



GREATER DOWNTOWN  
**GLENDALE**  
ASSOCIATION

# ANNUAL REPORT 2025

## LETTER FROM THE PRESIDENT

**Randy Stevenson**

*President of the Greater Downtown Glendale Association | Stevenson Real Estate Services*

### Looking Forward to More Great Changes in Downtown

Though the pandemic is in many of our rear-view mirrors, some business districts that suffered greatly have not returned to their 2019 economic status. Whether it be natural or man-made disasters, Downtown Glendale has held its own under a very intense year for the Los Angeles region. From the fires to the massive rainstorms to the impact of international trade in the region, many businesses face great challenges as we enter 2026.

We are now  $\frac{1}{4}$  of the way through the 21st century and Downtown Glendale is stronger than ever and growing by leaps and bounds. Thousands of new residential units are planned or under construction right now and the demand for living in Downtown Glendale is stronger than ever. New businesses and new restaurants continue to open since Downtown has become a regional draw.

When the property owners of Downtown Glendale agreed in 2013 to create this new financing mechanism, the Downtown Glendale Community Benefit District, no one anticipated that the ultimate land use would be so tilted toward mixed use development on the site of former, decades old, major department stores. Whereas the office building economy was the economic foundation of nearly every major city's downtown from 1946 to 2020, our Downtown Glendale is quickly evolving into a new "city neighborhood," akin to some of the more significant models of city neighborhoods in New York City, Chicago, San Diego, Dallas and other growing areas of the country.

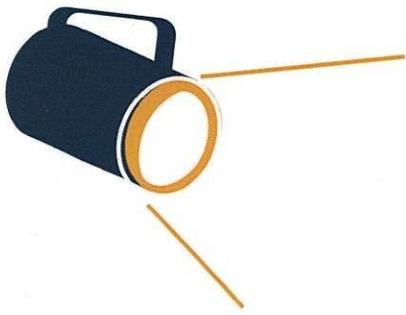
While it will take some time for Class B and Class C offices to be redeveloped or retrofit into housing, our inventory of Class A office tenants remains strong. From an economic development standpoint, what makes Downtown Glendale so attractive is the great mix of restaurants, retailers, high density residential and service businesses, anchored in the south end by the Glendale Galleria and the Americana at Brand and the north end by Trader Joe's and Walgreens. Travel from north of the 134 Freeway to the southern boundary of the District at Colorado is safe, attractive, decorated with every changing season and very, very pedestrian friendly.

Our job, as the Greater Downtown Glendale Association, is to continually improve the District. Our key project that began before COVID has been to link the north and south of the District with the beautification of the Brand Boulevard and Central Avenue bridges that link the north and south together. Many exciting things are occurring north of the 134 Freeway and there is a boom in new housing planned in and around this corridor.

Rest assured that the property and business owners who constitute the Board of Directors are keenly aware that we represent ALL property owners in the District. Our work with the City Manager's office, the Mayor and the City Council is always driven by the desire to make this the most dynamic place to own property, live, work and visit in the entire San Fernando Valley. For regular updates on activity in the District, please watch for our new, upcoming quarterly newsletter, which we hope to launch in early spring 2026.

Best of luck in the new year and let us work together to keep our Downtown Glendale neighborhood the best place to be.

