

ANNUAL REPORT 2017

downtown
glendale
association



ANNUAL MESSAGE FROM THE DGA PRESIDENT, JOSEPH P. STITICK, CCIM

2017 was another year for the books, with the addition of nearly 20 new businesses to the district. The continued economic growth in the area and numerous well-attended district events, have supported the DGA's ongoing efforts to shape Downtown Glendale as a haven for a true sense of community.

Nearly \$200,000 was raised between DGA supported events including the Taste of Glendale Downtown, Glendale Cruise Night, Open Arts and Music Festival, Jingle Bell Run and Glendale Tech Week. The funds raised support a variety of organizations in the region, such as the Glendale Healthy Kids' wellness initiatives and services and Glendale Arts' youth programs, and we are thrilled to experience the buzz and excitement these events generate.

Since our inception, we have made it a priority to create a clean, safe and pedestrian-inviting environment. Our many partnerships within the city and community help to foster an engaging atmosphere, welcoming all residents and business owners to feel a vested stake in the growth and development of Downtown

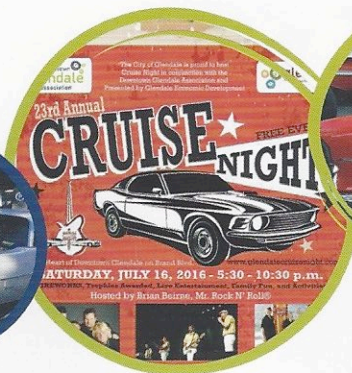
Glendale. Additionally, regular ambassador involvement assists us with keeping the district clean and welcoming.

We have continued our very valued partnership and financial support of the Alex Theatre, which celebrated its 92nd birthday on Sept. 4. This year alone, the theater was home to 225 performances and shows, including awards shows, on-stage conversations, concerts, comedy nights, community events, film shoots and beyond, selling more than 85,000 tickets and generating nearly \$1.4 million in revenue.

Staying true to our mission, the DGA board of directors remains focused on our commitment to enhancing our downtown for the benefit of businesses and property owners alike, and to further cementing Downtown Glendale as a place everyone can be proud of and enjoy. We are proud to see that business owners and community members are recognizing the great things happening in Downtown Glendale. ☺

EVENTS 2017

AT A GLANCE



Taste of Glendale Downtown

April 26, 2017

16th annual event

\$37,000 raised

More than 30 restaurants participated

Glendale Cruise Night

July 15, 2017

50,000 attended

333 vehicles registered

14 in-kind sponsors



Open Arts and Music Festival

September 16, 2017

7,500 attended

More than \$35,000 raised

\$2,500 raised for Open Grant



Glendale Tech Week

October 9, 2017

More than 1,500 attended

\$43,000 raised

2 million social media impressions



Jingle Bell Run

December 10, 2017

Raised \$76,969 to contribute
to the mission of serving
those with arthritis!

PROJECT SPOTLIGHT

DOWNTOWN INTERNALLY ILLUMINATED STREET SIGNS



AUGUST — crews completed the first phase of our Downtown Internally Illuminated Street Signs project. Street name signs were replaced at 23 intersections throughout Downtown Glendale, including on Broadway, Brand Blvd., Colorado St. and Central Ave. These signs are not only run on energy-efficient LED technology, but will help make navigating around Downtown Glendale easier and safer for everyone.

AND ... parking in Glendale just got easier!

Public Works has done a lot to make parking in Downtown Glendale easier for residents and visitors. To assist drivers in finding parking, the Marketplace and Exchange parking facilities have been equipped with state-of-the-art dynamic message boards and parking space counting technology.

Look out for them the next time you're looking for a place to park downtown — the signs will make it a much easier and faster experience! ☺

MESSAGE FROM THE EXECUTIVE DIRECTOR, MARCO LI MANDRI

Improving Business in Our Downtown Glendale Business District

The Downtown Glendale Association has a lot to be proud of regarding its accomplishments in 2017. Most importantly, we have been instrumental in creating a new "place" in the LA region — one of the most dynamic, growing regions in the world today.

