



# 2016 ANNUAL REPORT

## **Annual Message from the DGA President, Joseph P. Stitick, CCIM**

### ***New Activation at Maryland Avenue in 2016***

Downtown Glendale's growth exceeds our most optimistic expectations. Anchored by the Glendale Galleria, home to 225 businesses, in addition to the 72 businesses in the 8-year-old Americana on Brand, Downtown Glendale has a mix of the best retail, specialty restaurants, commercial and office space in the LA Region today.

The year began with the completed conversion of the old Masonic Lodge into the regional headquarters for CBRE, the long-awaited opening of

the Neon Museum and the launching of the southern end of the District with the Shake Shack, Philz Coffee and the soon-to-open Eggslut.

Throughout the year, DGA worked with the City to transform Maryland Avenue into a quiet public space away from the big-city traffic on Brand Boulevard. We have enhanced more public spaces on our wide public rights-of-way in order to develop our sense of "place," allowing business people and customers to enjoy not only the indoors but also the outdoors in our beautiful community. In Glendale, colorful autumn displays, shows of spring flowers and wonderful, whimsical holiday decorations are a continuous celebration of the changing seasons.

Since its inception, the Downtown Glendale Association has been a major supporter of building the capacity of the historic Alex Theatre to serve as a magnet for visitors to Downtown Glendale. As a major financial supporter, our contribution proved beneficial by supporting a

weekend and evening venue with a regional draw for people seeking high-level cultural events in Downtown.

Again the historic Alex Theatre served as a magnet for visitors to Downtown Glendale. For the 15th year, the Alex Theatre hosted Glendale's premier food and wine festival The Taste of Downtown Glendale in May with total revenues of \$40,121. The event featured over 30 restaurants with wine and live music along the route. Glendale Arts and Glendale Healthy Kids shared the proceeds, with Glendale Arts receiving 35%, or \$12,035.51 and Glendale Healthy Kids receiving 65%, or \$20,632.30. Glendale Arts earmarked the funds to fund scholarships for Act Out with Alex program.

During September, Glendale Arts held its first Open Arts and Music Festival, which generates income by supporting local businesses, artists and arts organizations through quality and affordable entertainment. Patrons





*New Laemmle Theatre*

marketing and branding effort, as we look to have Glendale synonymous with the tech industry. Thanks to all businesses and employees who attended this great 1st annual event and to Jennifer McClain, Economic Development Manager, City of Glendale, and her team.

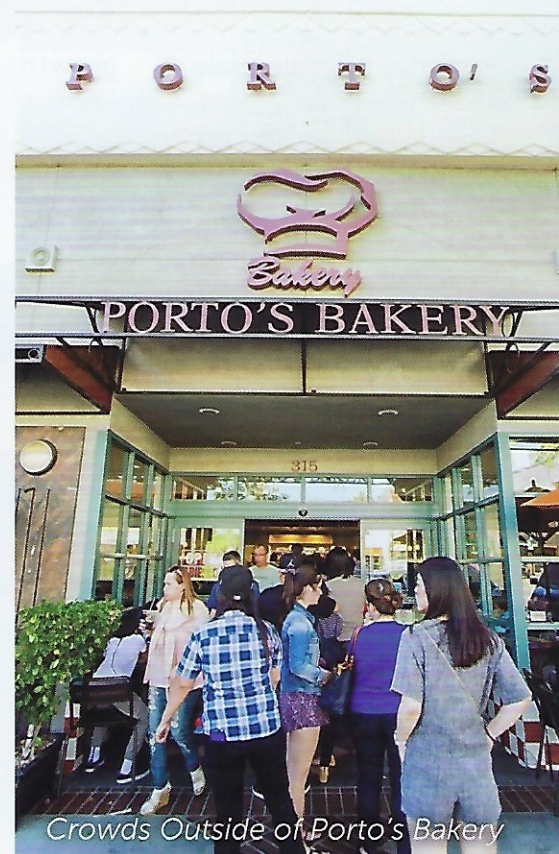
The Glendale Galleria, one of the premier shopping centers in the San Gabriel Valley, just celebrated its 40th year this past October. Their success continues to maintain an anchor position which attracts consumers to our city.

