

This is Your *South Lake*

Property and Business Improvement District

We need your help to continue the South Lake Avenue PBID. Read more inside to learn what the PBID does for you, then sign the enclosed petition today!

Beautiful



Clean



Accessible



Friendly



Safe



SOUTH LAKE
a v e n u e

What is the South Lake Avenue PBID?

Encompassing a 12-block area, the South Lake Avenue Property and Business Improvement District (PBID) funds cleanliness, safety, and economic development programs which are managed by the South Lake Business Association.

The PBID benefits local businesses, property owners, and residents because it enables property owners like yourself to fund and manage property improvement programs and projects beyond what can be provided by the City of Pasadena. In fact, from 2007-2009 over \$1.1 million in needed improvements for the district were funded.

Why renew the South Lake Avenue PBID for another five years? PBID programs and services make a difference. By renewing, you will continue to:

- Keep the district clean, beautiful, and safe for everyone
- Attract new businesses through retail recruitment and retention initiatives
- Promote tourism and benefit our businesses through community events
- Preserve property values for commercial and residential property owners
- Build on the identity of South Lake Avenue as a destination for food and entertainment, professional services, and special events.

"We are appreciative of the gentlemen who so professionally patrol our sidewalks... it makes the customer feel more secure that someone is looking out for them and their safety."

Ken Rausch, Assistant Manager, Jos. A Bank



We Work for You

The South Lake Avenue PBID is managed and supported by the South Lake Business Association. The SLBA core team is made up of five people and is supported by a board of directors comprised of district-area business owners, landlords, and property owners like you, all with a diverse range of expertise.

Pictured left to right: Luis Rivera, Fred Skupenski, Gina Tleel, Monique Betancourt, William Johns.

Sign the enclosed petition today – we need your signed petition to begin the renewal process for the South Lake Avenue PBID.



What Impact Will My Signature Have?

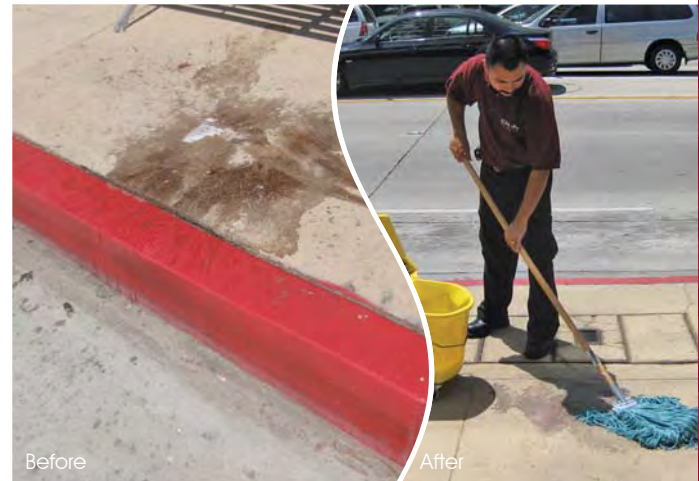
Only with your support can we maintain the programs that keep the South Lake Avenue District clean and safe, that promote commerce and connect with visitors, that give our businesses and property owners a voice, and that create a sense of community.

How can you support the PBID? First, sign and submit the enclosed petition to ask the City to authorize a ballot for the continuation of the PBID for another five years. Second, cast your ballot to approve the PBID renewal. If the PBID does not collect enough votes to be renewed, then:

- More than \$630,000 from collaborative efforts have been secured to date, and any future benefits from collaboration will be lost
- The area will not be patrolled to monitor for crime, graffiti, or suspicious activities
- Sidewalks will not be cleaned and grime and debris will accumulate
- There will be no improvements to or maintenance of street medians and islands, Shoppers Lane, and other streetscape features
- Community events such as A Taste of South Lake and the Holiday Celebration, which have brought a 15-35% increase in sales for local retailers, will no longer be held
- There will be no holiday decorations or lighting
- Visitors, district workers, business owners, and property owners will have no point of contact for questions or assistance
- There will be no representation of the South Lake area with the City of Pasadena.

"As manager of a business in the district I am very glad we have the association, as I have seen the before and after. The cost does not seem great compared to the advantages gained."

Carolyn Robinson, Manager, Drapers and Damons



The Day Porter Program keeps areas clean.



Community events draw new visitors to the area.



Streetscape improvements make our area beautiful.

Where Will My Money Go?

The PBID will raise approximately \$592,000 per year – equating to an almost \$3 million investment in the district over the next five years! In addition to funds collected from assessments, the PBID will secure an additional \$250,000 from the South Lake Parking Place Commission.

How is my money collected and used?

Your assessment will be collected by the County of Los Angeles in the same manner as your annual property tax. The City of Pasadena will then remit the funds to the South Lake Business Association to manage. Your assessment is divided among maintenance, public safety, marketing and promotions, physical enhancement, and related management and administration programs intended to address social issues (homelessness, panhandling, crime), environmental concerns (littering, graffiti), and attract new business and visitors.

