floor	\$ 0.364542	\$ 0.290555	\$ 0.314865	\$ 2.358605	\$ 0.306830
Non-Ground Floor	\$ 0.182271	\$ 0.145277	\$ 0.157432	\$ 1.179302	\$ 0.153415

Any annual budget surplus or deficit will be accrued into the following year's District budget. Assessments will be set accordingly, within the constraints of the annual adjustment, to adjust for surpluses or deficits that are carried forward.

Disestablishment

State law provides for the disestablishment of a Property and Business Improvement District pursuant to an annual review process. Each year that the District is in existence, there will be a 30-day period during which the property owners will have the opportunity to request disestablishment of the District. This 30-day period begins each year on the anniversary day that the District was first established by City Council.

Within that 30-day period, if a written petition is submitted by the owners of real property who pay 50 percent (50%) or more of the assessments levied, the district may be disestablished. The City Council will hold a public hearing on disestablishing the district prior to actually doing so.

District Budget

The Old Pasadena Management District ("OPMD") - a private, non-profit organization, acts as the managing agent for the PBID under a contract with the City of Pasadena to manage the district. The OPMD is responsible for the operation of the District which includes entering into contracts with service providers and consultants, hiring staff, and managing the day-to-day affairs of the District as well as to make adjustments to the budget categories as the needs of the District dictate, and in accordance with the terms and conditions outlined in the contract between the OPMD and the City of Pasadena. Each year, the Board of Directors will report its recommended budget to the City for its review and approval.

Budget Categories

The services and activities planned for the District over the next five years are described in detail in the Management District Plan. The budget for the overall District is presented in this section and includes these categories:

- ◆ Maintenance
 - Trash
 - Street Maintenance (Street Sweeping & Pressure Washing)
 - Day Porters
 - Special Zone Projects (Dog Walk Bag Service, Additional Pressure Washing, Rose Parade Clean-up)
 - District-wide Maintenance Services (Landscaping, Graffiti, Debris Pick-up, etc.)
- ◆ Public Safety
- ◆ Marketing
- ◆ District Management (Administration & Advocacy)
- ◆ Reserve and Contingency Fund

The combined total budget proposed for the District is approximately \$1,534,590 for calendar year 2011 (Fiscal year 2010/2011). This total cost is reduced by an estimated \$80,000 in revenue from advertising sales which shall be used to offset overall Marketing costs and an additional City contribution of \$405,299 (that portion of the total \$545,000 contributed annually by the City that is not used to pay for the special benefit assessments on parcels owned by the City or historically supported by a City contribution). Per an agreement with the City, these funds are to be used specifically for sidewalk and street maintenance related activities and marketing efforts.

Funds that have accrued at the end of the 2006-2010 term of the Old Pasadena Management District (if any) will be placed in the Reserve and Contingency Fund. The Board of Directors may utilize the funds in this account to pay for one-time special expenses, capital improvements, infrastructure repairs or unforeseen expenses associated with the District's authorized services and activities. The amount that will remain in the Reserve and Contingency Fund at the end of year 2010 was not known at the time this report was

prepared. However, it is estimated that the reserve at the end of the District's current term will be less than \$50,000 (plus set aside operational funding if the District is not renewed). Additionally, delinquent assessments from the 2006-2010 tax years that are paid in the future will also accrue to this fund. At the end of the current term period, if the District is not renewed, in accordance with state law, the remaining funds of the District (existing assets) shall become the property of the City and shall be used: (1) to pay the City any amount owed to it by the District; (2) settle any outstanding debit to service providers, consultants, or staff for services provided; (3) utilize the funds to remove equipment, street furniture, trash receptacles and other elements for which there would no longer be a caretaker; and (4) to disburse the remaining assets to the owners of assessed properties.

Budget Overview

The overall District expenditure estimated for Fiscal Year 2010/2011 is summarized in the following table. This summary lists the estimated costs and percentage of the total expenditures associated with the various services and activities planned to be implemented in the District for the first year of the renewal, Calendar Year 2011. This budget is subject to adjustment for the annual inflation factor for each succeeding year of the term of the District as previously described.

District Budget Summary for Fiscal Year 2010/2011

<p>Public Safety – 33% The 21 block Old Pasadena Ambassador Guide program through the use of both bicycle and foot patrols, supports the police department, property owners and tenants in overall crime prevention efforts and reduction in street disorder, while offering a customer service orientation to pedestrians. They provide highly visible neighborhood security that supplement individual building security and the Pasadena Police Department.</p>	<p>\$510,035</p>
<p>Maintenance - 33% Daily service throughout the district including sidewalk pressure washing, street sweeping, trash and graffiti removal, landscape maintenance and tree trimming. Some services are zone-specific and the level of services for various elements of the maintenance programs vary in each Zone.</p>	<p>\$503,778</p>
<p>Marketing - 18% Marketing and communication efforts utilize several tools to increase the numbers of visitors to the District, support efforts of property owners and brokers to attract and retain tenants, and to help Old Pasadena maintain its popularity in the face of increasing competition. These elements include, but are not limited to the Old Pasadena website; dining and business directory brochures; public and media relations activities; Old Pasadena image pieces; monthly newsletters; sponsorship and tenant development support efforts; and community-based events.</p>	<p>\$276,012</p>

<p>District Management (Administration & Advocacy) - 12% Provides for a professional staff to manage the day-to-day operations of all the services and programs, under the direction and control of the Board of Directors of the Old Pasadena Management District. The staff represents the District's interests in advocacy and relationship efforts with local government and media</p>	<p>\$181,204</p>
<p>Reserves and Contingency - 4% Funding that is collected and set aside for special needs arising each year related to security, maintenance, special projects or marketing needs.</p>	<p>\$60,333</p>
<p>District Budget Total for Calendar Year 2011</p>	<p>\$1,531,369</p>

