



**Downtown Glendale Association
Executive Committee Meeting
Wednesday, April 24th, 2024 - 9:00 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, Executive Committee 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. Hand billing issues with the City
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 consideration 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

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

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(DISI Committee) – Helen McDonagh

- a. Seasonal decorations - status and need for updating *Action Item*
- b. PR and Social Media report - Mustang
- c. Website update - Sedna Solutions
- d. Report on International Women's Day
- e. Events for the year at this point:
 - 1. Cruise Night *Action Item*
 - 2. International Film Festival program
 - 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*
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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Present: Randy Stevenson, Rick Lemmo, Helen McDonagh,

Absent: Raul Porto

Guests: None

Staff: 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 9:00 am. Introductions were completed. Everyone was in person for the meeting, consistent with the Brown Act rules. Quorum was met.	No Action Taken
2. Approval of the September 13th, 2023, Executive Committee Minutes	The September 13 th Executive Committee meetings were reviewed.	Randy moved and Helen seconded the motion to approve the minutes. The minutes were approved.
3. Public Comments and Announcements	Rick opened the floor for public comments and announcements. There was none.	No Action Taken
4. City Update on current projects	Marco discussed the following updates on City of Glendale related projects:	
a. Annual Report process/printed in January	Rick announced the report was printed on time. Rick discussed next year adding a section to the annual report that covers	No Action Taken

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	challenges the district faces. This can be part of the President or Executive Directors report. Each city council member was given an annual report.	
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	No update provided at this time.	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 for the next meeting.	No Action Taken
e. Estimate on office vacancy rate in downtown	The Executive Committee discussed needing to know the office vacancy rate. 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	Rick and Marco went through the following items:	
a. YTD Rough Draft Budget review for FY 24	Marco reviewed the budget, the collected assessments, and carry forward. Marco reviewed the ADMIN, DISI, and SOBO categories. The Board of Directors will review the budget. Discussion followed.	Randy moved and Helen seconded the motion to approve the year-to-date rough draft fiscal year 2024 budget. The motion passed unanimously.
b. Allocation of funds for International Downtown	Marco explained the West Coast conference and the benefits of attending. Discussion followed.	Randy moved and Helen seconded the motion to recommend to the Board of

Association West Coast Conference in San Diego, February 28th – March 1st. Send Nick, Ryan, and Javier for 1 night. Estimated cost, not to exceed \$1,300 paid out of reserve.		Directors to authorize the attendance of the IDA conference, not to exceed \$1,500. The motion was approved.
c. 2024 Meeting Schedule	Rick explained this would be discussed at the Board Meeting.	No Action Taken
d. Other	Rick opened the floor for any other topics, questions, or comments. There was none.	No Action Taken
DISI Committee	Helen and Marco went through the following items:	
a. Annual International Women’s Day event, Update	This event is being planned for March 8 th , at 2pm. The keynote speaker is Corinne Verdery and tickets are \$45. A more in-depth update will be passed at the Board Meeting.	No Action Taken
b. Glendale International Film Festival	Rick asked for the film festival to be presented at the next meeting. Helen will review it then.	No Action Taken
d. Other	Helen opened the floor for any other comments: There was none.	No Action Taken
SOBO Committee	Marco and Randy went through the following items:	
a. Report from DMS	Staff gave a brief update on services.	No Action Taken
b. Other	Randy opened up for any other discussions or comments from staff regarding SOBO. a. Rick discussed inviting the Chief of Police to a Crime Task Force. It should be a 90-minute meeting to discuss crime in the Downtown. Potential topics were; stay away orders, homelessness, and general crime in the district.	No Action Taken
6. Other	Rick opened up the floor for any additional questions of discussions.	No Action Taken
7. Next Executive Committee Meeting	The next Executive Committee meeting will be at decided at the Board of Directors meeting.	No Action Taken

Minutes taken by Ryan, Staff/New City America

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

		<u>APR 2024</u>	<u>Dec 1, 23' - Apr 19 24'</u>	<u>Year-to-Date</u>	<u>Annual Budget</u>		
Income							
	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					Total		
Administration		<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