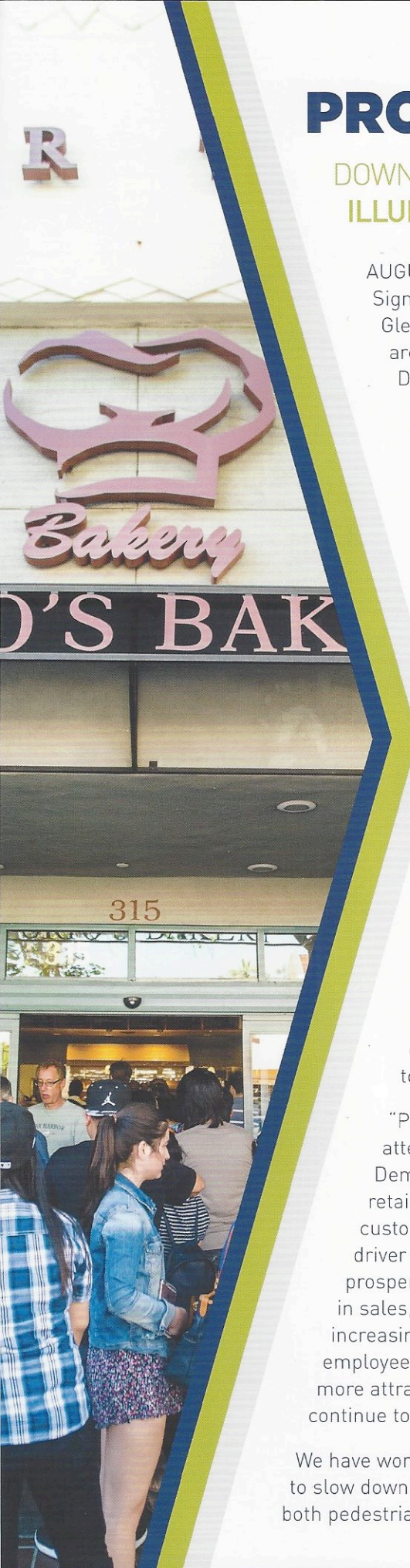
"Place" means everything when attempting to create demand. Demand from new office tenants, retailers and restaurants, and customers and visitors is the true driver of economic development and prosperity. Businesses want more in sales, and property owners want increasing values. And customers and employees alike want a better, cleaner, more attractive district. On all fronts, we continue to excel.

We have worked hard over the past six years to slow down traffic speed and increase both pedestrian safety and vehicular access.

We want people to enjoy this place — to meet people for business, to have lunch in our outdoor seating areas, to shop, eat and socialize. That is what our great district is all about.

We are in an increasingly competitive world in which retail is undergoing unbelievable and radical transformation. People must be able to taste food, try on shoes and clothing, touch fabric, ask questions to sales attendants, and browse products in a retail environment. The concentration of high-quality stores and restaurants found at the Galleria and the Americana, the variety of retailers along Brand, the excellent restaurants, bakeries and bars, and the increasingly cultural assets anchored by the Alex Theatre all blend into an excellent downtown mix for the region.

So, our charge is to continue to improve this place. We want to make it as easy and enjoyable as possible for businesses and customers to visit and stroll. All of the special services, funded by the property owners of the Downtown Glendale Association, are focused toward that goal. ☺



PRESS HIGHLIGHTS

MEDIA ATTENTION

56

Media mentions

3

Press releases

1

Award given to DGA



SOCIAL MEDIA COVERAGE

Facebook

9,315 likes, 9,273 followers

Instagram

1,351 followers, 415 posts

Twitter

762 followers, 748 likes



NEW BUSINESSES OPENED IN 2017

85°C Bakery Cafe
Antaeus Theatre
Bacari
Capital One
California Poke House
Eggslut
Gen Korean BBQ