### **New Businesses Open in 2016**

The true value of a dynamic business district is demonstrated by its ability to continually attract new businesses. We have been fortunate to have attracted so many high-quality businesses and restaurants over the past year, including:

#### **January 2016**

CBRE Regional Headquarters



*Crowds Outside of Porto's Bakery*

enjoyed live music; a kids' area and rock-climbing wall; food trucks; an arts market with free, artist-led workshops; a public art installation; and beer and wine gardens.

In 2016, the Alex Theatre once again provided cultural leadership and financial success selling 80,272 tickets through the theatre box office, generating \$3,257,980 in revenue for non-profit organizations, resident companies and promoters. The Alex Theatre's 2015-16 season concluded with a total of 225 programs and activities, meeting the goal that had been set for 2016. Just wait until 2017!

Also in September, the City of Glendale held the first annual "Tech on Tap" week to integrate the growing micro-brewery industry of Southern California into the growth of the tech industry in Glendale. Glendale Tech Week is part of the City's initiative to attract more tech businesses to the City and to retain those that we currently have. Part of the reason for this effort is that jobs

in the tech industry provide high paying wages to young millennials, which further supports our Downtown housing and retail activities. Most of the activities occurred within Downtown Glendale and demonstrated that Glendale could host a multi-venue conference in its Downtown. Venues included the Alex Theatre, Bourbon Steakhouse, CBRE, Museum of Neon Art, Maryland Paseo, the Moose Den, Eden on Brand, and many more.

Glendale Tech Week was the City's first step in developing a local tech-industry ecosystem. The event attracted 1,000 people during the four days and nearly 30 events. It has also had positive benefits even after the event. Companies have emerged to say they would like to move or expand to Glendale. Relationships with local companies and service providers have further strengthened. And, individuals have come forward to say they would like to be part of the movement to enhance the tech-industry ecosystem in Glendale. It was also an important





*Fall Seasonal Display*

## February

K Ramen Burger Beer  
Museum of Neon Art

## March

Eden on Brand

## May

Duke Bakery  
Top Shop  
Gam Tu Bop

## June

TOMS's  
Fish Time  
Yoga on Brand

## July

Under Armour  
Ombra Wine  
Give Strength

## August

Starz on Brand

## September

Shake Shack  
Philz Coffee  
1Denim  
Mainland Poke

## October

Greenleaf Gourmet Chop Shop

Coming in 2017, the Laemmle Lofts and Antaeus Theatre will bring a whole new dimension to Downtown Glendale culture. The Laemmle Lofts Project is a mixed-use development that includes a five-screen Laemmle Theatre; 6,000 square foot commercial space which includes the Panda Inn; and 42 residential units in a four-story building plus mezzanine. The project, which includes one level of subterranean parking with 45 spaces for residents, is located on the northwest corner of Wilson and Maryland Avenues. The Antaeus Theatre, hailed as one of the top intimate theaters in Los Angeles, has experienced tremendous growth over their 24-year history at their North Hollywood location. In March 2015 they signed a 10-year lease (with options for multiple renewals) for their new location in the City's growing Arts & Entertainment District at 110 E Broadway, which has been vacant for over 10 years. Antaeus combines live theatre with

education, keeping the space occupied throughout the day and evening.

In addition to Downtown Glendale being a great place for shopping, working and living, it will also become a cultural icon in the LA region based upon the growth of this live theatre and motion picture center in the San Gabriel Valley. On behalf of the Downtown Glendale Association, the City of Glendale and all the property owners located in the Downtown business district, we look forward to improving guest experiences when visiting Glendale.

## Message from the Executive Director, Marco Li Mandri

### *Placemaking: the next phase of successful district management*

Over the years, evolving business districts have encountered many of the challenges surrounding the rising urbanization of some major US cities. Facing these challenges revealed a few common factors



*DGA Crew Cleaning Brand Boulevard*





*Maryland Public Space*

The path to reinventing city centers such as Downtown Glendale is by using creative thought and results-oriented approaches - which will produce a new "place" that capitalizes on an area's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being.

