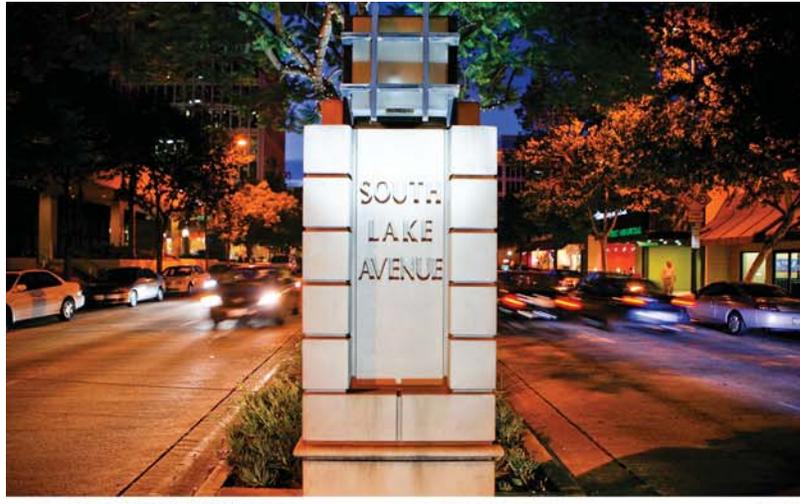


South Lake Avenue Business District
Annual Report 2009



A Message From the Board of Directors

The South Lake Avenue Business District underwent a number of enhancements in 2009. Phase I of the comprehensive Streetscape Plan was completed and included median plant replacement to the Del Mar traffic islands as well as electrical and irrigation upgrades. Particular focus was directed towards the continuing implementation of the district's Management Plan. PBID programs and services were closely monitored to ensure compliance with Management Plan specifications and requirements.

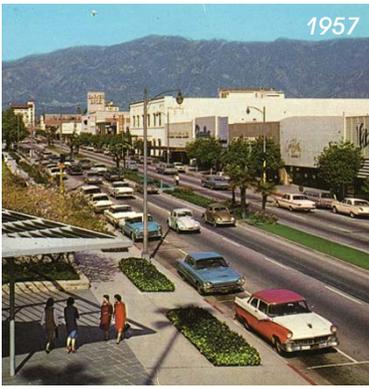
A new website was developed and launched in 2009 and provided the District's Stakeholders and visitors with a centralized point of reference for valuable information. The South Lake Business Association recognized the need to enhance its online portal allowing visitors to easily and quickly connect with the District and stay informed of current news and events. The website has innovatively integrated new technology and social networking sites benefiting not just patrons and visitors, but property owners, business owners and leasing representatives as well. The site also provides visitors an avenue to easily connect with the City of Pasadena by providing important contact information and the latest City-wide news and policies.

Other accomplishments include the creation of various committees, engaging in community outreach and successfully launching events such as the District's first Food and Wine festival known as Taste of South Lake.

Despite a challenging retail environment, South Lake welcomed new businesses such as Beard Papas, CHAM Korean Bistro, The Counter, Fresh & Easy, Giggle, Luther Burbank Savings, Maria De La Luz Jewelry, Pacific Sales, Pampa Furniture, Pilates Plus Pasadena, and Wine Detective to name a few. Continued collaborative efforts between the South Lake Business Association and the City of Pasadena are necessary to promote the economic vitality of the district.

The South Lake Business Association remains dedicated to improving the South Lake Avenue Business District, nurturing its growth and showcasing why it is one of Pasadena's premier destinations to shop, dine and live.





The South Lake Business Association's mission is to proactively promote and improve the economic interest of the membership of the South Lake Property Based Business Improvement District (PBID).

Purpose

Formed in 2007, the South Lake Avenue PBID is a unique benefit assessment district that enables the South Lake Avenue district property owners, businesses and City of Pasadena to work as a cohesive organization dedicated to the long-term vitality of the District.

"You must be the change you wish to see in the world."

