

OFFICE OF THE CITY MANAGER

June 16, 2011

To the Honorable City Council of the City of Pasadena

Mayor and Councilmembers:

WEEKLY NEWSLETTER

1. Exemplary Performance Award for Foothill Workforce Investment Board:

The Foothill Workforce Investment Board, which is administered by the Career Services Division of the Housing Department, has been given a Workforce Investment Act incentive award for exemplary performance during program year 2009-2010.

According to William Huang, Director of Housing, this award of \$5,782 has been given for performance on measures such as job placement and job retention rates, average wage at placement, and high school graduation rates for youth. The performance standards are established by the State of California and U.S. Department of Labor. These funds may be used for allowable activities authorized by the Workforce Investment Act.

2. Sales Tax by Geo Area:

The attached memorandum from Andy Green, Director of Finance, provides an updated recap of the sales tax revenue received by the City in specific areas as well as depicting sales taxes trends in various geographic areas.

3. Rose Bowl Renovation Project Weekly Update:

Attached is the most current schedule for the Rose Bowl Renovation Project as provided by Darryl Dunn, General Manager of the Rose Bowl.

Respectfully submitted,

JULIE A. GUTTERREZ

Assistant City Manager

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DEPARTMENT OF FINANCE

June 10, 2011

TO:

Michael Beck

City Manager

FROM:

Andrew Green

Director of Finance

RE:

Sales Tax by Geographic Area

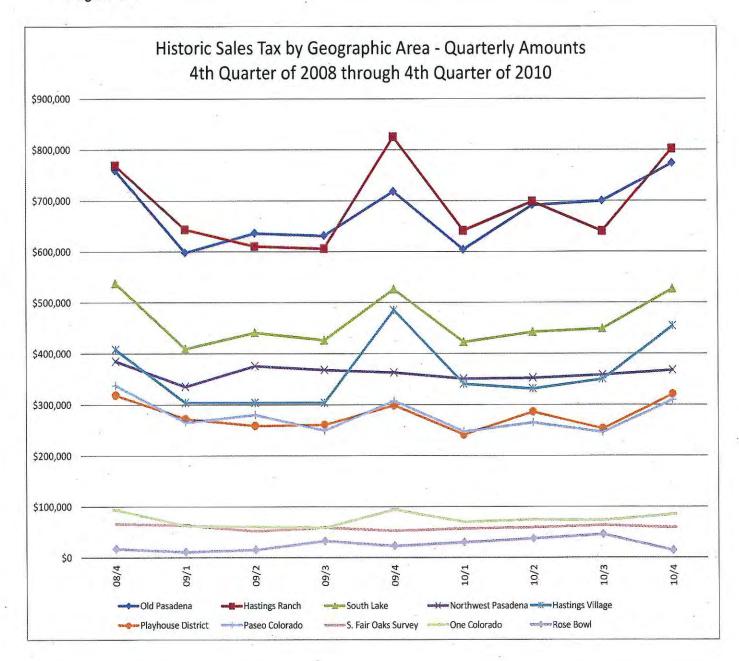
Below is a recap of the sales tax revenues received by the City in specific areas. The first table represents a quarter-by-quarter comparison for each of the last five quarters, while the second table represents the previous twelve-month cumulative total for each of the respective quarters. Also, the sales tax information for Hastings Village and One Colorado represents a subset of the sales tax information for the Hastings Ranch and Old Pasadena areas.

