

ANNUAL REPORT 2023



PRESIDENT'S MESSAGE

LOVING THE CHANGES AND ENJOYING OUR GROWING DOWNTOWN GLENDALE

While certain downtowns in the region continue to re-invent themselves in the post-pandemic world, Downtown Glendale has been able to pick up where we left off in early 2020. New businesses continue to come to Downtown Glendale, thousands of new residential units have been built or are under construction, and our public spaces are being used more than ever.

We are very lucky to have two major retail and restaurant anchors in the Glendale Galleria and the Americana, but we are also the home to one of the best bakeries in the LA region, Porto's Bakery. We have hundreds of small businesses who create the fabric of our district.

Our public rights of way are ever-changing. Seasonal displays show people in the valley how our business district can reflect the time of year we are in, and we continue to attract new office workers and visitors to our great hotels. We take pride in our public rights of way, working closely with the Glendale Police Department, Glendale City Council, Community Development Department and City staff to ensure that everyone walking on Brand Boulevard and Central Avenue can see the changes as our city center grows.

We enter 2024 with great hope and know that we are clearly on a positive road now. **We invite those of you who have not visited the Greater Glendale area to come and enjoy the shopping, beauty, walkability, personal services and great mix of restaurants, coffee shops, theatres and bakeries that make us proud of what we have achieved up to this point - and show the path to our future.**

Sincerely,
Rick Lemmo
President of the GDGA

REPORT FROM THE EXECUTIVE DIRECTOR

The Greater Downtown Glendale Association (GDGA) is entering 2024 stronger than ever:

- Glendale was just identified as the sixth safest city in the State of California.
- Over 100 new businesses moved to Greater Downtown Glendale in 2023.
- Hundreds of new residential units are being constructed right now at the turn of 2024, with hundreds more planned for construction this year and in 2025.
- The Greater Downtown Glendale Association anticipates greatly gearing up its special events and promotional activities to bring customers from the entire San Fernando Valley into Downtown to expand and grow our current strong customer base.

All in all, we are very pleased with the support we have received from the property owners, business owners and the City of Glendale to pursue strong growth in the coming years.

We know that the new developments occurring in Downtown will help not only our current businesses, but will also create the critical mass needed to make our Downtown one of the true shining lights for living, visiting, and owning properties and businesses in Downtown.

The Greater Downtown Glendale Association appreciates all of the attention we have received and we know, compared to other downtowns, that we have emerged from the pandemic and see a bright future.

Walk down Brand Boulevard from Stocker on the north to Colorado on the south, as well as Central Avenue, and you will experience this new growth and the depth of our excellent retail and restaurant mix, as we head into the future. Also watch the new public spaces and beautification efforts that the GDGA crew will bring to the area this coming year.

Have a safe, prosperous and happy new year.

– Marco Li Mandri
Executive Director of the GDGA



DGA AMBASSADOR STATS:

- **21,322 42-gallon trash bags;** approximately **394,457 pounds** of litter picked up off the streets and sidewalks
- **341 reports filed**, including broken city property, extensive graffiti and illegal dumping
- **436 cleanups** performed of bio waste and human waste
- **491 homelessness outreach efforts** performed relating to business calls and disturbances
- **1,427** directions/recommendations given
- **928 graffiti tags** cleaned up
- **2,137** stickers/posters removed
- **4,000** bus stops cleaned
- **424** shopping carts returned to businesses or removed from the district

EVENTS 2023

AT A GLANCE

INTERNATIONAL WOMEN'S DAY

52 people attended the third annual International Women's Day event, which was held at the MYA Rooftop at the Glenmark. Diane Doolin led a conversation about bracing equity, which was followed by a reception where guests were able to mingle and network with the speaker.

