



**Downtown Glendale Association
Board of Directors Meeting
Wednesday, April 24th, 2024 - 10:00 a.m.
100 N. Brand Blvd., 6th Floor Conference Room
Glendale, CA 91203**

For information related to access to this call, please call the Greater Downtown Glendale office at (818) 476-0121

AGENDA

1. **Introductions – President Rick Lemmo**
2. **Approval of February 7th, 2024, Board Minutes** *Action Item*
3. **Announcements, public comment**
4. **City Update on current projects:**
 - a. Status on Bridge Link project, purchase and timeline
 - b. Project review work in having presentations on new developments and projects – still waiting
 - c. New businesses opening in Downtown
 - d. Estimate on office vacancy rate in Downtown – need data
 - e. Hand billing issues with the City
 - f. Glendale's Proposed Plastic Waste Reduction Ordinances Proposed Plastic Waste
5. **(Executive Committee)**
 - a. YTD Rough draft Budget review for FY 24 *Action Item*
 - b. Allocation of funds for International Downtown Association *Action Item*
Conference in September in Seattle, Ryan to investigate costs for membership, hotel and travel and membership in the IDA. Cost of 3 attendees, possible considerations for Board Members as well, for September 11 – 13, not to exceed \$4,000 including membership annual costs. Assign to Executive Committee for approval paid for out of Contingency/Reserve
 - c. 2024 Meeting schedule – as proposed
 - d. Other

**Rick Lemmo, President / Government Relations • Raul Porto, Vice President
Randy Stevenson, Vice President • Helen McDonagh, Secretary / Treasurer
Craig Gorris • Bradley Calvert • Judée Kendall**

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(DISI Committee) – Helen McDonogh

- a. Seasonal decorations - status and need for updating *Action Item*
- b. PR and Social Media report - Mustang
- c. Website update, Sedna Solutions
- d. Update, report on International Women's Day
- e. Events for the year at this point:
 - 1. Cruise Night *Action Item*
 - 2. International Film Festival program *Action Item*
 - 3. RFP for event planner for 2024 *Action Item*
 Events for 2024, new contractor, Angel City Events
 (*assign decision to Executive Committee*)
- f. RFP for PR/Social Media *Action Item*
 (*assign decision to Executive Committee*)
- g. YWCA Sponsorship Request *Action Item*

SOBO Committee – Randy Stevenson

- a. Report from DMS – Nick L
- b. Purchase of tables, chairs and umbrellas *Action Item*
- c. Purchase Planters *Action Item*
- d. Other

6. Other

7. Next Board meeting: _____

8. Adjournment

BROWN ACT: *Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. The Corporation posts all Board and Committee agendas at the meeting room door as well as the DGA office door. Action may not be taken on items not identified as such and posted on the agenda. Meeting facilities may be accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Ryan Huffman at 818 476-0120 x 420 at least 48 hours prior to the meeting.*

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Board of Directors Meeting
Wednesday, February 7th, 2024 – 10:00 a.m.
100 N. Brand Blvd, 6th Floor Conference Room
Glendale, Ca 91203
www.downtownglendale.com**

Present: Rick Lemmo, Randy Stevenson, Helen McDonagh, Judee Kendall, Craig Gorris

Absent: Bradley Calvert, Raul Porto

Guests: Shaun Carlson/Glendale Police Department

Staff: Emma Frawley/Mustang Marketing, Marco Li Mandri and Ryan/NCA, Nick Lemmo/DMS

Minutes:

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	President Rick Lemmo, called the meeting to order at 10:00 am. Introductions were completed. Rick, Randy, Helen, Craig and Judee were in-person; voting members, consistent with the Brown Act rules. Quorum was met.	No Action Taken
2. Approval of the November 15th, 2023 Board Minutes	The minutes from the November 15 th , 2023 Board meeting were reviewed.	Helen moved and Randy seconded the motion to approve the minutes from the November 15th, 2023 Board meeting. The minutes were

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		approved unanimously.
3. Public Comments and Announcements	<p>Randy opened the floor for public comments and announcements.</p> <p>a. Shaun Carlson from the Glendale Police Department (GPD) attended the meeting for any questions or comments. Shaun explained that the GPD has been starting early and walking the streets. They have been utilizing the Hope Team and the resources they provide.</p> <p>b. Rick provided an update from the Ambassadors concerns regarding homeless blocking entrances to businesses.</p> <p>c. Marco asked if there was a camping ordinance that was enforced in Glendale.</p> <p>d. Having Officers follow up with the reporting party when a complaint was discussed.</p> <p>e. Street vending was discussed regarding selling food, goods, and performing. GPD stated that the county code enforcement will come out to conduct inspections.</p>	No Action Taken
4. City update on current projects	Marco reviewed the following updates with the Board of Directors:	
a. Annual Report process/printed in January	Rick announced the report was printed on time and each city council member was given an annual report. The reports were mailed to all property owners too.	No Action Taken
b. Annual report to City Council – Report	Rick gave an update that he presented the annual report to council that covered the 2023 Annual Report and the 2024 draft budget. The council report went very well.	No Action Taken
c. Status on Bridge link project, purchase and timeline	Marco explained to the Board the concept behind the bridge link design. Staff will reach out to the city for an update on the purchase timeline and status.	No Action Taken
d. Project review work and have presentations on new developments and projects	Marco explained the Board of Directors should receive updates on projects that are happening within the district boundaries. Two projects that he would like an update on is the development at the corner of Orange and Brand and the old Sears building. Staff will ask the city to provide a report at the next meeting.	No Action Taken
e. New Businesses opening in Downtown	Staff will ask for a list of new businesses in the district to be shared at the next meeting.	No Action Taken