Budget Allocations

The estimated first year expenditures for the District (outlined above) are not entirely assessed on properties in the District. As previously noted, the District receives revenue from advertising sales which is applied to the Marketing expenses thereby reducing the amount to be assessed. Similarly, the City provides the District with an annual contribution of \$545,000 which is first used to pay for the proportional special benefit assessments calculated for City parcels and other non-taxable or special properties that will not be assessed on the County Tax Rolls, and then the remaining funds are allocated to street maintenance and marketing expenses thereby reducing the amount to be assessed for those services and activities. The remaining costs ("Total Special Benefit") are apportioned to each Zone primarily based on the specific level of service or activity provided in each zone (i.e. trash service costs are apportioned based on the proportional number of trash containers and pick-up frequency provided in each Zone, or based on average weekly man hours spent in each Zone for Guide Service "Safety"). However some services and activities, such as administration or graffiti abatement apply to all benefiting properties and these types of services and activities are apportioned to each Zone as a percentage of each Zone's total lot size and building size (ground and non-ground floor size) for benefiting properties compared to that of the entire District. The overall proposed District Budget and individual Zone Budgets that establish the proposed assessments for Fiscal Year 2010/2011 is provided on the following page.

This budget is subject to adjustment for the annual inflation factor for each succeeding year of the term of the District as previously described. The Board of Directors will review the District costs annually and make recommendations for any changes or adjustments to the budget. Changes to the budget could result in changes to the annual assessment; however, the resulting total assessment may not exceed the maximum assessment amounts established in this Report without first obtaining property owner approval through an assessment ballot proceeding.

District Budget Allocation for Fiscal Year 2010/2011

2011 Allocations	Total Budget	City Contribution	Other ¹ Revenues	Special Benefit to be Assessed	Zone 1 Allocation	Zone 2 Allocation	Zone 3 Allocation	Zone 4 Allocation	Zone 5 Allocation
Trash	\$ 114,037	\$ 70,157	\$ -	\$ 43,880	\$ 25,106	\$ 12,555	\$ 2,318	\$ 1,494	\$ 2,407
Street Maintenance	234,290	144,084	-	90,206	28,726	36,404	5,069	10,984	9,023
Additional Pressure Washing	12,852	-	-	12,852	8,580	-	-	-	4,272
Dog Walk Bag Service	2,400	-	-	2,400	-	1,063	-	750	587
Rese Parade Clean-up	2,000	-	-	2,000	2,000	-	-	-	-
Day Porters	25,840	-	-	25,840	10,717	7,758	1,949	1,949	3,468
District-wide Maintenance Services ¹	112,359	69,063	-	43,296	13,229	18,191	2,516	4,451	4,907
Total Maintenance	503,778	283,304	-	220,473	88,359	75,971	11,852	19,627	24,664
Safety	510,035	-	-	510,035	222,223	159,430	28,121	43,426	56,835
Marketing ²	276,012	121,995	80,000	74,017	28,629	28,627	4,757	864	11,140
Administration and Advocacy	181,204	-	-	181,204	55,496	76,376	10,575	18,712	20,046
Reserves and Contingency	60,333	-	-	60,333	18,544	25,358	3,504	6,240	6,687
	\$ 1,531,363	\$ 405,300	\$ 80,000	\$ 1,046,063	\$ 413,250	\$ 365,762	\$ 58,810	\$ 88,870	\$ 119,371
City Contribution for Non-Assessed Properties		139,700			33,690	17,141	-	88,870	-
Balance To Levy (Assessed on Tax Roll)		Total City Contribution: \$ 545,000		\$906,363	\$379,560	\$348,622	\$58,810	\$0	\$119,371

¹ District-wide Maintenance Services are provided throughout the District as needed and may include, but is not limited to Landscaping, Graffiti, Debris Pick-up and related OPMD oversight of District services

² Marketing Allocated by Building Area

³ Marketing revenue from advertising sales

Estimated District Budget Forecast for the 5-Year Term

The following is an estimate of the annual budget and assessment revenues over the proposed 5-year term of the District. This forecast assumes the maximum inflationary adjustment (5%) is applied each fiscal year. Since it is not anticipated that the CPI-U will actually equal or exceed the maximum inflationary adjustment of five percent each year, the actual budget and assessment revenues shown will likely be less.

