

# ANNUAL REPORT 2022



## THE DEPTH OF OUR COMMITMENT TO DOWNTOWN GLENDALE.

Rick Lemmo, President of the Greater Downtown Glendale Association

Last year at this time, we were hoping to see the end of the pandemic and its impact on the Greater Downtown Glendale district. As we have come to learn, COVID and its variants are still with us, albeit at a greatly reduced level. We have successfully emerged from the worst elements and impacts to the business community in Downtown, and we are hopeful that our property owners and business owners have made it through the pandemic stronger than ever.

Now is our rebuilding process.

The Greater Downtown Glendale Association, which represents property owners from Colorado Boulevard up to Stocker Drive, and from Maryland Avenue to Central Avenue, is planning many new events throughout the coming year. Between a robust series of events, some in partnership with the City of Glendale, we hope to continue to bring attention to our growing Downtown. These events will showcase the improvements and changes to Downtown and show the citizens of Glendale and surrounding cities how important it is for our Downtown to perform as the City Center.

From the outset, the role of the Association has been to foster and generate demand for the property owners and, by extension, the businesses in our district. Demand results in better rents, better sales and greater prosperity for everyone. The demand from the community and our regional customers helps rebuild the economy of Downtown Glendale and helps to offset the rising costs of everything – especially with the impact of the inflation rate over the past year. We believe this year will represent the stabilization of the local economy and provide new opportunities for growth for these property owners and business owners alike.

While some business districts in the LA region struggle to return to the 2019 economy, Downtown Glendale is well on its way to surpass the growth that occurred before the pandemic. Over the past year, Downtown Glendale gained 33 new businesses and those businesses have provided hundreds of new jobs in Downtown.

Our executive director will comment on the exciting growth of new residential units planned for the coming year, but the proposed addition of over 1,369 units set to open in the next two years will create a new "in-town" citizen and, thus, customer base. Not only is our Downtown extremely walkable, attractive and safe, but these new residents will be proud to call Downtown Glendale their home.

Do we have issues regarding homelessness and loitering? Yes, we are not immune to this nationwide critical issue. However, relative to surrounding cities, the Greater Downtown Glendale Association staff and officers have worked closely with Glendale's Downtown police team, city staff and Mayor Ardy Kassakhian to ensure that everyone's experience walking throughout Downtown is pleasurable, attractive, clean – and most importantly, free from crime.

With a great team of maintenance workers who clean our sidewalks daily and set out the best holiday decorations throughout our Downtown district, we continue to reveal our creativity in ensuring that the public rights of way are clean and inviting.

On behalf of our extraordinary volunteer board of directors and our hardworking and creative staff and management, we wish everyone a prosperous, safe, happy and healthy new year in 2023 and look forward to moving forward, as a group, to make our Downtown Glendale one of the key centers of commerce and Downtown growth in the entire San Fernando Valley.

Thank you for your ongoing support of our efforts. That is the depth of our commitment.

– Rick Lemmo,  
President, Greater Downtown Glendale Association  
Caruso



# BUILDING THE CORE OF GREATER DOWNTOWN GLENDALE

Marco Li Mandri, Executive Director of Greater Downtown Glendale Association

Throughout the country today, we see tremendous changes occur in our Downtowns. In many cities, the surplus of older office buildings and retail has become a drag on the local economies. Once great Downtown areas are struggling mightily to attempt to reinvent themselves in the 21st century, the post pandemic economy and historic inflationary pressures of 2022.

One of the bright lights in the entire San Fernando Valley is the continued reevaluation and growth of Glendale as demand in our city changes. It was just announced last week that the old Sears site north of Wilson and touching Central Avenue is being considered as a new residential development including almost 700 new residential units. This proposed use could translate into almost 1,000 new residents living, working and enjoying Downtown Glendale by 2025, not to mention increased jobs in our area during the construction process.