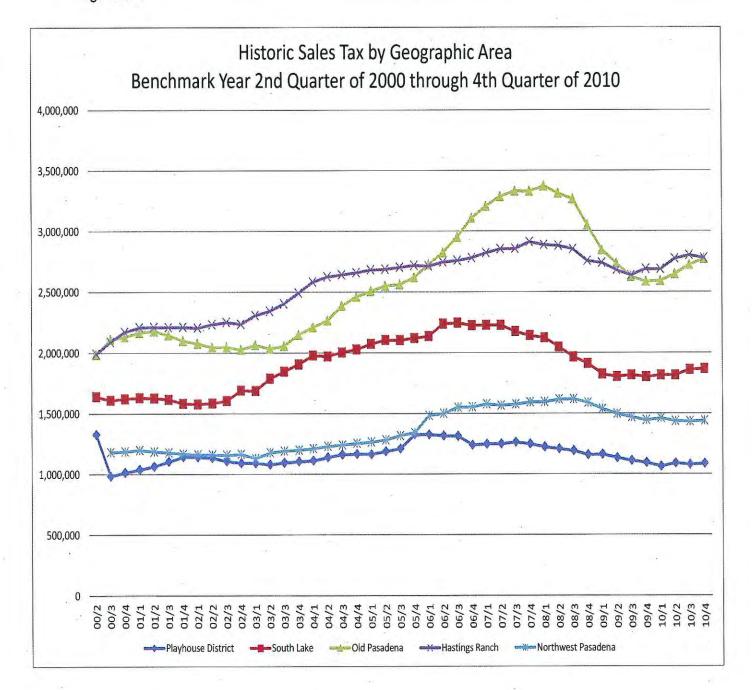
ONE QUARTER ENDING

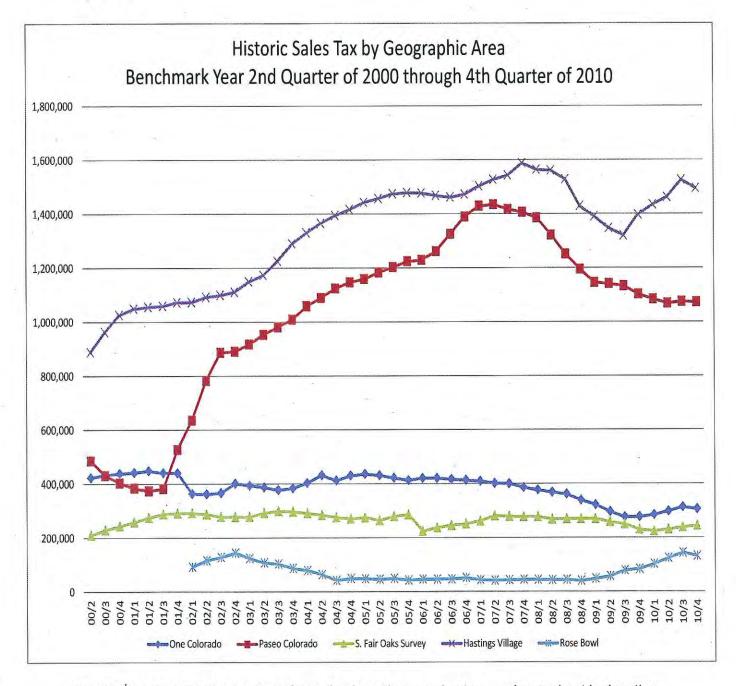
•	12/31/2009	3/31/2010	6/30/2010	9/30/2010	12/31/2010	
Playhouse District	299,388	241,739	286,558	253,291	320,856	
South lake	526,061	422,793	442,469	449,027	526,672	
Old Pasadena	718,533	604,288	691,272	699,865	773,330	
One Colorado	94,391	69,997	74,345	73,220	84,643	
Paseo Colorado	307,522	247,106	264,910	246,037	309,264	
South Fair Oaks	53,372	57,467	59,658	63,968	59,456	
Hastings Ranch	825,688	642,116	699,005	640,892	801,962	
Hastings Village	485,028	340,738	331,360	350,210	454,196	
Rose Bowl	23,115	29,917	37,260	45 ,5 50	.13,965	
Northwest Pasadena	363,319	351,132	352,608	358,516	367,863	
Total	3,696,417	3,007,293	3,239,445	3,180,576	3,712,207	

CUMULATIVE 12 MONTHS ENDING FOR EACH RESPECTIVE QUARTERS

	12/31/2009	3/31/2010	6/30/2010	9/30/2010	12/31/2010	
Playhouse District	1,093,210	1,061,920	1,089,038	1,077,262	1,085,760	
South lake	1,803,596	1,816,773	1,817,773	1,862,446	1,869,398	
Old Pasadena	2,584,937	2,591,087	2,645,691	2,721,148	2,769,582	
One Colorado	276,449	283,763	297,298	312,059	305,042	
Paseo Colorado	1,102,531	1,084,405	1,068,977	1,075,183	1,072,733	
South Fair Oaks	229,444	222,998	229,848	237,299	243,656	
Hastings Ranch	2,688,594	2,686,234	2,773,692	2,801,507	2,778,790	
Hastings Village	1,396,258	1,433,329	1,460,791	1,524,651	1,493,861	
Rose Bowl	82,298	101,003	123,004	142,652	130,995	
Northwest Pasadena	1,443,761	1,459,051	1,435,367	1,432,134	1,439,378	
Total	12,701,078	12,740,563	12,941,479	13,186,341	13,189,195	
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The City receives retail sales tax information based on a sales tax number and not by location. As such, if a business has more than one location within the City, the information is aggregated for all its locations and allocated by dividing the total sales tax revenue by the number of locations.

