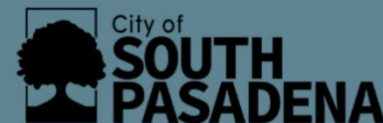




PRESS RELEASE



CITY MANAGER'S OFFICE

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FOR IMMEDIATE RELEASE

October 12, 2023

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South Pasadena Featured in the Los Angeles Business Journal

South Pasadena (Calif.) – The City of South Pasadena's Economic Development Division is excited to announce the inclusion of South Pasadena in the Los Angeles Business Journal's October 9, 2023 issue for the *State of LA: The Best Cities to Live, Work + Play 2023*.

The feature highlights the City's historic architecture, vintage charm, award-winning schools, and diverse tight-knit community. SouthPas 4Ward, the City's Economic Development Strategy, introduces the City as a poised, business-forward, and business-friendly hub in the San Gabriel Valley. Highlighting our commitment to arts and culture, environmental stewardship, and small-town charm recognize South Pasadena as a gem in the San Gabriel Valley, and a source of pride for all who call it home.

The Los Angeles Business Journal segment reviewing Cities in the county is just another step toward placing South Pasadena on the map! To link to the article, click [here](#).

STATE OF LA

CITY OF SOUTH PASADENA

southpasadenaca.gov

ED CONTACT

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POPULATION

26,447

DEMOGRAPHICS

34% White; 33% Asian; 25% Hispanic; 3% Black; 5% Other

COUNTY

Los Angeles

ECONOMIC STATS

Median Income: \$125,710; Median House Price: \$1.5M;
 Median household expenditure: \$122,427

TOP THREE SALES TAX PRODUCING SECTORS

Restaurants; General Consumer Goods; Business / Industry



How does your city differentiate itself from others in the region?

South Pasadena is small and mighty — one of the smallest jurisdictions in Los Angeles County,

but boasting a full-service City. Nestled in the San Gabriel Valley and located south of Pasadena, South Pasadena stands out as a leader in community, diversity, engagement, service and more. South Pasadena's uniqueness in the region is defined by a combination of factors that make it a special place to live, work and do business.

At only 3.4 square miles and within a few miles proximity to the metropolis environment of Los Angeles, South Pasadena is a charming and safe small-town with a tight-knit community. Its tree-line streets, historic architecture and vintage charm create a distinct ambience that fosters community pride. We are proud of our strong sense of community, award-winning schools and diverse business community.

Which industries are demonstrating the most interest in your area today?

South Pasadena has attracted many unique retailers including boutique shops and restaurants, but our top sector is professional services. Professionals in the fields of law, accounting, consulting and even technology have started and grown their businesses in SouthPas.

The City has recently adopted SouthPas 4Ward, its Economic Development Strategy which promotes business-forward and business-friendly ideals. Our business concierge service treats each inquiry and applicant on a case-by-case basis, providing white glove from start to finish. Consider SouthPas for an improved experience in doing business, and for an improved quality of life.

What does the community have to say about South Pasadena?

"As a proud business owner in South Pasadena, I can't emphasize enough how wonderful it is to be part of this community. South Pasadena's unique charm and strong sense of local support have made my entrepreneurial journey truly exceptional. The City's commitment to fostering a thriving business environment, coupled with the City's Chamber of Commerce resources and networking opportunities, have been instrumental in my success. Coupled with the Chamber's I wholeheartedly recommend South Pasadena as a fantastic place to run a business, and I'm excited to continue growing here as part of the dynamic LA landscape."

- Wesde Lee, Owner of the PrintSpot, South Pasadena

"South Pasadena has been my home for fourteen years, and I am so grateful to have grown up in such an amazing community. This town is extremely appealing, family friendly and filled with afternoon activities. Some of these activities and places include three public parks with playgrounds, a golf course, skate park, dog park, antique/thrift stores, restaurants, coffee shops, a Fourth of July Parade and a weekly Farmer's Market. South Pasadena is highly rated for its education system... and is also known as the "City of Trees," South Pasadena is filled with life and culture, and I would never have wanted to grow up anywhere else."

- Resident



WHY SOUTH PAS?

Something for Everyone

Arts and Culture

Small Town Feel

Environmental Stewardship

Business Friendly

Gem in the San Gabriel Valley



SOUTH PAS 4WARD



LEARN MORE ABOUT OUR ECONOMIC DEVELOPMENT STRATEGY