Halal Guys
Heritage Eatery
It's Boba Time
Laemmle Lofts
Ladurée
Menchie's
Mix & Match Burger

Regent Coffee
Regus
Tesla
See's
Sugarfina

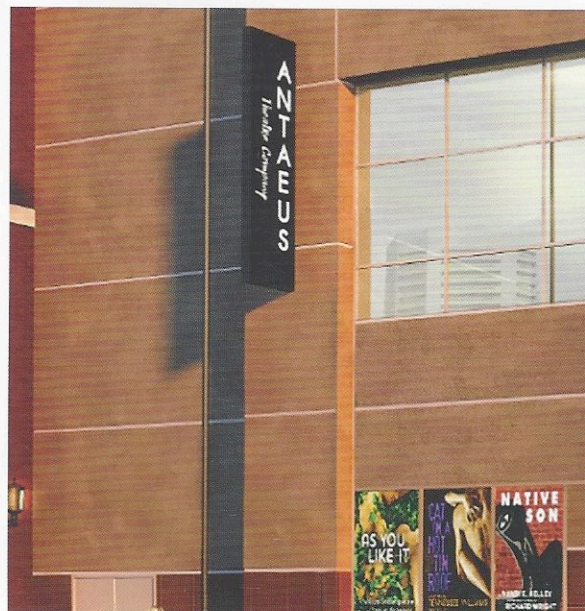


NEW BUSINESS SPOTLIGHT

Antaeus Theatre

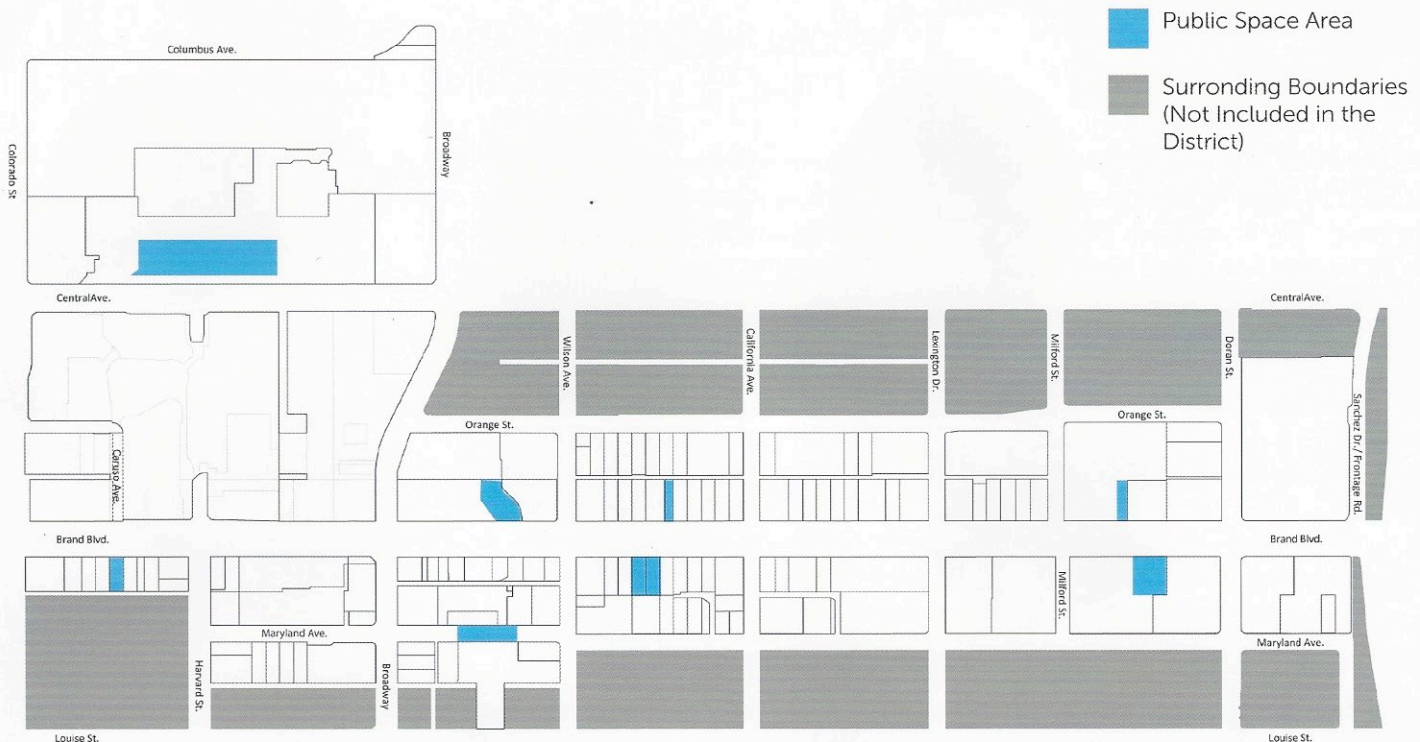
In March 2017, after four years of fundraising and almost one year of construction (and much anticipation!), Antaeus Theatre opened the doors to its new, permanent home in Downtown Glendale, the Kiki & David Gindler Performing Arts Center.