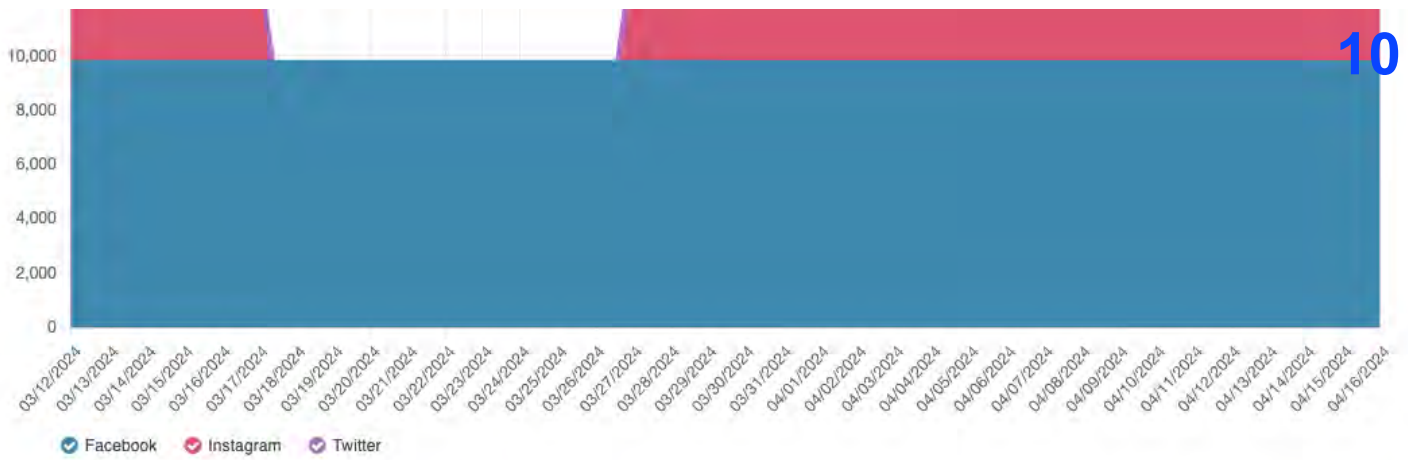
View the progress of all of your accounts on social media. Post engagement and impressions are broken down by day and graphed over time. Any cost metrics include total counts from all social media accounts and website traffic, if applicable.

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

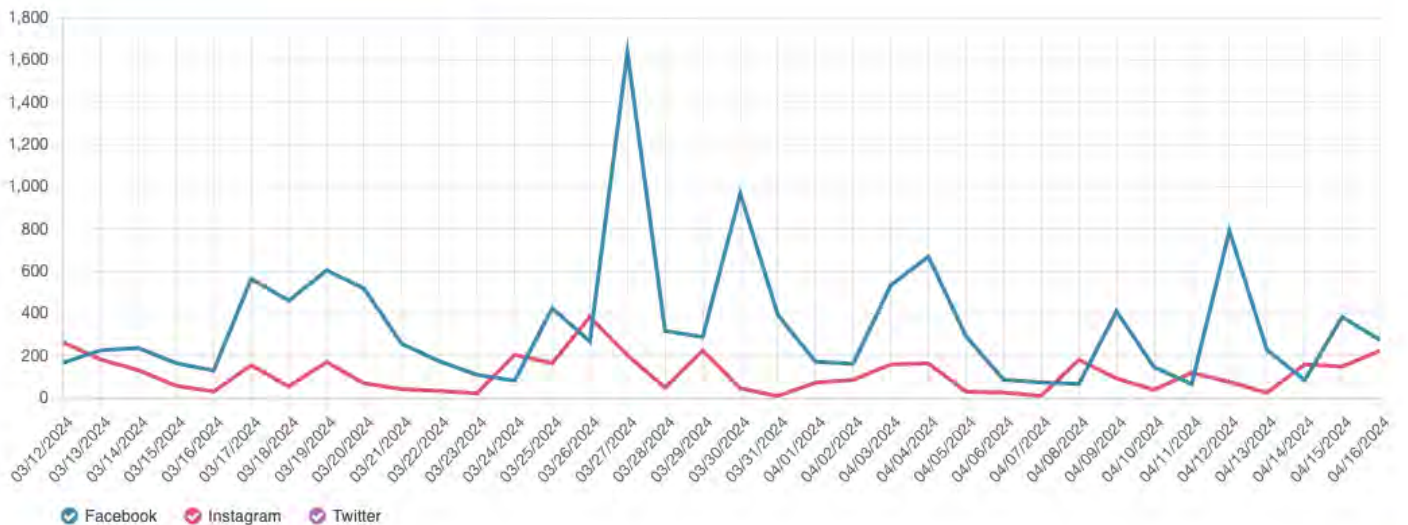
These statistics assess the extent and impact of your content's visibility. Exposure metrics may include impressions, which denote the total number of times your content was viewed, and reach, indicating the distinct number of users who have viewed your content. These metrics offer insights into the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

