

# 2012

South Lake Avenue Business District  
ANNUAL REPORT



## A Message From The

# BOARD OF DIRECTORS

In 2012, the South Lake Avenue Business District focused on marketing efforts which significantly increased District awareness and visitor traffic. Marketing avenues included the implementation of South Lake's business recruitment and retention program, the completion of the Streetscape Improvement Project (funded phases), enhancing website features and garnering over 1,300 District surveys from District shoppers and event visitors. The District experienced a significant increase in website traffic and event attendance. Continued partnerships and collaborative efforts with other Pasadena Districts and the City of Pasadena increased visitor attendance through events such as Make Music Pasadena and Pasadena Art Weekend.

Marketing efforts also included on-going community outreach to property and businesses owners, developing and implementing a retail strategy, supporting property and business owners with their new development, the success of stakeholder sponsored programs and events including the Taste of South Lake, the Farmers Market, the Clean and Safe Initiative and multimillion dollar infrastructure improvements.

Our efforts in economic development have assisted brokers and prospective tenants in acquiring the necessary tools and resources needed to generate District interest and consider South Lake Avenue as a business destination.

Despite a challenging economy, South Lake welcomed new ground floor retail businesses including Abricott, Ambiance Salon, Amy Ear Acupuncture & Herbal Medicine, B.Luu, Contessa Chocolate Collection, Massage Envy, Massetti Caffè Mobile, Real Food Daily, TJ Maxx, Togo's, Trattoria Neapolis, Tokyo Shabu Shabu and Zo Skin Health. 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 Pasadena's premiere destination to shop, dine and live.



SOUTH  
LAKE  
AVENUE

# MISSION STATEMENT

**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.*



South Lake at San Pasqual – 1950

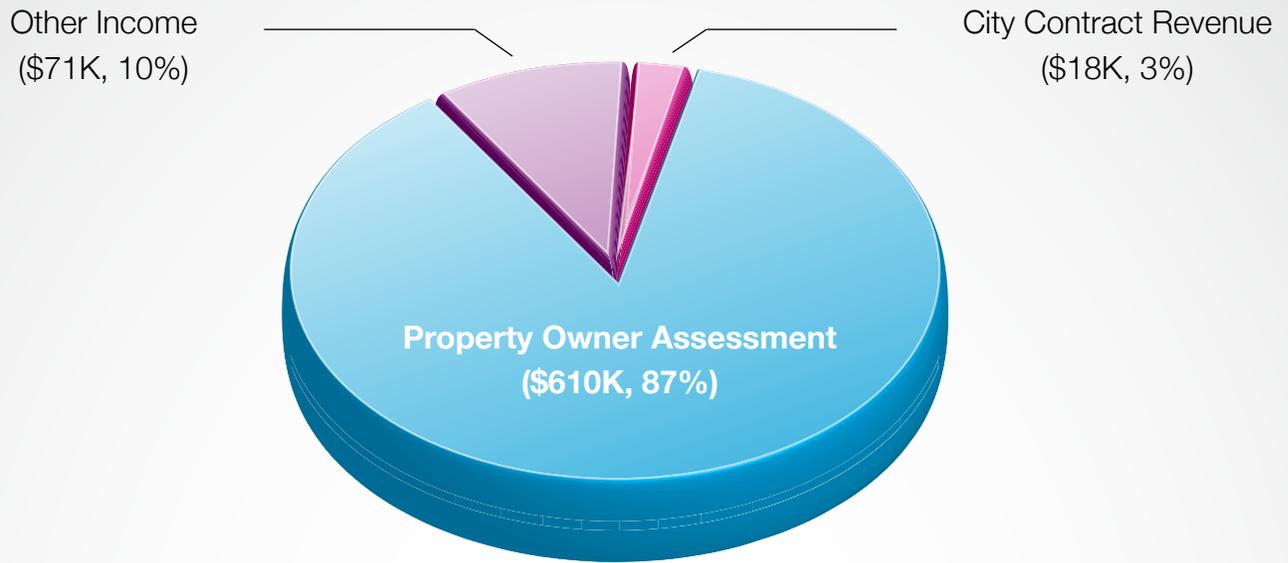
Courtesy of the archives at the Pasadena Museum of History

# BUSINESS IMPROVEMENT DISTRICT

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 property owners and business owners within the District.