This development is a great sign of attraction of new residential developers to Downtown. Coupled with the large new mixed-use development at Milford and Orange, the combination of this development, which should open in late 2023, and the proposed project at the Sears site, will bring almost 1,369 new residents living, dining, shopping and perhaps even working in Downtown Glendale.

As part of our commitment to making the Greater Downtown Glendale district into an attractive, walkable and dynamic district, we continue to seek to create public spaces and activities in Downtown. The transformation of Artsakh Avenue in the east side of Downtown will create one of the most dynamic cultural and activity centers in the region.

Our work with the City and Cal Trans to tie Downtown, both north and south of the 134, through the "Bridge Link" project, should make the walk across the Central Avenue and Brand Boulevard 134 overpasses far more attractive and create a seamless link within Downtown. We hope to have our unique northern and southern sections of Downtown, currently bifurcated by the 134 freeway be far more attractive to employees and pedestrians on both sides of the freeway.

Our job at the Greater Downtown Glendale Association is to support and facilitate growth in our Downtown, whether office, retail, restaurant/entertainment or residential, by representing property owners and, by extension, the tenants of those property owners. We seek to make Downtown into a 16 hours per day, seven days per week city center. This will be achieved by telling the world that Downtown Glendale is not only a great place to do business and to own property, but also to live and enjoy the great elements of City living.

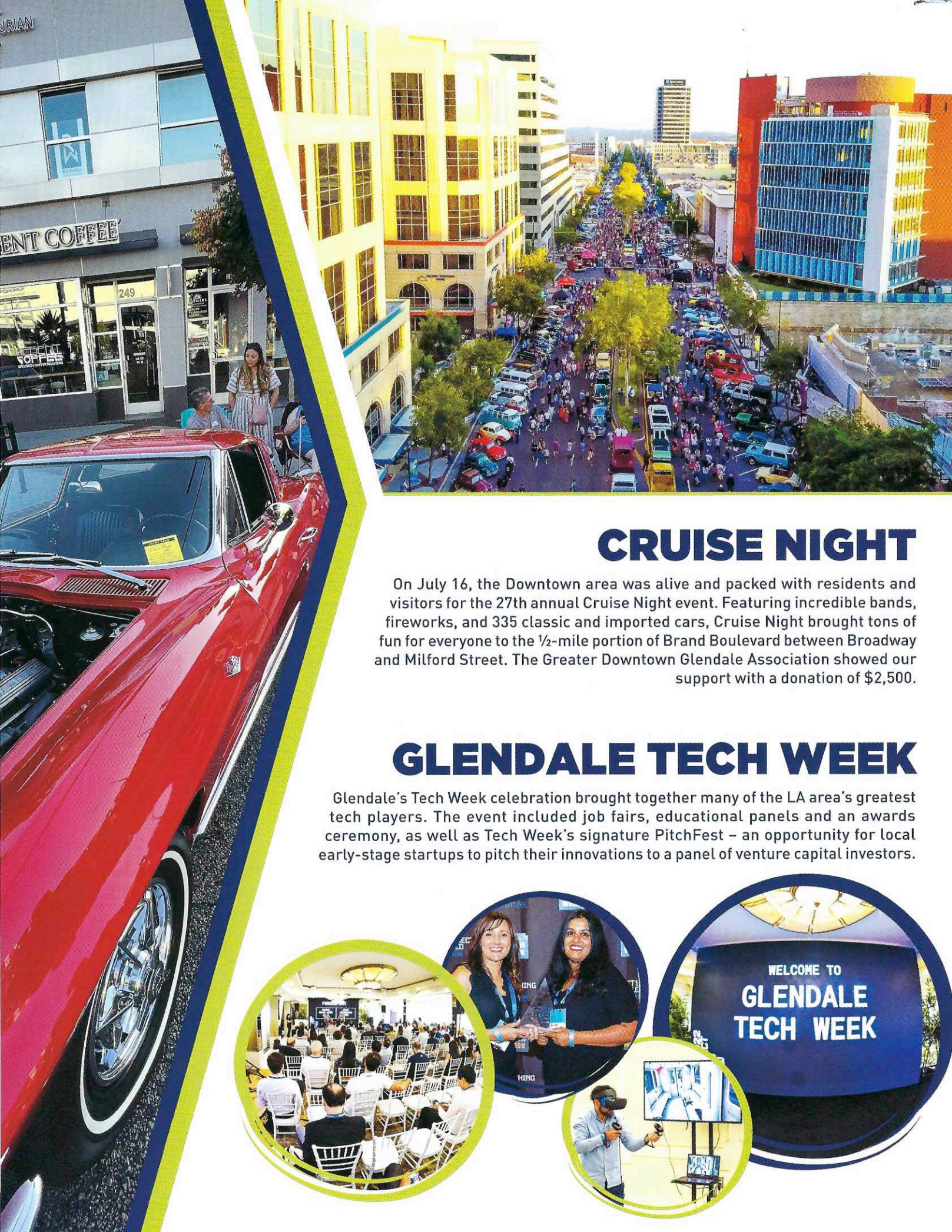
Keep your eyes open for new public art, new public spaces and the new Bridge Link project coming in 2023. We look forward to chalking up this coming year as another successful step in building the core of this great Downtown.

