



Downtown Glendale Association's ANNUAL REPORT 2014

On behalf of the Board of Directors, let me begin by thanking City Manager Scott Ochoa, Assistant City Manager Yasmin Beers, Economic Development Director Phil Lanzafame, Planning Director Hassan Haghani, Mayor Zahed Sinanian and the Glendale City Council, the Glendale Police Department, and the Public Works Department for their excellent collaboration and assistance in expediting the improvements in Downtown Glendale. Our true success is a reflection of our daily working relationships with our City staff and elected leaders.

The DGA Board of Directors continues to focus on our commitment to the businesses and property owners of the Downtown district, as well as to the citizens of Glendale. We are dedicated to enhancing our Downtown and making it a place that everyone can be proud of and enjoy, as THE "place to be, shop, dine, live and visit".

It has been another very busy year for the Downtown Glendale Association and the Board is proud to submit our second annual report to the DGA property owners and City Council.

Every year we outline specific goals which build on our previous foundation of good works for Downtown. This past year, we were proud to accept the Business Project of the Year award. This achievement, along with our aggressive plans for improving the District has brought us a new level of respect within the community and has demonstrated that our "results oriented" direction has paid off.

Let me take a moment to summarize the five key projects we are particularly proud to spotlight:

1. Corner Color:

Our program of landscaping the corners along Brand Blvd began in late 2013, with full implementation in 2014. The DGA purchased concrete planters with our fiscal 2013 assessment district funds in order to bring attention to the new look within the District. We placed 72 concrete planters and entered into a contract to fill them periodically with seasonal plantings. The reaction from the businesses, property owners and community has been outstanding to this beautification project.

2. Fall Displays:

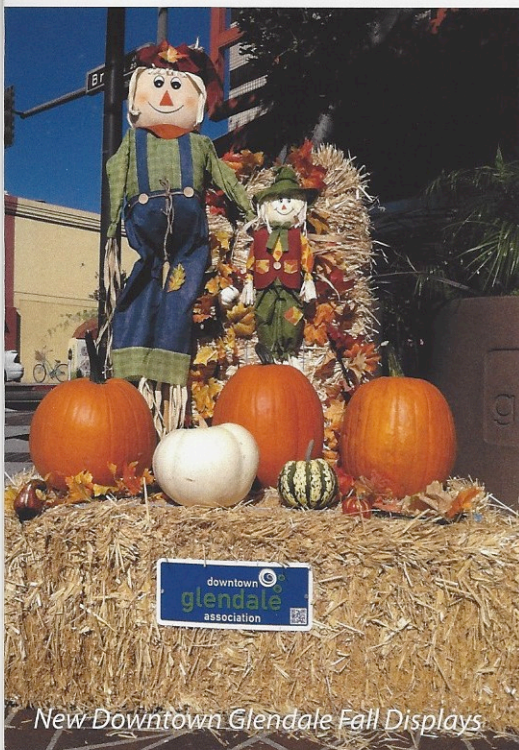
Using the program underway in San Diego's Little Italy District as a model, our administrator New City America and New City Public Spaces initiated a cost effective and colorful series of Fall displays on the corners adjacent to the concrete planters. In early September, our hay bales, scarecrows and pumpkin displays were installed in the public rights of way and we received countless comments of appreciation from the citizens and stakeholders in the District.

3. Christmas Displays:

Per an agreement developed with our City Manager in 2015, DGA staff will assume many of the costs and placement of the holiday decorations in the median of Brand Blvd.

In anticipation of the execution of that agreement, we purchased and installed 7 foot toy soldier/drummer boy displays on key corners of the district along Brand Blvd. and Colorado Blvd.

Staff coordinated with local school children to paint the red and green boxes that served as the platform for the holiday displays.



New Downtown Glendale Fall Displays

Though they have been in place for slightly more than 3 weeks, the feedback has been excellent, supportive and positive. People love seeing their Downtown reflect the changing seasons, giving all of us a sense of pride in our City center.