CRUISE NIGHT

The 28th Annual Glendale Cruise Night took place on Saturday, July 15, 2023. Almost 400 cars filled Brand Boulevard from Broadway to Doran St., with visitors walking the streets to see the cars, eat at our local downtown restaurants and listen to the live music. Performances by "Ticket to Ride – a Tribute to the Beatles," "Gregory Wolfe as Rod Stewart," and "Jumping Jack Flash – THE Tribute to the Rolling Stones" were enjoyed by all. Over 55 local businesses and organizations were in attendance with booths on the street, and local radio and news stations were in attendance, broadcasting live from the event. Staff was able to secure a total of \$45,250 in sponsorships this year to help offset the cost of the event. The evening wrapped up with a fireworks display from behind the main stage. Staff estimated over 40,000 people were in attendance.

GLENDALE TECH WEEK

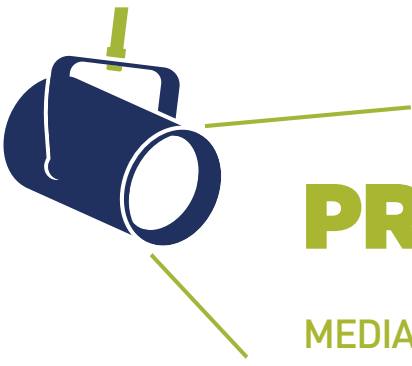
At Glendale Tech Week, pioneers, business leaders and investors gathered for two days of celebration and connections. Over 2,000 attendees came to exchange ideas at panel discussions, share exciting projects on Demo Day, attract venture capital at the annual PitchFest, and even engage in friendly competition in the Grand Chess Tournament. An awards ceremony capped off the events, recognizing the innovators who make Glendale a growing hub of the tech industry.



BUSINESS SPOTLIGHT

PORTO'S BAKERY

Porto's Bakery, co-owned by Beatriz Porto-Magadan and the Porto family (including Raul Porto, who is the Vice President of the GDGA), was born out of their mother Rosa Porto's love for sharing her wonderful cakes and pastries with friends and family. In 1976, Rosa opened her first official storefront, Porto's Bakery, on Sunset Boulevard in Echo Park, California. Today, the family is still committed to using the finest ingredients from all over the world, ensuring that quality remains the cornerstone of the family tradition. Porto's has gradually grown into six current locations in Glendale, Burbank, Downey, Buena Park, West Covina, and Northridge, with a seventh location in the Downtown Disney® District on the way.



