



ANNUAL REPORT 2024

PRESIDENT'S REPORT

WELCOME THE GREATER DOWNTOWN GLENDALE ASSOCIATION'S NEW PRESIDENT FOR 2025

Every year, the Greater Downtown Glendale Association holds their Annual meeting of property owners. This year, we elected one new Board member: David Tonyan, a property owner from the Northside of the district, (north of the 134). The Board has elected new officers who have decades of experience in building Downtown Glendale into what it is today. Working closely with the City Manager's office and City Council, the Greater Downtown Glendale Association has, since 2013, made great strides in making this Downtown into one of the fastest growing and most dynamic walkable Downtown neighborhoods in the entire LA region. As a way to introduce the new Board members to the Downtown Glendale property owners at large, we wanted to give a little background on each of the newly elected officers of the non-profit corporation which administers and manages the Downtown Glendale Community Benefit District on a day to day basis. Here are their backgrounds.

PRESIDENT

Randy Stevenson

STEVENSON REAL ESTATE SERVICES

Stevenson Real Estate Services has been a major player in the city of Glendale for over 60 years, with significant activity in the northern part of the Downtown for the past 40 years. Randy's father, Bob Stevenson, began buying and managing real estate assets in Downtown Glendale over 50 years ago. In 1989, The Stevenson family built (and still owns) 1111 North Brand Boulevard. Known as The Brand Village, the property consists of approximately 65,000 square feet of retail and office space. The family owns 11 different parcels in the District, including the Trader Joes/Walgreens shopping center at the northeast corner of Brand Boulevard and Glenoaks Boulevard. Randy believes that the key issues for the next year or two are that of increasing the occupancy of our great office buildings along Brand.

"There is clearly a symbiotic, multiplier relationship between our office building owners, multi-family owners and our retail owners. When GDGA provides a premier experience in the District and heavily promotes it, we don't just support the retail businesses. We concurrently support the marketing efforts of the office buildings, which can identify the benefits of the District to attract tenants. When the office buildings are successful, it increases daytime population and foot traffic for all of the retail property owners and tenants and creates demand for the multi-family product. The success of the district is therefore circular. Every successful component adds to the success of the other components." Randy continues...

“

"Downtown Glendale is unquestionably one of the nicest areas to live, work and shop in the region. It houses premier retail, dining, residential, and office experiences in one of the cleanest and safest environments in Southern California. Adding to its appeal, Downtown Glendale is strategically located between 3 major freeways which provides incredible accessibility for residents, employees, employers and visitors."

-Randy Stevenson

VICE PRESIDENT OF GOVT. RELATIONS

Rick Lemmo

FOUNDING GDGA PRESIDENT AND CARUSO
SENIOR VICE PRESIDENT

Rick Lemmo is one of the key people to establish Downtown Glendale into what it is today. As Senior VP for Caruso, Rick was the founder of the Community Benefit District formation in 2013 and served as its President for the past 10 years. Due to Rick's work with the former Redevelopment Agency and the City Council, the Americana on Brand, started in 1999, has evolved into one of the best lifestyle centers in the country today, mixing residential, entertainment, retail and restaurants. The Americana opened in 2008 and since its opening, it has evolved into a key anchor, along with the Galleria, for Downtown retail and restaurants. Today there are approximately 70 retailers, full service restaurants and nearly a dozen pop-ups that provide a great shopping experience surrounding the beautiful public space in the middle of the Americana complex. In Rick's own words, this is what the Association will to continue to accomplish for Downtown Glendale:



"I think the commitment we made to members of the Greater Downtown Glendale Association was to improve the quality of cleanliness and hospitality, as well as, helping to increase awareness of what Glendale has to offer. We have worked with our Glendale PD, City Management & City Council to minimize the negatives of a city the size of Glendale and put a spotlight about what an extraordinary city Glendale is! Our commitment, when we formed the Community Benefit District in 2013, was to focus on Clean & Safe improvements with a major focus on ALL areas of our district." - Rick Lemmo

VICE PRESIDENT

Craig Gorris

GALLERIA SHOPPING CENTER

Craig Gorris, serves as the Vice President of the Greater Downtown Glendale Association. Craig has been on the Board since last year and represents the Glendale Galleria and the Americana at Brand. They are the largest property owners and assesses paying into the Downtown Community Benefit District. Craig has been the General Manager at the Galleria since September 2023 and has been with Brookfield Properties/General Growth since 2005. He has been in shopping center management since 1995.