Mohandas Gandhi

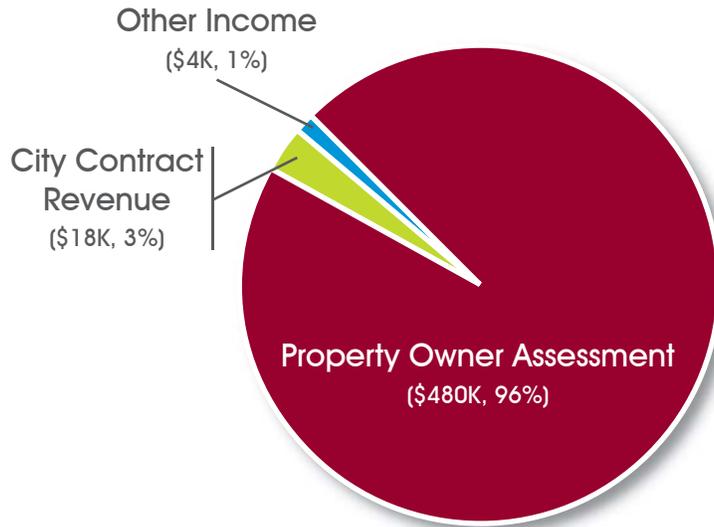


Activities and programs of the South Lake Avenue PBID are funded through assessments paid by property owners. The South Lake Business Association manages and disburses PBID funds and is governed by a Board of Directors selected from among PBID members.

The PBID provides and / or manages supplemental services and improvements above what can be provided by the City of Pasadena including a “clean and safe” program, a professional marketing and business promotion program and a program to enhance the physical environment and amenities throughout the South Lake Avenue District. The organization works closely and in partnership with the City of Pasadena for funding District Capital Improvement programs. Through 2009, this partnership has funded over \$1.1 million in needed improvements.

The PBID receives the majority of its funding from property owners.

2009 Revenue Collected



Nearly 83% of the PBID total budget went directly into "clean & safe" programs and marketing South Lake Avenue.

2009 Expenditures



Completed

Design of district website, district photography library, light installation on date palms located at Del Mar traffic islands, merchant and district surveys including reports, organization of committees, part B of the first phase of the South Lake Avenue Streetscape Improvement Project, and phase 2 of holiday decorations (includes planters).