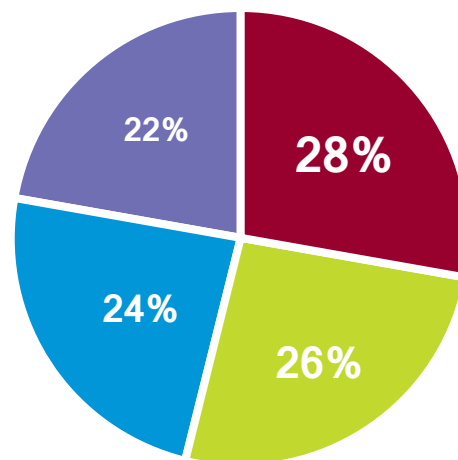
By pooling these funds, we are able to collectively pay for and manage activities, programs and improvements which would not be possible on an individual owner basis – keeping the South Lake area a clean, safe, and vibrant part of Pasadena.

How much will I have to pay?

	Building Area Rate	Land Area Rate	Street Frontage Rate	Residential Rate (1-4 Units)
Lake Avenue Frontage	6.686¢ per Square Foot	7.926¢ per Square Foot	\$12.283 per Linear Foot	10¢ per Sq. Ft. of Bldg. Pad
Other Street Frontage	6.686¢ per Square Foot	7.926¢ per Square Foot	\$6.141 per Linear Foot	10¢ per Sq. Ft. of Bldg. Pad

How long will I have to pay the assessment?

The renewed South Lake Avenue PBID will have a five year operating duration extending from January 2013 through the end of December 2018 (property tax billing year 2012-13 through 2017-18).



- Marketing & Promotions/Economic Development
- Maintenance & Landscape Services
- Ambassadors/Day Porter
- Administration & Operations

Without your signed petition, these beneficial programs will end.

Last year, over \$175,000 in free promotions, marketing, and other services were garnered through the efforts of the SLBA to supplement PBID programs and activities.

"All of these efforts have had a positive impact and continue to contribute to the success and vitality of the area overall."

Lance W. Sandman, General Manager, Prado Community Association

Maintenance & Cleanliness Achievements & Goals

We have reported and helped fix over 1,360 cases of property damage and vandalism.

We have made over 14,580 merchant contacts.

We will continue to keep sidewalks and public areas clean and free from litter and debris at all times.

We will continue to participate in community and city meetings and forums to represent the voice of South Lake Avenue.

Public Safety Achievements & Goals

We have patrolled the district daily to survey the area for suspicious activity and vandalism.

We have greeted and assisted over 7,500 visitors.

We have made 80 homeless/health and welfare contacts.

We will continue inspection and maintenance of sidewalks, trees, street furniture, trash bins, lighting, landscaping and more.

We will install district-specific signage as part of the citywide way finding sign program.

We will continue outreach to address social issues.

Marketing & Promotions Achievements & Goals

We have promoted events and specials that resulted in a 15-35% sales increase for participating retailers.

We have received 270,473 visits to the SLBA website within the first year of launch.

We have grown the monthly e-newsletter distribution 380% since 2008.

We have produced community events which attracted 17,150 visitors to the district.

We will implement a business recruitment and retention program to attract businesses that enhance the district.

We will work with a special team to fill vacancies with businesses that align with the South Lake Avenue vision.

We will implement new marketing efforts using social media and new technology to reach out to a new market.

Physical Enhancement Achievements & Goals

We have completed phase one of the streetscape improvement program, installing new landscaping, planters, trash bins, and street furniture.

We have upgraded the old, worn-out holiday decorations (and received rave reviews from businesses and visitors).

We will add mid-block crosswalks to enhance the street and its pedestrian experience.

We will work with the parking commission to clarify and relax parking policies.

We will complete stripping of all lead paint in an environmentally superb way.

"[The SLBA] has helped get my business a great deal of referrals, as well as good fellowship with other local business owners."

Mira Abi Khalil, Owner, Salon Touché

"It has been satisfying to witness all the progress the SLBA has made over the past two years, making so many improvements to the South Lake Business District."

Del Hernandez, VP Store Manager, Macy's

What Happens Next?

- 1 Looking for more info? You can download the full PBID Management Plan at tinyurl.com/mgmtplan

Or contact Gina Tleel, Executive Director of the South Lake Business Association, at: 626.792.1259.

- 2 Enclosed with this brochure is a petition. Sign this petition and submit the *original* to:

South Lake Business Association
251 South Lake Avenue, Suite 180
Pasadena, CA 91101

– or –

Fax or email a copy of your signed petition to:

Fax: 626.792.1287

Email: slba@southlakeavenue.org

– or –

Call the South Lake Avenue Business Association at 626.792.1259 to arrange for one of our staff to pick up your signed petition.

- 3 When you receive your PBID ballot in the mail, vote YES to renew the South Lake Avenue PBID.

"We are seeing these efforts result in new and exciting businesses along the street and new customers to patronize them."

Paul Little, South Lake Tenant and President and Chief Executive Officer, Pasadena Chamber of Commerce



**Sign the
Enclosed
Petition *and*
Vote YES to Renew
the PBID When You
Receive a Ballot**