The Galleria has approximately 250 tenants including office tenants, retailers, restaurants and kiosks within the center. He estimates that there are approximately 3,500 employees working at the Galleria, making it perhaps the largest landlord with multiple tenant employees in Downtown. He also stated that the Galleria is one of the top producers in the Brookfield Properties' portfolio and ranks highly in categories including annual footfalls (top 3 in the company), net operating income and sales (per square foot). Craig has listed his top priorities working on the Board as:



"Enforcement of current busker and sidewalk vending ordinances, continuing the city's momentum placing a priority on greater efficiency with permits and inspections to get new businesses open as soon as possible, a comprehensive plan involving the GDGA, the business community and the city of Glendale, to establish a weekend/holiday traffic circulation plan to help alleviate congestion during peak traffic periods. Finally, supporting the recent voter approved Proposition 36 which will promote enhanced criminal prosecution for crimes against property and retail theft." - Craig Gorris

SECRETARY

Raul Porto

PORTO'S BAKERY

Raul Porto is the son of the founders of Porto's Bakery on Brand Boulevard and was also a founding member of the Greater Downtown Glendale Association in 2013. Porto's bakery has been a long standing institution and reflection of high quality and affordable baked goods in Downtown Glendale. Everyone seems to know and love the products from Porto's Bakery. Porto's has been operating in Downtown Glendale since 1980, almost 45 years now. They have been operating out of the current bakery building since 1993.



Starting in Downtown Glendale, Porto's Bakery has grown into a family owned bakery chain in the LA Region encompassing 5 bakeries in the Los Angeles region and one in Orange County. Continued expansion including areas further south in Southern California are part of their growth plan. Beginning the bakery with family members and a handful of employees, Porto's now has around 2,000 employees and anyone who patronizes Porto's knows that they have a tremendous following throughout the day. In asking Raul, what he thought the priorities should be for the Downtown in the coming year, Raul stated:

TREASURER
Helen McDonagh
 MESSAGE ENVY

As one of the two business tenants on the new Board of Directors, Helen McDonagh is the owner of the Massage Envy Glendale franchise, (Regional Developer for Los Angeles area) and was a founding member of the Community Benefit District when it was formed in 2013. Helen's experience in Downtown Glendale is deep and she has developed the Massage Envy Los Angeles region based upon her launch of Massage Envy Downtown Glendale.

Helen opened her business on Brand Blvd. in 2005. Once opening here, she immediately helped start the old Downtown Glendale Merchants Association. Since her opening, she now has 25 employees and is a strong advocate for business interests along Brand Blvd. In terms of goals for Downtown in the coming years, she would like to see the following:

“I think we should continue with all the current initiatives; in addition we should focus more on marketing and creating a stronger trade area..” - **Raul Porto**

Following that train of thought, the GDGA will be looking at strengthening our social media, events and public space development, generating ongoing demand for property owners and businesses alike.



“I would like to see a valet option on the 300 block of Brand Blvd. as we are getting constant complaints from members and guests about the lack of convenient parking. I would also like to see more business attraction services around restaurants and bars in Downtown Glendale.”
 - **Helen McDonagh**

The Growth of the Greater Downtown Glendale Neighborhood

RESIDENTIAL UNITS 2025 – 2027

IN PLANNING OR UNDER DEVELOPMENT

Name of Development	Location	Number of new residential units
The old Sears Site	Central Ave. and W. California Street	682
Omni Development	134 and Brand Blvd (south side)	858
820 North Central	Arden and Central Avenue	TBD
610 N. Brand	Doran and Brand Blvd.	294
	Total Residential Units	1,834 (without 820 N. Central included)

Like many other major cities in the US, Downtown Glendale is evolving from a key business district to a new neighborhood for thousands of residents. This will have a profound impact on existing retail, restaurants and services as these residents have made the choice to live in a city, with a walkable environment. This means great success as we build our internal market of new consumers, employees and neighbors in the Greater Downtown Glendale area. ***This is only the beginning!***

GDGA AMBASSADOR STATS:



21,679, 45 gallon bags; approximately **401,000 pounds** of litter picked up off the streets



373 Shopping carts returned to businesses or removed from the district.



272 Reports filed; including broken city property, extensive graffiti, and illegal dumping.



402 Homeless outreach performed relating to business calls and disturbances.



444 Clean ups performed of bio waste and human waste.



2728 Graffiti, Stickers, and Posters removed.



1569 Directions or Recommendations given.



PRESS HIGHLIGHTS SOCIAL MEDIA REACH



3,020
FOLLOWERS



LIKES
9.5K

9.7K
FOLLOWERS



(FORMERLY TWITTER)

