

ANNUAL REPORT 2019



PRESIDENT'S MESSAGE, the Year in Review

Every year, things seem to be getting better in the Greater Downtown Glendale district. Over 25 new businesses opened in calendar year 2019, creating more jobs, more activity in our district and more commerce for everyone.

The city announced a new 5 Star Hotel has been approved for development north of the 134. This will complement the current Hilton Hotel and Embassy Suites and the new Tribute Hotel on Brand. With the opening of the new Hyatt Hotel on Wilson, that will bring a total of 823 hotel rooms within the boundaries of our district.

A major accomplishment for our Greater Downtown Glendale Association was work with the City on creation of a new sidewalk vending ordinance, written in response to new statewide legislation that would allow sidewalk vending, - by right - throughout the district. Sidewalk vendors will now have to follow strong, but fair, health and safety regulations to set up shop on the sidewalks in the District. While we support entrepreneurial activities from local start-ups, we understand that the sidewalks in Downtown are becoming much more crowded with the new employees, current and new customers and visitors to our District. We appreciate our City Council, City Management & Staff recognizing the urgent need to enable this ordinance for our holiday season-helping to keep everyone safe!

For the first time this past March, and with plans for growth in the development of this celebration, the DGA and the City partnered to create a regional event celebrating professional women on International Women's Day. Led by Board members Helen McDonagh (Massage Envy), Nicole Dedic (CBRE Commercial) and Jen Hiramoto (City), the event featured prominent women in the district and showcased the entrepreneurial nature and base that exists in our greater Downtown area. With over 120 in attendance, we will repeat this great success on March 6th, 2020 and are seeking a larger venue for this growing event.

We also have attracted major new businesses to the district with the arrival of Service Titan, which took the place of

Nestles in the northern part of our district and brought over 1,000 new employees to the district.

Our major plans for 2020 include:

- Installation of 20 new high-quality trash receptacles on the west and north ends of the district;
- Promotion and implementation of the 2nd Annual Downtown Glendale Celebration of Professional Women in early March;
- Continuing attraction of new businesses in the district;
- Ensuring that the new sidewalk vending ordinance rules are strictly enforced by the City;
- Implementation of our "Bridgelink" project which will landscape the west side of the Brand Blvd bridge over Highway 134 to make the pedestrian linkage between the north and southern parts of the district more attractive;
- Working with the City to build the Arts and Cultural amenities on Artsakh Avenue between Wilson and Harvard Street;
- Continuing to create new public spaces and manage them so employees, visitors and customers alike can enjoy the beauty of this district;
- Enhancing our seasonal displays which have been a mainstay and have developed a great following in the City;
- Continuing to protect the interests of property owners and their tenants against legislative actions that can harm the economic growth of the Downtown market;

Please keep in mind, our Board members are all volunteers in this effort to make Downtown Glendale the economic, cultural and artistic hub of the region. We encourage you to get involved in our many Committees to we can take our district to the next level.

Sincerely,

Rick Lemmo

President

Greater Downtown Glendale Association

EVENTS 2019

AT A GLANCE



Cruise Night

July 20, 2019

Nearly 55,000 people attended

292 cars

\$37,750 raised in sponsorships



Taste Walk

May 1, 2019

1,179 people attended

47 food stops and 10 beverage stops

\$61,000 raised



Tech Week

September 12-21, 2019

50 events over 8 days

5,500 participants

\$37,000 raised in sponsorships



Open Arts Music Festival

September 14, 2019

15,000 people attended

50+ booths

\$92,000 raised in sponsorships



International Women's Day

March 8, 2019

Over 100 people attended

1st Annual Event

\$650 donated to Ascencia



Jingle Bell Run

December 9, 2019

478 participants

29 teams

\$70,000 raised



BUSINESS SPOTLIGHT

Glendale Galleria

Glendale Galleria features cutting-edge retail concepts including the world's first Apple store, as well as the Disney Store, The LEGO Store and Pandora. The Galleria offers a variety of services and amenities to ensure you have an enjoyable shopping experience.

Children's Play Area, Electric Vehicle Charging Station, Family Restroom, Fed Ex Drop Off, Foreign Currency Exchange, Lost and Found, Lounge, Safety Escorts, Soft Seating Area, Stroller Rental, UPS Drop Off, Valet Parking, Wheelchair Assistance, ATM



TOTAL RETAIL SPACE (SQ. FT.)
1,336,292

NUMBER OF RETAILERS
204

2 PARKING DECKS
6,300+ SPOTS TOTAL

TYPES OF STORES:

- Accessories (9)
- Children's Clothing (9)
- Department Stores (4)
- Electronics & Entertainment (13)
- Food (40)
- Health & Beauty (19)
- Home & Housewares (2)
- Jewelry & Watches (14)
- Men's Clothing (25)
- Shoes (20)
- Specialty (29)
- Sports & Fitness (9)
- Women's Clothing (36)

PRESS HIGHLIGHTS

MEDIA ATTENTION

35

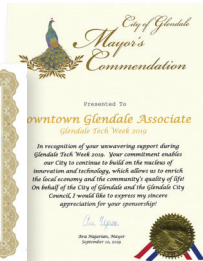
Media mentions

1

Feature article

3

Award given to DGA



SOCIAL MEDIA INFLUENCE

Facebook

9,635 followers

9,584 tweets

Instagram

811 posts

1,845 followers

Twitter

1,153 followers

1,650 tweets



NEW BUSINESSES OPENED IN 2019

With a remarkable all volunteer board, an exceptional district team and a dynamic relationship with City Council and staff that care about the economic health of Glendale, **25 new businesses** came into the Greater Downtown Glendale Association district this past year.

