

ANNUAL REPORT 2020

greater
downtown
glendale
association

REPORT FROM THE PRESIDENT & EXECUTIVE DIRECTOR 2020

This year, the Annual Report will be a little different and will include this statement by president, Rick Lemmo, incoming president, Joseph Stitick, and executive director, Marco Li Mandri. While we entered last January with high hopes for growing business and boosting economic activity, we are ending this year in a lockdown. Business owners are fearing they may never recover from the forced shutdown of retail and restaurants, after spending their reserve cash on "outdoor" equipment, days before they were shut down. In addition, the ever-increasing delinquency of rent payments is plaguing each and every landlord. The missteps taken by elected leaders – at all levels of government – have been felt hardest by our nation's small-business owners.

2020 began great with a celebration of the 2nd Annual Regional Tribute to Professional Women on International Women's Day in early March. The event was well-attended, with over 200 people. Shortly after this event, the nation began its first phases of quarantine. The impact has been profound and devastating to thousands of Downtown Glendale employees and hundreds of landlords and business owners. The pandemic has taken a major negative hit to everyone's revenue projections.

The challenges really began when political leaders made the distinction between "essential and nonessential" workers and businesses. No entity has been spared from the impact of the pandemic, with the exception of grocery stores, big-box retailers, and companies that make and install plexiglass. In addition to the COVID-19 challenges, the threat of protests moving to Glendale from Los Angeles caused further expenses and business closures, devastating business yet again.

Our two major retail anchors, the Glendale Galleria and the Americana on Brand, have suffered along with the smaller retailers throughout the district. Our Downtown streets may look the same, but unfortunately, they have tremendously less pedestrian traffic and patrons and, thus, sales. We witnessed the closure of all restaurants and retailers in

the spring, with no business activity, and the closure of major office buildings throughout Downtown Glendale, preventing employees from working and supporting morning and lunchtime-gear businesses. In summer, we experienced a brief reprieve with partial indoor dining and outdoor dining build-outs. Then, when restaurants were given direction to purchase equipment necessary to support outdoor dining in the colder winter months, many doing so with their last bit of savings, they were shutdown except for takeout. Unfortunately, this action was taken with no scientific support, as evidenced with successive judicial determinations. As of a few weeks ago, though, another shutdown of restaurants is now in effect, including outdoor dining.

Big-box establishments and grocery/drug stores were and still are allowed to operate – regardless of what they are selling – because they are considered "essential." We disagree with Governor Newsom's actions to unilaterally decide which businesses will have the ability to keep employees, pay taxes and generate revenue to pay rent. It's a lose-lose for both the individual worker and California's economy as a whole.

Over the past year, the Greater Downtown Glendale Association has sought to work with the City Council on reducing the negative impacts on commercial rent postponements. Most landlords and property owners cannot afford this as they have prior financial obligations and debt service affiliated with their properties. No relief of any kind has been provided to them.

Since March, the DGA staff has continued working to keep the district clean, orderly and sanitized. DGA staff has also worked closely with the City's Economic Development Division on the acquisition and placement of the concrete "K" rails along Brand Boulevard – to allow restaurants and services with mandated closures to continue to operate in a safe manner adjacent to Brand Boulevard. We have purchased branded PPE for our district businesses and

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even received tremendous support from Glendale resident Mario Lopez as spokesperson for our Welcome Back to Glendale promotion. Through the promotion, we are offering \$2,000 in special cash certificates, which must be spent in our Greater Downtown Glendale District. This, of course, has been delayed until approximately May of 2021.

So where does this leave us? Businesses have been crushed over this last year due to bad policies adopted at the state and national level. The financial, economic, emotional and spiritual impact has been negative for a huge sector of the business community as well as the general population in Glendale. This is the perfect opportunity for local government to offer assistance where they can, but to please stop interfering in the normal course of business. Please be fair. To defer funds, most of which may never be repaid, from family-owned property owners will only exacerbate the devastation and impact on the payment of property taxes.

Your Greater Downtown Glendale Association Board of Directors will welcome a new president this coming year and has asked our current president to take on the role of

government relations director, as well as Treasurer. We, along with staff, continue to manage the district during this crisis. We understand that crisis management is far more challenging than day-to-day operations and programs; but, while we can't predict the future, we do see light at the end of this very dark year. We hope that everyone involved in the Downtown Glendale community – property owners, business owners, employees, customers and the general public – all do our part to recapture and reimagine the future of Downtown Glendale.

