

**SOUTH PAS 4 WARD**

Prepared By: The Economic Development Division

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**ECONOMIC DEVELOPMENT STRATEGY**  
**FISCAL YEAR 2023**

# TABLE OF CONTENTS

**3 - Message From The Team**

**4 - About Our Team**

**5 - Division Snapshot**

**6 - Strategic Focus Areas**

**9 - Our Business Community**

**10 - Contact Information**



# MESSAGE FROM THE TEAM

## Dear South Pasadena,

We are delighted to announce the release of our Fiscal Year 2023 Economic Development Strategy. This comprehensive strategy outlines our vision, goals, and initiatives aimed at fostering sustainable growth, enhancing economic vitality, and ensuring prosperity for our vibrant City. This document is intended to serve as a starting point for an intentional path forward on visioning and developing for our local economy and business community.

At the heart of our strategy lies a commitment to cultivating an environment that encourages innovation, collaboration, and entrepreneurship. By leveraging our unique strengths, telling our story, engaging with the business community, and fostering strategic partnerships, we aim to further elevate South Pasadena as a unique economic hub within our region, and to highlight our limitless potential.

This Strategy focuses on four key areas, including: 1) the establishment of a City Council business sub-committee, 2) meeting with industry professionals to increase business growth and retention, 3) exploring opportunity sites, and 4) putting our City on the map through various marketing initiatives.

We are excited about the opportunities ahead, and the journey that we will embark on together. To our existing businesses, thank you for your continued investment in South Pasadena. As we look towards the future, we continue our commitment to serving and supporting you, and in working together to strengthen our unique and special business community.

Thank you for your continued support and partnership.

Onward,

City of South Pasadena | Economic Development Division

# ABOUT OUR TEAM

The City of South Pasadena's Economic Development Division is led by the City Manager's Office and supported by an interdepartmental Economic Development team made up of staff from each City department. Economic Development efforts include business concierge services, site selection, marketing, and visitor attraction.

Together, our team employs a business-forward and business-friendly approach when serving our business community.

## Vision

To create a dynamic and prosperous economic landscape that embraces innovation and growth, while preserving our City's unique charm. Guided by a forward-thinking approach, we strive to foster an ecosystem where businesses of all industries can thrive with the support of the Economic Development Division and the support and service of our industry partners.

## Mission

To create a positive business community, provide essential resources and develop programs to promote, attract, retain, and expand business opportunities in the City of South Pasadena.



# DIVISION SNAPSHOT

## Ongoing & Existing Programs



### Business Concierge Program

- Individual business visitations or calls to discuss business plans, location selection, growth ideas, and more.



### Business Highlight Program

- Business filming and promotions program across the City's social media platforms.



### Experience South Pasadena

- Partnership with the South Pasadena Chamber of Commerce to create ongoing tours and experiences to encourage visitors and residents to shop locally.



### Business Resources

- Resources from the Economic Development Division include our as-needed Business Newsletter, Guide to Doing Business, and dedicated business email: [business@southpasadenaca.gov](mailto:business@southpasadenaca.gov).

## 2021 - 2023 Recap



20 business highlighted, averaging 2,000 views each.



City Manager developed and co-chairs San Gabriel Valley Regional Economic Development Committee to put SGV on the map & to professionalize the industry.



503 responses to Citywide Communications Survey.



Increased social media growth by over 50% across all platforms.



Hosted 3 business networking events that brought together 60-75 business representatives.



Launched City website redesign project. New website coming soon!



Beautification of the Mission District with new tree lights.



Launched City app: SouthPas Mobile and reached 3,000 downloads before the first year.

# SOUTH PAS 4 WARD

## 2023 STRATEGIC FOCUS AREAS



### City Council Business Ambassadors

- Establish a City Council sub-committee to work with the Economic Development Division to further efforts in serving the business community by strengthening partnerships and providing feedback on strategy.



### Meet With Industry Professionals & Existing Industry Clusters

- Focus on challenges and successes in specific industries that makeup the South Pasadena business community including tech, retail, and professional services. In meeting with each industry group, identify opportunities to further grow the existing industries and clusters in the City.
- Strengthen business growth and retention efforts through marketing and messaging to attract further investment.



### Explore Opportunity Sites

- Engage with commercial real estate professional to develop opportunity sites and better understand the local real estate and vacancy market while staying ahead of major anticipated developments.
- Explore creative approaches in developing guidelines for facilitating commercial spaces for business and art pop-up opportunities for new and existing businesses looking to explore storefront investment in the future.
- Identify creative approaches for funding opportunities from local, state, and federal grants to support new projects related to opportunity site projects.



### Put South Pasadena On The Map

- Explore new ways to use existing and/or new events as opportunities to market Economic Development.
- Create new City marketing materials for business outreach and new Economic Development website for businesses to access resources.
- Identify social media influencers to serve as ambassadors to City visitation.
- Create additional walking tours of the City, including historical sites and more locations.
- Explore regional marketing opportunities with cities in the San Gabriel Valley to attract visitors during the 2028 Los Angeles Olympics.

# THE PATH 4 WARD

## STRATEGIC FOCUS AREA #1: Develop City Council Business Support Subcommittee

Goal	Supporting Action	FY 23-24 KPI	2021-2026 Strat Plan
Create expanded business friendly support efforts across the agency.	Establish City Council sub-committee to make progress on various strategies, strengthen partnerships and relationships, and further Economic Development commitment.	Establish City Council sub-committee on Economic Development.	2a. Develop and launch Economic Development Program.