4. Support for the Arts:

In 2014 the DGA initiated its significant annual support for the Alex Theatre to ensure that its line of shows continues to be first class. Allocation of an average of \$45,000 per year to the Alex allows the DGA to act as a major sponsor and supports this key cultural and economic development. The Alex Theatre is a major asset to Downtown Glendale and our collaboration has allowed us to both grow and prosper together.

5. Attracting New Businesses:

This year, we initiated a program to strategically attract businesses we would like to see within our District. We will double our efforts in 2015 to draw businesses that complement the excellent retail mix already in place within the District. We also seek to provide positive input to new mixed-use residential developers considering Brand Blvd; with the potential of a new hotel and major office building as anchors to our existing excellent Class-A office buildings in the District.

Finally, we are ending the year with a review of our Downtown Farmers Market. Based upon the anticipated construction of the new Laemmle Theatre at Maryland and Wilson, we have placed our market on hiatus for the winter months and are working with the City to open up new location in the Chess Park area.

We realize that leadership, timing and market forces are the key elements that make and keep Glendale a great city. We are fortunate to have an exceptional group of volunteer Board members, a creative and visionary staff, extremely supportive City management, and a drive to get things done with a sense of urgency and immediacy. Our emphasis towards building a balance of active and creative commerce, enhanced by great public spaces and new residential-uses in Downtown Glendale will make us a key center within our region for the years to come.

Thank you for your ongoing support.

Rick Lemmo
President, Downtown Glendale Association
Americana at Brand, Caruso Affiliated

DOWNTOWN GLENDALE ASSOCIATION

2015 OFFICERS

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The Americana at Brand/Caruso
Affiliated

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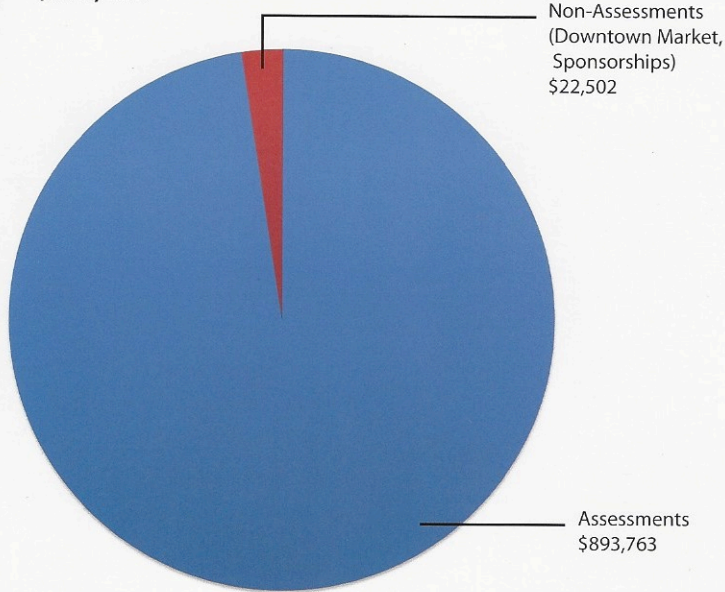
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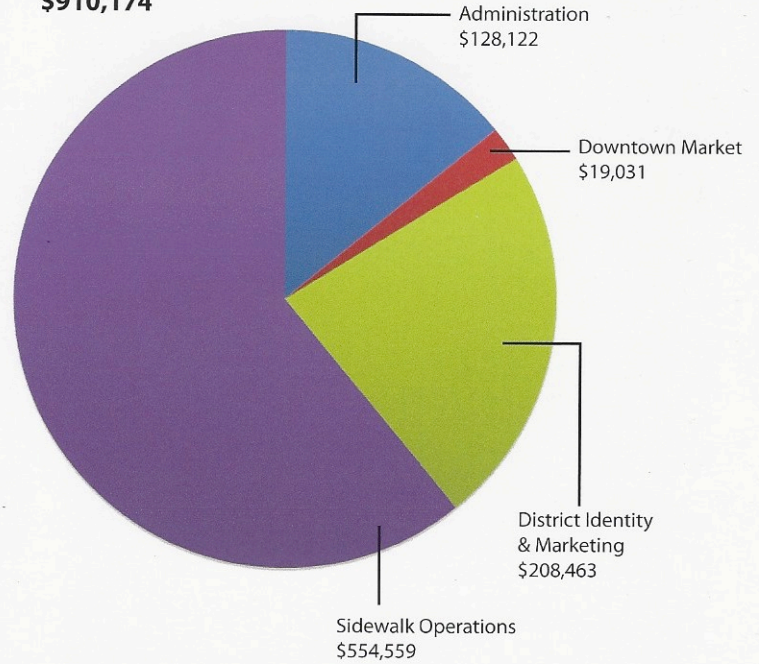