e. Estimate on office vacancy rate in downtown	The Board discussed needing to know the office vacancy rate. It was discussed that vacancy rates can be as high as 30%. Staff will ask the city for an update.	No Action Taken
f. Hand Billing Issues with the City for 2023	Marco explained that with the City is working to figure out an issue with the hand billing of properties from 2023. NCA Staff is aggressively working with the City to try and figure out the reason the funds have not been received yet.	No Action Taken
5. Committee Reports		
Executive Committee	Marco and Rick went through the following items:	
a. Review of YTD Rough Draft FY24 budget	<p>a. Marco reviewed the budget, balance sheet, collected assessments, and carry forward. Marco reviewed the ADMIN, DISI, and SOBO categories. All categories are under budget. Marco’s staff is looking into the uncollected assessments. The district still has almost \$150,000 in non-paid hand billed assessments which are the responsibility of the City’s collection process.</p> <p>b. Staff requested to know if outdoor dining tables and chairs should be replaced. It was discussed for staff to research recommended items to purchase, cost for stocking them, storage, and bring it back as an action item at the next meeting.</p> <p>c. Helen recommended walking the district to see it.</p> <p>d. Craig asked for the stickers that were installed with the city to be removed if they were not legible anymore.</p> <p>Discussion followed.</p>	Helen moved and Craig seconded the motion to approve the FY24 rough draft budget. The motion was approved unanimously.
b. Allocation of funds for International Downtown Association West Coast Conference in San Diego, February 28th – March 1st. Send Nick, Ryan, and Javier for 1 night. Estimated cost, not to exceed \$1,500	Marco explained the West Coast conference and the benefits of attending. Discussion followed.	Randy moved and Helen seconded the motion to authorize the attendance of the IDA conference, not to exceed \$1,500. If two nights are needed at the hotel for safety, an extra night can be added and will be

paid out of reserve.		reimbursed after providing a receipt. The motion was approved.
c. 2024 Monthly Meeting Schedule	The Board set the next meeting for April 11 th at 10am. At that meeting, it will be decided if they continue to meet bimonthly or quarterly.	No Action Taken
d. Other	Rick opened the floor for any other comments or questions.	No Action Taken
DISI Committee	Marco and Helen went through the following items:	
a. Seasonal Decorations – Status and need for updating	Staff gave an update that spring displays need to be air brushed. Staff will prepare a request for more displays at the next meeting.	No Action Taken
b. PR and Social Media Report	Emma gave a brief update from Mustang Marketing.	No Action Taken
c. Website update, Sedna Solutions	Staff announced Sedna has loaded the international women’s event ticket listing to the website.	No Action Taken
d. Events for 2024 – New contractor Angel City Events	After International Women’s Day the DISI Committee will meet to discuss future events.	No Action Taken
e. Int. Women’s Day event, update and allocation of funds.	Helen gave an update on the event. Discussion Followed.	Rick moved and Helen seconded a motion to increase the funding for International Women’s Day to not to exceed \$15,000 to host the event with no less than 100 ticket sales unless Helen and Rick authorize differently. The motion was approved unanimously.
f. Other	Helen opened the floor for any other comments.	No Action Taken

SOBO Committee	Randy went through the following items:	
a. Update from DMS	Staff gave an update on homeless in the district.	No Action Taken
6. Other	Randy opened the floor for any other discussions or questions.	No Action Taken
7. Next Meeting	The next meeting will be Thursday, April, 11 th at 10am. It will be held at 100 N. Brand Blvd, on the 6 th floor.	No Action Taken

Minutes taken by Ryan, Staff/New City America

Downtown Glendale Association
2024 DRAFT Budget 12/01/2023 - 11/30/2024

Income

	<u>APR 2024</u>	<u>Dec 1, 23' - Apr 19 24'</u>	<u>Year-to-Date</u>	<u>Annual Budget</u>
Assessment Income	186,793.35	884,729.49	884,729.49	1,490,988.62
Previous FY A/R Assessments		0.00	0.00	152,735.68
Carry Forward		302,454.87	302,454.87	302,454.87
Non Assessment				
Interest Income		132.52	132.52	
Total	<u>186,793.35</u>	<u>1,187,316.88</u>	<u>1,187,316.88</u>	<u>1,946,179.17</u>

Expense

Administration

	Total					
	<u>APR 2024</u>	<u>Actual YTD Spent</u>	<u>Projected YTD</u>	<u>% Spent Budget</u>	<u>Annual Budget</u>	<u>% Annual Budget</u>
Travel		1,213.71	625.00	0.00%	1,500.00	0.08%
Telecommunications	873.78	2,570.52	2,916.67	36.72%	7,000.00	0.36%
Staff Contract	19,687.50	98,437.50	98,437.50	41.67%	236,250.00	12.14%
Printing & Copying		215.72	833.33	10.79%	2,000.00	0.10%
Postage & Mail		187.19	416.67	18.72%	1,000.00	0.05%
Office Supplies	27.65	69.30	1,250.00	2.31%	3,000.00	0.15%
Memberships	149.08	149.08	416.67	14.91%	1,000.00	0.05%
Insurance Liability	(40.00)	7,105.00	2,916.67	101.50%	7,000.00	0.36%
Legal Fees		0.00	2,083.33	0.00%	5,000.00	0.26%
Board Meetings	79.94	145.48	208.33	29.10%	500.00	0.03%
Bank Charges		0.00	83.33	0.00%	200.00	0.01%
Accounting Fees		0.00	3,333.33	0.00%	8,000.00	0.41%
Admin - Misc.		0.00	4,166.67	0.00%	10,000.00	0.51%
Total Administration	<u>20,777.95</u>	<u>110,093.50</u>	<u>117,687.50</u>	<u>38.98%</u>	<u>282,450.00</u>	<u>14.51%</u>
Reserves		0.00	84,678.82	0.00%	203,229.17	10.44%
	<u>0.00</u>	<u>0.00</u>	<u>84,678.82</u>	<u>0.00%</u>	<u>203,229.17</u>	<u>10.44%</u>