As the report indicates, the overall sale tax revenues for the fourth quarter increased primarily due to the Christmas holiday which is consistent with historical seasonality trends. The increase was primarily in general retail including Target, Macy's, Best Buy, Avon Products, Tiffany & Company, and Sears Roebuck & Company. Finance staff will continue to monitor the progress of sales tax revenues and provide quarterly updates.

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i,	Ju	ne 13	3, 201	1:		Core	Proje	ect Pl	annin	g Me	eting	(7:30	am/Br	ooksi	de C	lubhc	use)			
	Ju	ne 13	3, 201	1:		IMG	Coor	dinati	on M	leetin	g (2:0	00 pn	n/Sales	Traile	er)					
	Ju	ne 14	, 201	1:		Lege	nds C	oordi	inatio	n Me	eting	(10:0	00 am/S	ales 7	raile	r)				
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	Ju	ne 16	5, 201	1:		Proje	ect Te	am C	oord	linatio	on Me	eeting	g (1:00	pm/Pr	oject	Trai	ler)			
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	• Ju	ne 20), 201	1:		Core	Core Project Planning Meeting (7:30 am/Brookside Clubhouse)													
	• Ju	ne 20), 201	1:		IMG Coordination Meeting (2:00 pm/Sales Trailer)							-:							
	• Ju	ne 2	1, 201	1:		Legends Coordination Meeting (10:00 am/Sales Trailer)														
	• Ju	ne 2	1, 201	1;		Con	tracto	r Co	nstru	ction	Prog	ress	Meetin	g (10	:00 aı	m/Pro	oject	Traile	er	
	• Ju	ne 22	2, 201	1:		City	Staff U	Jpdat	te Me	eting	(2:0	0 pm	/Projec	Trail	ler)					
	• Ju	ne 23	3, 201	1:		Proj	ect Te	am C	Coord	linatio	on M	eetin	g (1:00	pm/P	rojec	t Trai	iler)			
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	• Ju	ne 27	7, 201	1:		Cor	e Proje	ect Pl	lannir	ng Me	eting	(7:3	0 am/Bi	ooks	ide C	lubho	ouse)			
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	• Ju	ne 28	3, 20	11:		IMG	Coor	dinat	ion N	1eetii	ng (2:	00 pr	n/Sales	Traile	er)					
	• Ju	ne 28	8, 20	11:		Lege	nds C	oord	inatio	on Me	eeting	g (10:	00 am/s	Sales	Traile	er)				
	• Ju	ne 2	8, 20	H:		Con	tracto	r Co	nstru	ction	Prog	gress	Meetin	g (10	:00 a	m/Pro	oject	Trail	er)	

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•	June 28, 2011:	PFBL Meeting (4:00 pm/City Hall-Finance Conference Room)
	June 29, 2011:	City Staff Update Meeting (2:00 p.m./Rose Bowl Home Locker Room)
•	June 30, 2011:	Project Team Coordination Meeting (1:00 pm/Project Trailer)
•	June 30, 2011:	RBOC Operations Committee Meeting (5:30 pm/Admin Conference Room)
•	July 4, 2011:	4th of July Celebration
•	July 5, 2011:	Core Project Planning Meeting (7:30 am/Brookside Clubhouse)
•	July 5, 2011:	IMG Coordination Meeting (2:00 pm/Sales Trailer)
•	July 5, 2011:	Legends Coordination Meeting (10:00 am/Sales Trailer)
•	July 5, 2011:	PFBL Meeting (4:00 pm/City Hall-Finance Conference Room)
•	July 6, 2011:	Tenant Monthly Meeting (2:00 pm/Home Locker Room)
•	July 7, 2011:	RBOC Board Meeting (6:30 pm/ Brookside Clubhouse)
•	July 10, 2011:	Flea Market
•	July 11, 2011:	Core Project Planning Meeting (7:30 am/Brookside Clubhouse)
•	July 11, 2011:	IMG Coordination Meeting (2:00 pm/Sales Trailer)
•	July 12, 2011:	Legends Coordination Meeting (10:00 am/Sales Trailer)
•	July 12, 2011:	Contractor Construction Progress Meeting (10:00 am/Project Trailer)
•	July 13, 2011:	City Staff Update Meeting (2:00 pm/Project Trailer)
•	July 14, 2011:	Neighborhood Construction Update Meeting (7:30 am/Brookside Clubhouse)
	July 14, 2011:	Tentative Bid Package RB-I2 Released
	July 14, 2011:	Project Team Coordination Meeting (1:00 pm/Project Trailer)

Tentative RB-I 2Bid Due Date

August 10, 2011: