



2019

South Lake Avenue Business District

ANNUAL REPORT

A Message From The

BOARD OF DIRECTORS

In 2019, the South Lake Avenue Business District focused on marketing efforts which significantly increased District awareness and visitor traffic. Marketing avenues included the expansion of South Lake's social media program, the continuation of South Lake's business recruitment and retention program, enhancing website features and garnering 779 District surveys from District shoppers and event visitors. The District continued to experience strong website traffic and event attendance.

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, the Clean and Safe Initiative and multimillion dollar infrastructure improvements.

South Lake Avenue has generated over \$261.6 million in retail sales revenue with leasing transactions totaling over 212,833 square feet between office and retail. 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.

South Lake welcomed new ground floor retail businesses including Craft Ramen HiroNori, Dan Modern Chinese, Granville Restaurant, Pillow Talk (Coffee, Sandwiches and Pastries), Republik Coffee Lounge and See's Candies (pop-up store). 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, live and work.



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

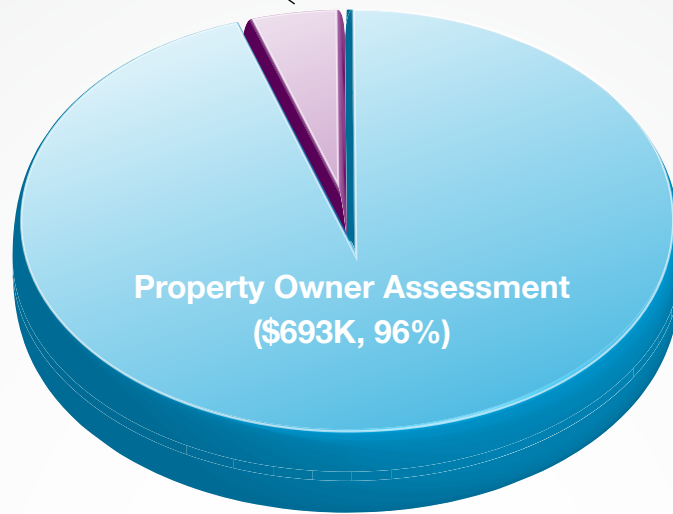
Courtesy of the archives at the Pasadena Museum of History

BUSINESS IMPROVEMENT DISTRICT

Activities and programs of the South Lake Avenue PBID are funded through assessments paid by property owners. The PBID provides funds for 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 South Lake Business Association works closely and in partnership with the City of Pasadena for funding District Capital Improvement programs.

2019 REVENUE COLLECTED

Other Income
(\$31K, 4%)



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

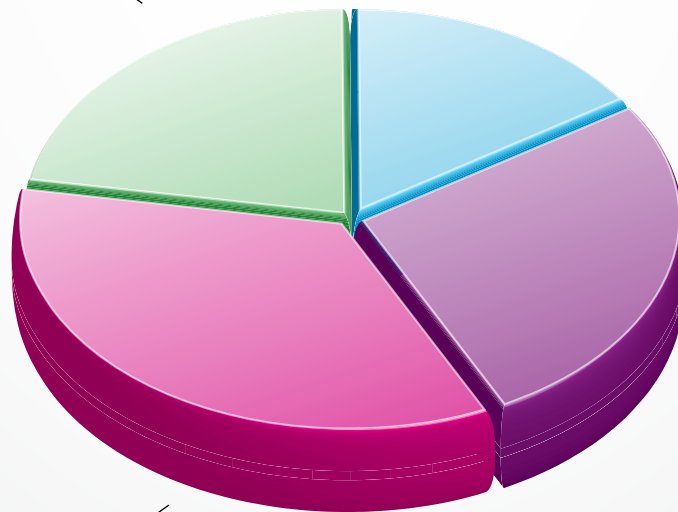
2019 EXPENDITURES

Maintenance
(\$156K, 22%)

Ambassadors / Day Porters
(\$112K, 16%)

Admin
(\$196K, 28%)

Marketing & Promotion
(\$234K, 34%)



**Over 72% of the SLBA total budget went directly into
“clean & safe” programs and marketing South Lake Avenue.**

2019 IMPACT

Completed

Implemented Management Plan and managed expenses within budget, organized large scale district marketing events that resulted in increased sales between 10-67% for various businesses, garnered 537 surveys in from District shoppers, community members, and event visitors (total to date: 9,032+), enhanced holiday decorations and upgraded electrical system.

Produced and / or Participated In

Tastes and Sounds Fall Crawl – September 28, 2019 (Logix Federal Credit Union, SLBA) and Holidayfest – December 7, 2019 (SLBA).

