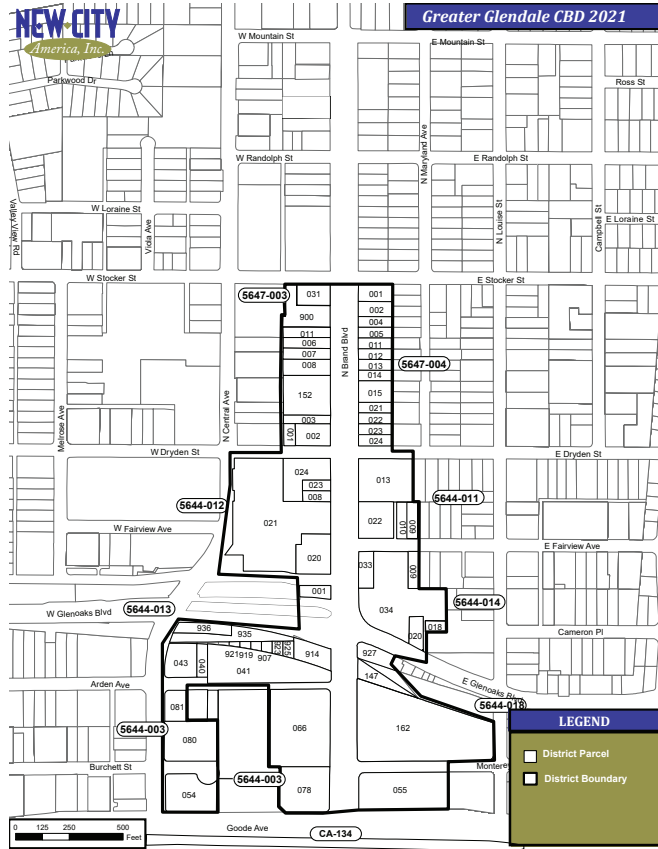
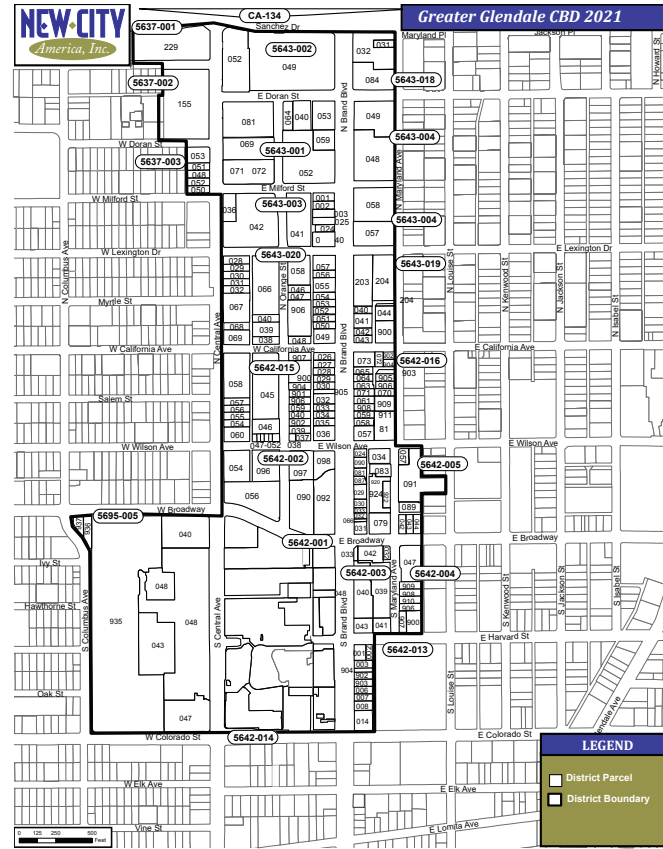


GREATER DOWNTOWN GLENDALE CBD



greater
downtown
glendale
association
100 N. Brand Blvd.
Suite 508
Glendale, CA 91203

ANNUAL REPORT 2021

greater
downtown
glendale
association

PRESIDENT'S REPORT

Rick Lemmo, President of the Greater
Downtown Glendale Association

This has certainly been a challenging year. The entirety of 2021 was dominated by the most serious pandemic in over 100 years with no person, business, community, or City left untouched. Where do we go from here? **Let's see where we currently are:**

- Fortunately, Downtown Glendale has weathered the COVID storm relatively intact, with fewer vacancies than other areas in the region
- We are happy to report the opening of over 20 new businesses in Downtown Glendale in the past fiscal year
- Despite decreased foot traffic, the DGA continued to operate a maintenance crew to keep the streets clean and provide a healthy environment for all patrons to enjoy
- During the pandemic, the Greater Downtown Glendale Association was able to provide thousands of dollars of support to Downtown Glendale with the distribution of masks and hundreds of gallons of free sanitizer, in addition to maintaining efforts to promote the district and attract shoppers back to re-opened businesses
- The Greater Downtown Glendale Association worked closely with the City of Glendale to plan, layout, and get approval for the parklets that allowed local restaurants, bakeries, and coffee shops to survive through outdoor dining
- These parklets served not only as an extension of the businesses' footprint, but helped in creating a sense of safety in numbers with patrons enjoying one others' company in a safer, outdoor setting