Impressions ▼ 64.48%

17,016

Reach ▼ 55.85%

18,772



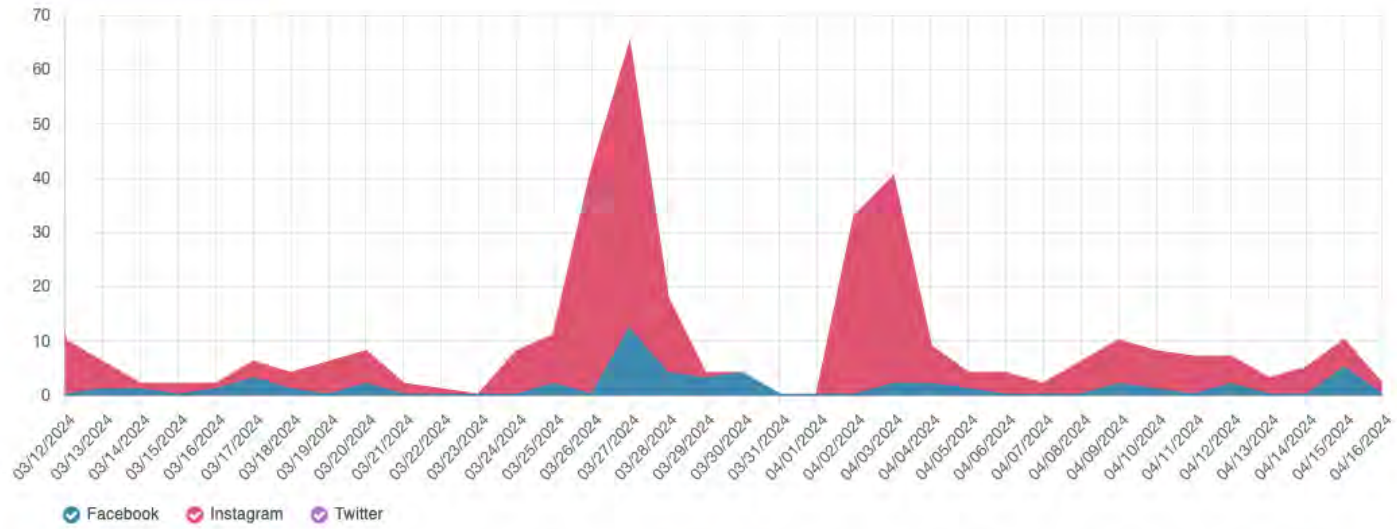
Exposure Metrics	Current Period	Comparison Period	% Change
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Total Impressions	17016	47906	▼ 64.48%
Facebook Impressions	12738	26336	▼ 51.63%
Instagram Impressions	4278	21570	▼ 80.17%
Twitter Impressions	0	0	▼ 0%

Engagement Breakdown

Engagement Breakdown refers to the analysis of various metrics that measure the level of interaction and engagement that users have with your content. This includes tracking the number of reactions, comments, shares, and clicks your content receives. By monitoring the engagement breakdown, you can gain insight into what type of content resonates most with your audience, allowing for more informed decision-making and strategy optimization.

Overall 📊 ▼ 76.59% 391	Reactions 📊 ▼ 44.54% 335	Comments 📊 ▼ 23.53% 13	Shares 📊 ▼ 55.07% 31	Clicks 📊 ▼ 98.78% 12
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Engagement Metrics	Current Period	Comparison Period	% Change
Total Engagement	391	1670	▼ 76.59%
Facebook Engagement	53	1182	▼ 95.52%
Instagram Engagement	338	488	▼ 30.74%
Twitter Engagement	0	0	▼ 0%

Engagement Rate

This is a key performance indicator (KPI) often used to gauge the effectiveness of social media content. It is calculated by dividing the total engagement (reactions, comments, shares, etc.) by the total impressions. A higher engagement rate generally indicates more effective content, as it shows a higher proportion of your audience is interacting with your posts.

