

ANNUAL REPORT 2018



PRESIDENT'S MESSAGE

President Rick Lemmo, Caruso (The Americana)

2018 proved to be another successful year for the Downtown Glendale Association, perhaps the biggest change being the expansion and renewal of our district for another 10 years. Addressing this achievement will be our executive director, Marco Li Mandri. The Downtown Glendale Association (DGA) was established seven years ago with the goal of creating the fastest-growing, most dynamic and well-managed business and commercial neighborhood in the entire San Fernando Valley. Factoring in the addition of new businesses and the continual growth of those currently operating, the DGA is creating the ideal model for a bustling, yet walkable, city center.

How does all of this work?

The DGA board has put together an effective team, including administration by New City America, one of the most experienced district management companies nationwide; District Management Services, which covers all of our maintenance and sanitation needs throughout the district; and Mustang Marketing, which covers our public relations and social media relations within the region.

DGA's board of directors includes large and small property owners alike. While I represent Caruso and the Americana at Brand, Brent Gardner has effectively represented the Galleria. In addition, our board consists of longtime contributors to the neighborhood such as Raul Porto from Porto's Bakery; Joseph Stitick, representing many properties on Brand Boulevard and Maryland; Helen McDonagh, representing Massage Envy; Nicole Dedic, representing CBRE from the historic Masonic Temple; Jennifer Hiramoto, representing the City of Glendale and all of its assets in the district; and more recently, Randy Stevenson, representing the Stevenson

properties north of the 134. This wide breadth of ownership and land uses allows us to make decisions that move our entire district forward.

Relationships are what allow our board and staff, with our assessment-generated budget, to be one of the most effective district management organizations in California today. Our success is demonstrated in the experience of our visitors, the quality of our businesses, the happiness of our employee base and the growth of hundreds of new residential units in the district over the past five years.

So what do the next 10 years hold? We will continue to integrate all elements of downtown into one major metropolitan area that runs from Colorado Boulevard on the south to Stocker Boulevard in the newly expanded district. With the best retail, the best mix of restaurants and the best high-density job centers, the real art will be orchestrating all of what Downtown Glendale has to offer into one destination location. We are fortunate to have good working relationships with the City of Glendale, the major property owners in the downtown area, the Glendale Police Department, and the arts & culture assets of this community, led by the Alex Theatre and continuing through the Artsakh Paseo and other initiatives to make the Greater Downtown Glendale district into the hub of this exciting and growing movement.

We look forward to serving your needs in the upcoming year.

Sincerely,
Rick Lemmo
President, DGA
Caruso/Americana



EVENTS 2018

AT A GLANCE



Taste Walk

May 2, 2018

958 people attended
46 restaurants participated
\$44,904 raised



Cruise Night

July 21, 2018

50,000-55,000 people attended
331 cars
\$36,250 raised in sponsorships



Optimize Your Startup
for Success

GLENDALE
TECH WEEK

Hosted by
Bruno Group Inc.

#GlendaleTechWeek
#Glendale_Tech



Tech Week

September 15-21, 2018

35 events over 7 days
3,500 participants
\$36,000 raised in sponsorships



Open Arts Music Festival

September 15, 2018

10,000 people attended
46 booths
\$88,773 raised



Jingle Bell Run

December 9, 2018

850 participants
45 teams
\$110,000 raised



PROJECT SPOTLIGHT

EXECUTIVE DIRECTOR'S REPORT

Over this past year, the Downtown Glendale Association renewed and expanded its property assessment district, known as the Downtown Glendale Community Benefit District (CBD). In late 2017, the board of directors determined that the district should be expanded to the west and to the north to ensure that new residential developments, as well as the large office buildings and hotels north of the 134, would be integrated into the overall Downtown Glendale CBD. After writing a new CBD Management Plan, petitioning the property owners and having the City conduct a mail ballot with all prospective property owners, the "Greater Downtown" Glendale Community Benefit District was approved by the property owners by an 8 to 1 margin in July 2018.