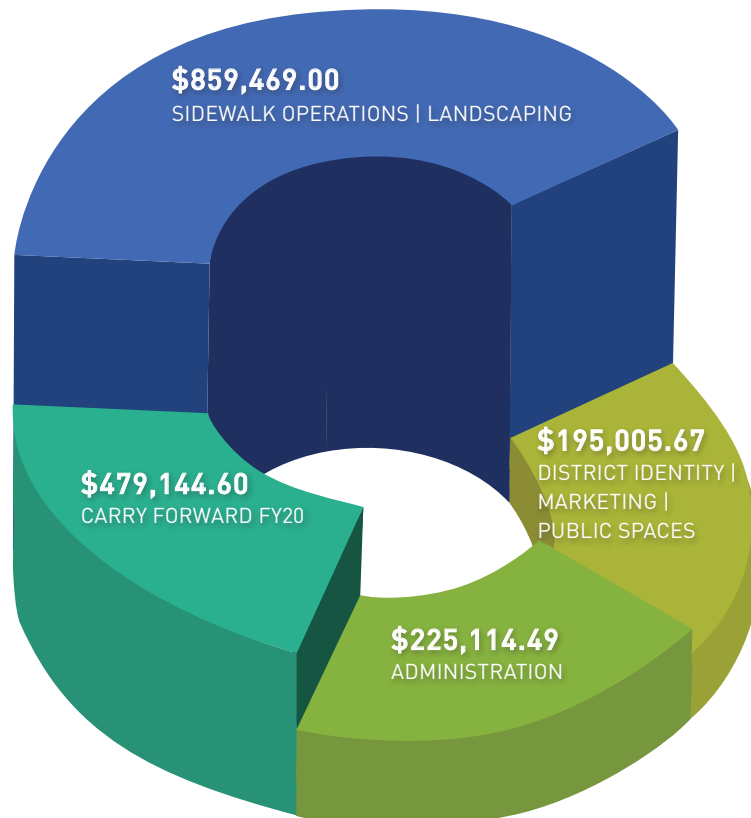
- The Glendale City staff, presented to The Greater Downtown Glendale Association with design concepts for exceptional, branded and more permanent parklets and we look forward to Council approval
- Glendale resident Mario Lopez and his family provided a video welcoming folks back to Glendale in anticipation of lockdown ending. Because of fits & starts in government regulations, they have agreed to rework welcome videos and we will redo contest to increase attention on restaurants and retail merchants within our district

We would also like to express our sincere appreciation to Joseph Stitick who served on our Board since its inception in 2013 and served as President during the past year. Joseph has stepped down from the Board and he will be sorely missed. He was a great contributor to the development of this Board and the Greater Downtown Glendale Association.

Working together, we have the capacity to arise from this situation even stronger with more knowledge and preparedness. The Greater Downtown Glendale Association is here to lead, assist, and devise plans to make this the fastest growing and attractive Downtown in the San Fernando Valley. Be safe and enjoy the holidays.

– Rick Lemmo, President

DOWNTOWN GLENDALE ASSOCIATION 2021 EXPENSES — \$1,758,733.76



BOARD OF DIRECTORS

2021

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

Raul Porto
Vice President
Porto's Bakery

Helen McDonagh
Secretary | Treasurer | DISI
Committee Chair
Massage Envy Spa Glendale

Rick Lemmo
Treasurer | Director of Government
Relations
The Americana at Brand/Caruso

Ani Pogossian
Interim Board Member
City of Glendale

Steven Sayers
Board Member
Glendale Galleria | Brookfield Properties
Retail

Randy Stevenson
Vice President | SOBO Committee
Chair
Stevenson Real Estate

2022

Rick Lemmo
President | Executive Committee
Chair | Director of Government
Relations
The Americana at Brand | Caruso

Raul Porto
Vice President
Porto's Bakery

Randy Stevenson
Vice President | SOBO Committee
Chair
Stevenson Real Estate

Helen McDonagh
Secretary | Treasurer | DISI
Committee Chair
Massage Envy Spa Glendale

Bradley Calvert
Board Member
City of Glendale

Steven Sayers
Board Member
Glendale Galleria | Brookfield
Properties Retail

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EXECUTIVE DIRECTOR'S REPORT

Marco Li Mandri, Executive Director of
Downtown Glendale Association

In entering 2022, emerging from the impact of COVID, it is time to review what we should be thankful for. Those key things should include being grateful for our health, our families, our businesses, and the fact we live and operate in a great city.

Downtown Glendale has so many assets, and it is our job to promote these assets to the surrounding region. **These assets include:**

- An attractive, walkable community from Colorado Blvd. to the northern reaches of Brand Blvd., (up to Stocker Street) with wide sidewalks and uncluttered thoroughfares
- A tremendous inventory of high-quality, both upscale and family-friendly restaurants and retailers up and down Brand and Central
- Continued business openings, even during the pandemic

- Clean and vibrant sidewalks that are managed daily by our great cleaning crew
- A responsive and proactive City staff to work with the DGA to accomplish things quickly and within our timelines
- A great, year-round micro-climate with a beautiful view north to the mountains

We are all in this together. With input from the community, we work with the City to best service the business and property owners, as well as the residents and visitors, of Downtown Glendale to best suit the needs of each sector. It is an honor to serve the Downtown Glendale community and we look forward to many more years of prosperity.