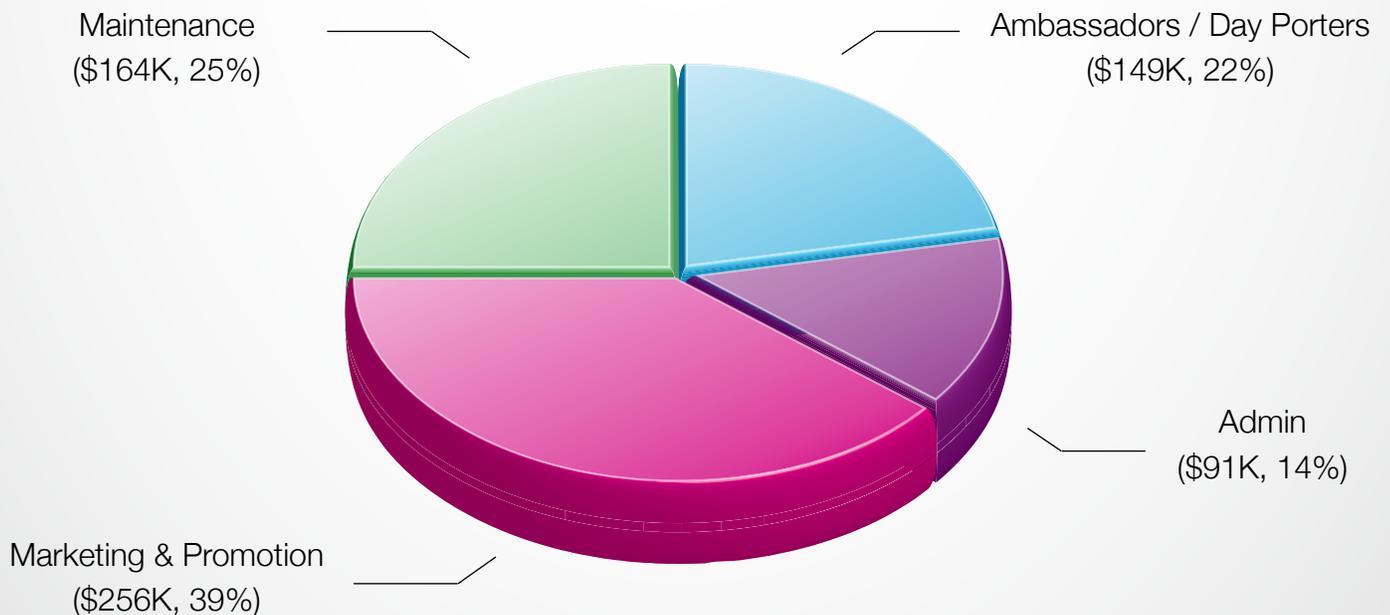
The PBID provides and / or manages supplemental services and improvements above what can be provided by the City of Pasadena including a “clean and safe” program, a professional marketing and business promotion program and a program to enhance the physical environment and amenities throughout the South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

## 2012 REVENUE COLLECTED



**The SLBA receives the majority of its funding from property owners.**

## 2012 EXPENDITURES



**Nearly 90% of the SLBA total budget went directly into “clean & safe” programs and marketing South Lake Avenue.**

# 2012 IMPACT

## **Completed**

Streetscape Improvement Project funded phases including light pole and traffic light painting, painting of bus shelters, and installation of holiday decorations and new year-round tree lights. Garnered 1395 surveys in 2012 from District shoppers, community members, and event visitors (total to date: 3,300+).

## **Produced and / or Participated In**

South Lake Farmers Market – Summer through Fall 2012, Make Music Pasadena – June 16, 2012 (Old Pasadena, Playhouse District, SLBA), Taste of South Lake – October 13, 2012 (SLBA, co-sponsored by Real Food Daily and Hurst/Harrigan Associates), Annual Holiday Celebration – December 1, 2012 (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**

Art Weekend Meetings, 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, Make Music Pasadena Meetings, Pasadena Chamber of Commerce Tournament of Roses Breakfast, South Lake Parking Place Commission Meetings, State of the City, Pasadena Police Department Media Workshop, Pasadena Rotating Public Art Exhibition Program, Various Merchant Open Houses, Grand Openings and Benefit Events.



# VISION & GOALS

- » 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).
- » Continue business recruitment and retention program.
- » Continuously promote available business and leasing opportunities to prospective businesses and tenants interested in South Lake.
- » Encourage increased participation of property and business owners.
- » Continue long-term planning for the District and PBID renewal.
- » 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 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.