12



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%

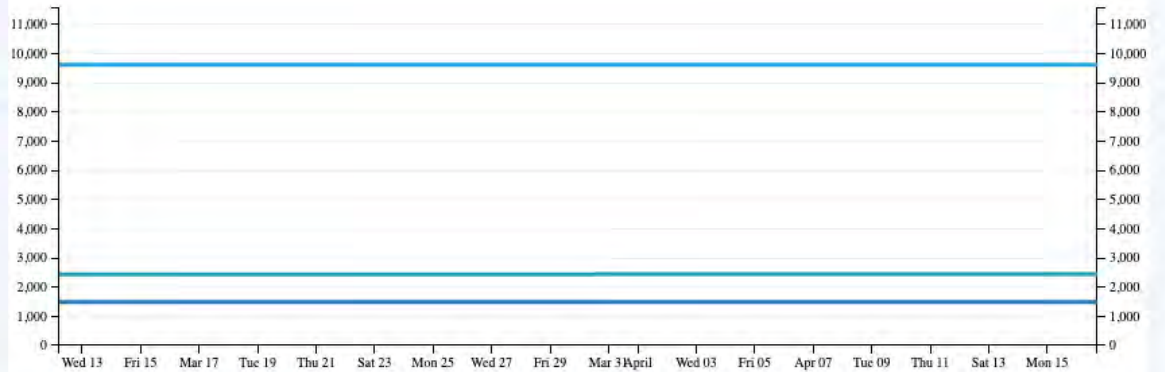
Followers ⓘ ▲ 0.0%

13.6k

Follower Change

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

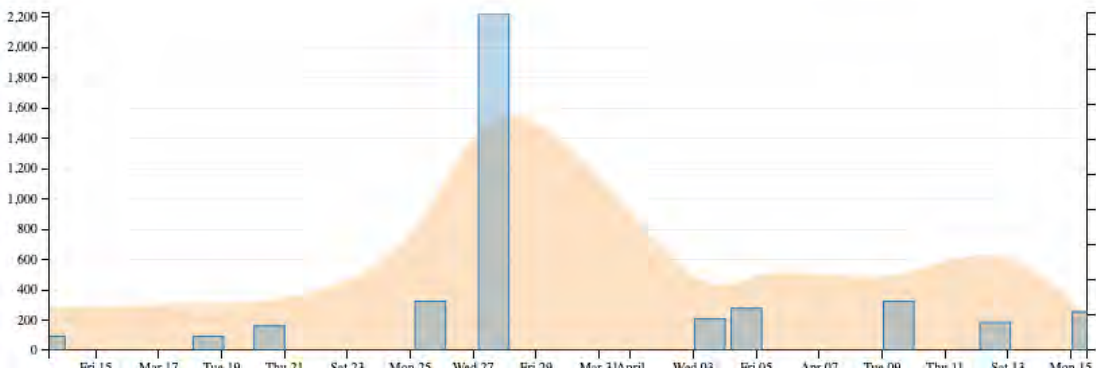
Followers



● 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	\$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	
Massage Emily	\$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	\$0.00	
TOTAL COMBINED REVENUE/GRAND TOTAL						
	BUDGETED AMT		ACTUAL		VARIANCE	NOTES
	\$6,500.00		\$5,645.00		\$855.00	
Food & Beverage	Budgeted Cost	Budgeted Qty.	Budgeted Amt.	Actuals	Variance	Notes
1 hour lay pass (2-3:30 pm) & 14-4:30 pm)	\$30.00	100	\$3,000.00	\$3,000.00	\$0.00	
Two well drink skimp 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 MVA Ristrip.
Total Food & Beverage Expenses Before Fees:			\$5,000.00	\$5,000.00	\$0.00	
			Service Charge 21.00%	\$1,050.00	\$1,050.00	
			Bar 10.25%	\$600.13	\$600.13	
			Credit Card Fee 2.00%	\$200.10	\$200.10	
Total Food & Beverage Expenses:			\$6,750.23	\$6,750.23	-\$29.14	
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	
Vehicle Expenses	Budgeted Cost	Budgeted Qty.	Budgeted Amt.	Actuals	Variance	Notes
AV W/DVA	\$3,750.00	0	\$3,750.00	\$4,775.20	-\$999.20	Credit Card has 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 Vehicle Expenses:			\$3,750.00	\$4,775.20	-\$999.20	
Decor	Budgeted Cost	Budgeted Qty.	Budgeted Amt.	Actuals	Variance	Notes
Flowers, Registration, Table Arrangements & Keynote Floral Signage, My Olanese Frames	\$400.00	1	\$400.00	\$468.55	-\$68.55	Flowers 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	\$468.55	-\$68.55	
Entertainment/Speaker	Budgeted Cost	Budgeted Qty.	Budgeted Amt.	Actuals	Variance	Notes
Digital Photo Booth/ 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 address book.
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	\$600.00	\$125.00	
Marketing/Advertising/Promotion	Budgeted Cost	Budgeted Qty.	Budgeted Amt.	Actuals	Variance	Notes
Flyers to be included in Annual Report	\$50.38	1	\$50.38	\$50.38	\$0.00	
