



# eZONE NEWS

Business Resources for your Business Needs

MAY-JUNE 2009

## PASADENA ENTERPRISE ZONE E-NEWSLETTER

As part of the commitment by the City of Pasadena to promote a thriving business community, the Northwest Programs Office has created a business e-newsletter to provide at-a-glance news articles and highlight any programs that may be of interest to Pasadena businesses. This e-newsletter will be distributed bi-monthly by email and will also be available on the Enterprise Zone website. Should you wish to receive this e-newsletter, have an Enterprise Zone success story, or have a business resource that you would like to share, please contact the Enterprise Zone Manager at (626) 744-7347 or send an email to [malva@cityofpasadena.net](mailto:malva@cityofpasadena.net).

## ENTERPRISE ZONE REVITALIZATION PROJECTS

On October 27, 2007 Pasadena City Council approved new changes to the Storefront Improvement Program (formerly known as the Façade Improvement Program) which grants Pasadena property owners the ability to apply for a matching grant to improve their building façade. Under this program, the property owners of 1564 North Fair Oaks became the first project to successfully apply for and receive a matching grant of \$20,000 for their façade. This mixed-use building in the Enterprise Zone required extensive improvements to meet the current city code and to enhance the building exterior to eliminate blighted conditions.

To mark the achievement by the property owners, the Northwest Programs and Economic Development Divisions held a ribbon cutting ceremony on Wednesday, April 8, 2009. The ceremony was attended by Mayor Bogard, Councilmember Robinson, Adam Carter, Representative from Assemblyman Portantino's Office, city staff and associates of the property owners. The Storefront Improvement Committee will continue to identify viable projects and promote the Storefront Improvement Program. For more information call (626) 744-4791 or (626) 744-4660 or visit [www.ci.pasadena.ca.us/planninganddevelopment/Storefront/sf1.asp](http://www.ci.pasadena.ca.us/planninganddevelopment/Storefront/sf1.asp)



## WHAT'S NEW...

The Pasadena Chamber of Commerce and the Pasadena Northwest Programs Office will hold a free EZ Workshop on June 11, 2009 at [Panda Inn](#) from 2:00pm to 4:00pm. The Workshop will bring together a panel of experts in the EZ and Financial fields that will offer helpful tips on using the EZ Program. Seating is limited to the first 30 attendees, please send your RSVP to [paul@chamber-commerce.org](mailto:paul@chamber-commerce.org).

Need help at your next event? [The Northwest Ambassador Youth Program](#) provides work experience opportunities to Pasadena high school students for their involvement at special events held by various for- and non-profit organizations. Youth will work at special events doing jobs such as docents, guides, attendants, etc. The youth are either compensated or volunteer their time. If you have an event or a Pasadena student that may be interested, call (626) 744-4791.

The Economic Development Division offers free "The Art of Small Business Survival" seminar series. Presented in partnership with the Pasadena Chamber of Commerce and Foothill Workforce Investment Board. The various seminars allow you to:

- Reach full market potential
- Establish sound business practices
- Meet new market opportunities

[Click here to register.](#)

## Business Resources Links

- [Pasadena Enterprise Zone](#)
- [Economic Development](#)
- [Foothill Workforce Investment Board](#)
- [Pasadena Chamber of Commerce](#)
- [North Lake Village Business Association](#)
- [South Lake Business Association](#)
- [Playhouse District](#)
- [Old Pasadena Management Company](#)
- [Pasadena Visitors Bureau](#)
- [Northwest Commission](#)

## Did You Know?

- *That the Pasadena EZ covers over 90% of the businesses in Pasadena.*
- *The EZ offers free advertisement for company job openings.*
- *Looking for a new business location? Check with the EZ Manager for our current available property listing.*
- *Are you looking to become a mentoring business to provide non-paid work-experience for a Pasadena Youth? Contact the [Enterprise Zone Manager](#) for more details.*