The staff of the DGA is operated by New City America, the premier CBD-formation and management company on the west coast. New City America and New City Public Spaces provide all of the administration and maintenance services for the Board of Directors and stakeholders. The staff is present every day to respond to the needs of the property owners and the business owners.

essential to the evolution of these increasingly dense city centers. In our view, the best strategy for success is based upon 1) identifying the place, 2) establishing an independent financial base, 3) using funds to promote the place through an entrepreneurial channel - a district management corporation in the form of a public-benefit nonprofit organization 501(c)(3). Fortunately, the Downtown Glendale Association has hit these marks.

New City America has been able to synthesize all of these contemporary lessons into a three-point program that provides a road map for city district self-revitalization (see the DGA website for details). One of the best examples of the self-reliance of a growing business and residential Downtown is to be found in the Downtown Glendale. It is here that we have been able to test and experiment with dynamic strategies for activating public spaces and using placemaking techniques as a magnet for Downtown's hundreds new residents and businesses.

The recent rediscovery and re-invention of our towns and city centers is truly an extraordinary transformation of the physical landscape of the growth of American cities. While the trend and emphasis in the post-World War II era was on the decentralization of housing and office development away from our city centers, we have come to experience rapid and new market-rate residential density and what we refer to as the "Europeanization" of our center cities and commercial-core areas.

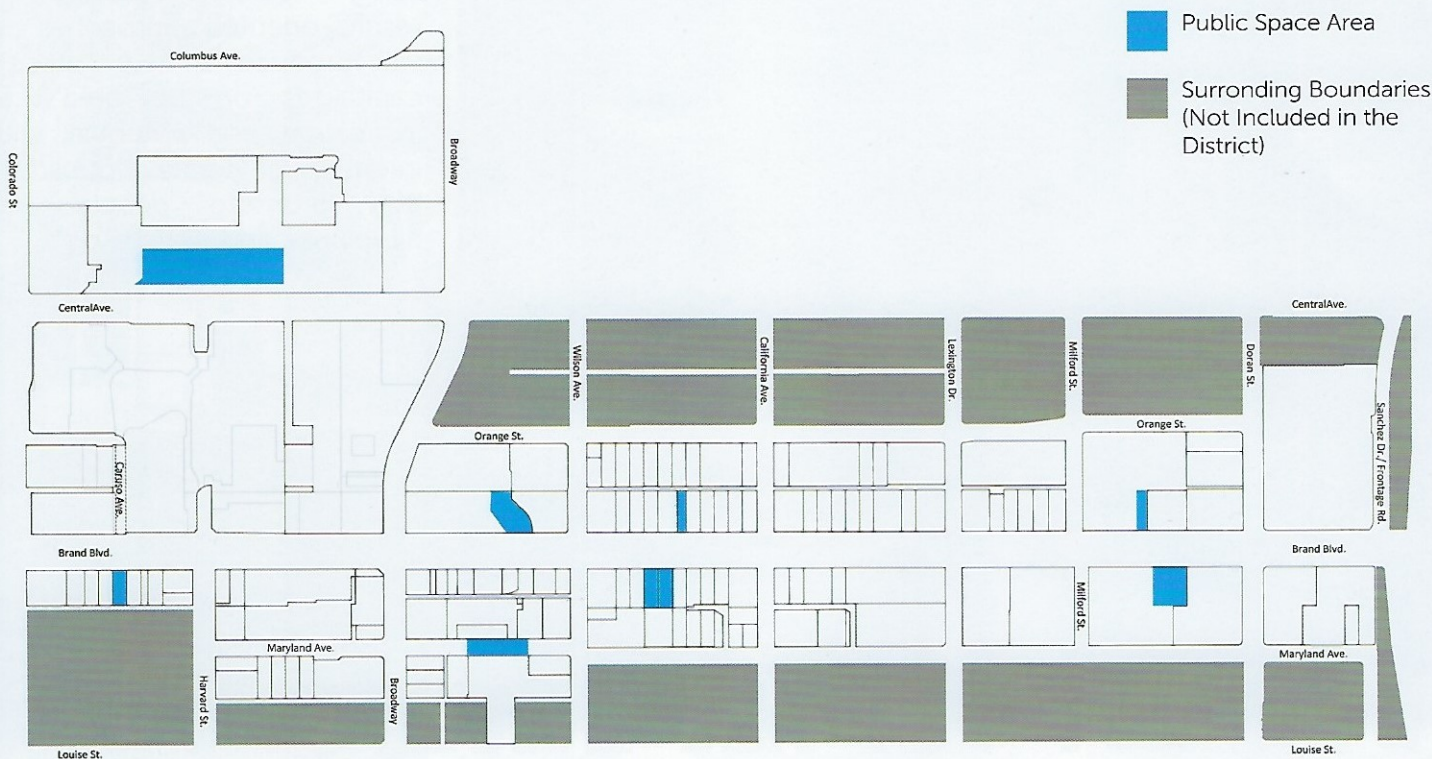
As mentioned before, we believe that we have hit all three marks with the DGA's work in Downtown Glendale. We have a clearly identifiable "place", we have financial independence through our property-funded Community Benefit District, and we have a strong, entrepreneurial Board of Directors which understands the value of imbedding activated public spaces throughout the district.