Flyers Printed for The Chamber of Commerce	\$177.77	1	\$177.77	\$177.77	\$0.00	
Photographer	\$150.00	1	\$150.00	\$160.00	-\$10.00	Additional \$10 is for parking fees.
Sign & Receipt	\$270.00	1	\$270.00	\$244.95	\$25.05	
	\$0.00	0	\$0.00	\$0.00	\$0.00	
Total Marketing/Advertising/Promotion Expenses:			\$648.15	\$673.07	-\$24.92	
Program Expenses/Supplies	Budgeted Cost	Budgeted Qty.	Budgeted Amt.	Actuals	Variance	Notes
Event 24x36 Signage (2) & Event Program (100), Custom Stickers (200)	\$250.00	0	\$250.00	\$260.00	-\$40.00	
Name Badges w/ Plastic Cover	\$22.00	0	\$22.00	\$22.00	\$0.00	Estimated cost.
Lanyards	\$24.00	2	\$48.00	\$48.00	\$0.00	
Name Badge Printing & QR Code Registration	\$120.00	0	\$120.00	\$20.55	\$97.45	
Total Program Expenses/Supplies Expenses:			\$424.00	\$350.55	-\$73.45	
Printing 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 Printing Expenses:			\$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	
36 pack pocket sized purple notebooks	\$16.00	3	\$48.00	\$48.00	\$0.00	
100 purple pens	\$20.00	1	\$20.00	\$20.00	\$0.00	
Acrylic Displays	\$13.00	1	\$13.00	\$13.00	\$0.00	
Question Boxes	\$0.00	1	\$0.00	\$0.00	\$0.00	
Total Other Expenses/Misc. Expenses:			\$121.00	\$121.00	\$0.00	
TOTAL COMBINED EXPENSES/GRAND TOTAL						
	BUDGETED AMT		ACTUAL		VARIANCE	NOTES
	\$12,734.45		\$13,792.05		-\$1,057.60	

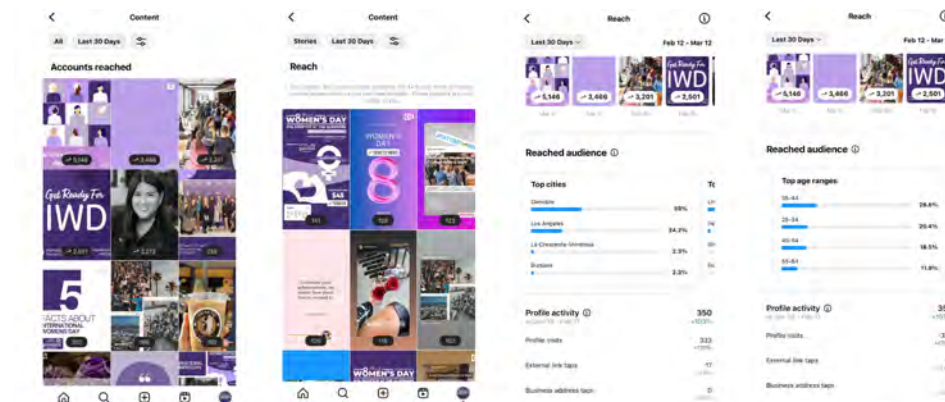
MARKETING

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
- Time Out LA
- DoLA
- LA Weekly
- See California
- LA Live
- Moms of LA
- Official International Women's Day Website



CITY OF GLENDALE, CALIFORNIA

Community Services & Parks
Administration

15

613 E. Broadway, Suite 120
Glendale, CA 91206-4308
Tel. (818) 548-2000 Fax (818) 548-3789
glendaleca.gov

February, 2024

Glendale Cruise Night is back this year for its 29th Annual event. On behalf of the City of Glendale, I would like to invite you to sponsor Glendale Cruise Night 2024, which will be held on Saturday, July 20th in the heart of downtown Glendale on Brand Blvd. It is an opportunity to become a part of the community event that draws people and publicity from all over the Southland and beyond.