This victory and expansion puts our Greater Downtown District on a new footing with new hotels included (Hyatt, Embassy Suites, Hilton), as well as hundreds of residential units to the west of Orange Avenue up to Central. The board felt it critical to mend the break in Brand Boulevard by transforming the Brand Boulevard 134 overpass into a much more pedestrian-friendly passage from north to south.

More importantly, it was critical to expand the sidewalk cleaning and pressure washing services to include the nearly 1,000 current and new apartment buildings and the thousands of new residents (and their dogs) who have now made Downtown Glendale their home.

- Over 14 million building square footage
- Over 7.2 million square feet in lot size (over 167 acres of land area)
- Almost 59,000 feet linear frontage of sidewalks (over 11 miles)

There are now 166 property owners in 35 square blocks, comprising 281 parcels. The land uses include major shopping centers (Galleria, Americana at Brand), hotels (Hyatt, Embassy Suites, Hilton) and office buildings; five film and live theaters; roughly 1,000 new residential apartments; and several public and private parking structures. Greater Downtown Glendale is almost a city in itself.

Amidst the thousands of employees working here, the hundreds of businesses operating day-to-day and the tens of thousands of visitors who patronize Glendale, our main challenge is managing all of these land uses whilst still providing a scenic, walkable city center for everyone involved. New City America has demonstrated its efficacy in our strong board/staff relationship, our quick response time to community issues, and most prominently, our success at building Downtown Glendale's brand as the fastest growing Downtown area in the entire San Fernando Valley.

Cities are changing radically in the 21st century. Once-forgotten neighborhoods are now being gentrified. In the age of the internet, brick and mortar retail shops are still thriving on our streets, with very few vacancies. Single-floor, first-generation buildings are being redeveloped into mixed-use buildings that house retail, commercial, and residential spaces. Our architecture is both bold and historic, weaving a dynamic mix of the old and the new.

What comes to mind when someone mentions Downtown Glendale? In tandem with our board, we want to ensure that every answer prompts a positive response. We want the public to view Glendale as a hip, modern, desirable downtown that "keeps getting better". We are everyone's downtown.

Sincerely,
Marco Li Mandri
Executive Director
Downtown Glendale Association

PRESS HIGHLIGHTS

MEDIA ATTENTION

37

Media mentions

1

Feature article

1

Award given to DGA



SOCIAL MEDIA INFLUENCE

Facebook

9,441 likes, 9,412 followers

Instagram

1,532 followers, 611 posts

Twitter

947 followers, 846 likes,
1,422 tweets



NEW BUSINESSES OPENED IN 2018

Mr. Furley's Bar
Crazy Rock'N Sushi
Famochil
Cauldron Ice Cream
Honeyboba
Panda Inn (reopened)
Karas
Electric Pussycat
The Void

Bento Box
Buddy Chicken and Boba
Dunkin' Donuts (coming soon)
Five Guys Burgers and Fries
Go Greek Yogurteria
Green Crush
Hickory Farms
Ice 'n' Cream
Poke N Roll Maui Mix

Umai Savory Hot Dogs
Wafflejack
Marugame Udon
Enjoyer
Escape Room LA
Go Forward Inc.
Good American

BUSINESS SPOTLIGHT

Alex Theatre

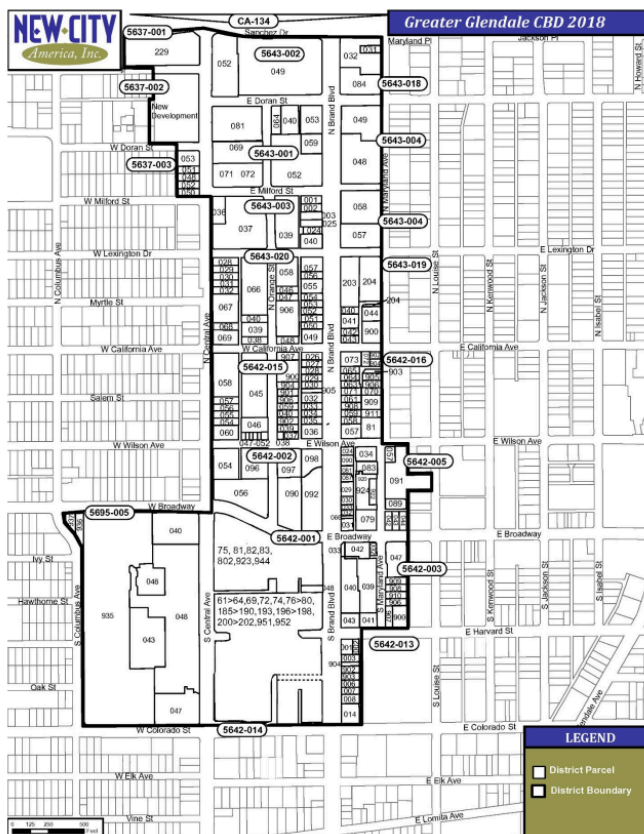
- 208 days of activity
- 90,000 attendees
- \$1,475,100 = economic impact of Alex Theatre's arts & culture events