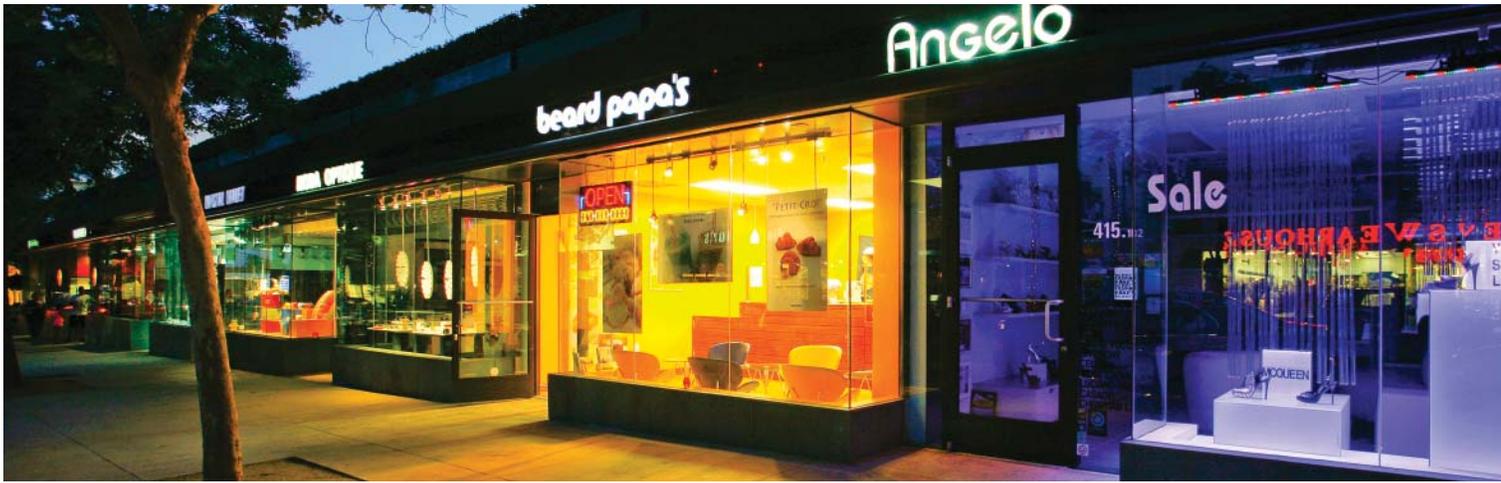
Produced and / or Participated In

Spring Mixer – May 20, 2009 (SLBA), Rediscover South Lake – September 12, 2009 (SLBA), Taste of South Lake – October 24, 2009 (SLBA, CBS, and Pacific Sales), Annual Holiday Open House – December 5, 2009 (SLBA) and City of Pasadena Ambassador Youth Program.

Maintained Consistent Outreach To

Business Improvement Districts outside of Pasadena, Central Districts, City of Pasadena (including Police and Fire Departments), Residential Communities and Schools, South Lake Avenue Brokers, South Lake Avenue Business Owners and South Lake Avenue Property Owners.





Attended

Annual Police-Citizens Awards Luncheon, California Downtown Association Conference, Central District Meetings regarding Marketing and Other Joint Issues / Concerns (Old Pasadena, Playhouse District, Paseo Colorado, and South Lake Avenue), City of Pasadena Council Meetings, City of Pasadena Meetings regarding Marketing, Parking, and Business / Tenant Recruitment, Councilman Holden's Community Get Together, Destination Marketing Plan Discussion with the Pasadena Center Operating Company, General Plan Stakeholder Interview, Mayor Bill Bogaard's Tram-Concept Brainstorming Session and various Street Car Meetings, Midtown Service Area Advisory Board Meetings (Pasadena Police Department), Phase 2 Streetscape Pre-Construction Meeting, Santa Monica Homeless and Affordable Housing Tour, South Lake Parking Place Commission Meetings, The Playhouse District Annual Meeting, Transportation Advisory Commission Meetings, Universal Protection Services Security Meeting, Various Merchant Open Houses, Grand Openings and Benefit Events, Water and Power Seminars, and WTS Los Angeles Area Chapter Street Car Presentation.

- Coordinate with the City of Pasadena the funding, scheduling and completion time frames or remaining phases of the South Lake Streetscape Improvement Project (\$1.5M).
- Continuously promote available business and leasing opportunities to prospective businesses and tenants interested in South Lake.
- Encourage increased participation of property and business owners.
- Begin long-term planning for the district and PBID renewal.
- Coordinate upgrade of holiday decorations.
- Coordinate various events throughout the district for the benefit of business owners and their customers.
- Continue partnership with City of Pasadena and Downtown Pasadena Business Improvement Districts.
- Continue and improve Maintenance Services and The Ambassador Guide / Day Porter Program as defined in the management plan.
- Develop strategic Promotions and Marketing programs that address the current economic environment and increasing vacancy of business storefronts.
- Work with the City of Pasadena, the South Lake Parking Place Commission and property owners to address and correct the perception / reality of parking issues in the District.
- Continue and expand outreach programs to property owners and business owners within the District.
- Continue to collaborate and share expertise and idea exchange with other PBIDs located in Pasadena.



“Action is the foundational key
to all success.”

Pablo Picasso

PBID Assessment Formula

PBID assessment formulas typically relate to either property street frontage of parcel and building size and location which affect the amount of assessment to be paid. The formula may base assessments on a single factor or a combination of factors. Based on the program activities to be funded, which relate directly to the pedestrian orientated sidewalk areas, parcel size and current improvements, it was determined that the assessments be based equally on three property related elements: the amount of adjacent street/sidewalk frontage, the parcel size and the building area. Within the PBID there are roughly 23,200 linear feet of street frontage, of which 7,465 linear feet are along Lake Avenue with the remaining 15,800 linear feet along all other streets in the District, 2.6 million square feet of land, and 2.4 million square feet of building area.

Using the cumulative property related data totals from above, Year One property assessment rates per parcel were 6.41 cents (\$0.064) per square foot of land, plus 5.4 cents (\$0.054) per square foot of building, plus \$9.92 per linear foot of street frontage along Lake Avenue and \$4.96 per linear foot of street frontage along all other streets.

