

South Lake Business Association

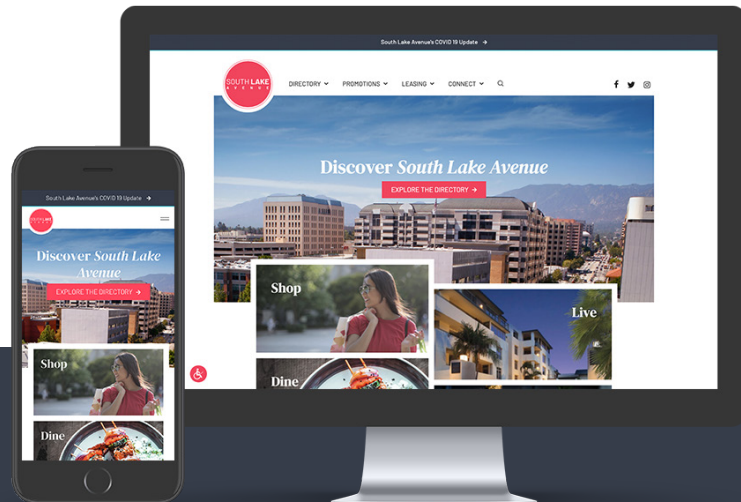
Direct: 626.792.1259

www.southlakeavenue.org

Did You Know?

You can easily access the Owner's Corner and more on our website. This section provides you, a South Lake Avenue Business District Property Owner, the information and tools to help maximize the value of your property and to contribute to the collective effort necessary to continue building a greater South Lake Avenue.

Find out how you can get involved by visiting
www.southlakeavenue.org



PERFORMANCE SNAPSHOT ON
South Lake Avenue
FOR PROPERTY OWNERS



Streetscape

enhancement initiative

BEAUTIFICATION EFFORTS

Completion of the final phase of the 2007 South Lake Avenue Streetscape Plan which includes the following pedestrian friendly elements:

- Two Signalized Crosswalks
- Pedestrian Lighting
- Upgrades to the two Del Mar Traffic Islands

The majority of a 2.3 million MTA grant combined with matching dollars from South Lake Avenue's on street meter fund contributed to funding this final phase.

NOTICE OF CONSTRUCTION

For more information regarding South Lake Avenue's Streetscape Improvement Project please visit:

WWW.SOUTHLAKEAVENUE.ORG/NOTICE-OF-CONSTRUCTION-2023/

PBID RENEWAL

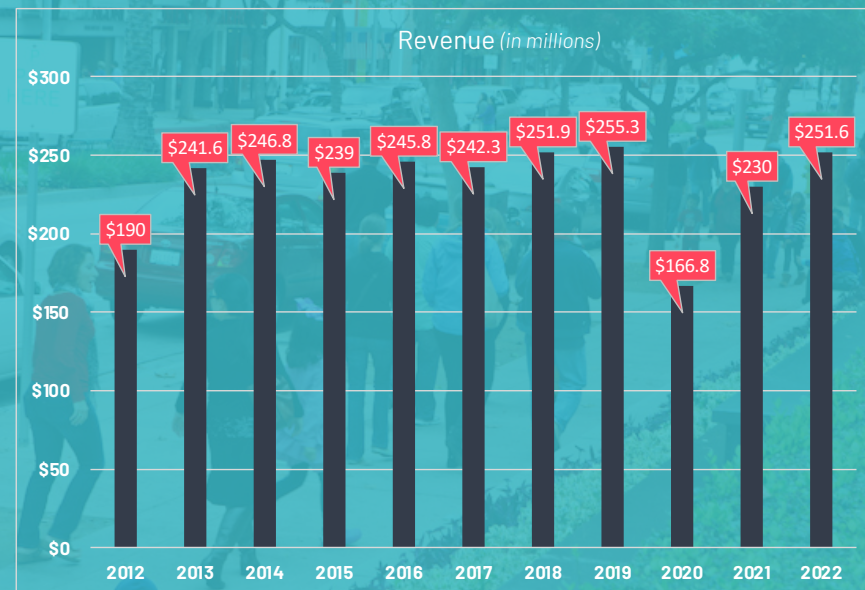
In 2022, the South Lake Avenue District PBID was successfully renewed with a 90% approval rating for a 7 year term. Renewing helps maintain our momentum regarding PBID programming such as area beautification, clean and safe programs, marketing and promotion of South Lake Avenue to name a few!

WEBSITE ANALYTICS

- 5.48M Total Website Impressions (50% increase from 2021)
- Top 15 Pages Viewed
 1. Home Page
 2. Holidayfest
 3. Directory / Food-Dining
 4. Directory / The Shops on Lake
 5. Holidayfest Raffle Entry
 6. Directory
 7. Directory / Shopping
 8. Directory / Business Category / Food-Dining
 9. Directory / Pacific Sales
 10. Business Category / Shopping
 11. Business Category / The Agency Pasadena
 12. Business Directory / Granville Café
 13. Promotions
 14. Business Directory / The Commons
 15. Business Directory / Sanrio Pasadena

Sales Revenue

on South Lake Avenue



SOUTH LAKE
AVENUE

Holidayfest

performance report

15,383,416

MEDIA IMPRESSIONS

Includes a combination of impressions from paid and earned media exposure

5,480,000

WEBSITE IMPRESSIONS

Includes impressions from our site

50% Increase in Sales THROUGHOUT THE DISTRICT

50% Increase in sales for various area businesses on December 3rd, 2022