	APR 2024	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
DISI						
Business Attraction		500.00	8,333.33	2.50%	20,000.00	1.03%
Advertising	40.00	1,249.00	4,166.67	12.49%	10,000.00	0.51%
Annual Report		841.31	416.67	84.13%	1,000.00	0.05%
Banners		7,214.08	8,333.33	36.07%	20,000.00	1.03%
Events Coordinator		7,000.00	11,666.67	0.00%	28,000.00	1.44%
Mobile App	40.00	1,040.00	1,250.00	34.67%	3,000.00	0.15%
Public Relations	3,150.00	15,750.00	17,500.00	37.50%	42,000.00	2.16%
Placemaking		0.00	25,000.00	0.00%	60,000.00	3.08%
Rent, Parking, Utilities	1,110.10	5,486.73	6,250.00	36.58%	15,000.00	0.77%
Seasonal Displays	14.29	991.32	56,250.00	0.73%	135,000.00	6.94%
Special Events		2,425.00	8,333.33	12.13%	20,000.00	1.03%
Chamber of Commerce		2,500.00	9,166.67	11.36%	22,000.00	1.13%
City Events		0.00	4,166.67	0.00%	10,000.00	0.51%
International Women's Day	197.24	13,800.29	4,166.67	138.00%	10,000.00	0.51%
Special Projects		0.00	8,333.33	0.00%	20,000.00	1.03%
Videos		0.00	833.33	0.00%	2,000.00	0.10%
Website	800.00	3,160.00	3,125.00	42.13%	7,500.00	0.39%
Total DISI	5,351.63	61,957.73	177,291.67	14.56%	425,500.00	21.86%
SOBO						
Maint. Provider & Ops. Director	70,000.00	350,000.00	350,000.00	41.67%	840,000.00	43.16%
Rent, Parking, Utilities	2,538.40	12,262.52	12,500.00	40.88%	30,000.00	1.54%
Fuel	324.30	7,211.13	11,250.00	26.71%	27,000.00	1.39%
Public Space Maintenance	102.97	5,106.22	20,833.33	10.21%	50,000.00	2.57%
SOBO Misc.		1,912.38	4,166.67	19.12%	10,000.00	0.51%
Capital Improvements		0.00	4,166.67	0.00%	10,000.00	0.51%
Supplies	1,419.46	6,058.95	8,333.33	30.29%	20,000.00	1.03%
Uniforms	117.35	2,230.04	4,166.67	22.30%	10,000.00	0.51%
Ambassador Welfare	336.12	2,319.83	8,333.33	11.60%	20,000.00	1.03%
Truck / P.W. Maintenance	306.92	1,731.35	4,166.67	17.31%	10,000.00	0.51%
Automobile Insurance		0.00	3,333.33	0.00%	8,000.00	0.41%
Total SOBO	75,145.52	388,832.42	431,250.00	37.57%	1,035,000.00	53.18%
TOTAL EXPENSES	101,275.10	560,883.65	810,907.99	28.82%	1,946,179.17	100.00%



The International Downtown Association and co-host, **Downtown Seattle Association**, are proud to present the 70th Annual Conference & Marketplace in Seattle, Washington, on September 11-13, 2024. The 2024 theme, *Inspiring Innovation & Impact*, will encourage inspired leaders shaping cities around the globe to innovate, push boundaries, take risks and further the impact within their own distinct cities. Attendees will have the opportunity to share best practices, discover new ideas, build successful partnerships and explore emerging solutions. IDA attendees will have a chance to explore many of downtown's 12 neighborhoods – a mixture of historic and modern – as well as surrounding districts, each with their own unique character, and hear from some of the brilliant minds behind the companies and organizations that make Seattle tick.

Cost for 1

Registration Cost = \$1,025
Hotel \$380 (avg) nightly x 4 = \$1,520
Flights = \$400
Misc. Expenses = \$515
Total = \$3,460

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April 2024 Board Meeting

Prepared by Mustang Marketing

[Organic Social](#)

From: Mar 12, 2024 Until: Apr 16, 2024

[Overview](#)

Overview of All Accounts

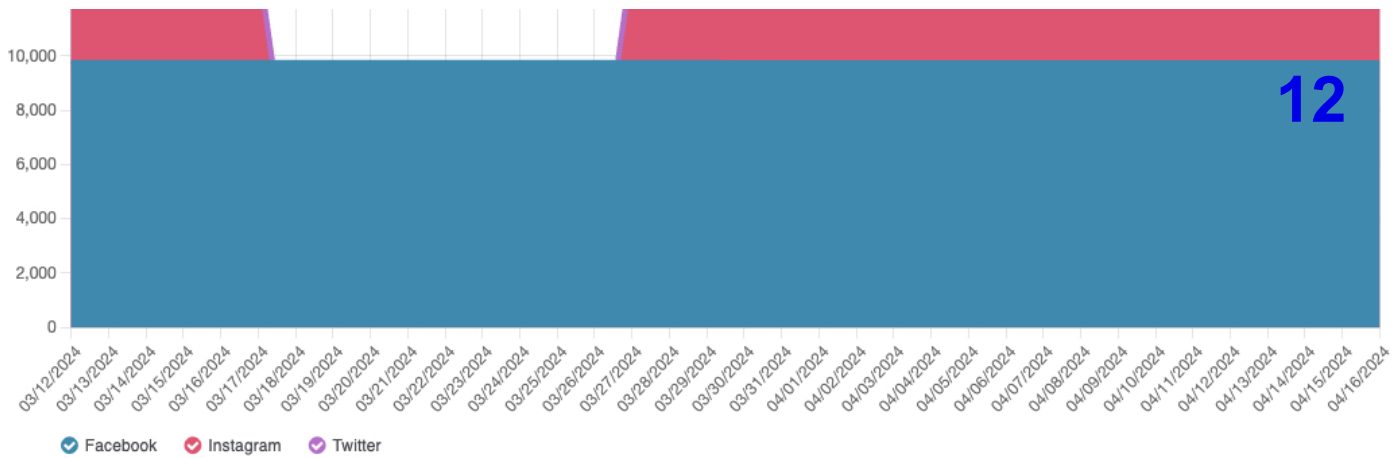
View the progress of all of your accounts on social media. Post engagement and impressions are broken down by day and graphed over time. Any cost metrics include total counts from all social media accounts and website traffic, if applicable.

Audience Growth

Refers to the increase in followers or subscribers on a content platform. Key metrics include Total Followers, Followers Gained, and Followers Lost. These metrics help assess how well a platform is attracting and retaining its audience.

