

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.