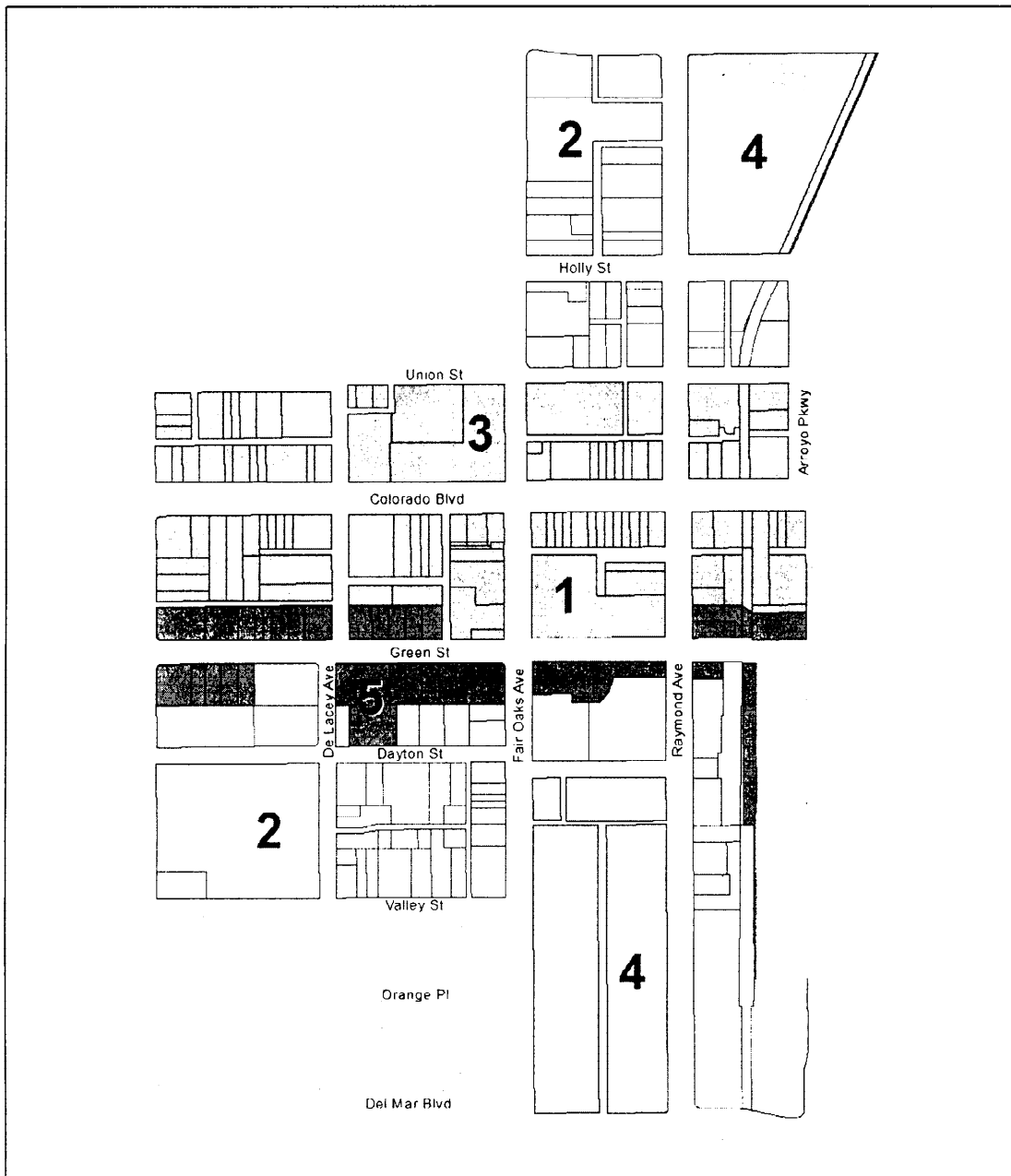
Budget Forecast	Year 2011		Year 2012		Year 2013	
	Total Budget (Proposed)	Special Benefit	Total Budget (Estimated)	Special Benefit (Estimated)	Total Budget (Estimated)	Special Benefit (Estimated)
Trash	\$ 114,037	\$ 43,880	\$ 115,022	\$ 46,074	\$ 116,056	\$ 48,377
Street Maintenance	234,290	90,206	236,317	94,716	238,446	99,452
Additional Pressure Washing	12,852	12,852	13,495	13,495	14,170	14,170
Dog Walk Bag Service	2,400	2,400	2,520	2,520	2,646	2,646
Rose Parade Clean-up	2,000	2,000	2,100	2,100	2,205	2,205
Day Porters	25,840	25,840	27,132	27,132	28,489	28,489
District-wide Maintenance Services	112,359	43,296	113,333	45,460	114,357	47,734
Total Maintenance	503,778	220,473	509,919	231,497	516,367	243,072
Safety	510,035	510,035	535,537	535,537	562,314	562,314
Marketing	276,012	74,017	277,611	77,718	279,289	81,604
Administration and Advocacy	181,204	181,204	190,265	190,265	199,778	199,778
Reserves and Contingency	60,333	60,333	63,350	63,350	66,518	66,518
	\$ 1,531,363	\$ 1,046,063	\$ 1,576,681	\$ 1,098,366	\$ 1,624,265	\$ 1,153,285

Budget Forecast	Year 2014		Year 2015	
	Total Budget (Estimated)	Special Benefit	Total Budget (Estimated)	Special Benefit (Estimated)
Trash	\$ 117,142	\$ 50,796	\$ 118,282	\$ 53,336
Street Maintenance	240,680	104,425	243,027	109,646
Additional Pressure Washing	14,878	14,878	15,622	15,622
Dog Walk Bag Service	2,778	2,778	2,917	2,917
Rose Parade Clean-up	2,315	2,315	2,431	2,431
Day Porters	29,913	29,913	31,409	31,409
District-wide Maintenance Services	115,431	50,120	116,559	52,626
Total Maintenance	523,137	255,225	530,247	267,986
Safety	590,429	590,429	619,951	619,951
Marketing	281,051	85,684	282,902	89,968
Administration and Advocacy	209,767	209,767	220,255	220,255
Reserves and Contingency	69,843	69,843	73,336	73,336
	\$ 1,674,228	\$ 1,210,949	\$ 1,726,690	\$ 1,271,496

District Diagram

The parcels within the District consist of the lots, parcels and subdivisions of land identified on the following District Diagram, which outlines the boundaries of the District and the Zones therein, and is based on the Los Angeles County Assessor's Maps and secured roll information that existed at the time this Report was prepared. The combination of this Diagram and the Assessment Roll contained in this Report; collectively constitute the District's Assessment Diagram.

A copy of the District Diagram is provided on the following page. A full size copy of this diagram is on file with the City Clerk of the City of Pasadena, and by reference this diagram is made part of this Report.



Legend

- | | | |
|------------------------|--------|--------|
| Other Pasadena Parcels | Zone 2 | Zone 4 |
| Zone 1 | Zone 3 | Zone 5 |



Assessment Roll

Parcel identification, for each lot or parcel within the District, shall be the parcel as shown on the County Assessor's Map for the year in which this Report is prepared.