<p>Total Followers ⓘ</p> <p>▲ 249.38%</p> <p>13,699</p>	<p>Followers Gained ⓘ</p> <p>▲ 1.72%</p> <p>59</p>	<p>Followers Lost ⓘ</p> <p>▼ 1.92%</p> <p>51</p>	<p>Facebook Fans ⓘ</p> <p>▼ 0.04%</p> <p>9,616</p>
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Audience Growth Metrics

	Current Period	Comparison Period	% Change
Total Followers	13699	3921	▲ 249.38%
Facebook Followers	9766	0	▲ 976600%
Instagram Followers	2443	2432	▲ 0.45%
Twitter Followers	1490	1489	▲ 0.07%

Exposure

These statistics assess the extent and impact of your content's visibility. Exposure metrics may include impressions, which denote the total number of times your content was viewed, and reach, indicating the distinct number of users who have viewed your content. These metrics offer insights into the distribution of your content and its effectiveness in reaching your target audience.

Impressions ⓘ

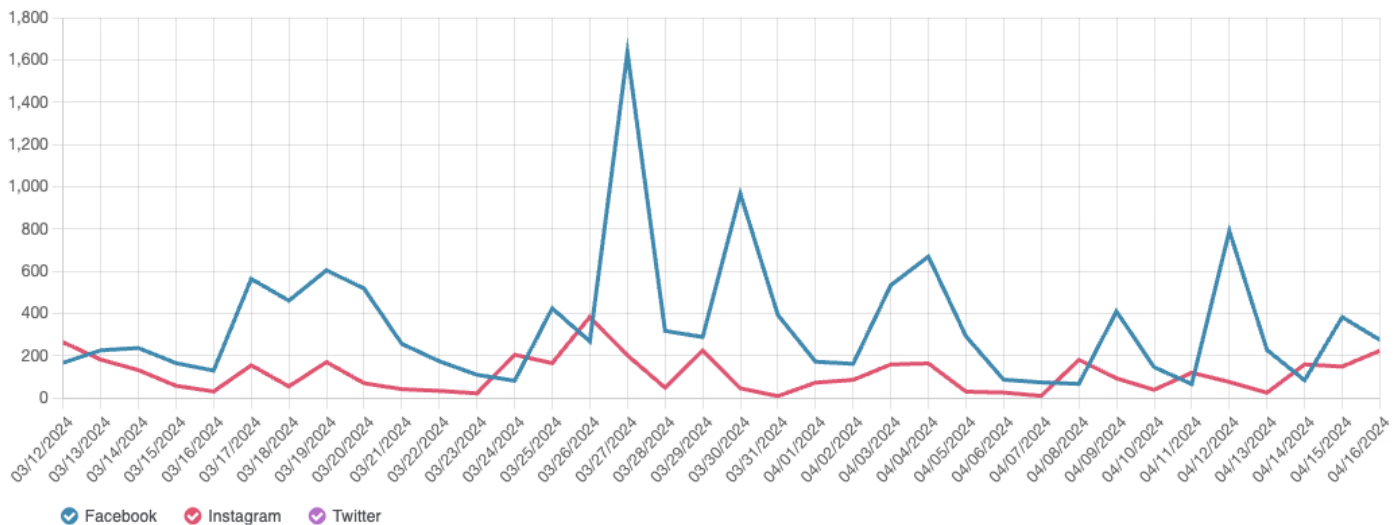
▼ 64.48%

17,016

Reach ⓘ

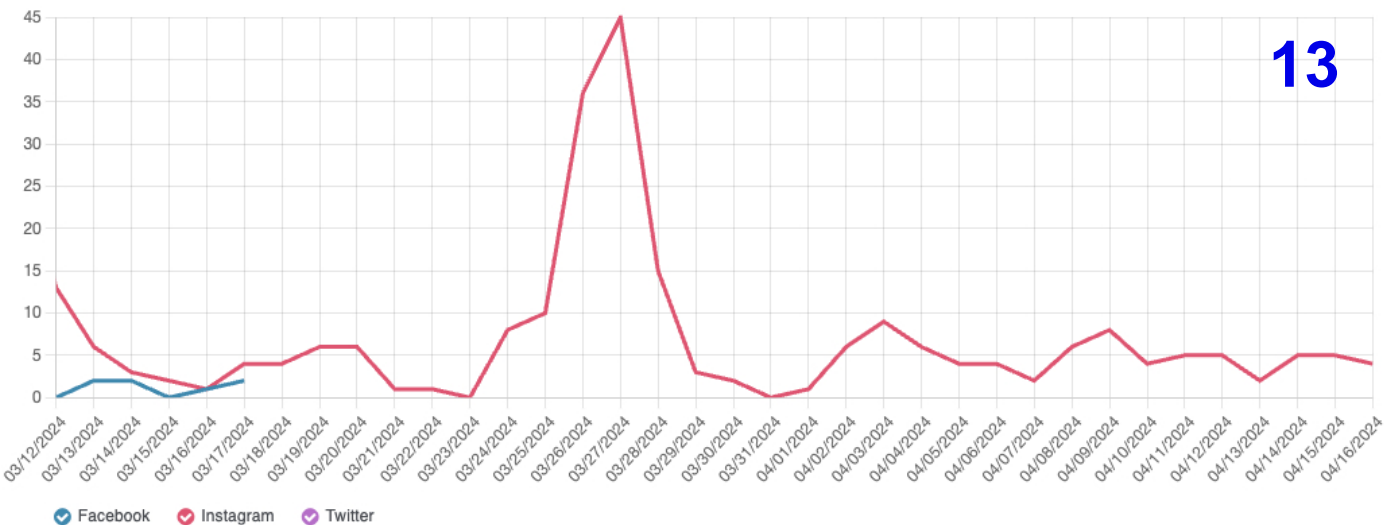
▼ 55.85%

18,772



Exposure Metrics

	Current Period	Comparison Period	% Change
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Engagement Rate Metrics

	Current Period	Comparison Period	% Change
Average Engagement Rate	2	20	▼ 90%
Facebook Engagement Rate	2	27	▼ 92.59%
Instagram Engagement Rate	4	33	▼ 87.88%
Twitter Engagement Rate	0	0	▼ 0%