1,459
FOLLOWERS

EVENTS 2024 AT A GLANCE

29th Annual Glendale Cruise Night

The 29th Annual Glendale Cruise Night took place on Saturday, July 20, 2024, with an estimated 40,000 people in attendance. 390 classic and modified import cars filled Brand Blvd. from Broadway to Doran St., with visitors walking the streets to see the cars, eat at our local downtown restaurants, and listen to live music. Attendees enjoyed performances by “Tambourine Man – A Tribute to Bob Dylan”, “China Grove – A Doobie Brothers Tribute”, and “The Springsteen Experience – A Tribute to The Boss”. 53 local businesses and organizations hosted booths set up on the street, and local radio and news stations broadcasted live from the event. The event closed with a fireworks display from behind the main stage. Staff secured a total of \$49,500 in sponsorships this year to help offset the cost of the event. BMW was the “Presented By” sponsor at a \$10,000 donation, and Greater Downtown Glendale Association and the City’s Economic Development Department were both “Platinum” sponsors at \$5,000 donations each. The remaining funds were collected from various other sponsors and vendor booths.

Glendale Tech Week 2024

Glendale Tech Week 2024 brought together nearly 3,000 founders, investors, and community members across 22 impactful events, celebrating the region’s thriving tech ecosystem. The week highlighted the energy and creativity of Glendale’s tech community, fostering valuable connections and knowledge exchange. From insightful industry panels to the dynamic Demo Day pitch competition, the event underscored the strength and innovation of the local tech scene. One of the standout moments was TACTUN’s victory in the Demo Day Pitch Competition, where the company won a prize package valued at over \$20,000. TACTUN, a spin-off from RAFA Solutions, develops AI-ready hardware controllers and no-code platforms, driving increased productivity and real-time decision-making in smart machinery.

The week also featured the recognition of David Yeom, CEO of Glendale-based Evite, who received a commendation from Glendale Mayor Elen Asatryan for his contributions to the local tech community and his recent honor as EY 2024 Greater LA Entrepreneur of the Year. Other highlights included a series of thought-provoking panels and the exciting closing ceremony, which capped off the week with memorable moments. As Glendale continues to grow its tech ecosystem, Tech Week has proven to be an essential platform for sparking collaboration, sharing knowledge, and showcasing the region’s growing influence in the tech world.

International Women’s Day

On March 8, 2024, the Greater Downtown Glendale Association hosted its annual International Women’s Day Event at the elegant MYA Rooftop at The Glenmark Hotel. Centered around the global theme of “Inclusion,” the evening featured a powerful keynote address by Corinne Verdery, CEO of Caruso. Sponsored by Glendale Massage Envy, Glendale Chamber of Commerce, Adventist Health Glendale, and The Glenmark Hotel, the event brought together over 100 guests for an inspiring evening of networking, community-building, and celebration.

Guests enjoyed tray-passed appetizers, beverages, and vibrant conversations in a dynamic setting that underscored the importance of fostering inclusive communities. The event’s success was amplified by an increase in social media reach and local community outreach, showcasing the power of local partnerships and engagement. This memorable evening not only honored the contributions of women but also laid the groundwork for future growth and collaboration in the Glendale community.




