



OLD PASADENA™
MANAGEMENT DISTRICT

April 28, 2014

City of Pasadena Finance Committee,

I understand that this afternoon you are reviewing the Health Department fee structure as they pertain to events. I am unable to attend this meeting, but very much wish to convey how impactful this fee structure is to our ability to create and facilitate community events.

The events created by Old Pasadena Management and other organizations like us, are of significant benefit to our downtown districts and businesses, and to the city as a whole. The work that Liza Frias has done to create a tiered pricing approach to these fees not only reflects the structure currently in place in other areas, but also illustrates an awareness of feasibility in producing such events. Without the tiered pricing that Liza has put into place, it would be very difficult, if not impossible, to find vendors capable of paying into the event.

I hope you will support the structure she has developed. It will greatly enhance our ability to produce community events with quality vendors.

Thank you,

Steve Mulheim
President & CEO