South Lake at Del Mar – 1950

Courtesy of the archives at the Pasadena Museum of History

# PBID ASSESSMENT FORMULA

PBID assessment formulas typically relate to either property street frontage or 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 oriented sidewalk areas, parcel size and current improvements, it is 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, the base Year 1 assessment rates are set at \$12.283 per LF of street frontage along Lake Avenue, \$6.141 per LF of street frontage along all other streets in the District, including Shopper’s Lane, 7.926 cents (\$0.07926) per square foot of land area and 6.686 cents (\$0.06686) per square foot of building area (based on gross exterior building dimensions).

Residential uses of 1 to 4 units are set at the rate of 10 cents per square foot of bldg pad. Residential uses of 5 or more units are set at 50% of base assessment rates.

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

## Five Year Maximum Assessment Rates *(Includes a 5% cap on annual increases)*

	Year 1 Rate	Year 2 Rate	Year 3 Rate	Year 4 Rate	Year 5 Rate
Building Area Fee	\$0.06686	\$0.07020	\$0.07371	\$0.07740	\$0.08127
Land Area Fee	\$0.07926	\$0.08322	\$0.08738	\$0.09175	\$0.09634
Lake Ave Street Frontage Fee	\$12.283	\$12.897	\$13.542	\$14.219	\$14.930
All Other Street Frontage Fee	\$6.141	\$6.448	\$6.770	\$7.109	\$7.464
Residential (1-4 Units) Fee	\$0.100	\$0.105	\$0.110	\$0.116	\$0.122

## Specific Annual Adjustments

During the term of the PBID, the annual budget and corresponding assessments may be adjusted to reflect annual increases of five percent (5%). 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.



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## Statement of Activities for

# YEAR ENDED 2012

### Receipts

Governmental Contract for Services	\$609,840
Investment Income	\$4,043
SLPPC Maintenance Income	\$18,000
Other Income (Agency Funds / Sponsorships)	\$67,663
<b>Total Receipts</b>	<b>\$699,546</b>

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### Expenses

Maintenance and Landscape	\$163,987
Ambassadors / Day Porters	\$148,815
Promotions / Marketing / Economic Development	\$255,788
Administration and Operations	\$90,835
<b>Total Disbursements</b>	<b>\$659,425</b>

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<b>Change in Net Assets</b>	<b>\$32,123</b>
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<b>Net Assets at Beginning of Year</b>	<b>\$601,039</b>
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<b>Net Assets at End of Year</b>	<b>\$633,162</b>
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Note: This Statement of Activities provides a summary of financial activity for the South Lake Business Association. A complete copy of the SLBA's 2012 Financial Statement, including footnote disclosures and the Accountant's Review Report, is available upon request.

Peets Coffee & Tea

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LAKE AVENUE



# 2012 BOARD OF DIRECTORS & STAFF

## **Executive Committee**

### *President*

Susan Pai, Pasadena Towers

### *Vice President*

Susan McManigal, The French Hand Laundry

### *Secretary*

Beth Kuchar, Rapture Studio

### *Treasurer*

John Howe, The Howe Building

## **Directors**

Michelle Bernal, City of Pasadena

Carlton Maese, CB Richard Ellis

Richard McDonald, of Counsel Horgan, Rosen, Beckam & Coren, LLP

Steve Mermell, City of Pasadena

Evan Meyer, Meyer Pacific, Inc.

Matthew Rodman, Furst Enterprises

James R. Simpson, 396 and 400 South Lake

Kerri Sullivan, Magnolia Lounge

Perry Vidalakis, 336 South Lake

## **Staff**

### *Executive Director*

Gina Tleel

# 2012 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: John Howe

## **Economic Development Advisory Committee**

Goal: Discusses retail retention and recruitment.

Chair: James R. Simpson

Co-Chair: Susan McManigal

## **Marketing Advisory Committee**

Goal: Discusses promotion of District and events.

Chair: Kerri Sullivan

Co-Chair: Beth Kuchar

## **Streetscape Advisory Committee**

Goal: Discusses street improvements, maintenance and beautification.

Chair: John Howe

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](http://www.southlakeavenue.org).



Corner Bakery Cafe

Corner Bakery Cafe

SOUTH LAKE  
a v e n u e

[www.southlakeavenue.org](http://www.southlakeavenue.org)

South Lake Business Association | 251 South Lake Avenue, Suite 180 | Pasadena, CA 91101  
T: 626.792.1259 F: 626-792-1287