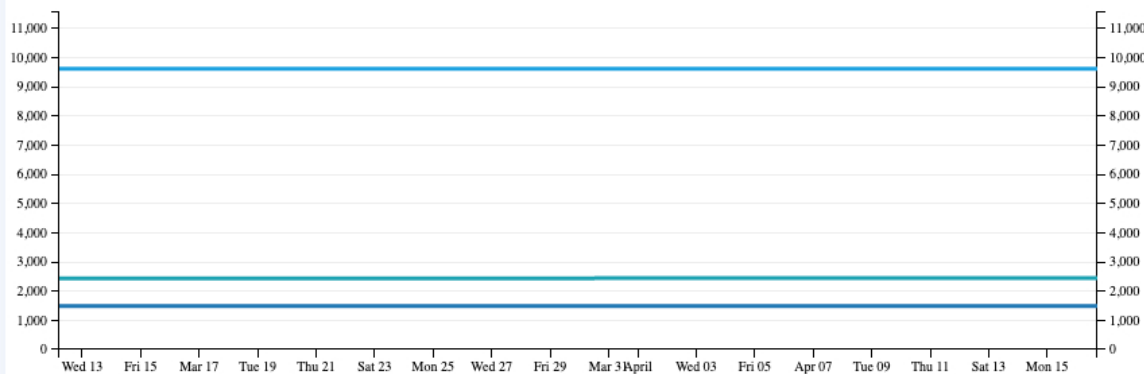
Followers ⓘ ▲ 0.0%

13.6k

Follower Change

Change: 2
 New Followers: 33
 Lost Followers: -31

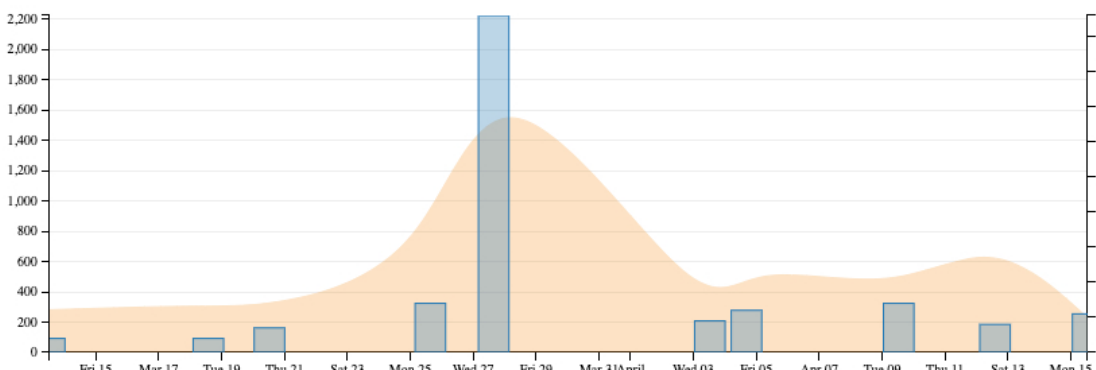
Followers



● Downtown Glendale (Twitter)
 ● Downtown Glendale Association (Instagram)
 ● Downtown Glendale (Facebook)

Post Performance

This Period
 Historical



Total Posts

30

Impressions

5,937

KEY TAKEAWAYS

Attendance: 103
 Great Keynote Speaker
 Décor and event layout created a great environment for all attendees.
 Event Management team organized a great event and was well received by all attendees.

SUGGESTIONS

Invite multiple speakers or a IWD theme specific person
 Increase budget to 15,000
 Find new location to accommodate larger group (if the event is growing).
 Create a networking mixer an hour before the event
 Earlier planning, solicitation and promotion window
 Increase the ticket price

BUDGET

Event Budget: \$10,000
 Expenses: \$13,792.05
 Revenue: \$5,645.00
2024 Total Event Cost: \$8,147.05