– Marco Li Mandri, Executive Director



DGA AMBASSADOR STATS:

- **1,868,242 gallon bags** approximately **245,617 pounds** of litter picked up off the streets
- **169 reports filed**, including broken city property, extensive graffiti, and illegal dumping
- **511 clean ups** performed of bio waste and human waste
- **424 homeless outreach** performed relating to business calls and disturbances
- **1,277** directions/recommendations given
- **749 graffiti tags** cleaned up
- **1,874** stickers/posters removed
- **488** full city blocks pressure washed
- **3,952** bus stops cleaned
- **505** shopping carts returned to businesses or removed from the district



BUSINESS SPOTLIGHT MUFFIN CAN STOP US 1017 N Brand Blvd, Glendale, CA 91202

Muffin Can Stop Us got its start as a deal between two friends. One friend owned an empty café and told the other friend that if he could turn it into a successful restaurant within a year, the name and brand would be his to keep. Long story short, Muffin Can Stop Us is now one of the best breakfast spots in Glendale, serving up a variety of mouth-watering breakfast sandwiches — from sweet to savory and from classic favorites to one-of-a-kind combos — on tasty English muffins. Pair that with the restaurant's delicious coffee “cofftails,” and it’s no surprise Muffin Can Stop Us quickly became a local morning must-have.



PRESS HIGHLIGHTS

MEDIA ATTENTION

7
media highlights

SOCIAL MEDIA INFLUENCE

Facebook
9,794 followers
9,794 likes

Instagram
2,117 followers

Twitter
1,455 followers



NEW BUSINESSES OPENED IN 2021

- | | | | |
|--|---|---|---|
| <ul style="list-style-type: none">➤ Amazon Go
889 Americana Way
Coming Soon!➤ Amazon Holiday Pop Up Store
100 W Broadway
Now Open!➤ AMC Theatres
322 Americana Way
Now Open!➤ Aniv Ride
1377 1/2 E Colorado St.
Coming Soon!➤ Beard Papa's
608 Americana Way
Now Open!➤ Beignet Box
658 Americana Way
Now Open!➤ Blue Nile
100 W Broadway
Now Open!➤ Chalice Collectibles
100 W Broadway
Now Open!➤ Charming Charlie
100 W Broadway
Now Open!➤ Charms 4 U
100 W Broadway
Now Open!➤ Chickaboom
238 N Brand Blvd
Now Open! | <ul style="list-style-type: none">➤ Chik Fil A
807 Americana Way
Now Open!➤ Club Pilates Glendale
329 N Brand Blvd.
Now Open!➤ Derby House (Glen Arden)
357 Arden Ave.
Now Open!➤ Doll House Los Angeles
100 W Broadway #2207
Now Open!➤ Euro Kids USA
100 W Broadway
Now Open!➤ Extended Beauty Bar
624 E Colorado St. Ste C
Now Open!➤ F45 Training Glendale
611 N Brand Blvd
Now Open!➤ G Lounge
1109 N Brand Blvd.
Now Open!➤ Glendale Cultural & Art Center
132 N. Artsakh Ave.
Artsakh Creative Pop Up➤ Glenwood Smoke House
152 S Brand Blvd.
Now Open!➤ Gucci Store (Americana)
Coming Soon! | <ul style="list-style-type: none">➤ Introstem
100 W Broadway
Now Open!➤ KPop Station
1155 Galleria Way
Now Open!➤ Lady Elite
100 W Broadway
Now Open!➤ Look Cinemas
128 Artsakh Ave.
Now Open!➤ Louis Vuitton Pop Up
Americana Way
Pop Up (Now Closed)➤ Naked Frankie
131 N. Artsakh Ave.
Artsakh Creative Pop Up➤ Nonna's Empanadas
Booth at Americana Way
Now Open!➤ Off the Leash
1347 E Colorado St.
Now Open!➤ ROCA Pizza Pop Up
769 Americana Way
Pop Up (Now Closed)➤ Seaweed Handroll Bar
318 N Brand Blvd.
Now Open!➤ ShareTea
2210 Galleria Way Space S006
Now Open! | <ul style="list-style-type: none">➤ SLFIE World Los Angeles
100 W Broadway
Now Open!➤ Soleniverse
2155 Glendale Galleria
Now Open!➤ Starbucks
241 N. Central Ave.
Now Open!➤ Stranger Things Official Store
Americana Way
Now Open!➤ Super Fantasy Land
1102 Galleria Way
Now Open!➤ Sushi Stop
204 N Brand Blvd.
Now Open!➤ TechBleed
1651 S Central Ave. Unit 1
Now Open!➤ The Can Tiki
1300 S. Brand Blvd.
Now Open!➤ Toyzania
100 W Broadway
Now Open!➤ Windsor
100 W Broadway
Now Open! |
|--|---|---|---|