- > Acai Grill
- > Bea Bea's
- > Big Mamas and Papas Pizza
- > Cilantro Lime
- > Carico
- > Chess Park Tavern
- > Dunkin' Donuts
- > Escape the Room
- > Ethel M. Chocolates

- > Gengis Khan BBQ Grill
- > Farm House District
- > Go Forward Inc
- > Greyhound Bar
- > Hyatt Hotel
- > Marugame Udon
- > Studio Movie Grill
- > Mr. Furley's Bar
- > Panda Inn

Expanded/Newly Signed Office Tenants

- > Age of Learning
- > Beyond Limits
- > Children's Hospital of Los Angeles
- > DISQO
- > Industrious
- > mobileforming
- > Service Titan

Coming Soon

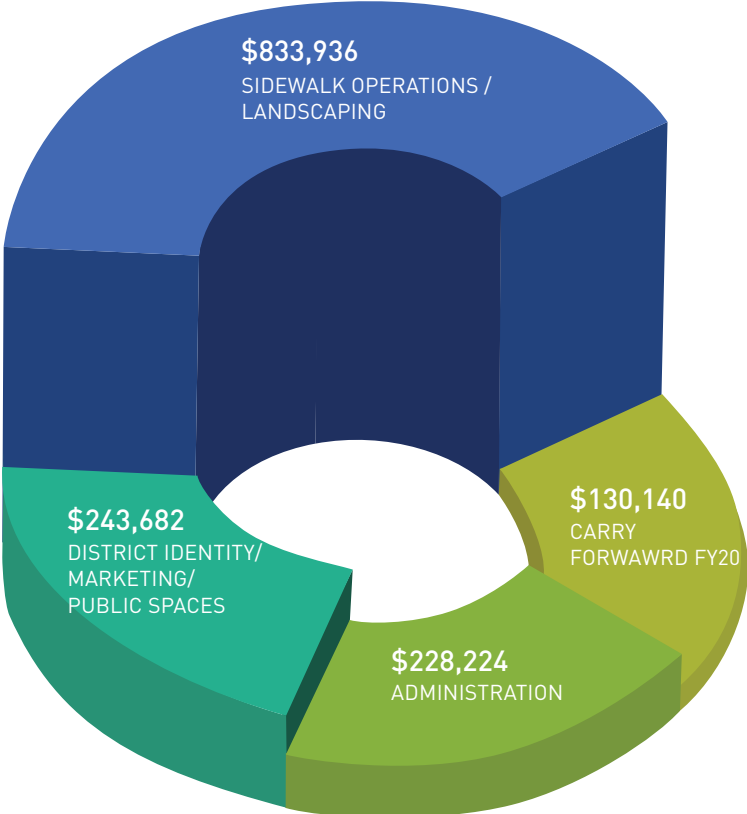
- > Amazon
- > Mumford Brewery
- > Nike
- > Shaq's Big Chicken
- > WeWork



GREATER DOWNTOWN GLENDALE CBD



DOWNTOWN GLENDALE ASSOCIATION 2019 EXPENSES — \$1,305,842

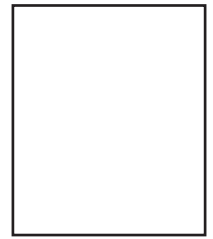


BOARD OF DIRECTORS

2019	2020
Rick Lemmo President Caruso	Rick Lemmo President/Executive Committee Chair The Americana at Brand/Caruso
Joseph P. Stitick Vice President Investment Property Services, Inc.	Joseph P. Stitick Vice President/Land Use Committee Chair Investment Property Services, Inc.
Raul Porto Secretary Porto's Bakery	Raul Porto Secretary Porto's Bakery
Helen McDonagh Treasurer/ DISI Committee Chair Massage Envy Spa Glendale	Helen McDonagh Treasurer/DISI Committee Chair Massage Envy Spa Glendale
Randy Stevenson SOBO Committee Chair Stevenson Real Estate	Randy Stevenson SOBO Committee Chair Stevenson Real Estate
Jennifer Hiramoto Board Member City of Glendale	Jennifer Hiramoto Board Member City of Glendale
Nicole Dedic Board Member CBRE	Nicole Dedic Board Member CBRE
	Steven Sayers Board Member Glendale Galleria / Brookfield Properties Retail




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