2025 Recommended Budget: \$15,000

Registration/Ticket Sale	Budgeted Cost	Budgeted Qty	Budgeted Amt	Actuals	Variance	Notes
2024 Event Ticket Sale	\$45.00	100	\$4,500.00	\$3,645.00	\$855.00	
Type 2	\$0.00	0	\$0.00	\$0.00	\$0.00	
Type 3	\$0.00	0	\$0.00	\$0.00	\$0.00	
Type 4	\$0.00	0	\$0.00	\$0.00	\$0.00	
Total Registration/Ticket Sale Revenue:	\$4,500.00		\$4,500.00	\$3,645.00	\$855.00	
Sponsorship/Donation	Budgeted Cost	Budgeted Qty	Budgeted Amt	Actuals	Variance	Notes
Advertiser Health	\$1,000.00	1	\$1,000.00	\$1,000.00	\$0.00	
Message Emory	\$1,000.00	1	\$1,000.00	\$1,000.00	\$0.00	
Level 3	\$0.00	0	\$0.00	\$0.00	\$0.00	
Level 4	\$0.00	0	\$0.00	\$0.00	\$0.00	
Level 5	\$0.00	0	\$0.00	\$0.00	\$0.00	
Total Sponsorship/Donation Revenue:	\$2,000.00		\$2,000.00	\$2,000.00	\$0.00	
TOTAL COMBINED REVENUE/GRAND TOTAL: BUDGETED AMT \$6,500.00 ACTUAL \$5,645.00 VARIANCE \$855.00 NOTES						
Food & Beverage	Budgeted Cost	Budgeted Qty	Budgeted Amt	Actuals	Variance	Notes
1 hour tray pass (2- 2:30 pm) & (4- 4:45 pm)	\$30.00	100	\$3,000.00	\$3,000.00	\$0.00	
Two well drink tickets per person	\$10.00	200	\$2,000.00	\$2,000.00	\$0.00	
Venue Fee	\$3,000.00	0	\$0.00	\$0.00	\$0.00	Venue Fee Waived by MYA Rooftop
Total Food & Beverage Expenses before Fees:	\$5,000.00		\$5,000.00	\$5,000.00	\$0.00	
Service Charge 21.00%			\$1,050.00	\$1,050.00	\$0.00	
Tax 10.25%			\$620.13	\$620.13	\$0.00	
Credit Card Fee 2.00%			\$50.10	\$50.10	\$0.00	
Total Food & Beverage Expenses:	\$6,720.23		\$6,720.23	\$6,720.13	-\$0.14	
Lodging	Budgeted Cost	Budgeted Qty	Budgeted Amt	Actuals	Variance	Notes
Level 1	\$0.00	0	\$0.00	\$0.00	\$0.00	
Level 2	\$0.00	0	\$0.00	\$0.00	\$0.00	
Level 3	\$0.00	0	\$0.00	\$0.00	\$0.00	
Level 4	\$0.00	0	\$0.00	\$0.00	\$0.00	
Level 5	\$0.00	0	\$0.00	\$0.00	\$0.00	
Total Lodging Expenses:	\$0.00		\$0.00	\$0.00	\$0.00	
Venue Expenses	Budgeted Cost	Budgeted Qty	Budgeted Amt	Actuals	Variance	Notes
AV- WOVA	\$3,780.00	0	\$3,780.00	\$4,779.20	-\$999.20	Credit Card fees included.
Type 2	\$0.00	0	\$0.00	\$0.00	\$0.00	
Type 3	\$0.00	0	\$0.00	\$0.00	\$0.00	
Type 4	\$0.00	0	\$0.00	\$0.00	\$0.00	
Total Venue Expenses:	\$3,780.00		\$3,780.00	\$4,779.20	-\$999.20	
Decor	Budgeted Cost	Budgeted Qty	Budgeted Amt	Actuals	Variance	Notes
Podium, Registration Table Arrangements & Keynote Floral Bouquet Gift, My Glendale Florist	\$400.00	1	\$400.00	\$468.56	-\$68.56	Podium Arrangements
Level 2	\$0.00	0	\$0.00	\$0.00	\$0.00	Registration Table Arrangements
Level 3	\$0.00	0	\$0.00	\$0.00	\$0.00	
Level 4	\$0.00	0	\$0.00	\$0.00	\$0.00	
Level 5	\$0.00	0	\$0.00	\$0.00	\$0.00	
Total Decor Expenses:	\$400.00		\$400.00	\$468.56	-\$68.56	
Entertainment/Speaker	Budgeted Cost	Budgeted Qty	Budgeted Amt	Actuals	Variance	Notes
Digital Photo Booth w/ Photo Print Outs	\$725.00	1	\$725.00	\$600.00	\$125.00	Provides 3 hours of professional quality photos for guests, both prints and digital images with 1 attendee present.
Type 2	\$0.00	0	\$0.00	\$0.00	\$0.00	\$150 Discount
Type 3	\$0.00	0	\$0.00	\$0.00	\$0.00	
Type 4	\$0.00	0	\$0.00	\$0.00	\$0.00	
Total Entertainment/Speaker Expenses:	\$725.00		\$725.00	\$600.00	\$125.00	
Marketing/Advertising/Promotion	Budgeted Cost	Budgeted Qty	Budgeted Amt	Actuals	Variance	Notes
Flyers to be included in Annual Report	\$50.35	1	\$50.35	\$50.35	\$0.00	
Flyers Printed for The Chamber of Commerce	\$177.77	1	\$177.77	\$177.77	\$0.00	
Photographer	\$150.00	1	\$150.00	\$165.00	-\$15.00	Additional \$15 is for parking fees.
Sign & Report	\$270.00	1	\$270.00	\$284.95	-\$14.95	
	\$0.00	0	\$0.00	\$0.00	\$0.00	
Total Marketing/Advertising/Promotion Expenses:	\$648.12		\$648.12	\$678.07	-\$29.95	
Program Expenses/Supplies	Budgeted Cost	Budgeted Qty	Budgeted Amt	Actuals	Variance	Notes
Event 24x36 Signage (3), Event Programs (100), Custom Stickers (200)	\$250.00	1	\$250.00	\$295.00	-\$45.00	
Name Badges w/ Plastic Cover	\$22.00	1	\$22.00	\$22.00	\$0.00	Estimated cost.
Lanyards	\$24.00	2	\$48.00	\$48.00	\$0.00	
Name Badge Printing & QR Code Registration	\$20.00	1	\$20.00	\$20.35	-\$0.35	
Total Program Expenses/Supplies Expenses:	\$326.00		\$326.00	\$385.35	-\$59.35	
Finance Expenses	Budgeted Cost	Budgeted Qty	Budgeted Amt	Actuals	Variance	Notes
Level 1	\$0.00	0	\$0.00	\$0.00	\$0.00	
Level 2	\$0.00	0	\$0.00	\$0.00	\$0.00	
Level 3	\$0.00	0	\$0.00	\$0.00	\$0.00	
Level 4	\$0.00	0	\$0.00	\$0.00	\$0.00	
Level 5	\$0.00	0	\$0.00	\$0.00	\$0.00	
Total Finance Expenses:	\$0.00		\$0.00	\$0.00	\$0.00	
Other Expenses/Misc	Budgeted Cost	Budgeted Qty	Budgeted Amt	Actuals	Variance	Notes
White Tissue Paper	\$7.00	1	\$7.00	\$7.00	\$0.00	Estimated cost.
Drink Tickets	\$16.00	1	\$16.00	\$16.00	\$0.00	
56 pack pocket small purple notebooks	\$16.00	3	\$48.00	\$48.00	\$0.00	
100 purple pens	\$23.00	1	\$23.00	\$23.00	\$0.00	
Acrylic Displays	\$13.00	1	\$13.00	\$13.00	\$0.00	
Question Boxes	\$8.00	1	\$8.00	\$8.00	\$0.00	
Total Other Expenses/Misc. Expenses:	\$121.50		\$121.50	\$121.50	\$0.00	
TOTAL COMBINED EXPENSES/GRAND TOTAL: BUDGETED AMT \$12,734.85 ACTUAL \$13,792.05 VARIANCE -\$1,057.20 NOTES						