Residential uses of 1 to 4 units were assessed at the flat rate of \$50 per year per unit.

Since the PBID is planned for a five year term, maximum assessments for future years (Years 2-5) must be set at the inception of the PBID. While future inflationary and other program cost increases are unknown at this point, a built in maximum increase of 3% per annum is incorporated into the projected program costs and, in turn, the resultant assessment rates for the five year life of the PBID. These figures are shown in the table below. Assessment rates may not exceed those indicated below.

Five Year Maximum Assessment Rates

	Year 1 Rate	Year 2 Rate	Year 3 Rate	Year 4 Rate	Year 5 Rate
Lake Ave. Street Frontage Fee (\$)	9.92	9.92	10.22	10.52	10.84
All Other Street Frontage Fee (\$)	4.96	4.96	5.11	5.26	5.42
Land Area Fee (Cents)	6.41	6.41	6.60	6.80	7.00
Building Area Fee (Cents)	5.40	5.40	5.56	5.73	5.90

Note: Year 2 rates were maintained at the same level as Year 1. Includes a 3% cap on annual increases beginning in Year 3.

Specific Annual Adjustments

During the term of the PBID, the annual budget and corresponding assessments may be adjusted to reflect annual increases of three percent (3%). In addition, any annual budget surplus or deficit will be incorporated into the subsequent year's PBID budget, and subsequent annual assessments will be set to account for surpluses or deficits carried forward.

Statement of Activities for Year Ended 2009

Receipts

Governmental Contract for Services	\$480,440
Investment Income	\$4,074
SLPPC Maintenance Income	\$17,880
Total Receipts	\$502,394

Expenses

Maintenance and Landscape	\$141,570
Ambassadors / Day Porters	\$125,693
Promotions / Marketing / Economic Development	\$121,649
Administration and Operations	\$77,177
Total Disbursements	\$466,089

Change in Net Assets	\$36,305
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Net Assets at Beginning of Year	\$481,902
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Net Assets at End of Year	\$518,207
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Note: This Statement of Activities provides a summary of financial activity for the South Lake Business Association. Net assets at end of year included \$182,911 in prepaid assessments for use in calendar year 2010. A complete copy of the SLBA's 2009 Financial Statement, including footnote disclosures and the Accountant's Review Report, is available upon request.

2009 Board of Directors and Staff

Executive Committee

President

Rhonda Bennett, SRO Properties

Vice President

Carlton Maese, CB Richard Ellis

Secretary

Donna Guerrero, Corporate Center Pasadena

Treasurer

Barry D. Jones, Coldwell Banker

Directors

Robert De Pietro, 99 S. Lake Avenue

Phil Dozois, Breakthru Fitness

Del Hernandez, Macy's

John Howe, The Howe Building

Paul Little, Pasadena Chamber of Commerce

Susan McManigal, The French Hand Laundry

Peter E. Ronay, Property Owner

James R. Simpson, Property Owner

Kerri Sullivan, Magnolia Lounge

Staff

Executive Director

Gina Tleel

2009 Committees

The purpose of creating committees is to develop goals and projects for the year. Committees also report, research and provide recommendations.

Budget and Finance Committee

Goal: Reviews financial records and recommends annual budgets.

Chair: Barry D. Jones

Economic Development Advisory Committee

Goal: Discusses retail retention and recruitment.

Chair: James R. Simpson

Marketing Advisory Committee

Goal: Discusses promotion of district and events.

Chair: Kerri Sullivan

Streetscape Advisory Committee

Goal: Discusses street improvements, maintenance and beautification.

Chair: Robert De Pietro

Association and Committee meetings are open to the public and posted in accordance to the Ralph M. Brown act via avenues such as the Association website and monthly newsletter. To learn more about participation please contact the South Lake Business Association at 626.792.1259 or visit www.southlakeavenue.org.



1950, Historic Photos Courtesy of the Pasadena Museum of History

SOUTH LAKE a v e n u e

The Place To
Shop. Dine. Live.

www.southlakeavenue.org

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