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

Central District Meetings regarding Marketing and Other Joint Issues/Concerns (Old Pasadena, Playhouse District and South Lake Avenue), City of Pasadena Council Meetings, City of Pasadena Meetings regarding Marketing, Parking, and Business / Tenant Recruitment, Networking Get Togethers with Other Districts (Old Pasadena & Playhouse District) and Pasadena Chamber of Commerce, South Lake Business Association Committee Meetings, South Lake Parking Place Commission Meetings, State of the City, Tournament of Roses Parade Breakfast, Various Merchant Open Houses, Grand Openings and Benefit Events.



Holidayfest
December 7, 2019

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) which entails pedestrian lighting.
- » 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 additional PBID renewals.
- » 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.
- » Continue Promotions and Marketing programs that address the current economic environment and vacancy of business storefronts.
- » Work with 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 property street frontage, 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 24,300 linear feet of property frontage, 2.5 million square feet of land and 2.9 million square feet of building area.

Year 1 property assessment rates per parcel are \$0.07154 per square foot of building, plus \$0.08481 per square foot of land, plus \$13.14281 per linear foot of Lake Avenue street frontage, plus \$6.57087 per linear foot for all other frontages. Parcels with residential uses of 1 to 5 units (including residential condominiums) shall be assessed at the Year 1 rate of \$0.107 per square foot of building area. Parcels with residential uses of 6 or more units shall be assessed at 50% of the regular rates. Mixed use development building area assessments shall be pro-rated based on the ratios of each respective use.

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% annual increase)*

	2018 Rate	2019 Rate	2020 Rate	2021 Rate	2022 Rate
Building Area Fee	\$0.07154	\$0.07512	\$0.07887	\$0.08282	\$0.08696
Land Area Fee	\$0.08481	\$0.08905	\$0.09350	\$0.09818	\$0.10308
Lake Ave Street Frontage Fee	\$13.14281	\$13.79995	\$14.48995	\$15.21445	\$15.97517
All Other Street Frontage Fee	\$6.57087	\$6.89941	\$7.24438	\$7.60660	\$7.98693
Residential (1-4 Units) Fee	\$0.10700	\$0.11235	\$0.11797	\$0.12387	\$0.13006

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.



Statement of Activities for

YEAR ENDED 2019

Receipts

Governmental Contract for Services	\$ 692,877
Investment Income	\$ 6,931
Other Income (Agency Funds / Sponsorships)	\$ 23,991
Total Receipts	\$ 723,799

Expenses

Maintenance and Landscape	\$ 155,516
Ambassadors / Day Porters	\$ 112,346
Promotions / Marketing / Economic Development	\$ 234,353
Administration and Operations	\$ 196,148
Total Disbursements	\$ 698,363

Change in Net Assets	\$ 25,436
-----------------------------	------------------

Net Assets at Beginning of Year	\$1,016,022
Prior Period Adjustment	\$ 25,436

Net Assets at End of Year	\$1,041,458
----------------------------------	--------------------

Note: This Statement of Activities provides a summary of financial activity for the South Lake Business Association. A complete copy of the SLBA's 2019 Financial Statement, including footnote disclosures and the Accountant's Review Report, is available upon request.



2019 BOARD OF DIRECTORS & STAFF

Executive Committee

President

Kevin Duffy, CB Richard Ellis

Vice President

Nathan Sovich, Pasadena Towers

Secretary

Donna Guerrero, Corporate Center Pasadena

Treasurer

John Howe, The Howe Building

Directors

Angela Berardo, Macy's

Robert De Pietro, 99 S. Lake Avenue

Del Lile, Coldwell Banker

Annette Manoukian, The Commons Pasadena

Ruth Martinez-Baenen, City of Pasadena

Joe Paggi, City Representative

Bruce Seid, KW Commercial

Staff

Executive Director

Gina Tleel

2019 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

Role: Reviews financial records and recommends annual budgets.

Co-Chairs: John Howe & Robert De Pietro

Economic Development & Marketing Advisory Committee

Role: Discusses retail retention and recruitment.

Co-Chairs: Bruce Seid, Annette Manoukian & Angela Berardo

Streetscape Advisory Committee

Role: Discusses street improvements, maintenance and beautification.

Co-Chairs: Robert De Pietro & Del Lile

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.



www.southlakeavenue.org

South Lake Business Association | 201 South Lake Avenue, Suite 505 | Pasadena, CA 91101
T: 626.792.1259 F: 626-792-1287