Types of Events:

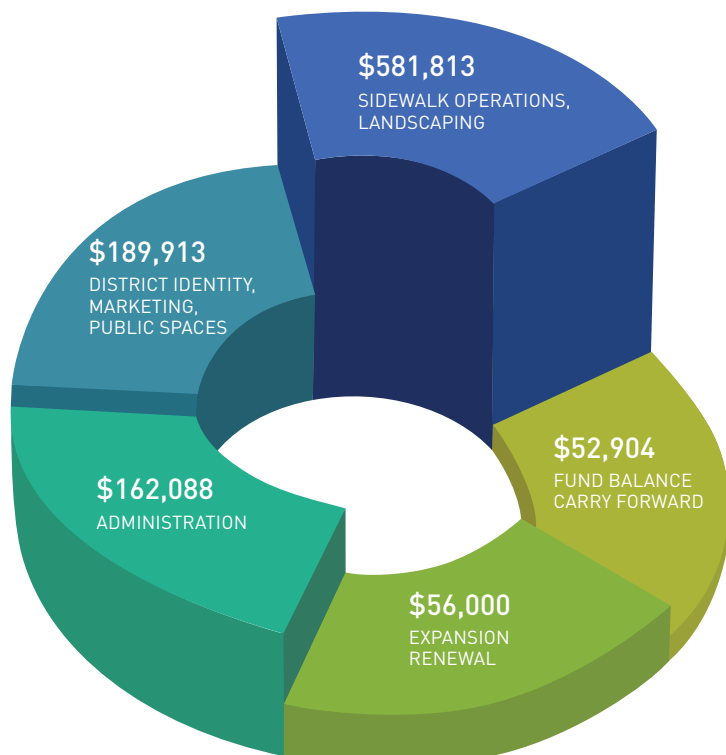
15%	13%	13%
Dance	Musical theater/ variety	Speaker/comedy/ concerts
12%	12%	9%
Live music/ concerts	Film shoots	Community
12%	12%	9%
International	Youth events/youth performances	Film screenings



DOWNTOWN GLENDALE CBD



DOWNTOWN GLENDALE ASSOCIATION 2018 EXPENSES — \$1,042,718



BOARD OF DIRECTORS

2018

Rick Lemmo
President/Executive
Committee Chair
The Americana at Brand/Caruso

Joseph P. Stitick
Vice President/Land Use
Committee Chair
Investment Property Services, Inc.

Raul Porto
Secretary
Porto's Bakery

Helen McDonagh
Treasurer/
DISI Committee Chair
Massage Envy Spa Glendale

Brent Gardner
Board Member/SOBO
Committee Chair
General Growth

Jennifer Hiramoto
Board Member
City of Glendale

Nicole Dedic
Board Member
CBRE

2019

Rick Lemmo
President
Caruso

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

Raul Porto
Secretary
Porto's Bakery

Helen McDonagh
Treasurer/
DISI Committee Chair
Massage Envy Spa Glendale

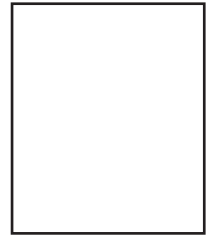
Randy Stevenson
SOBO Committee Chair
Stevenson Real Estate

Jennifer Hiramoto
Board Member
City of Glendale

Nicole Dedic
Board Member
CBRE



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