**-- RANDY STEVENSON**



# PRESS HIGHLIGHTS

## SOCIAL MEDIA REACH

 **3,919**  
FOLLOWERS

 **9,700**  
FOLLOWERS

**145.9K**  
VIEWS

**81K**  
REACH

 **1,409**  
FOLLOWERS

## GDGA AMBASSADOR STATS

 **20,354** trash bags collected, each bag sized at 45-gallons

 **2,021** recommendations given, inclusive of directions and parking

 **376,500** pounds of litter picked up off the streets and sidewalks

 **2,904** graffiti tags, stickers & posters removed

 **249** reports filed, including broken city property, extensive graffiti, and illegal dumping

 **367** shopping carts returned to businesses or removed from the district

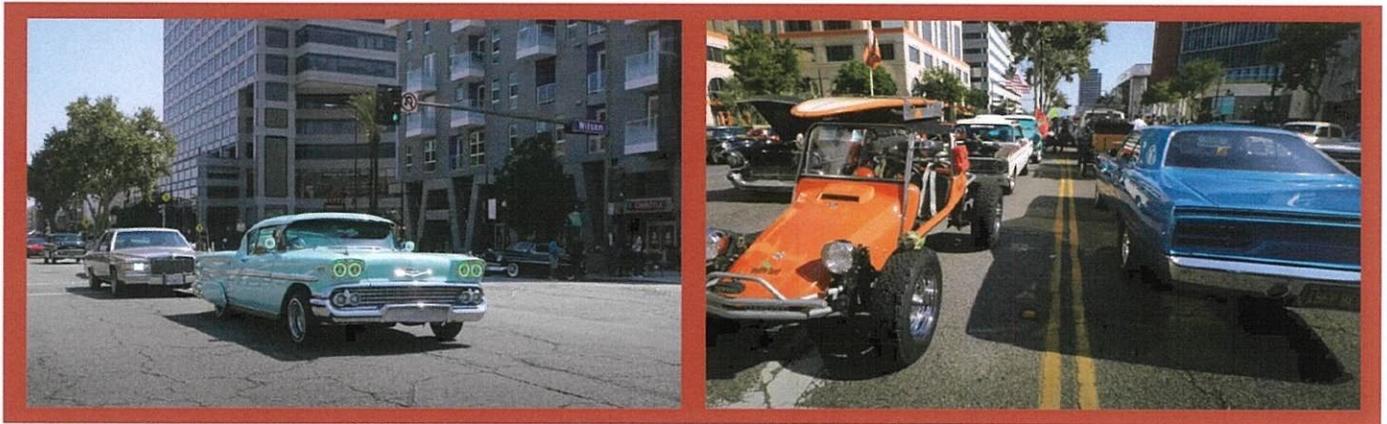
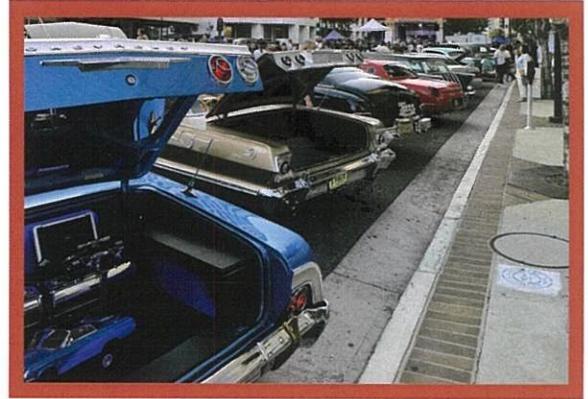
 **397** clean ups performed of bio waste and human waste

 **383** homeless outreach performed relating to business calls and disturbances

## CRUISE NIGHT

The 30th Annual Glendale Cruise Night took place on Saturday, July 19, 2025, with an estimated 45,000 people in attendance. 358 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 Scot Bruce – Elvis the Early Years, The PettyBreakers and Kenny Metcalf as Elton John. 54 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 \$42,500 in sponsorships this year to help offset event costs. BMW served as the "Presented By" sponsor with a \$10,000 donation, and Greater Downtown Glendale Association was a "Platinum" sponsor with a \$5,000 donation. The remaining funds were collected from various other sponsors and vendor booths.



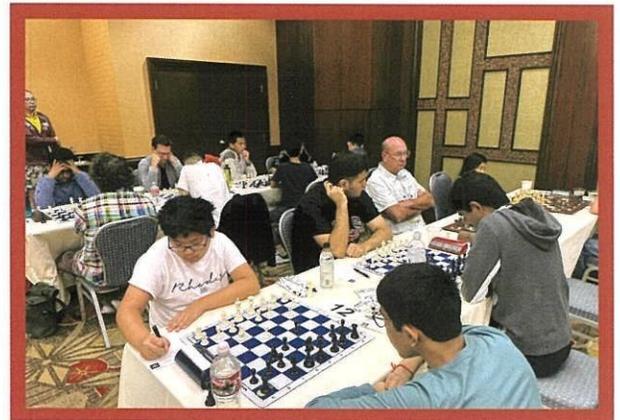
## CHESS TOURNAMENT

Glendale made history by hosting the California State Open Chess Tournament from August 29 to September 1, 2025—marking the first time in the event's more than 30-year history that it came to the city.

