

## Who we are:

The Playhouse District Association (PDA) is a non-profit organization, dedicated to providing security within the District, in cooperation with the Police Department, maintaining the physical amenities in the District, soliciting and marketing the District to other business owners and developers, and representing the District's interest at City Hall.

## What are our Membership Benefits?

- ◆ **Advocacy** - The PDA provides advocacy for the Playhouse District representing the District's interest at City Hall.
- ◆ **Action Alerts** - The PDA provides action alerts to members on information and events affecting the District.
- ◆ **General Membership Meetings** - The PDA hosts General Membership meetings featuring speakers on local, government, business and education topics.
- ◆ **Networking Mixers** - The PDA hosts quarterly mixers for district employees, employers, business and property owners at various venues throughout the District.
- ◆ **Resources** - The PDA provides members with additional resources through the PDA website, Annual Business Directory, Annual Membership Directory and Annual PDA Map/ brochure.

## PDA Volunteer Committees

Volunteers are essential to the PDA's operation. There are many opportunities for a member to become involved and make a difference.

- ◆ **Design & Physical Enhancement**  
This committee oversees the District's physical amenities program, providing for the continued expansion and upgrade of street-scape elements throughout the District including the maintenance program.
- ◆ **Economic Enhancement**  
The PDA works in collaboration with the City of Pasadena and Economic Development division to actively solicit new businesses and investors into the District.
- ◆ **Safety Subcommittee**  
This committee oversees the Ambassador Guide program and works with the Pasadena Police Department.
- ◆ **Organization & Resource Development**  
This committee recruits members and volunteers, coordinates PDA annual elections, and oversees the PDA administration.
- ◆ **Promotions & Marketing**  
This committee oversees the marketing of the District with events such as mixers, summer concerts, Artwalk, and other activities.
- ◆ **Advertising Subcommittee**  
This committee oversees the advertising plan for the District on an annual basis.
- ◆ **Parking**  
This committee is actively working with the City toward viable solutions to our growing parking needs within the Playhouse District.



*Culture Commerce and Community  
in the heart of Pasadena*

## **Membership Application**

Playhouse District Association  
48 North El Molino Avenue, Suite 103 A  
(626) 744-0340  
[www.playhousedistrict.org](http://www.playhousedistrict.org)

## Regular Membership—\$20.00

This membership category is open to all property owners and business owners within the District's boundaries.

Each property and business owner within the District is eligible to have one representative as a Regular Member of the Association. No member shall hold more than one membership in the Association. A person who both owns property and conducts a valid business within the District is only eligible to have one representative as a Regular Member.

### Regular Member is eligible to:

- ◆ Serve as a Committee Member
- ◆ Run for the Board of Directors
- ◆ Vote on all matters

## Associate Member—\$20.00

This membership category is open to all single family residential property owners not assessed as part of the Playhouse District Property and Business Improvement District, established in June 2001 as well as to all others not eligible for Regular Membership.

### Associate Member is eligible to:

- ◆ Serve as a Committee Member
- ◆ Participate in the discussions of the Membership, but shall not be entitled to vote.

Playhouse District Map Boundaries



## Membership Application Playhouse District Association Membership Year July 1 - June 30

Name \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Committee Choice/s \_\_\_\_\_

Regular Member       Associate Member

Please submit with your \$20 payment to:  
Playhouse District Association  
48 N El Molino Avenue, Suite 103 A  
Pasadena, CA 91101

### All Members Receive:

Invitations to all PDA events  
Invitations to Mixers  
PDA Newsletters  
PDA Flyers  
Listing the PDA Roster/Directory  
Copy of the PDA Roster/Directory  
Copy of the PDA Map/Brochure  
PDA Action Alerts