– Marco Li Mandri  
Executive Director  
Greater Downtown Glendale Association  
New City America

## DGA AMBASSADOR STATS:

- **19,554 42-gallon trash bags;** approximately **361,749 pounds** of litter picked up off the streets and sidewalks
- **157 reports filed,** including broken city property, extensive graffiti, and illegal dumping
- **567 clean ups** performed of bio waste and human waste
- **483 homeless outreach efforts** performed relating to business calls and disturbances
- **1,332** directions/recommendations given
- **814 graffiti tags** cleaned up
- **1,998** stickers/posters removed
- **508** full city blocks pressure washed
- **4,006** bus stops cleaned
- **477** shopping carts returned to businesses or removed from the district





## CRUISE NIGHT

On July 16, the Downtown area was alive and packed with residents and visitors for the 27th annual Cruise Night event. Featuring incredible bands, fireworks, and 335 classic and imported cars, Cruise Night brought tons of fun for everyone to the ½-mile portion of Brand Boulevard between Broadway and Milford Street. The Greater Downtown Glendale Association showed our support with a donation of \$2,500.

## GLENDALE TECH WEEK

Glendale's Tech Week celebration brought together many of the LA area's greatest tech players. The event included job fairs, educational panels and an awards ceremony, as well as Tech Week's signature PitchFest – an opportunity for local early-stage startups to pitch their innovations to a panel of venture capital investors.