## STRATEGIC FOCUS AREA #2: Meet With Industry Professionals & Existing Industry Clusters

Goal	Supporting Action	FY 23-24 KPI	2021-2026 Strat Plan
Identify growth and expansion opportunities.	Contact industry cluster professionals to discuss successes and challenges.	Host quarterly business networking events.	2a. Develop and launch Economic Development Program.
Establish best practices in retention and attraction.	Expand business marketing and telling the South Pasadena story to attract industry clusters to invest in the City.	Establish program to welcome new businesses to the City.	





# THE PATH 4 WARD

## STRATEGIC FOCUS AREA #3: Explore Opportunity Sites

Goal	Supporting Action	FY 23-24 KPI	2021-2026 Strat Plan
Identify vacant sites and explore creative approaches in developing opportunity sites.	Engage with owners and commercial real estate professionals to strategize and explore vacancies including restaurants, commercial, and possible pop-up spaces for artwork to encourage growth and investment in the City.	Establish program to welcome new businesses to the City.	2a. Develop and launch Economic Development Program.

## STRATEGIC FOCUS AREA #4: Put South Pasadena On the Map

Goal	Supporting Action	FY 23-24 KPI	2021-2026 Strat Plan
Promote Economic Development efforts.	Create new marketing materials and robust website.	Launch new City website to the community.	2a. Develop and launch Economic Development Program.
Attract visitors to South Pasadena and encourage local business support.	Create additional walking tours, and identify City social media influencers.	1,000 new followers across social media channels.	6e. Public Engagement; Establish and implement a targeted Community Outreach Program.
Make South Pasadena a visitor destination during the 2028 Los Angeles Olympics.	Meet with Economic Development partners across the San Gabriel Valley to create a regional approach to attract visitation.		





# OUR BUSINESS COMMUNITY



**1,604 businesses**

- 382 home businesses
- 362 residential rental businesses
- 860 storefronts & physical businesses



- 1,211 businesses with 1-4 employees
- 229 businesses with 5-9 employees
- 95 businesses with 10-19 employees

## Industry Clusters



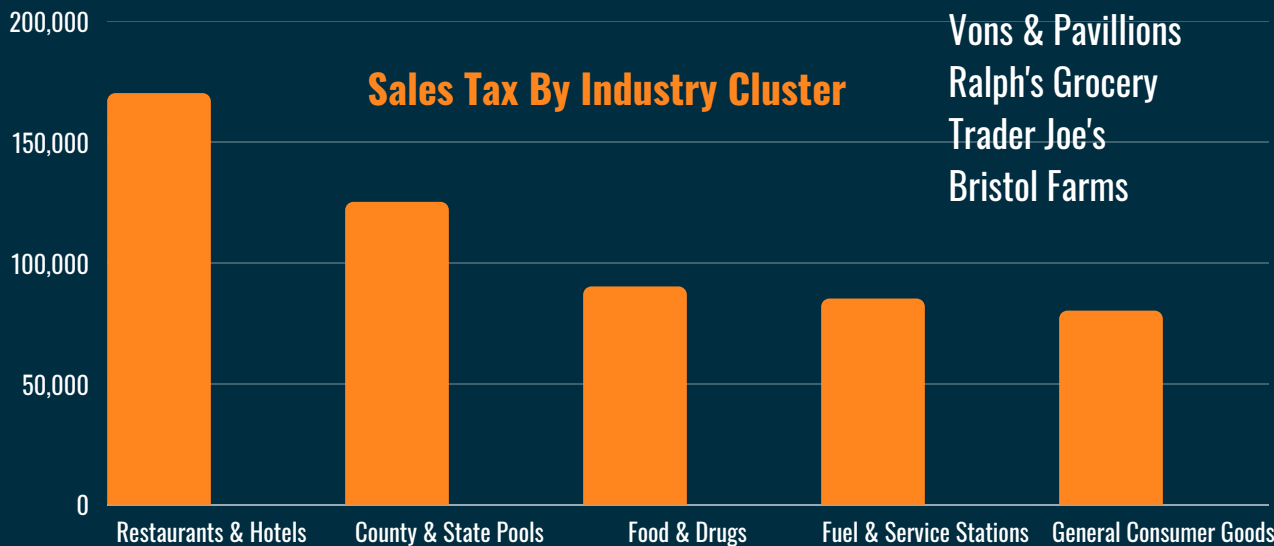
## Top 12 Sales Tax Producers

- |                           |                       |
|---------------------------|-----------------------|
| M3 Office                 | Mission Tile West     |
| Arco                      | G & M Oil             |
| American Premium Gasoline | Trader Joes           |
| Vons & Pavillions         | Gus's BBQ             |
| Ace Hardware              | Shakers & Canoe House |
| Ralphs                    | House of Honey        |

## Top 10 Employers

- South Pasadena Care Center
- City of South Pasadena
- South Pasadena School District
- City of Hope South Pasadena
- VCA Pasadena Veterinary
- Shaw Moses Mendenhall Associates
- Vons & Pavillions
- Ralph's Grocery
- Trader Joe's
- Bristol Farms

**Sales Tax By Industry Cluster**





# ECONOMIC DEVELOPMENT STRATEGY FISCAL YEAR 2023

City of South Pasadena  
1414 Mission Street  
South Pasadena, CA 91030  
[www.southpasadenaca.gov](http://www.southpasadenaca.gov)



[@southpasadenaca](https://www.instagram.com/southpasadenaca)  [business@southpasadenaca.gov](mailto:business@southpasadenaca.gov)