Ascencia "Family Photo" around the New Downtown Glendale Holiday Display

FY14 Income
\$916,265



FY14 Expenses
\$910,174



2014 PUBLIC RELATIONS KEY EFFORTS

- We started the year by being named "Neighborhood of the Year" by Curbed LA.
- Promote the Farmers Market. This was our top priority for the first 10 months of the year. Although the market did not succeed, the public relations effort was successful.
 - We had coverage from the Los Angeles Times Farmers Market reporter in the food section
 - The Glendale News Press and Crescenta Valley Weekly both provided excellent coverage of the market operations
 - We did a thorough advertising campaign in newspapers and bus benches and signs.
 - We sent a weekly email advertising the market each week for 39 weeks
- Communicate with our target audience. While we grew our email list to almost 500, we had a high open rate of about 25 percent.
- We successfully partnered with Glendale Arts on several events through the year and had presence at their events.
- During two Downtown Signature events – Cruise Night and the Jingle Bell Run – we had coverage of Downtown Glendale by the major networks. They also covered events in Downtown Glendale during the World Cup Tournament and opening of the Christmas shopping season.
- We nominated two of our DGA leaders, Helen McDonagh and Elissa Glickman for Women of the Year honors by the San Fernando Valley Business Journal.



2014 BLOCK BY BLOCK CLEANING STATISTICS

Service	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Power Washing (Block Faces)	520	369	383	507	507	578	532	497	505	103	81	39
Power Washing (Hours)	168	136	156	184	152	168	160	176	180	224	118	98
Power Washing (Sq. Footage)	316,800	227,200	229,800	304,200	303,000	346,800	319,200	273,200	277,750	502,275	313,875	151,125
Property Condition Reports - Fwd.	2	0	1	0	1	2	0	2	4	3	2	4
Gum Spots Removed	111	223	356	249	488	573	398	465	522	915	444	614
Trash (Bags Collected)	144	143	167	176	246	177	164	159	184	189	147	193
Trash (Lbs)	3,600	3,575	4,175	4,425	6,150	4,425	5,000	4,750	4,600	4,190	2,940	4,210
Trash Removed From News Racks	183	210	159	125	164	139	104	117	107	192	121	179
Cigarette Receptacles Emptied	570	585	584	599	541	514	491	496	522	445	452	617
Tree Grates Missing Parts	1	0	2	0	1	0	0	3	0	7	9	15
Tree Grates Cleaned Out	1,339	1,114	1,235	1,217	1,121	982	956	1,054	826	1,064	829	1,217
Weed Abatement (Block Faces)	78	79	121	126	100	73	43	53	43	41	37	143
Graffiti - Removed	23	15	10	22	27	7	4	2	2	3	22	18
Graffiti - Forwarded for Action	4	0	2	1	0	1	3	0	2	1	2	2
Bills/Stickers Removed	57	183	64	55	69	38	43	42	69	35	31	68
Fliers/Posters Removed	123	61	32	34	48	58	29	37	56	26	8	46
Bus Stops Cleaned	611	560	596	596	638	542	565	536	497	603	495	595
Homeless	43	22	18	15	22	38	35	35	22	48	32	46
Maps/Publication Distribution	8	0	4	2	6	1	2	3	3	5	10	33
Directions Given - General	364	253	288	256	246	204	224	230	216	277	255	340
Parking Related Assistance	34	29	16	17	16	9	7	8	16	18	21	90
Parking Meter Assistance	103	95	107	104	69	60	78	67	64	72	78	170



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