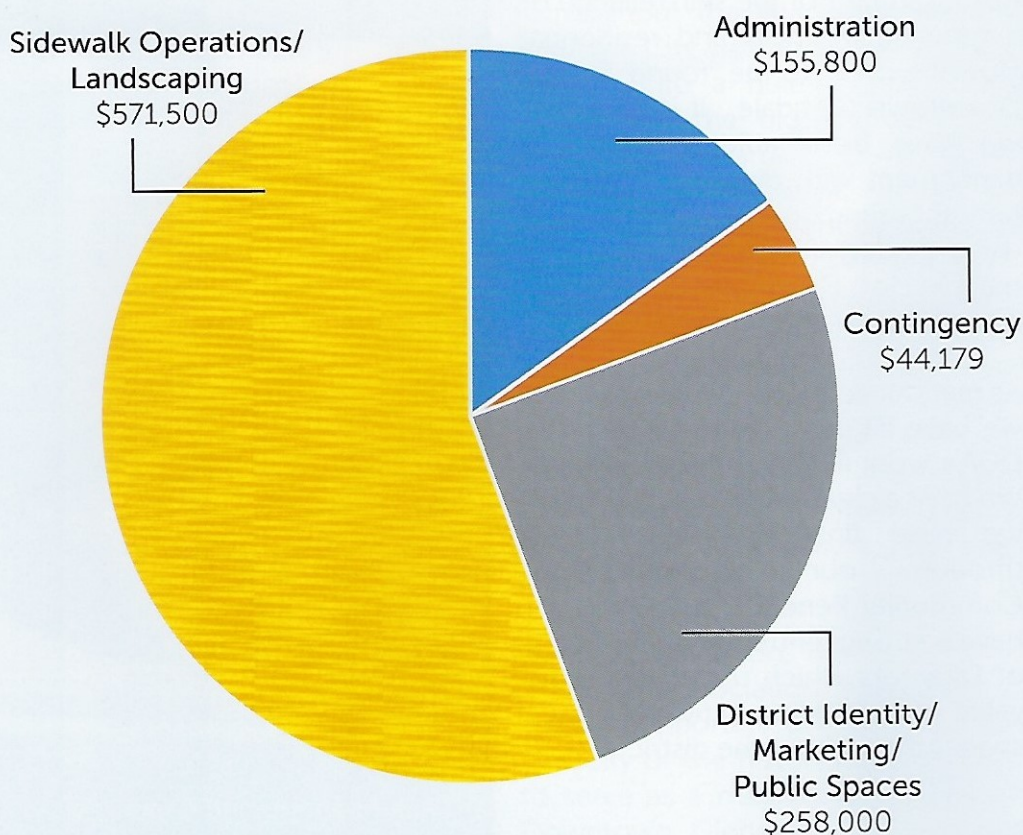
*DGA Maintenance Crew*



# DOWNTOWN GLENDALE CBD PUBLIC SPACES MAP



## Downtown Glendale Association / 2016 Expenses \$1,029,479



## 2016 DGA Board Members

**Joseph Stitick**  
*President*  
(Investment Property Services)

**Raul Porto**  
*Vice President*  
(Porto's Bakery)

**Rick Lemmo**  
*Secretary*  
(Caruso)

**Helen McDonagh**  
*Treasurer*  
(Massage Envy)

**Philip Lanzafame**  
(City of Glendale)

**Brent Gardner**  
(General Growth/  
Glendale Galleria)