



OFFICE OF THE CITY MANAGER

December 5, 2019

To the Honorable City Council
of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Small Business Saturday:

Eric Duyshart, Economic Development Manager, announced that this holiday season the City of Pasadena and Visit Pasadena launched the “Shop Pasadena” campaign to encourage people to shop local. Every time shoppers and diners visit their corner shop, grab a bite at a local eatery, or buy a shirt from the neighborhood boutique, they are helping to support Pasadena’s independent business owners. Not to mention, shopping local keeps dollars in our local economy to support our schools, parks and vital community services.

Over 30 independent and small businesses in each of the city’s 13 commercial areas are taking part in the “Shop Pasadena” Campaign. Businesses serve as welcome stations, distribute Shop Pasadena-branded totes (while supplies last), and participate in Instagram takeovers to bring attention to the campaign. On Small Business Saturday, the Shop Pasadena campaign garnered a combined 50,000 account reach and impressions. Business in Pasadena was bolstered by several news stories promoting Small Business Saturday, including this clip recognizing the support the city provides to the business community: <https://twitter.com/i/status/1201596378448830464>

We had several hits on KCBS/KCAL; they sent a reporter to cover Small Business Saturday in Pasadena. Here are a few of the links:

<https://mms.tveyes.com/Transcript.asp?StationID=305&DateTime=11%2F30%2F2019+6%3A12%3A13+AM&Term=City+of+Pasadena&PlayClip=TRUE>

<https://mms.tveyes.com/Expand.asp?aln=62194619&id=204071&u=817057&dt=11%2F30%2F2019%2005%3A16%3A52%20PM>

<https://mms.tveyes.com/Transcript.asp?StationID=2590&DateTime=11%2F30%2F2019+8%3A31%3A58+AM&Term=City+of+Pasadena&PlayClip=TRUE>

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2. Civic Center Request for Proposal Update:

Eric Duyshart, Economic Development Manager, reports that at the November 4 City Council Meeting, staff gave an overview of the 10 proposals the City received in response to the Civic Center Request for Proposal for the adaptive reuse and new Civic Center development opportunities. The City Council approved staff's recommendation to conduct further analysis on five of the ten proposals. As such, on December 11, city staff will conduct in-person interviews with each of the five development proposals. Staff will be seeking details related to their development capacity and experience, development plan, the economic and/or public benefit to the City of Pasadena and their proposed transaction terms. Following the interviews, staff anticipates an opportunity for the public to review and provide comment on the proposals prior to staff returning to the City Council with a recommendation, which is anticipated in January.

A brief summary of the five proposals are as follows:

1. **Carpenter & Company, Inc., Boston, MA** - A 125-150 room full-service Four Seasons hotel along with 25 luxury residences on the Water & Power site.
2. **Continental Assets Management, Arcadia, CA** – A four star 167 room hotel. Either a five story, 120 market rate unit building or a six story 139 affordable housing unit building is proposed on the W&P Site.
3. **Edgewood Realty Partners, LLC, South Pasadena, CA** – A 164 room boutique hotel operated by Palisociety. A 70,000 sq. ft., five story office building is proposed for the W&P Site.
4. **HRI Properties, LLC, New Orleans, LA** – A 179 room hotel with 165 rooms in a new 83,000 sq. ft. building.
5. **The Ratkovich Company jointly with National Community Renaissance, Los Angeles, CA**
- TRC is proposing two Alternatives for the YWCA site:
 - a. Alternative #1, Option 1: Rehabilitation of the YWCA Building for creative office; Option 2: Rehabilitation of YWCA Building and the construction of a new 59,000 sq. ft. office building. Alternative #2 rehabilitation of YWCA Building and construction of a new 142 room hotel.
 - b. On the W&P Site (Plan A) – Construction of a new building for permanent supportive housing. (Plan B) Combines Plan A with a 15,000 sq. ft. leasable office space

3. Pasadena Transit's 25 Years of Service Anniversary – Fun Fact:

In recognition of Pasadena Transit's 25 years of service, Laura Cornejo, Director of Transportation and the department is posting a series of fun facts about the City's premiere local transit service. Please see the fact below:

Who is the average Pasadena Transit customer?

- 85% of customers live in Pasadena or Altadena; 50% of customers live in Northwest Pasadena
- 58% of customers are female
- 49% are aged 19-49
- 78.5% do not have access to a car

We love our customers and they love us! 9 out of 10 passengers ranked their overall satisfaction with the service as excellent or good. Next week we will discuss where the other 15% of Pasadena Transit riders travel from.



Respectfully Submitted,

A handwritten signature in blue ink, appearing to read 'Nicholas G. Rodriguez'.

NICHOLAS G. RODRIGUEZ

Assistant City Manager