PRESS HIGHLIGHTS

MEDIA ATTENTION

- 6 media highlights
- 6 awards



SOCIAL MEDIA INFLUENCE

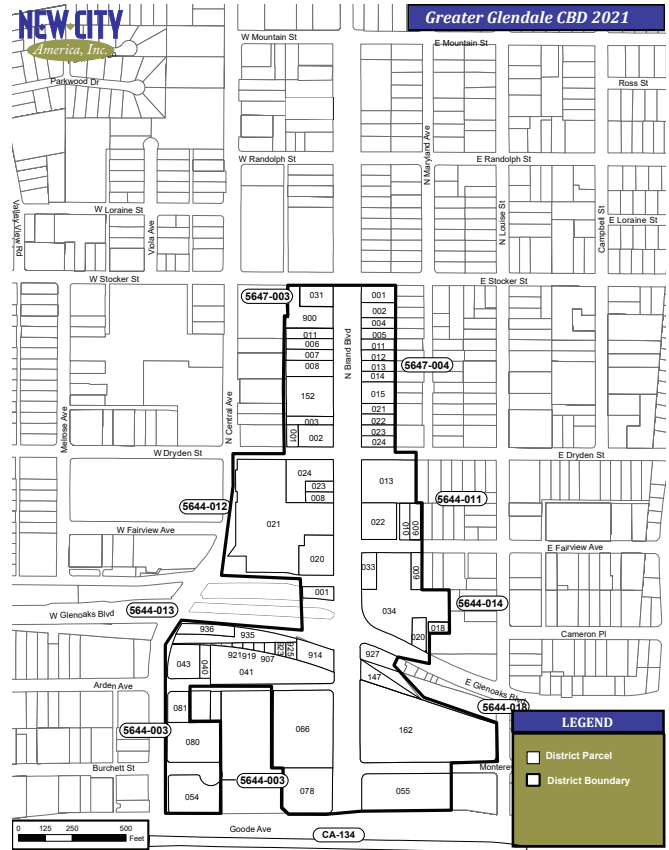
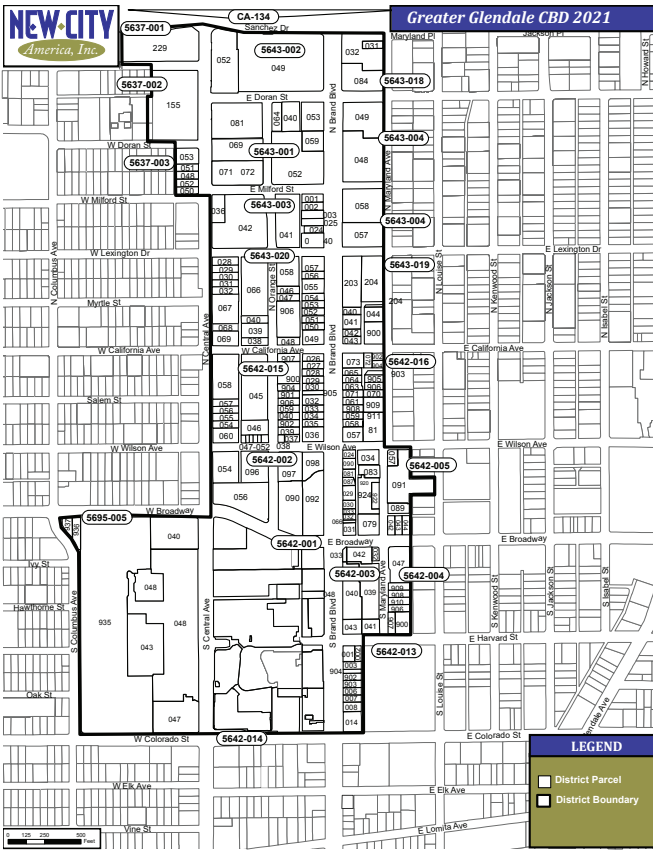
- Facebook**
9,792 followers
9,685 likes
- Instagram**
2,433 followers
- X (formerly Twitter)**
1,480 followers