Be safe, wear your mask, and we will work through this together.

— **Marco Li Mandri**, Executive Director

— **Rick Lemmo**, Immediate Past President,
Government Relations Director & Treasurer

— **Joe Stitick**, Incoming President

INTERNATIONAL WOMEN'S DAY 2020



March 10, 2020

Over 200 people attended
2nd Annual Event
\$2,085.90 Raised



MASK DISTRIBUTION AND AL FRESCO DINING

Quantity - 10,000 Masks

Price - \$16,720.31

Distributed - Approximately 5,500 masks to over 200 businesses

The plan is to deliver more as businesses reopen and when businesses ask for more.

AL FRESCO DINING:

Items Purchased:

Number of Tables - 40

Number of Chairs - 160

Number of Umbrellas - 30

Number of Umbrella Bases - 30

The DGA Ambassadors coordinated assembly, distribution and daily unlocking/locking of the tables, chairs, umbrellas. They were installed on Brand Boulevard. The Ambassadors pressure washed these items before they were installed and continued to pressure wash weekly. They also sanitized the trash cans, crosswalk buttons and ash trays nearby.

They also coordinated with the City and helped with distributing over 1,000 gallons of hand sanitizer throughout the district to businesses and residents.



ServiceTitan

BUSINESS SPOTLIGHT ServiceTitan

ServiceTitan is a software company built to accelerate the home and commercial service industries. Its end-to-end software suite includes CRM, intelligent dispatch, custom reporting, marketing automation, a mobile solution for field technicians, accounting integrations with both Sage Intacct and QuickBooks, and so much more. ServiceTitan's core mission is to bring a fully operational, modern SaaS infrastructure to an industry traditionally underserved by the tech sector and make a direct and positive impact on the lives of thousands of entrepreneurs and their extended teams.



ServiceTitan grew our revenue by 109%. It's changed our business and changed our life."
– Bryant Electric

- Trusted by **100,000+** contractors
- **Rated #1** on Google, Capterra and Software Advice
- **Ranked #154** on Deloitte's Technology Fast 500 list

INDUSTRIES SERVED:

- Air Duct Cleaning
- Alarm Systems
- Carpet Cleaning
- Chimney Sweeping
- Commercial Food Equipment
- Electrical
- Fire Protection
- Garage Doors
- Gutter Cleaning
- HVAC
- Irrigation
- Landscaping
- Lawn Care
- Pest Control
- Plumbing
- Pool Service
- Septic Systems
- Water Treatment