The Assessment Roll, which includes a listing of assessor parcels assessed within this District, along with their assessment amounts for Fiscal Year 2010/2011 (Balloted Amount), is shown in the following:

Old Pasadena Management District Business Improvement District Renewal Fiscal Year 2010/2011 Assessment Roll

Assessor's Parcel Number	Zone	Total Budget Assessment	City Paid Assessments	Assessments Applied to Tax Rolls
5713-004-001	1	\$1,093.56	0.00	1,093.56
5713-004-002	1	928.66	0.00	928.66
5713-004-005	1	5,721.60	0.00	5,721.60
5713-004-006	1	1,907.96	0.00	1,907.96
5713-004-007	1	1,900.46	0.00	1,900.46
5713-004-008	1	3,819.23	0.00	3,819.23
5713-004-009	1	5,736.08	0.00	5,736.08
5713-004-010	1	12,717.46	0.00	12,717.46
5713-004-011	1	3,045.17	0.00	3,045.17
5713-004-012	1	1,462.53	0.00	1,462.53
5713-004-016	1	2,201.27	0.00	2,201.27
5713-004-017	1	1,887.07	0.00	1,887.07
5713-004-018	1	3,019.76	0.00	3,019.76
5713-004-019	1	4,531.80	0.00	4,531.80
5713-004-020	1	1,058.87	0.00	1,058.87
5713-004-021	1	3,132.22	0.00	3,132.22
5713-004-022	1	1,343.79	0.00	1,343.79
5713-004-023	1	1,508.74	0.00	1,508.74
5713-004-024	1	2,042.75	0.00	2,042.75
5713-004-025	1	7,617.83	0.00	7,617.83
5713-006-021	1	968.72	0.00	968.72
5713-006-022	1	1,938.46	0.00	1,938.46
5713-006-027	1	2,190.38	0.00	2,190.38
5713-007-003	1	151.69	0.00	151.69
5713-007-004	1	3,272.87	0.00	3,272.87
5713-007-005	1	2,427.77	0.00	2,427.77
5713-007-006	1	129.58	0.00	129.58
5713-007-007	1	441.41	0.00	441.41
5713-007-008	1	2,749.98	0.00	2,749.98
5713-007-009	1	710.38	0.00	710.38
5713-007-011	1	5,000.61	0.00	5,000.61
5713-007-012	1	6,472.76	0.00	6,472.76
5713-007-013	1	2,574.65	0.00	2,574.65

**Old Pasadena Management District
 Business Improvement District Renewal
 Fiscal Year 2010/2011 Assessment Roll**

Assessor's Parcel Number	Zone	Total Budget Assessment	City Paid Assessments	Assessments Applied to Tax Rolls
5713-007-014	1	2,754.96	0.00	2,754.96
5713-007-015	1	5,171.50	0.00	5,171.50
5713-007-016	1	13,467.81	0.00	13,467.81
5713-007-017	1	4,227.35	0.00	4,227.35
5713-007-023	1	4,891.09	0.00	4,891.09
5713-007-024	1	9,792.87	0.00	9,792.87
5713-007-025	1	4,659.83	0.00	4,659.83
5713-007-026	1	823.22	0.00	823.22
5713-008-003	1	6,971.10	0.00	6,971.10
5713-008-004	1	7,016.09	0.00	7,016.09
5713-008-005	1	2,032.13	0.00	2,032.13
5713-008-006	1	5,008.59	0.00	5,008.59
5713-008-007	1	2,238.26	0.00	2,238.26
5713-008-011	1	9,650.54	0.00	9,650.54
5713-008-013	1	1,325.88	0.00	1,325.88
5713-008-014	1	1,213.41	0.00	1,213.41
5713-008-015	1	1,355.87	0.00	1,355.87
5713-008-016	1	1,363.36	0.00	1,363.36
5713-008-019	1	2,588.14	0.00	2,588.14
5713-008-035	1	4,017.93	0.00	4,017.93
5713-008-036	1	3,014.67	0.00	3,014.67
5713-008-903	1	1,727.74	1,727.74	0.00
5713-008-904	1	6,530.66	6,530.66	0.00
5713-008-905	1	2,744.83	2,744.83	0.00
5722-028-006	1	3,147.34	0.00	3,147.34
5722-028-007	1	2,148.27	0.00	2,148.27
5722-028-008	1	3,061.95	0.00	3,061.95
5722-028-009	1	673.31	0.00	673.31
5722-028-010	1	3,663.43	0.00	3,663.43
5722-028-011	1	1,221.25	0.00	1,221.25
5722-028-012	1	1,664.51	0.00	1,664.51
5722-028-013	1	1,390.10	0.00	1,390.10
5722-028-014	1	1,332.48	0.00	1,332.48
5722-028-015	1	1,227.88	0.00	1,227.88
5722-028-016	1	2,051.10	0.00	2,051.10
5722-028-017	1	1,277.63	0.00	1,277.63
5722-028-018	1	3,730.91	0.00	3,730.91
5722-028-019	1	13,058.04	0.00	13,058.04
5722-028-903	1	1,143.36	1,143.36	0.00
5722-028-904	1	21,543.41	21,543.41	0.00
5722-029-011	1	4,645.87	0.00	4,645.87
5722-029-012	1	5,519.44	0.00	5,519.44
5722-029-013	1	6,444.20	0.00	6,444.20
5722-029-014	1	2,754.95	0.00	2,754.95
5722-029-015	1	5,173.34	0.00	5,173.34
5722-029-018	1	7,757.13	0.00	7,757.13
5722-029-021	1	1,522.87	0.00	1,522.87