The tournament drew 300 elite chess players from across the country, along with coaches, families, and spectators for five days of strategic competition.

Presented by the American Chess Academy and the City of Glendale in partnership with the Southern California Chess Federation and dot818, the event underscored Glendale's growing reputation as a destination for intellectual excellence and community engagement.

Mayor Elen Asatryan called the tournament a "monumental moment" for the city, reflecting its commitment to education and strategic excellence.



# NEW BUSINESS OPENINGS

## JANUARY

Robeks Juice  
Narz Esthetics LLC  
9 Lives Tattoos

## MAY

Prego Mesh  
Anthropologie (Relocated)  
Sanz Sweet Side  
United Color of Benetton

## SEPTEMBER

HeyTea  
Omega  
Boom Dog

## FEBRUARY

Wallflower Market LA  
Cecile Trattoria

## JUNE

Trophy Yoga  
Marbe Designs  
Princess Polly  
Le Brand  
Si Roma Fine Panini  
RoriNails - Mani Jewelry  
Nu-Wave Global LLC

## OCTOBER

Psycho Bunny  
Skyline Pitch LA  
Levi's Store  
Robo Hunters  
Urban Outfitters  
(Relocated)  
Paradise Dynasty  
Le Shrimp Noodle

## MARCH

True Classics  
Fat Sal's Deli  
Chalice Collectibles  
Boba Moba  
Lunch Time  
Salon Republic LLC

## JULY

Venchi  
Free People Movement  
Intermod Mens Wear  
Waerith

## NOVEMBER

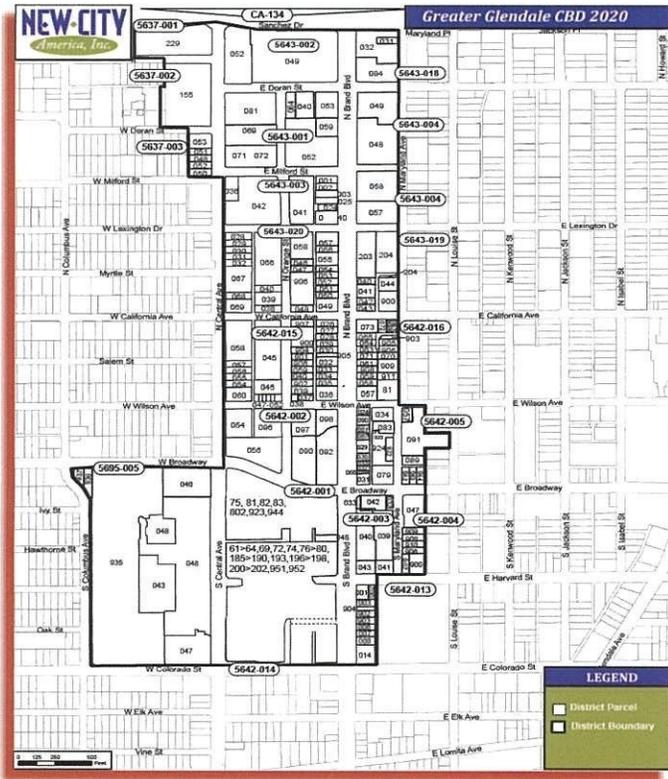
Player One VR World  
Cole Haan  
A|X Exchange  
FUWA Ramen & Grill

## APRIL

Vegan Foodie Bowl  
The Bar - Handrolls by SeaButter  
Little Corner Café  
Ganga Beauty Salon  
Regent X Coffee Bar