PRESS HIGHLIGHTS

MEDIA ATTENTION

3

press releases

30

media mentions

SOCIAL MEDIA INFLUENCE

Facebook

9,793 followers

9,679 tweets

Instagram

961 posts

2,057 followers

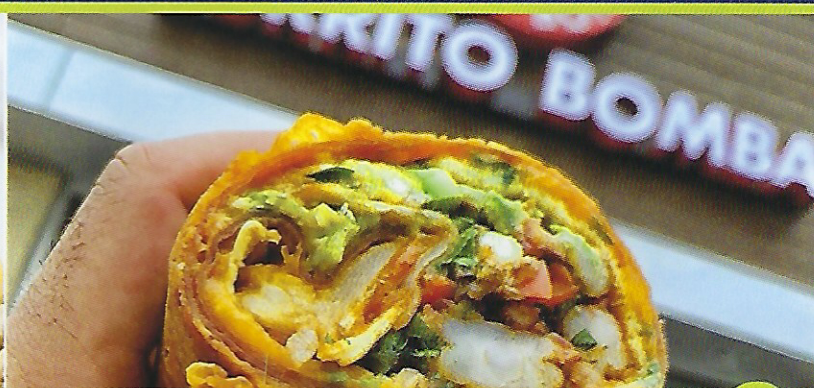
Twitter

1,395 followers

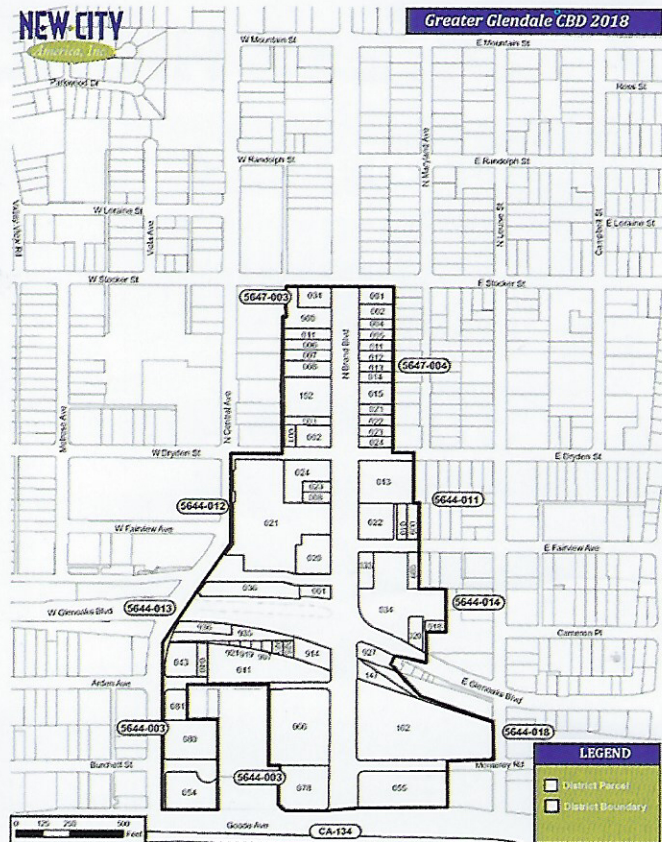
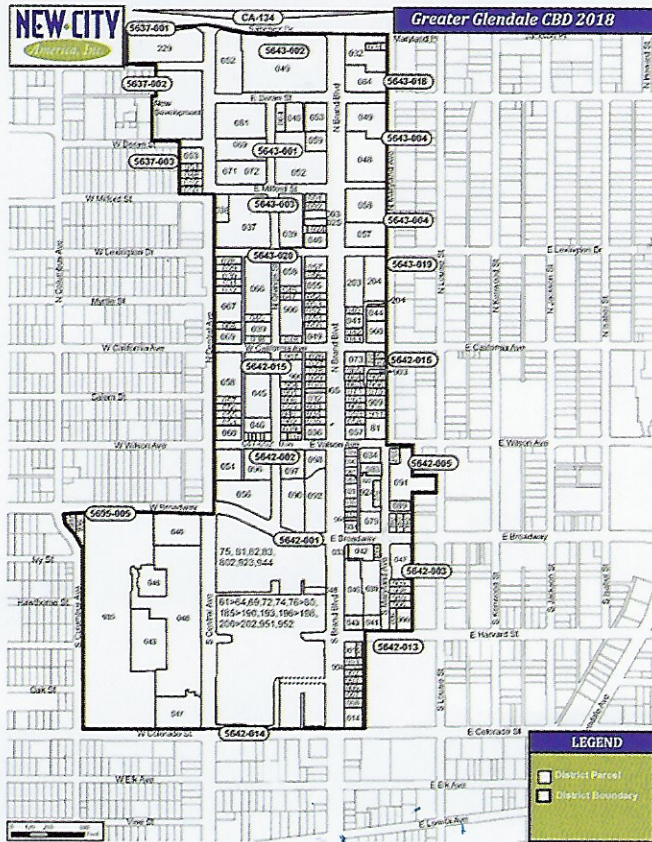


