

South Lake Business Association Rolls Out New-Look Website

Pasadena Outlook, Posted: 04/08/2010

PASADENA - The South Lake Business Association has transformed and modernized its website enabling South Lake Business District Members and its local community to better connect with one another.

The site, www.southlakeavenue.org, has integrated new technology and social networking sites, which will benefit patrons and visitors, property owners, business owners and leasing representatives. The site also enables visitors to connect with the City of Pasadena by providing important contact information and the latest citywide news and policies.

The site includes new features that encourage visitors to use it on a daily basis. A comprehensive directory of all businesses in the District gives the visitor contact information for the business and provides a direct link to its website. Announcements, important notices and the monthly newsletter help to keep District members and patrons well-informed, while upcoming events are featured in their own section and on the District Calendar. Photos and videos of previous events are also showcased in the Events Section.

The Business Center is full of resources that meet the needs of the District's current business owners. There is also a section that assists leasing representatives looking to expand their clients' respective businesses by detailing leasing resources and opportunities within the District.

Founded in 1988, the South Lake Business Association is dedicated to managing the South Lake Avenue Property Business Improvement District (PBID), one of three PBIDs in Pasadena. The District lies south of Colorado Boulevard to Boulevard to just south of California.