# PRESS HIGHLIGHTS

## MEDIA ATTENTION

5 media highlights

1 award



## SOCIAL MEDIA INFLUENCE

### Facebook

9,873 followers

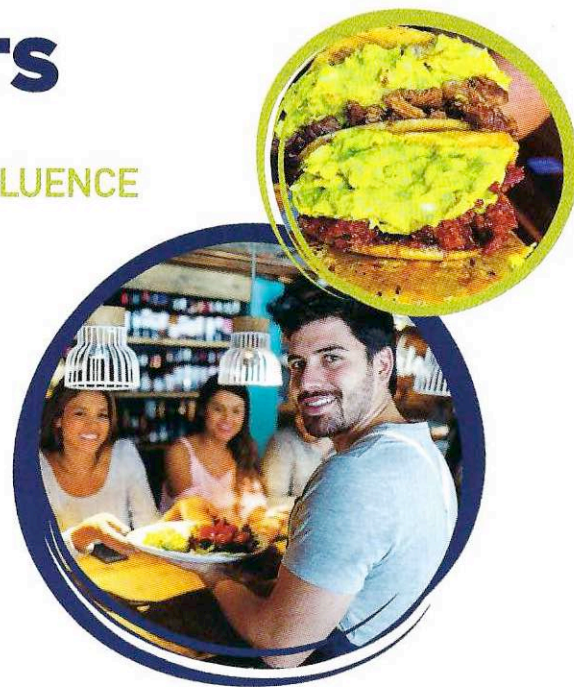
9,674 likes

### Instagram

2,311 followers

### Twitter

1,466 followers

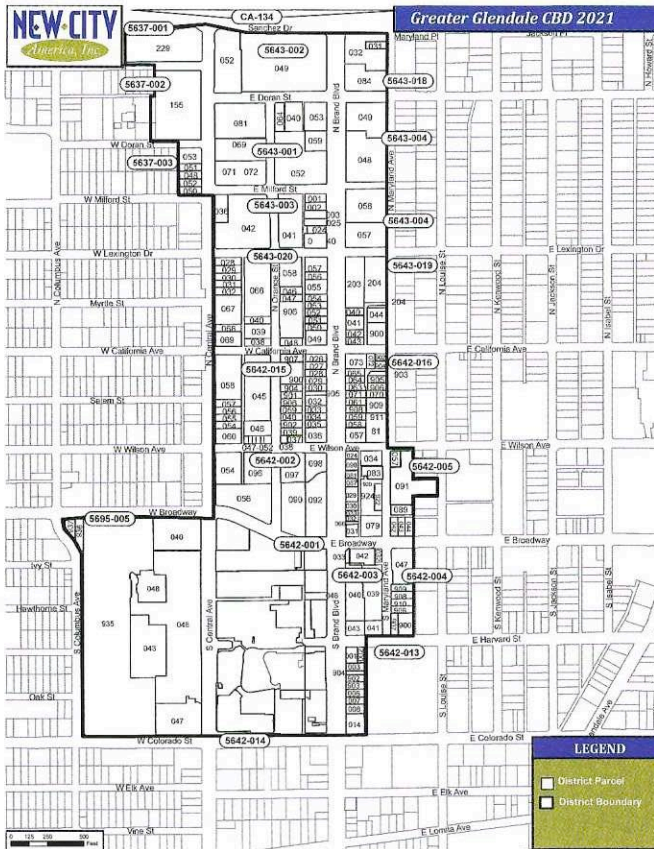


## NEW BUSINESSES OPENED IN 2022

- > **818 Chicken**  
DOWNTOWN  
NOW OPEN!
- > **Amazon Style**  
AMERICANA  
NOW OPEN!
- > **Artie's Express**  
GALLERIA  
NOW OPEN!
- > **Beard Papa's**  
GALLERIA  
NOW OPEN!
- > **Bigwig Pop-up Shops**  
AMERICANA  
NOW OPEN!
- > **Burnin' mouth**  
GALLERIA  
NOW OPEN!
- > **Cadillac ELECTRIQ Theater**  
AMERICANA  
NOW OPEN!
- > **Chalice Collectibles**  
GALLERIA  
NOW OPEN!
- > **Chanel Fragrance and Beauty Boutique**  
AMERICANA  
NOW OPEN!
- > **Chess Park Lounge**  
DOWNTOWN  
NOW OPEN!
- > **Chez Gagne**  
DOWNTOWN  
NOW OPEN!
- > **Coffee Bean and Tea Leaf**  
GALLERIA  
NOW OPEN!
- > **Copa Vida Café**  
DOWNTOWN  
NOW OPEN!
- > **Devil & Angel**  
GALLERIA  
COMING SOON!
- > **District Pub**  
GALLERIA  
COMING SOON!
- > **Dodger Clubhouse**  
GALLERIA  
NOW OPEN!
- > **Evite Headquarters**  
DOWNTOWN  
COMING SOON!
- > **Gilly Hicks**  
GALLERIA  
COMING SOON!
- > **Golden Goose**  
AMERICANA  
NOW OPEN!
- > **Jaaaaan Restaurant**  
ARTSAKH  
NOW OPEN!
- > **Kare Don & Co, Japanese Kitchen**  
DOWNTOWN  
NOW OPEN!
- > **Laderach Chocolatier Suisse**  
GALLERIA  
NOW OPEN!
- > **La Rochelle**  
DOWNTOWN  
COMING SOON!
- > **Prison Art**  
GALLERIA  
COMING SOON!
- > **Revise Denim**  
AMERICANA  
NOW OPEN!
- > **Rock Photography Museum**  
DOWNTOWN  
NOW OPEN!
- > **Saint Laurent**  
AMERICANA  
COMING SOON!
- > **Samsonite - Briggs Riely by Travel Store**  
GALLERIA  
NOW OPEN!
- > **Sunglass Gallery**  
GALLERIA  
COMING SOON!
- > **Teaspoon**  
AMERICANA  
NOW OPEN!
- > **The Brandy**  
DOWNTOWN  
NOW OPEN!
- > **YiFang Taiwanese Fruit Tea**  
DOWNTOWN  
NOW OPEN!
- > **YITTY by Lizzo**  
GALLERIA  
NOW OPEN!