Hailed as one of the top intimate theaters in Los Angeles, Antaeus combines live theater with education, bringing a whole new dimension to the downtown culture. ©

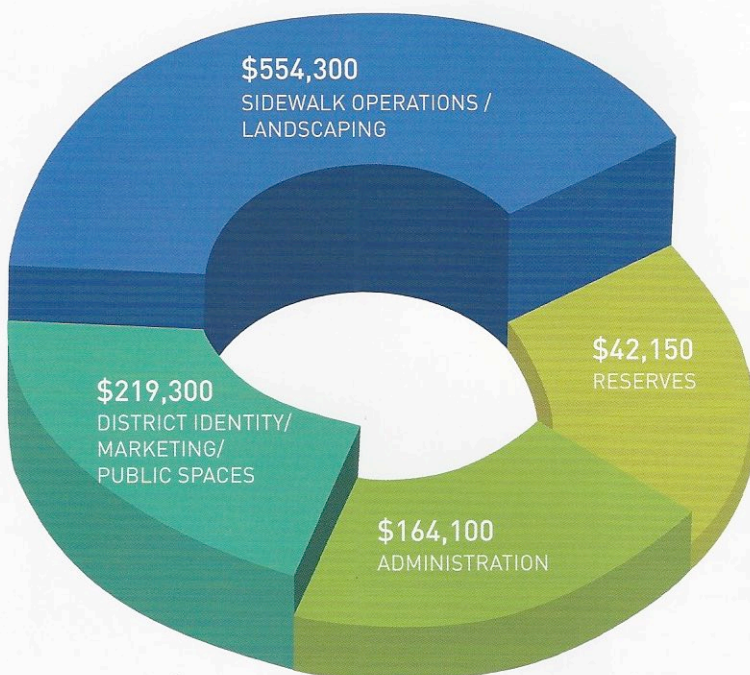


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DOWNTOWN GLENDALE CBD PUBLIC SPACES MAP



DOWNTOWN GLENDALE ASSOCIATION 2017 EXPENSES — \$979,850



BOARD OF DIRECTORS

2017

Joseph P. Stitick
CCIM, President
Investment Property Services, Inc.

Raul Porto
Vice President
Porto's Bakery

Rick Lemmo
Secretary
Caruso

Helen McDonagh
Treasurer/
Chair DISI Committee
Massage Envy Spa Glendale

Brent Gardner
Chair SOBO Committee
General Growth

Jennifer McLain
Board Member
City of Glendale

Philip Lanzafame
Board Member
City of Glendale (2017)

2018

Rick Lemmo
President
Caruso

Joseph P. Stitick
Vice President
Investment Property Services, Inc.

Raul Porto
Secretary
Porto's Bakery

Helen McDonagh
Treasurer/
Chair DISI Committee
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City of Glendale

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