NEW BUSINESSES OPENED IN 2020

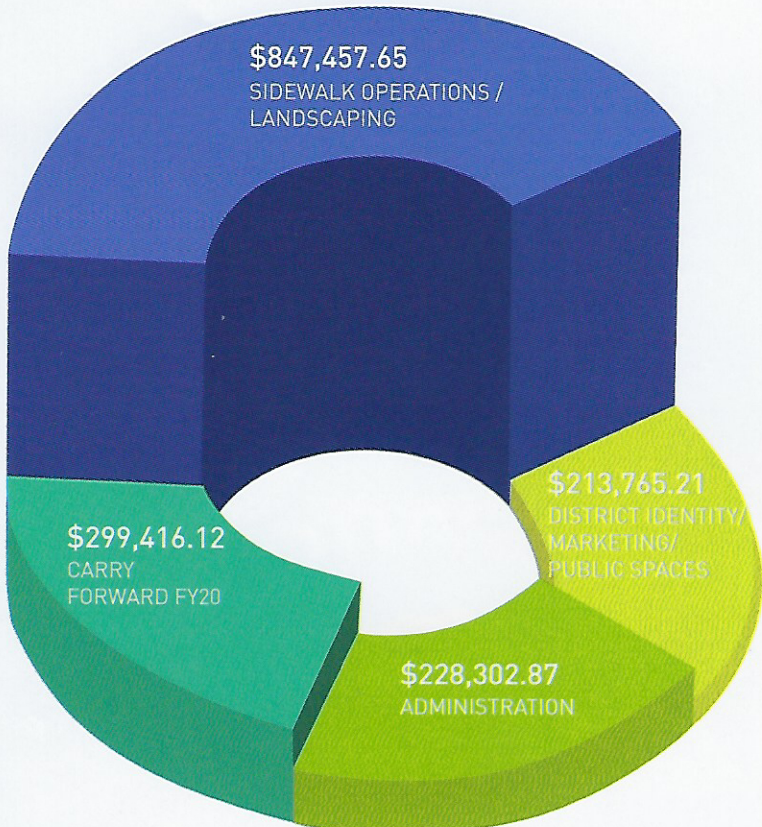
- > **Amazon**
889 Americana Way
Now Open!
- > **Big Chicken**
252 S Brand Blvd
Now Open!
- > **Cereal Twister Café**
2210 Glendale Galleria
Now Open!
- > **Chick-Fil-A**
807 Americana Way
Coming Soon!
- > **F45**
611 N Brand Blvd
Now Open!
- > **Glenmark Hotel**
1100 N Brand Blvd
Now Open!
- > **Grillers Mediterranean Kitchen**
425 N Brand Blvd
Now Open!
- > **Jimmy John's**
1325a Galleria Way
Now Open!
- > **Kura Sushi**
1314 Galleria Way
Now Open!
- > **La Michoacana Plus**
2141 Galleria Way
Now Open!
- > **Louise Vuitton**
863 Americana Way Suite D-6
Now Open!
- > **Love You Latte**
275 W Lexington Drive, Glendale
Now Open!
- > **Maggie's Pastry**
238 N Brand Blvd
Now Open!
- > **Mila Rooftop**
1100 N Brand Blvd
Now Open!
- > **Muffin Can Stop Us**
1017 N Brand Blvd
Now Open!
- > **Nike**
837 Americana Way Suite D-11
Now Open!
- > **Oishi Sushi**
308 N Brand Blvd
Now Open!
- > **Olia Restaurant**
1100 N Brand Blvd
Now Open!
- > **Plant Nation**
702 Americana Way
Coming Soon!
- > **Project Taco**
112 E Wilson Ave
Now Open!
- > **Seaweed Hand Roll Bar**
318 N Brand Blvd
Coming Soon!
- > **ShareTea**
2210 Glendale Galleria
Coming Soon!
- > **Starbucks Coffee**
241 N Central Ave
Coming Soon!
- > **Tokyo Hot Chicken**
237 S Brand Blvd
Now Open!
- > **Vie Spa**
611 N Brand Blvd Unit 102
Now Open!
- > **WeWork**
611 N Brand Blvd
Now Open!
- > **YOLO Chicken**
303 1/2 N Brand Blvd
Now Open!



GREATER DOWNTOWN GLENDALE CBD



DOWNTOWN GLENDALE ASSOCIATION 2020 EXPENSES — \$1,588,941.85



BOARD OF DIRECTORS

2020

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

Randy Stevenson
 SOBO Committee Chair
Stevenson Real Estate

Jennifer Hiramoto
 Board Member
City of Glendale

Nicole Dedic
 Board Member
CBRE

Steven Sayers
 Board Member
Glendale Galleria/Brookfield Properties Retail

2021

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

Raul Porto
 Vice President
Porto's Bakery

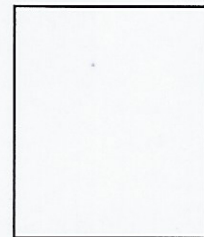
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 Secretary/DISI Committee Chair
Massage Envy Spa Glendale

Rick Lemmo
 Treasurer/Government Relations Chair
The Americana at Brand/Caruso

Randy Stevenson
 SOBO Committee Chair
Stevenson Real Estate


Jennifer Hiramoto
 Board Member
City of Glendale

Steven Sayers
 Board Member
Glendale Galleria/Brookfield Properties Retail



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