**Old Pasadena Management District
Business Improvement District Renewal
Fiscal Year 2010/2011 Assessment Roll**

Assessor's Parcel Number	Zone	Total Budget Assessment	City Paid Assessments	Assessments Applied to Tax Rolls
5722-029-022	1	1,523.47	0.00	1,523.47
5722-029-023	1	3,521.04	0.00	3,521.04
5722-029-024	1	9,080.10	0.00	9,080.10
5722-029-025	1	2,193.80	0.00	2,193.80
5722-029-902	1	0.00	0.00	0.00
5722-029-903	1	0.00	0.00	0.00
5723-023-004	1	8,848.55	0.00	8,848.55
5723-023-006	1	6,171.21	0.00	6,171.21
5723-023-007	1	1,289.87	0.00	1,289.87
5723-023-008	1	1,868.23	0.00	1,868.23
5723-023-009	1	1,545.83	0.00	1,545.83
5723-023-010	1	1,535.92	0.00	1,535.92
5723-023-011	1	1,525.50	0.00	1,525.50
5723-023-012	1	1,786.51	0.00	1,786.51
5723-023-013	1	3,091.41	0.00	3,091.41
5723-023-014	1	4,193.51	0.00	4,193.51
5723-023-020	1	6,356.34	0.00	6,356.34
5723-023-021	1	282.55	0.00	282.55
5723-023-022	1	273.55	0.00	273.55
5723-023-023	1	264.55	0.00	264.55
5723-023-024	1	308.04	0.00	308.04
5723-023-025	1	294.55	0.00	294.55
5723-023-026	1	248.06	0.00	248.06
5723-023-027	1	305.04	0.00	305.04
5723-023-028	1	264.55	0.00	264.55
5723-023-029	1	269.05	0.00	269.05
5723-023-030	1	294.55	0.00	294.55
5723-023-031	1	264.55	0.00	264.55
5723-023-032	1	258.56	0.00	258.56
5723-023-033	1	224.07	0.00	224.07
5723-023-034	1	251.06	0.00	251.06
5723-023-035	1	242.06	0.00	242.06
5723-023-036	1	260.06	0.00	260.06
5723-023-037	1	288.55	0.00	288.55
5723-023-038	1	318.54	0.00	318.54
5723-023-039	1	308.04	0.00	308.04
5723-023-040	1	368.02	0.00	368.02
5723-023-041	1	378.52	0.00	378.52
5723-023-042	1	369.52	0.00	369.52
5723-023-043	1	381.52	0.00	381.52
5723-023-044	1	375.52	0.00	375.52
5723-023-045	1	308.04	0.00	308.04
5723-023-046	1	282.55	0.00	282.55
5723-023-047	1	237.56	0.00	237.56
5723-023-048	1	285.55	0.00	285.55
5723-023-049	1	299.04	0.00	299.04
5723-023-050	1	302.04	0.00	302.04

**Old Pasadena Management District
Business Improvement District Renewal
Fiscal Year 2010/2011 Assessment Roll**

Assessor's Parcel Number	Zone	Total Budget Assessment	City Paid Assessments	Assessments Applied to Tax Rolls
5723-023-051	1	258.56	0.00	258.56
5723-023-052	1	266.05	0.00	266.05
5723-023-053	1	284.05	0.00	284.05
5723-024-009	1	4,598.40	0.00	4,598.40
5723-024-010	1	2,508.69	0.00	2,508.69
5723-024-011	1	5,420.67	0.00	5,420.67
5723-024-013	1	17,430.05	0.00	17,430.05
5723-024-014	1	3,853.02	0.00	3,853.02
5723-024-015	1	6,658.58	0.00	6,658.58
5723-024-018	1	6,723.07	0.00	6,723.07
5723-024-049	1	5,463.26	0.00	5,463.26
5723-024-902	1	0.00	0.00	0.00
5713-018-028	2	23,510.34	0.00	23,510.34
5713-018-029	2	1,554.68	0.00	1,554.68
5713-019-039	2	9,234.20	0.00	9,234.20
5713-019-044	2	86.70	0.00	86.70
5713-019-045	2	292.31	0.00	292.31
5713-019-046	2	379.01	0.00	379.01
5713-019-047	2	383.97	0.00	383.97
5713-019-048	2	341.85	0.00	341.85
5713-019-049	2	341.85	0.00	341.85
5713-019-050	2	336.90	0.00	336.90
5713-019-051	2	497.92	0.00	497.92
5713-019-052	2	29.73	0.00	29.73
5713-019-053	2	468.19	0.00	468.19
5713-019-054	2	497.92	0.00	497.92
5713-019-055	2	497.92	0.00	497.92
5713-019-056	2	336.90	0.00	336.90
5713-019-057	2	336.90	0.00	336.90
5713-019-059	2	292.31	0.00	292.31
5713-019-060	2	292.31	0.00	292.31
5713-019-061	2	292.31	0.00	292.31
5713-019-063	2	86.70	0.00	86.70
5713-019-064	2	292.31	0.00	292.31
5713-019-065	2	379.01	0.00	379.01
5713-019-066	2	383.97	0.00	383.97
5713-019-067	2	339.38	0.00	339.38
5713-019-068	2	339.38	0.00	339.38
5713-019-069	2	339.38	0.00	339.38
5713-019-070	2	336.90	0.00	336.90
5713-019-071	2	336.90	0.00	336.90
5713-019-072	2	336.90	0.00	336.90
5713-019-073	2	292.31	0.00	292.31
5713-019-074	2	292.31	0.00	292.31
5713-019-075	2	292.31	0.00	292.31
5713-019-076	2	86.70	0.00	86.70
5713-019-077	2	292.31	0.00	292.31