 **SAVE THE DATE**

INTERNATIONAL **WOMEN'S DAY** CELEBRATION

#ACCELERATEACTION

SPECIAL GUEST SPEAKER

MAYOR ELEN ASATRYAN

 **MARCH 7, 2025 | 2:00 PM TO 5:00 PM**
MYA ROOFTOP @ THE GLENMARK HOTEL

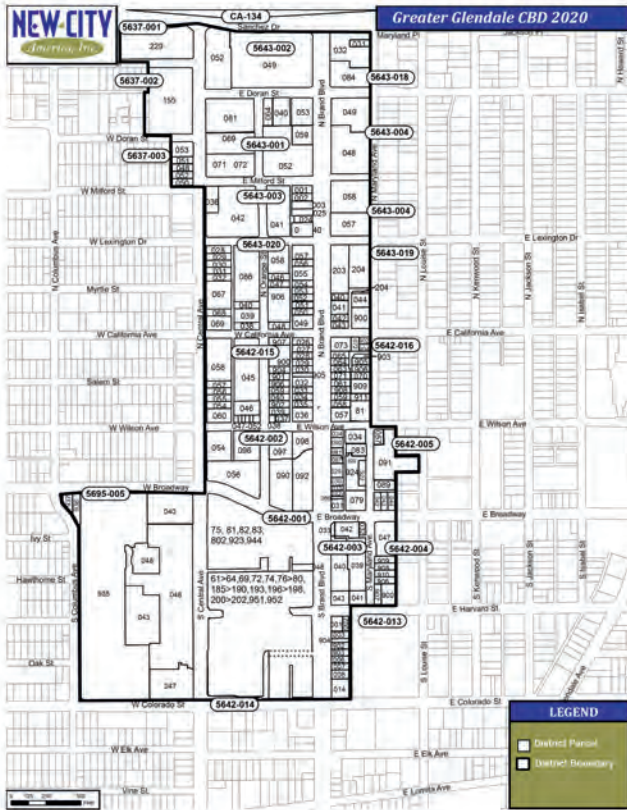


NEW BUSINESSES THAT OPENED IN GREATER DOWNTOWN GLENDALE IN 2024

- StretchMed
- WILLIAM & COMPANY
- Cavi Sushi
- PAAPAIIBBQ GLENDALE LLC
- DON DAISYS INC
- Wallflower Market LA
- No Easy Props
- Refresh Beauty & Wellness
- Katsu Bar and Sushi
- Greek Bistro
- Martial Arts History Museum
- Mejuri
- ASRV
- Converse
- The Center for Armenian Arts
- Melissa
- Cool Bites Patisserie
- My Little Shop
- POP Mart
- Christy's Foundation
- Popeyes
- Panini Kabob Grill
- Savage Fenty
- Bottega Veneta
- Louis Vuitton
- Rookie Kids
- La La Land Kind Café
- K Photolavie
- Miniso
- SeaButter
- Kpop Station
- Korheim
- Lacoste
- Brandy Melville
- Edikted



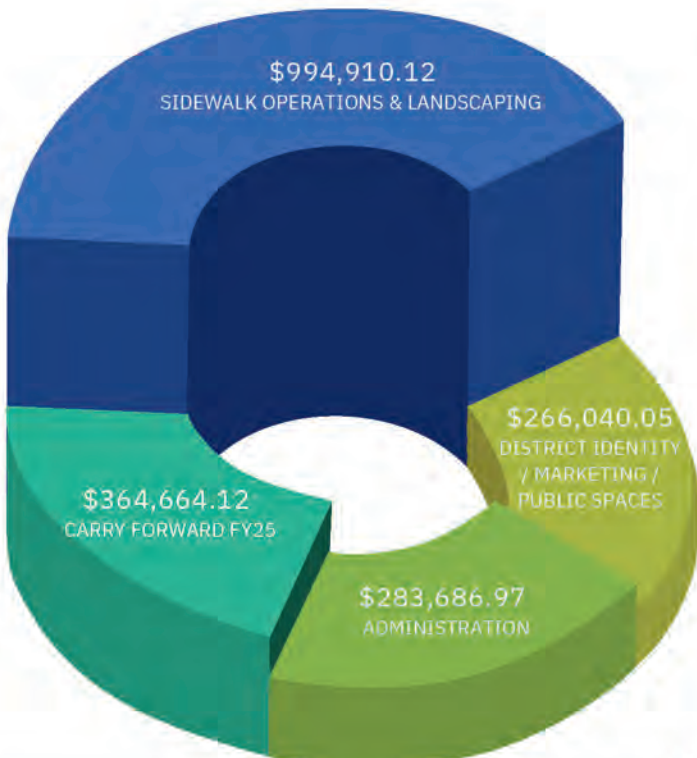
GDGA COMMUNITY BUSINESS DISTRICT MAP



GREATER DOWNTOWN GLENDALE ASSOCIATION

2024 EXPENSES

Total - \$1,909,301.26



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
- Judee Kendall**
Board Member
Glendale Chamber of Commerce
- Craig Gorris**
Board Member
Glendale Galleria | Brookfield Properties

2025

- Randy Stevenson**
President | Executive & SOBO Committee Chair
Stevenson Real Estate
- Rick Lemmo**
Vice President
Director of Government Relations
The Americana at Brand | Caruso
- Craig Gorris**
Vice President
Glendale Galleria
Brookfield Properties
- Raul Porto**
Secretary | Porto's Bakery
- Helen McDonagh**
Treasurer | DISI Committee Chair
Massage Envy Glendale
- Bradley Calvert**
Board Member City of Glendale
- Judee Kendall**
Board Member
Glendale Chamber of Commerce
- David Tonoyan**
Board Member | Dot818

The Greater Downtown Glendale Association is managed by New City America

Executive Director
Marco Li Mandri

District Manager
Ryan Huffman



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**CONNECT TO GREATER
DOWNTOWN GLENDALE:**

downtownglendale.com

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