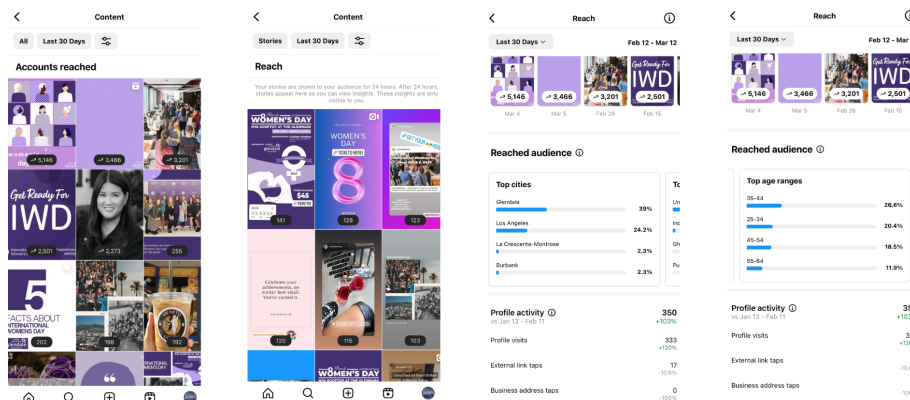
MARKETING

Sponsorship & Community Engagement

- Adventist Health Glendale
 - \$1,000 sponsorship
- Massage Envy
 - \$1,000 Sponsorship
- Glendale Chamber of Commerce
 - Promoted the event on social media and circulated flyers.
- Glendale Central Library:
 - Distributed event flyers to increase community awareness.
- Glendale Commission on the Status of Women:
 - Shared event details and flyers with Commissioners.

Social Media

The social media promotion for International Women's Day (IWD) 2024 utilized a \$250 budget, with \$231 spent on ads from mid-February through March 8. The campaign included seven in-feed posts on Instagram and Facebook, with four posts boosted to a custom audience. Overall, the campaign achieved over 248% more reach than the previous period. In addition to paid promotions, 15 dedicated in-feed posts, 30 Instagram stories, and one in-feed reel were created to engage the audience. Although no ads were run on Twitter, posts averaged 35 impressions each.



PUBLIC RELATIONS

Press outlets targeted

- KTLA
- KABC
- KNBC
- Los Angeles Daily News
- LA Times
- Los Angeles Sentinel
- The San Fernando Sun
- Glendale News Press
- The Foothills Paper
- Crescenta Valley Weekly
- The Eastsider
- Pasadena Star News
- Pasadena Weekly
- Pasadena Now
- San Gabriel Valley Tribune
- South Pasadena Review

Calendar Listings 14, Facebook group listings- 12

- San Fernando Sun
- The Eastsider
- Pasadena News Star
- Pasadena Now
- San Gabriel Valley Tribune
- Discover LA
- [Allinevents.com](https://www.allinevents.com)
- Time Out LA
- DoLA
- LA Weekly
- See California
- LA Live
- Moms of LA
- Official International Women's Day Website



**CITY OF GLENDALE
COMMUNITY SERVICES & PARKS DEPARTMENT**

CRUISE NIGHT 2024 SATURDAY, JULY 20, 2024 ON BRAND BOULEVARD

Naming Sponsor

\$20,000

Benefits include:

- "NAMING SPONSOR NAME brings you the 29th Annual Glendale Cruise Night" wording in all press releases, advertising, media outreach, and on event web page.
- Headline atop banner on all posters, flyers and on main stage banner.
- At least two mentions during stage performance.
- Possible usage of a side street for dedicated sponsor booth/display.
- Collateral materials included in swag bag if provided by sponsor.
- 2 10' x 10' booth set ups on Brand Blvd with electricity if needed.
- Mayor's Commendation presented at the July City Council meeting.
- 3 classic car entries to event and event swag bags.
- Sponsor Name advertised on the Civic Auditorium marquee.
- Sponsor Name and business hyperlink listed on the Cruise Night webpage as a Sponsor.
- Invitation to VIP Reception located backstage on the day of the event.

Presented By Sponsor

\$10,000

Benefits include:

- "The Naming Sponsor brings you the 29th Annual Glendale Cruise Night" presented by (*PRESENTING SPONSOR NAME*)" wording in all press releases, advertising, media outreach, and on event web page.
- Headline atop banner on all posters, flyers and on main stage banner.
- At least one mention during stage performance.
- 1 10' x 10' booth set up on Brand Blvd with electricity if needed.
- Collateral materials included in swag bag if provided by sponsor.
- 2 classic car entries to event and event swag bags.
- Recognition at the Parks, Recreation & Community Services Commission meeting.
- Sponsor Name and business hyperlink listed on the Cruise Night webpage as a Sponsor.
- Invitation to VIP Section located backstage on the day of the event.

Platinum Sponsor

\$5,000

Benefits include:

- Inclusion in press releases.
- Logo placement on flyers, posters, local print ads and on main stage banner.
- 1 10' x 10' booth set up on Brand Blvd with electricity if needed.
- Collateral materials included in swag bag if provided by sponsor.
- 1 classic car entry to event and event swag bag.
- Sponsor Name and business hyperlink listed on the Cruise Night webpage as a Sponsor.
- Invitation to VIP Reception located backstage on the day of the event.

Gold Sponsor

\$1,500

Benefits include:

- Logo placement on flyers, posters, local print ads and on main stage banner.
- Sponsor Name and business hyperlink listed on the Cruise Night webpage as a Sponsor.
- 1 10'x10' booth set up on Brand Blvd.

Vendor Booth

\$500

Benefits include:

- 1 10'x10' booth set up on Brand Blvd.