**Old Pasadena Management District
Business Improvement District Renewal
Fiscal Year 2010/2011 Assessment Roll**

Assessor's Parcel Number	Zone	Total Budget Assessment	City Paid Assessments	Assessments Applied to Tax Rolls
5713-019-078	2	379.01	0.00	379.01
5713-019-079	2	383.97	0.00	383.97
5713-019-080	2	339.38	0.00	339.38
5713-019-081	2	339.38	0.00	339.38
5713-019-082	2	339.38	0.00	339.38
5713-019-083	2	336.90	0.00	336.90
5713-019-084	2	272.49	0.00	272.49
5713-019-085	2	336.90	0.00	336.90
5713-019-086	2	336.90	0.00	336.90
5713-019-087	2	292.31	0.00	292.31
5713-019-088	2	292.31	0.00	292.31
5713-019-089	2	292.31	0.00	292.31
5713-019-090	2	497.92	0.00	497.92
5713-019-093	2	309.65	0.00	309.65
5713-019-094	2	309.65	0.00	309.65
5713-019-095	2	312.13	0.00	312.13
5713-019-096	2	86.70	0.00	86.70
5713-019-097	2	292.31	0.00	292.31
5713-019-098	2	379.01	0.00	379.01
5713-019-099	2	383.97	0.00	383.97
5713-019-100	2	339.38	0.00	339.38
5713-019-101	2	339.38	0.00	339.38
5713-019-102	2	339.38	0.00	339.38
5713-019-103	2	336.90	0.00	336.90
5713-019-104	2	272.49	0.00	272.49
5713-019-105	2	443.42	0.00	443.42
5713-019-106	2	443.42	0.00	443.42
5713-019-107	2	292.31	0.00	292.31
5713-019-108	2	292.31	0.00	292.31
5713-019-109	2	292.31	0.00	292.31
5713-019-110	2	309.65	0.00	309.65
5713-020-001	2	698.05	0.00	698.05
5713-020-002	2	4,289.63	0.00	4,289.63
5713-020-003	2	1,858.59	0.00	1,858.59
5713-020-004	2	3,435.54	0.00	3,435.54
5713-020-005	2	2,901.43	0.00	2,901.43
5713-020-008	2	1,882.11	0.00	1,882.11
5713-021-001	2	2,158.47	2,158.47	0.00
5713-021-002	2	2,593.67	2,593.67	0.00
5713-021-007	2	970.91	0.00	970.91
5713-021-008	2	832.66	0.00	832.66
5713-021-009	2	416.65	0.00	416.65
5713-021-013	2	3,157.62	0.00	3,157.62
5713-021-014	2	4,578.50	0.00	4,578.50
5713-021-015	2	2,467.22	0.00	2,467.22
5713-021-017	2	3,304.52	0.00	3,304.52
5713-021-018	2	5,520.77	0.00	5,520.77

**Old Pasadena Management District
 Business Improvement District Renewal
 Fiscal Year 2010/2011 Assessment Roll**

Assessor's Parcel Number	Zone	Total Budget Assessment	City Paid Assessments	Assessments Applied to Tax Rolls
5713-021-019	2	1,907.24	0.00	1,907.24
5713-021-020	2	886.02	0.00	886.02
5713-021-021	2	2,202.16	0.00	2,202.16
5713-021-022	2	605.33	0.00	605.33
5713-021-025	2	716.09	0.00	716.09
5713-021-028	2	764.03	0.00	764.03
5713-021-030	2	1,335.15	0.00	1,335.15
5713-021-036	2	1,006.88	1,006.88	0.00
5713-021-037	2	299.35	299.35	0.00
5713-021-038	2	558.44	0.00	558.44
5713-021-039	2	749.46	0.00	749.46
5713-021-041	2	1,960.24	0.00	1,960.24
5713-021-042	2	3,983.01	0.00	3,983.01
5713-021-044	2	404.61	0.00	404.61
5713-021-045	2	347.00	0.00	347.00
5713-021-046	2	445.25	0.00	445.25
5713-021-047	2	350.47	0.00	350.47
5713-021-048	2	349.63	0.00	349.63
5713-021-049	2	348.44	0.00	348.44
5713-021-050	2	312.82	0.00	312.82
5713-021-051	2	312.82	0.00	312.82
5713-021-052	2	350.11	0.00	350.11
5713-021-053	2	350.11	0.00	350.11
5713-021-054	2	351.54	0.00	351.54
5713-021-055	2	351.54	0.00	351.54
5713-021-056	2	345.45	0.00	345.45
5713-021-057	2	344.73	0.00	344.73
5713-021-058	2	344.73	0.00	344.73
5713-021-059	2	310.79	0.00	310.79
5713-021-060	2	310.79	0.00	310.79
5713-021-061	2	522.58	0.00	522.58
5713-021-062	2	522.58	0.00	522.58
5713-021-900	2	1,779.08	1,779.08	0.00
5713-021-901	2	266.91	266.91	0.00
5713-021-902	2	666.77	666.77	0.00
5713-021-903	2	1,381.81	1,381.81	0.00
5722-001-002	2	4,147.53	0.00	4,147.53
5722-001-007	2	224.22	0.00	224.22
5722-001-008	2	178.69	0.00	178.69
5722-001-009	2	157.41	0.00	157.41
5722-001-010	2	174.62	0.00	174.62
5722-001-011	2	202.35	0.00	202.35
5722-001-012	2	156.81	0.00	156.81
5722-001-013	2	177.01	0.00	177.01
5722-001-014	2	178.21	0.00	178.21
5722-001-015	2	261.27	0.00	261.27
5722-001-016	2	184.90	0.00	184.90