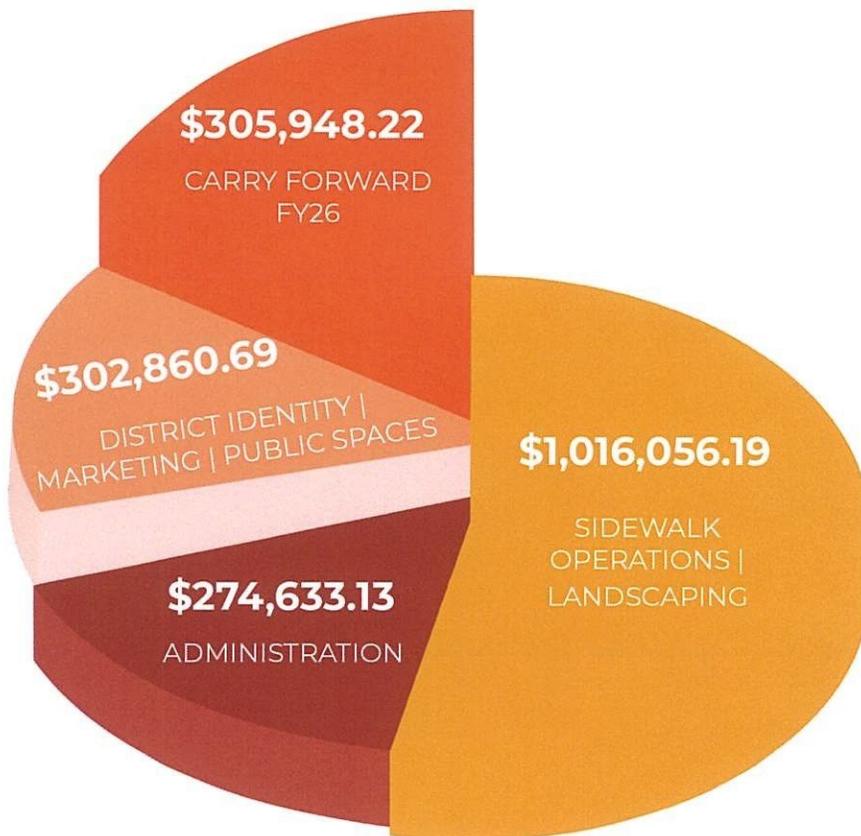
## AUGUST

The Muse Room  
Legacy Comics and Cards  
(Relocated)



**DOWNTOWN GLENDALE ASSOCIATION**

**2025 INCOME — \$1,899,498.23**



**BOARD OF DIRECTORS**

**2025**

**Randy Stevenson**  
President | Executive & SOBO Committee Chair | Stevenson Real Estate

**Rick Lemmo**  
Vice President | Director of Government Relations | Caruso

**Helen McDonagh**  
Treasurer | DISI Committee Chair | Massage Envy Glendale

**Craig Gorris**  
Vice President | Glendale Galleria | Brookfield Properties

**Raul Porto**  
Secretary | Porto's Bakery

**Bradley Calvert**  
Board Member | City of Glendale

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

**David Tonoyan**  
Board Member | Dot818

**2026**

**Randy Stevenson**  
President | Executive & SOBO Committee Chair | Stevenson Real Estate

**Rick Lemmo**  
Vice President | Director of Government Relations | Caruso

**Helen McDonagh**  
Treasurer | DISI Committee Chair | Massage Envy Glendale

**Jake Demirchyan**  
Board Member | The Americana at Brand

**Raul Porto**  
Secretary | Porto's Bakery

**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**    Financial Management **Shirley Zawadzki**

# 2025 EVENTS AT A GLANCE

## INTERNATIONAL WOMEN'S DAY

The Greater Downtown Glendale Association hosted its fifth annual International Women's Day event on Friday, March 7, at the MYA Rooftop at the Glenmark Hotel. Themed "Accelerate Action," the gathering brought together over 100 attendees to celebrate women's empowerment and advocacy. Mayor Elen Asatryan served as keynote speaker, choosing to speak from the heart rather than from prepared remarks. GDGA President Randy Stevenson introduced Helen McDonagh, owner of Massage Envy Glendale and GDGA board member, who facilitated the event's tradition of attendee introductions.