Heart & Excellence

PERSIMMON DONOR
CIRCLE LUNCHEON

27TH ANNUAL HEART & EXCELLENCE AWARDS

SPONSORSHIP OPPORTUNITIES

Wednesday, May 15, 2024
11:30 AM - 1:00 PM

ANOUSH GLENOAKS BALLROOM
LA BANQUETS
1320 WEST GLENOAKS BOULEVARD
GLENDALE, CA 91201

A LEGACY OF GIVING & SERVICE



Persimmon
DONOR CIRCLE

eliminating racism
empowering women
ywca
Glendale & Pasadena

SPONSORSHIPS

Presenting
\$5,000

Gold
\$2,500

Silver
\$1,000

Friends &
Family
\$500

LISTED ON CORPORATE SPONSOR WEBSITE PAGE FOR ONE YEAR				
RECOGNITION ON MEDIA/PRESS RELEASE				
*PERSIMMON DONOR LEADERSHIP CIRCLE MEMBERSHIP				
AD IN DIGITAL PROGRAM BOOK (PAGE SIZE)	Full Page	Full Page	Half Page	
EVENT TICKETS	20	10	10	2
NAME SCROLLS ON SCREEN DURING EVENT				
LOGO OR NAME ON SOCIAL MEDIA POSTS, PROGRAM, EMAIL BLASTS & EVENT WEBSITE				
*PERSIMMON DONOR CIRCLE MEMBERSHIP				

*Only individual people (as opposed to organizations) can belong to the Persimmon Donor Circle

\$100 - INDIVIDUAL TICKETS
of tickets _____

\$500 - FULL PAGE
(5" x 8")

\$300 - HALF PAGE
(5" x 4")

PRESENTING SPONSOR
\$5,000

GOLD SPONSOR
\$2,500

SILVER SPONSOR
\$1,000

FRIENDS AND FAMILY SPONSOR
\$500

Artwork due by April 17, 2024; Email PDF to erinenglish@ywcagp.org



Luxembourg 36x36 Pedestal
Table

SKU: 4139

COLOR:



QUANTITY

- 1 + \$1,651.00 Each

 In Stock Colors



Luxembourg Side Chair

SKU: 4101474

COLOR: ANTHRACITE



QUANTITY

- 2 + \$457.00 Each

Quantity available: 83 (Order in quantities of 2)

 In Stock Colors

Availability: In Stock
Available to Ship: Ready to Ship

- **Table List Price \$1,651, Partner Price \$908**
 - **Chair List Price \$457, Partner Price \$251 x 4 Chairs**
 - **Shipping and Tax**
 - **Umbrella and Printing \$470**
- Total Cost for 1 Setup – 1 Table, 4 Chairs, Umbrella, and Printing \$2,895**

GDGA currently has 48 Setups – 48 Tables and 188 Chairs

**Rick Lemmo, President / Government Relations • Raul Porto, Vice President
Randy Stevenson, Vice President • Helen McDonagh, Secretary / Treasurer
Craig Gorris • Bradley Calvert • Judee Kendall**

**100 N. Brand Boulevard • Suite 508 • Glendale, CA 91203
Phone: 818.476.0121 • Fax: 818.484.2618 • Info@DowntownGlendale.com
www.DowntownGlendale.com • Facebook & Twitter: DWTNGlendale • #DWTNGlendale**

GDGA Planter Project

QTY 9 - 6 Foot Custom Planters:	\$40,894
QTY 9 - Water Reservoir:	\$3,389
Soil, Gravel, Palms, & Flowers	\$8,985
Labor to plant and setup reservoirs	\$2,875
Total Cost:	\$56,143

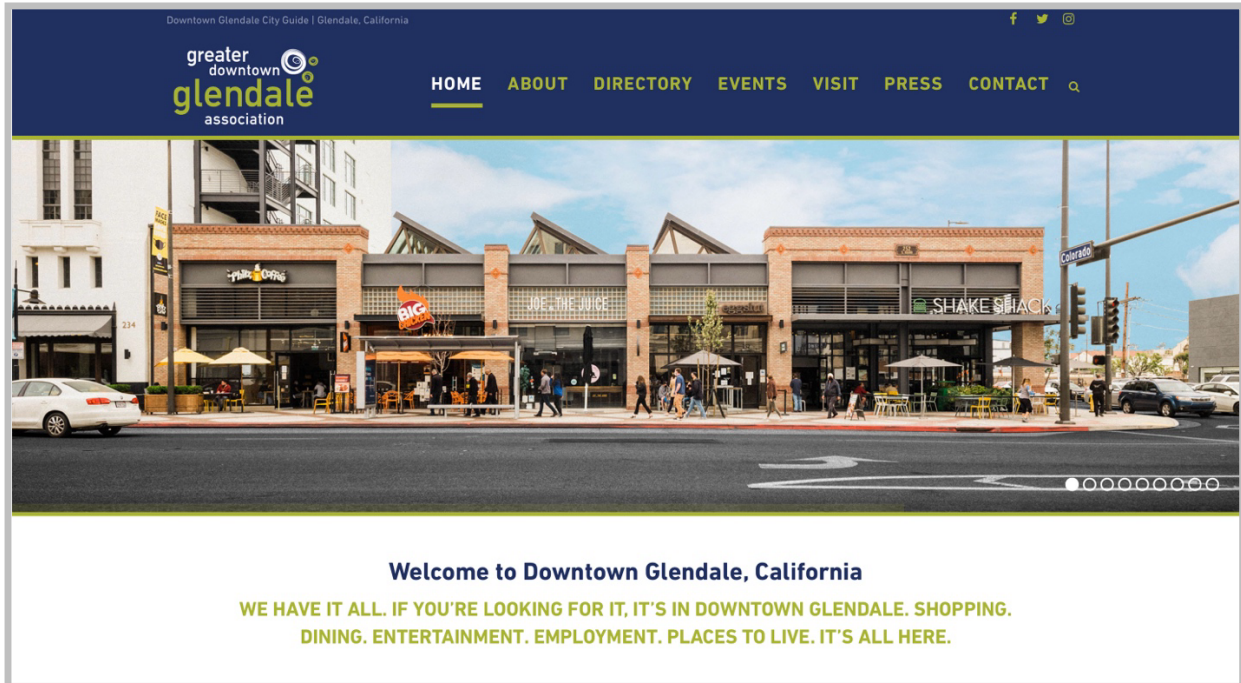
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Greater Downtown Glendale Association

Website & Mobile App Report

April 2024



Website & Mobile App Tasks

- Added new reports for Board and Committee meetings on the website.
- Managed business listings in the Directory on the website and mobile app.
- Managed event listings on the Events Calendar on the website and mobile app.
- Performed upgrade on the WordPress software and plugins for the website.