**Old Pasadena Management District
Business Improvement District Renewal
Fiscal Year 2010/2011 Assessment Roll**

Assessor's Parcel Number	Zone	Total Budget Assessment	City Paid Assessments	Assessments Applied to Tax Rolls
5722-001-017	2	216.93	0.00	216.93
5722-001-018	2	194.70	0.00	194.70
5722-001-019	2	169.12	0.00	169.12
5722-001-020	2	181.44	0.00	181.44
5722-001-021	2	188.85	0.00	188.85
5722-001-022	2	197.21	0.00	197.21
5722-001-023	2	285.90	0.00	285.90
5722-001-024	2	259.60	0.00	259.60
5722-001-025	2	185.02	0.00	185.02
5722-001-026	2	217.41	0.00	217.41
5722-001-027	2	194.70	0.00	194.70
5722-001-028	2	169.12	0.00	169.12
5722-001-029	2	156.58	0.00	156.58
5722-001-030	2	178.21	0.00	178.21
5722-001-031	2	184.18	0.00	184.18
5722-001-032	2	186.46	0.00	186.46
5722-001-033	2	272.63	0.00	272.63
5722-001-034	2	255.78	0.00	255.78
5722-001-035	2	184.66	0.00	184.66
5722-001-036	2	216.93	0.00	216.93
5722-001-037	2	194.70	0.00	194.70
5722-001-038	2	169.12	0.00	169.12
5722-001-039	2	156.58	0.00	156.58
5722-001-040	2	178.45	0.00	178.45
5722-001-041	2	183.95	0.00	183.95
5722-001-042	2	186.69	0.00	186.69
5722-001-043	2	277.41	0.00	277.41
5722-001-044	2	261.51	0.00	261.51
5722-001-045	2	185.38	0.00	185.38
5722-001-046	2	217.17	0.00	217.17
5722-001-047	2	194.34	0.00	194.34
5722-001-048	2	169.12	0.00	169.12
5722-001-049	2	157.17	0.00	157.17
5722-001-050	2	178.09	0.00	178.09
5722-001-051	2	178.09	0.00	178.09
5722-001-052	2	176.89	0.00	176.89
5722-001-053	2	276.33	0.00	276.33
5722-001-054	2	262.95	0.00	262.95
5722-001-055	2	188.37	0.00	188.37
5722-001-056	2	216.45	0.00	216.45
5722-001-057	2	196.38	0.00	196.38
5722-001-058	2	170.44	0.00	170.44
5722-001-059	2	155.50	0.00	155.50
5722-001-060	2	176.77	0.00	176.77
5722-001-061	2	174.98	0.00	174.98
5722-001-062	2	181.67	0.00	181.67
5722-001-063	2	264.50	0.00	264.50

**Old Pasadena Management District
Business Improvement District Renewal
Fiscal Year 2010/2011 Assessment Roll**

Assessor's Parcel Number	Zone	Total Budget Assessment	City Paid Assessments	Assessments Applied to Tax Rolls
5722-010-001	2	2,268.82	0.00	2,268.82
5722-010-005	2	1,530.71	0.00	1,530.71
5722-010-006	2	1,544.65	0.00	1,544.65
5722-010-007	2	916.89	0.00	916.89
5722-010-021	2	9,102.56	0.00	9,102.56
5722-010-022	2	60,458.89	0.00	60,458.89
5722-010-915	2	0.00	0.00	0.00
5722-011-002	2	5,052.15	0.00	5,052.15
5722-011-003	2	1,652.58	0.00	1,652.58
5722-011-004	2	5,726.95	0.00	5,726.95
5722-011-015	2	3,752.41	0.00	3,752.41
5723-021-008	2	3,553.52	0.00	3,553.52
5723-021-010	2	847.07	0.00	847.07
5723-021-012	2	3,540.93	0.00	3,540.93
5723-021-013	2	2,764.05	0.00	2,764.05
5723-021-016	2	3,055.01	0.00	3,055.01
5723-021-017	2	4,862.84	0.00	4,862.84
5723-021-018	2	6,831.87	0.00	6,831.87
5723-021-019	2	578.57	0.00	578.57
5723-021-020	2	1,041.37	0.00	1,041.37
5723-021-022	2	3,294.74	0.00	3,294.74
5723-021-026	2	3,911.43	0.00	3,911.43
5723-021-027	2	30,186.14	0.00	30,186.14
5723-021-901	2	6,987.60	6,987.60	0.00
5723-022-003	2	3,103.21	0.00	3,103.21
5723-022-004	2	2,782.99	0.00	2,782.99
5723-022-005	2	2,059.75	0.00	2,059.75
5723-022-006	2	2,109.37	0.00	2,109.37
5723-022-007	2	1,370.81	0.00	1,370.81
5723-022-008	2	6,947.04	0.00	6,947.04
5723-022-009	2	2,557.30	0.00	2,557.30
5723-022-010	2	7,692.71	0.00	7,692.71
5723-022-011	2	3,363.92	0.00	3,363.92
5723-022-017	2	1,545.62	0.00	1,545.62
5723-022-018	2	6,706.64	0.00	6,706.64
5723-022-020	2	1,635.83	0.00	1,635.83
5723-024-001	2	2,870.22	0.00	2,870.22
5723-024-002	2	2,443.16	0.00	2,443.16
5723-024-016	2	2,442.01	0.00	2,442.01
5723-024-017	2	4,784.90	0.00	4,784.90
5723-024-021	2	2,906.12	0.00	2,906.12
5723-024-022	2	628.37	0.00	628.37
5723-024-024	2	199.89	0.00	199.89
5723-024-025	2	199.41	0.00	199.41
5723-024-026	2	199.41	0.00	199.41
5723-024-027	2	201.09	0.00	201.09
5723-024-028	2	183.28	0.00	183.28