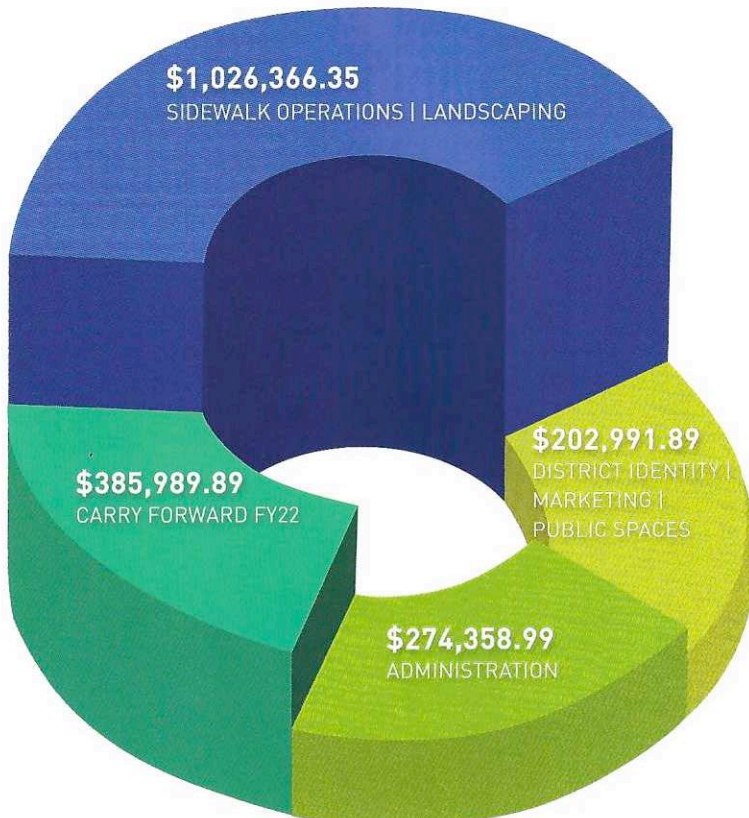


# GREATER DOWNTOWN GLENDALE CBD



## DOWNTOWN GLENDALE ASSOCIATION

2022 EXPENSES — \$1,889,708.12



## BOARD OF DIRECTORS

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

2023

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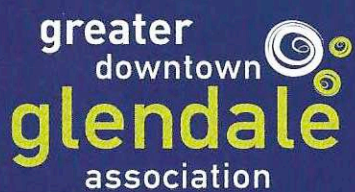
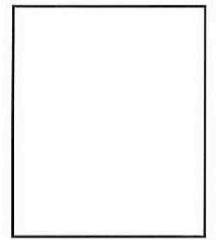
**Steven Sayers**  
Board Member  
Glendale Galleria | Brookfield  
Properties Retail

**Judee Kendall**  
Board Member  
Glendale Chamber of Commerce






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