NEW BUSINESSES THAT OPENED IN DOWNTOWN GLENDALE IN 2023

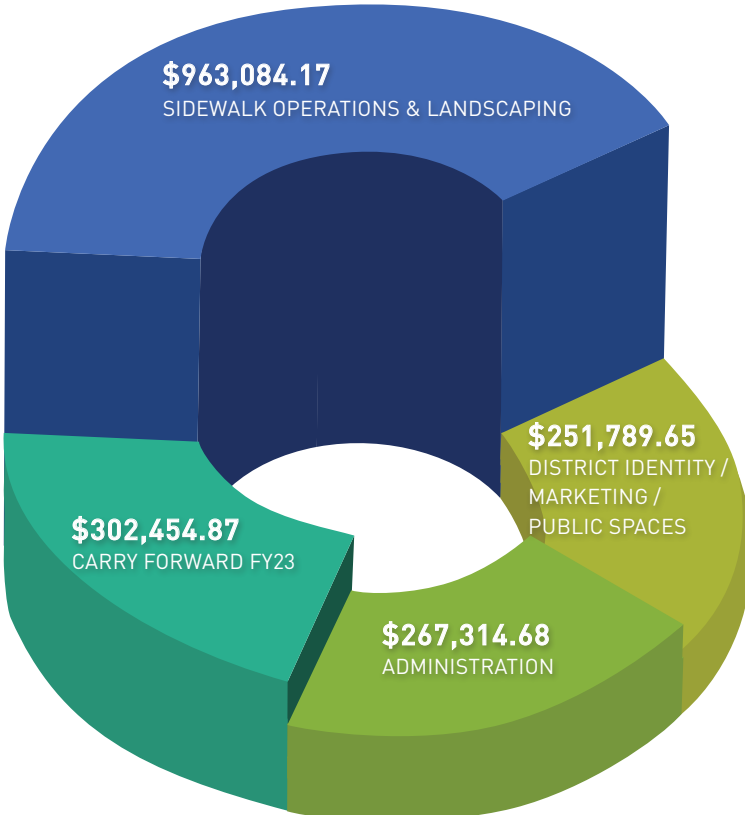
- > 120 Degreez
- > Abraham Lincoln University
- > American Eagle
- > Anthem Blue Cross
- > Arthur Chalekian
- > Artie's Express
- > Arzoomanian Law PC
- > Atlas, Inc.
- > Auntie Anne's
- > Aversano Tax Resolution Glendale
- > Avian Premium Finance
- > Beard Papa's
- > Beyond Limits
- > Block Advisors
- > Boarders
- > California Community Reinvestment Corporation
- > Chalice Collectibles
- > Choupette
- > Cimmarusti Development, LLC
- > Cimmarusti Holdings LLC
- > Clothing LA
- > Comcare Home Health Agency, Inc.
- > Concept 33
- > Cotton On Kids
- > Crumbl Cookies
- > CTA Law
- > Dermtech Mohs Service Group
- > Devil & Angel
- > DLK Law Corp
- > Dodgers Clubhouse
- > Doll House
- > Dorothy Storm - Thrivent
- > East West Bank
- > Escape The Room
- > Euro Kids
- > Euro Tween
- > Express
- > Farmers Insurance
- > Gallini
- > GameStop
- > Genesis Chiropractic & Wellness Center
- > Get YokD
- > Gharibian Law APC
- > Go Junk Less
- > Gradillas Court Reporters Inc.
- > Hearst Integrated Media
- > Integrity Accounting Solutions
- > Introstem
- > It's Boba Time
- > JD Finish Line
- > Kpop Station
- > L&R Construction
- > Lady Elite Milano
- > Lanterman Foundation
- > Law Office Of Eric A. Boyajian
- > Law Offices of Sheldon J. Eskin
- > Limonjyan Law Group
- > LIQ
- > Luxury Nail And Brow Bar
- > Madewell
- > Maison Law
- > Maternity Imaging
- > Meta Wellness
- > meyer2meyer
- > Mrs. Fields
- > Navy Career Center
- > Newport Advisory LLC
- > Pacific Global Investment Management
- > Piercing Pagoda
- > PWC-Porro
- > Reich, Adell & Cvitan
- > Rekon Technologies
- > Reliance Matrix
- > Salt & Fries
- > See Sea
- > Selfie World
- > Soleniverse
- > Spa Glisten
- > Spirit Halloween
- > Sunglass Gallery
- > Suzy Hair Design
- > Target Garage Doors
- > The Coffee Bean And Tea Leaf
- > The Lobby Shop
- > The Travel Store
- > The Walking Company
- > Ticor Title
- > Trans Financial Group
- > VERICRE Commercial Real Estate
- > Viva Concepts
- > We 2 Can Do Training & Fitness
- > Wells Fargo
- > White House | Black Market
- > Windsor
- > Yan Marketing

GREATER DOWNTOWN GLENDALE CBD



DOWNTOWN GLENDALE ASSOCIATION

2023 EXPENSES — \$1,784,643.37



BOARD OF DIRECTORS

2024

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 Glendale

Bradley Calvert
 Board Member
 City of Glendale

Craig Gorris
 Board Member
 Glendale Galleria | Brookfield
 Properties Retail

Judee Kendall
 Board Member
 Glendale Chamber of Commerce

2023

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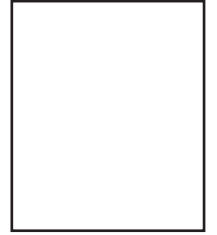
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 Secretary | Treasurer | DISI
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 Massage Envy Glendale

Bradley Calvert
 Board Member
 City of Glendale

Steven Sayers
 Board Member
 Glendale Galleria | Brookfield
 Properties Retail

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