**Old Pasadena Management District
Business Improvement District Renewal
Fiscal Year 2010/2011 Assessment Roll**

Assessor's Parcel Number	Zone	Total Budget Assessment	City Paid Assessments	Assessments Applied to Tax Rolls
5723-024-029	2	183.28	0.00	183.28
5723-024-030	2	183.28	0.00	183.28
5723-024-031	2	183.28	0.00	183.28
5723-024-032	2	196.66	0.00	196.66
5723-024-033	2	155.19	0.00	155.19
5723-024-034	2	173.60	0.00	173.60
5723-024-035	2	150.65	0.00	150.65
5723-024-036	2	269.81	0.00	269.81
5723-024-037	2	267.90	0.00	267.90
5723-024-038	2	267.90	0.00	267.90
5723-024-039	2	270.17	0.00	270.17
5723-024-040	2	242.08	0.00	242.08
5723-024-041	2	242.08	0.00	242.08
5723-024-042	2	242.08	0.00	242.08
5723-024-043	2	242.08	0.00	242.08
5723-024-044	2	196.42	0.00	196.42
5723-024-045	2	257.86	0.00	257.86
5723-024-046	2	254.63	0.00	254.63
5723-024-047	2	166.54	0.00	166.54
5723-024-901	2	0.00	0.00	0.00
5713-006-030	3	10,791.13	0.00	10,791.13
5713-006-031	3	24,992.10	0.00	24,992.10
5713-006-032	3	15,009.15	0.00	15,009.15
5723-023-019	3	8,017.17	0.00	8,017.17
5722-002-900	4	2,539.24	2,539.24	0.00
5722-002-901	4	2,944.89	2,944.89	0.00
5722-002-902	4	12,654.57	12,654.57	0.00
5722-002-903	4	11,825.70	11,825.70	0.00
5723-020-902	4	58,905.41	58,905.41	0.00
5723-020-907	4	0.00	0.00	0.00
5723-020-908	4	0.00	0.00	0.00
5713-007-018	5	3,158.69	0.00	3,158.69
5713-007-019	5	2,937.66	0.00	2,937.66
5713-007-020	5	2,287.52	0.00	2,287.52
5713-007-021	5	1,082.30	0.00	1,082.30
5713-007-022	5	2,889.33	0.00	2,889.33
5713-008-024	5	5,359.47	0.00	5,359.47
5713-008-025	5	2,085.45	0.00	2,085.45
5713-008-026	5	966.30	0.00	966.30
5713-008-027	5	734.82	0.00	734.82
5713-008-028	5	2,293.96	0.00	2,293.96
5713-008-029	5	2,610.86	0.00	2,610.86
5713-008-030	5	2,122.56	0.00	2,122.56
5713-008-044	5	197.57	0.00	197.57
5713-008-045	5	390.68	0.00	390.68
5713-008-046	5	266.99	0.00	266.99
5713-008-047	5	352.82	0.00	352.82

**Old Pasadena Management District
Business Improvement District Renewal
Fiscal Year 2010/2011 Assessment Roll**

Assessor's Parcel Number	Zone	Total Budget Assessment	City Paid Assessments	Assessments Applied to Tax Rolls
5713-008-048	5	200.10	0.00	200.10
5713-008-049	5	205.15	0.00	205.15
5713-008-050	5	258.16	0.00	258.16
5713-008-051	5	211.46	0.00	211.46
5713-008-052	5	201.36	0.00	201.36
5713-008-053	5	220.29	0.00	220.29
5713-008-054	5	222.82	0.00	222.82
5713-008-055	5	216.51	0.00	216.51
5713-008-056	5	207.67	0.00	207.67
5713-008-057	5	200.10	0.00	200.10
5713-008-058	5	205.15	0.00	205.15
5713-008-059	5	171.07	0.00	171.07
5713-008-060	5	213.98	0.00	213.98
5713-008-061	5	205.15	0.00	205.15
5713-008-062	5	201.36	0.00	201.36
5713-008-063	5	200.10	0.00	200.10
5713-008-064	5	222.82	0.00	222.82
5713-008-065	5	216.51	0.00	216.51
5713-008-066	5	207.67	0.00	207.67
5713-008-067	5	200.10	0.00	200.10
5713-008-068	5	205.15	0.00	205.15
5713-008-069	5	171.07	0.00	171.07
5713-008-070	5	212.72	0.00	212.72
5713-008-071	5	205.15	0.00	205.15
5713-008-072	5	201.36	0.00	201.36
5713-008-073	5	187.48	0.00	187.48
5713-008-074	5	222.82	0.00	222.82
5713-008-075	5	216.51	0.00	216.51
5713-008-076	5	207.67	0.00	207.67
5713-008-077	5	197.57	0.00	197.57
5713-008-078	5	201.36	0.00	201.36
5713-008-079	5	171.07	0.00	171.07
5713-008-080	5	212.72	0.00	212.72
5713-008-081	5	203.88	0.00	203.88
5713-008-082	5	200.10	0.00	200.10
5713-008-083	5	198.84	0.00	198.84
5713-008-084	5	206.41	0.00	206.41
5713-008-085	5	197.57	0.00	197.57
5713-019-016	5	2,731.31	0.00	2,731.31
5713-019-028	5	80.46	0.00	80.46
5713-019-029	5	848.93	0.00	848.93
5713-019-032	5	1,153.62	0.00	1,153.62
5713-019-033	5	2,678.41	0.00	2,678.41
5713-019-042	5	878.33	0.00	878.33
5713-019-043	5	1,564.39	0.00	1,564.39
5713-019-058	5	640.18	0.00	640.18
5713-019-062	5	739.62	0.00	739.62

**Old Pasadena Management District
 Business Improvement District Renewal
 Fiscal Year 2010/2011 Assessment Roll**

Assessor's Parcel Number	Zone	Total Budget Assessment	City Paid Assessments	Assessments Applied to Tax Rolls
5713-020-015	5	2,667.46	0.00	2,667.46
5713-020-016	5	2,174.60	0.00	2,174.60
5713-020-017	5	3,429.15	0.00	3,429.15
5713-020-018	5	2,604.36	0.00	2,604.36
5713-020-021	5	3,276.80	0.00	3,276.80
5713-020-026	5	12,298.67	0.00	12,298.67
5713-020-030	5	16,837.98	0.00	16,837.98
5722-001-001	5	8,702.31	0.00	8,702.31
5722-011-001	5	2,111.47	0.00	2,111.47
5722-011-900	5	0.00	0.00	0.00
5722-029-016	5	5,126.74	0.00	5,126.74
5722-029-017	5	4,302.50	0.00	4,302.50
5722-029-026	5	6,979.99	0.00	6,979.99
5722-029-904	5	0.00	0.00	0.00
<hr/>				
Zone 1		413,250.22	33,690.00	379,560.22
Zone 2		365,762.56	17,140.54	348,622.02
Zone 3		58,809.55	-	58,809.55
Zone 4		88,869.81	88,869.81	-
Zone 5		119,371.24	-	119,371.24
Totals		1,046,063.38	139,700.35	906,363.03