

OLD PASADENA

Reinvest for Success

July 14, 2010

Continuation Committee

Re: Assessment Continuation Ballot

Sally Lunetta, Chair
One Colorado

Dear Old Pasadena Property Owner:

Ed Eyerman
Sares Regis Group

Have you returned your **"YES"** vote ballot yet? If you have, then turn this page over and take a look at all the comprehensive programs and gold standard services you will continue to receive. If you have not returned your ballot, do it **TODAY** to ensure the continuation of OLD PASADENA assessment district!

Robert Montano
City of Pasadena

Still undecided?

Jim Plotkin
Plotkin Partners

Consider the value of your investment...

Steve Mulheim
Old Pasadena
Management District

Your assessment, leveraged with hundreds of others, funds services that average \$4,100 spent every day on cleaning services, safety services, hospitality services, marketing, advertising, public relations, business advocacy, city liaison, property owner/business owner/tenant resources, and many other crucial services and district oversight that would not otherwise exist.

Consider what your assessment provides...

Flip this page over to see all the comprehensive programs and gold standard services you will continue receiving, compared to what you would lose if the assessment district is not continued.

Wondering if Old Pasadena Management spends your assessment wisely?

Old Pasadena Management was named "City's Best Hometown Ambassadors" by Pasadena Magazine. Why? Because we do so much with so little!

Old Pasadena's events reach an international audience and generate multi-millions of media impressions. Our clean and safe programs are held up by the international downtown management community as *the* example of how it should be done. Hollywood has begun a rejuvenation of their back-alleyways based on Old Pasadena's program and success. Our parking programs have been the basis for multiple books and studies on how to successfully implement the "perfect parking hierarchy". Old Pasadena Management is endlessly envied and emulated for breadth of effective programs and services, quality execution, and premier standards.

City's Best Hometown Ambassadors

OLD PASADENA MANAGEMENT
65 N. Raymond Ave., Ste. 260
626.356.9725, oldpasadena.org

The Old Pasadena Management District, a non-profit responsible for the revitalization of Old Town Pasadena, has been tirelessly working to make the burgeoning neighborhood a destination spot, continually drawing shoppers, diners, and event seekers. They've turned what was once a lonesome stretch of our town into a thriving hub.



The Old Pasadena PBID was renewed in 2005 for a five-year term by an overwhelming **94% approval**. Don't let this opportunity to ensure the continued success of Old Pasadena pass you by... Vote **"YES"** today! In order to be counted, **City Hall must receive your ballot by July 26th**. Make sure that you continue to receive the immense benefits this business district provides both you and your tenants. **Please sign and return your petition today!**

Sincerely,

Steve Mulheim
President & CEO

07/26/2010
Item 3

With Assessment District

CLEANING | MAINTENANCE

- Street sweeping 7 days a week
- Trash cans serviced 14 times weekly
- Nightly sidewalk pressure washing
- Graffiti removal within 2 hours of notification
- Landscaping maintenance 7 days a week
- Daily porter/cleaning service
- Cleaning starts at 10:30am the day of the Rose Parade and completed within 2-3 hours. The speed and efficiency of our clean-up is reported by multiple news sources annually.

HOSPITALITY | SAFETY SERVICES

- 24 Ambassador Guides patrol 21-blocks and 3 Park & Walk garages 24 hours a day every day generating:
 - Visitor assists per year 76,471
 - Panhandler / homeless contact 4,658
 - Requests for police 357
 - Reports of graffiti 2,712
 - Property condition reports 3,211
- Ambassador Guide staff has been honored multiple times by the Pasadena Police Department for their crucial assistance.
- Guides walk a total number of miles per year that more than circle the earth.

PARKING OVERSIGHT

- Dedicated daily oversight of the largest inventory of structure parking spaces in Old Pasadena, with specific focus on maintaining lowest possible rates and "first 90 minutes free", highest levels of customer service, daily attention to cleaning / maintenance / graffiti needs, and 24/7 security ambassadors.
- Liaison to Pasadena Department of Transportation and Parking, the Old Pasadena Parking Meter Advisory Zone Commission, privately owned structures and surface lots, and valet parking services - the ONLY comprehensive oversight of ALL Old Pasadena parking inventory.
- Watchdog of filming permit and construction activity, and limiting its impact on Old Pasadena traffic, parking, and street closures.
- Liaison to Pasadena Department of Parking and contracted Parking Enforcement management to lobby for effective but non-aggressive enforcement techniques.

MARKETING | ADVERTISING | EVENTS

- 250,000 Old Pasadena Directory Maps with business Individual listings distributed throughout SoCal and updated 3 times a year.
- 9 Garage directory map kiosks with business listings updated 3 times a year.
- Year-round full-color ads in travel & destination magazines generating more than 4,000,000 media impressions annually.
- Old Pasadena official website with individual business listings, sales & promotions, a detailed calendar of events, and many other resources.
- Organizing and negotiating co-op advertising opportunities for small businesses.
- Holiday décor: Snowflake gobo projections on buildings / sidewalks along Colorado; lighting on Green Street trees; and pole-mounted lighted snowflakes.
- Annual events garnering major media coverage (110,000,000 media impressions from 2003-2008) and promoting visitorship to Old Pasadena:
 - Old Pasadena Restaurant Week - 2009 event generated \$100,000 in sales and \$10,000 donation to Union Station Homeless Services;
 - Make Music Pasadena - all-day free musical festival attended by 25,000+; Mayor Bogaard reported 2009 event brought an estimated \$1m in revenue;
 - Old Pasadena Film Festival - the largest outdoor free film festival of its kind;
 - Halloween Celebration - offers special treats / discounts to trick-or-treaters;
 - Weekend-long Holiday Celebration - kicks-off the holiday gift-buying season.

ADVOCACY | CITY LIAISON | OWNER RESOURCE

- OPMD staff attends hundreds of city meetings annually to advocate on behalf of Old Pasadena stakeholders. OPMD also maintains a monthly calendar of committee meetings where stakeholders can voice their needs and concerns.
- Advocated successfully for planting of trees in Old Pasadena, against a moratorium that would have delayed planting by at least one year.
- Maintained parking rates and 90-minutes free in the city garages, while other districts have raised rates and eliminated free periods.
- Actively participate on the Streetcar Steering Committee to oversee the study of a Downtown Pasadena streetcar system.
- Provide property owners with property conditions that need to be addressed.
- Maintain free retail, office and residential listings on the Old Pasadena website.

A PROVEN track-record of significant ROI

WITHOUT Assessment District

CLEANING | MAINTENANCE

- Street sweeping 2 days a week
- Trash cans serviced 3 times weekly
- NO sidewalk pressure washing
- Graffiti removal within 48 hours of notification
- Landscaping maintenance as city schedule allows
- NO porter/cleaning service
- Cleaning starts at 11:00pm the day of the Rose Parade and is completed within 24-48 hours.

HOSPITALITY | SAFETY SERVICES

- NONE

- NONE

- NONE

PARKING OVERSIGHT

- NONE

- NONE

- NONE

- NONE

MARKETING | ADVERTISING | EVENTS

- NONE

- NONE

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ADVOCACY | CITY LIAISON | OWNER RESOURCE

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- NONE

A BLEAK FUTURE