Asatryan's address centered on three core principles: recognizing self-worth, refusing to hold back, and asking critical questions. She emphasized that when women understand their value, they advocate more effectively for themselves professionally and personally. Since taking office in 2022, she has championed progressive policies and made clear that supporting women requires action beyond words—reflected in votes and policies that create real change.



## GLENDALE CHAMBER AWARDS & STATE OF THE CITY LUNCHEON

The Glendale Chamber of Commerce celebrated the city's most impactful leaders at its March 2025 Awards and State of the City Luncheon. Randy Stevenson, president of Stevenson Real Estate Services and the Greater Downtown Glendale Association, received the prestigious Man of the Year award, joining a distinguished group of honorees: former Mayor Paula Devine (Humanitarian of the Year), the Glendale Police and Fire Departments (Community Excellence Award), Nothing Bunt Cakes – Glendale (Business of the Year), and Jennifer Schultz Bertolet, president of David N. Schultz, Inc. (Woman of the Year). Mayor Elen Asatryan delivered the State of the City address.

In his acceptance speech, Stevenson highlighted Glendale's world-class public safety agencies, its growing appeal as a regional hub for living, working, and retail, and the strength of its entrepreneurial business sector. Having invested more than fifty years in Glendale's development, Stevenson reaffirmed his commitment to supporting the city's continued growth and prosperity.





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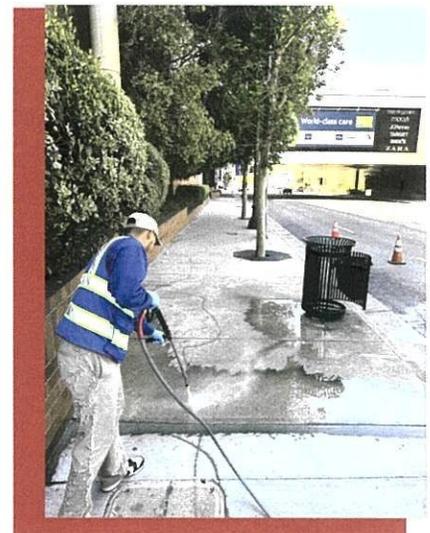
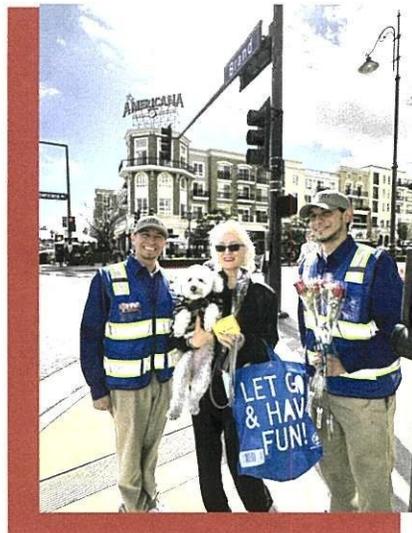
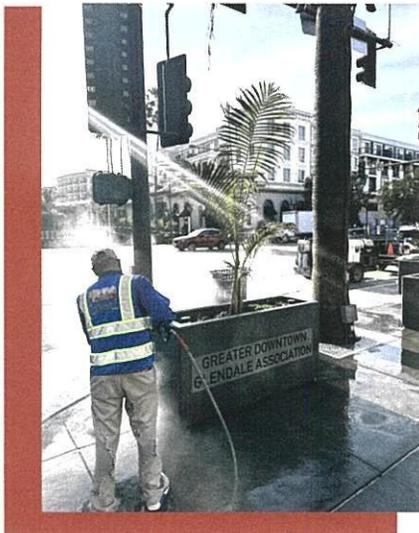


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[info@downtownglendale.com](mailto:info@downtownglendale.com)





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