This fun, free, family event features 300-400 pre-1980 classic cars and hot rods, modified imports and exotic cars, community and sponsor displays, fun games and activities for kids, and of course local restaurants and retail stores. It has been a part of our community's history for 28 years! We look to our community to help us preserve this long-standing Glendale tradition. Your commitment will help us take advantage of the opportunity to bring fun and entertainment to our city, bring together our community, and gather the young and old car enthusiast, while promoting our local merchants.

Your sponsorship will help assure the success of the Glendale Cruise Night 2024. Please find attached a Sponsorship Level Opportunities list and a fun facts sheet. If you are interested in becoming a sponsor, and would like more information, please call Gamar Mirzakhanian at (818) 937-7429 or email at GMirzakhanian@glendaleca.gov.

On behalf of the City of Glendale, we thank you for your consideration in supporting this great tradition, and for your commitment to our community. It is only through the help of organizations like yours that we can continue our premier summer tradition of Cruise Night.

Sincerely,

Onnig Bulanikian, Director
Community Services & Parks Department



*CITY OF GLENDALE
COMMUNITY SERVICES & PARKS DEPARTMENT*

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

Glendale's Premier Summer Event

- The first Cruise Night was held in July 1994 in conjunction with the World Cup Soccer Event that was held in Pasadena, Ca, Glendale's neighboring city.
- The Cruise Night Planning Committee includes:
 - Employees from various City Departments
 - Members of the Downtown Glendale Association
 - Community Volunteers
- Cruise Night is traditionally held on the third Saturday of July from 5:30 p.m. – 10:30 p.m. The event is located in Downtown Glendale on Brand Boulevard between Milford and Broadway.
- Approximately 300 – 400 classic car (pre-1980) owners participate in the event annually. Some owners come from as far away as San Diego, Palm Springs, and Santa Barbara.
- Modified Imports and Exotic Cars are also accepted.
- Cruise Night has been distinguished as producing the “largest draw” of individuals to the Downtown Area and the largest one-day sales/revenue for the Downtown Merchants. Businesses are encouraged to remain open during the event.
- Live entertainment is offered on the main stage located at Milford and Brand. Entertainment from previous years has included:
 - Motown Magic
 - Creedence Relived
 - Surfin' Beach Boys Tribute
 - BRIAN BEIRNE “Mr. Rock N' Roll” as the Master of Ceremonies
- Past Cruise Night sponsors include:

<ul style="list-style-type: none"> ○ C&B Law Group ○ ABC7 ○ Forest Lawn ○ Rescue Roofing Construction 	<ul style="list-style-type: none"> ○ Portos ○ Meguiar's ○ Superking Markets ○ LA Federal Credit Union
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- My Auto Sales & Leasing
 - SAS Entertainment (Alex Theatre)
 - Glendale Police Officer Association
 - Athens Services
 - Dignity Health
 - Greater Downtown Glendale Association
 - NASA Services
 - Acura of Glendale
 - Glendale Association of Realtors
 - Crescenta Valley Weekly
 - USC Verdugo Hills Hospital
- Cruise Night is advertised through the following media platforms:
 - Radio – KABC, KRTH 101, AM 870, Jack FM, KNX 1070
 - Television – KABC TV, Local Cable, and Glendale GTV6
 - Newspapers – Daily News, Los Angeles Times, CV Weekly, and Glendale Social Media.
 - Misc. Periodicals – Leisure Guide, City Connection, Westaways and Glendale City Views.
 - Other – Glendale Cruise Night Website, Flyers, Facebook and Storefront posters placed in strategic business locations.
 - There are a variety of local community groups who participate in the event. Some of the groups include:
 - American Cancer Society
 - LA Vector Control
 - Glendale Environmental Coalition
 - Walk Bike Glendale
 - American Red Cross
 - Friends of Public Library
 - Pasadena Humane Society
 - Glendale Beautiful

SAVE THE DATE:

SAVE THE DATE!

Fireworks! Live Entertainment! Family Fun & Activities!

CRUISE NIGHT

Saturday, July 20, 2024 • 5:30 p.m. – 10:30 p.m.
In the heart of Glendale CA, on Brand Blvd.

Registration includes a swag bag with a FREE event t-shirt.
Modified Imports and Exotic Cars will be accepted!

GlendaleCruiseNight.com
Information Hotline: (818) 548-6464
Trophies Awarded! (Categories at Judges' discretion)

GLENDALE CRUISE NIGHT

@CruiseNightGlendale #GlendaleCruisenight



**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)



EVENT TICKETS



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

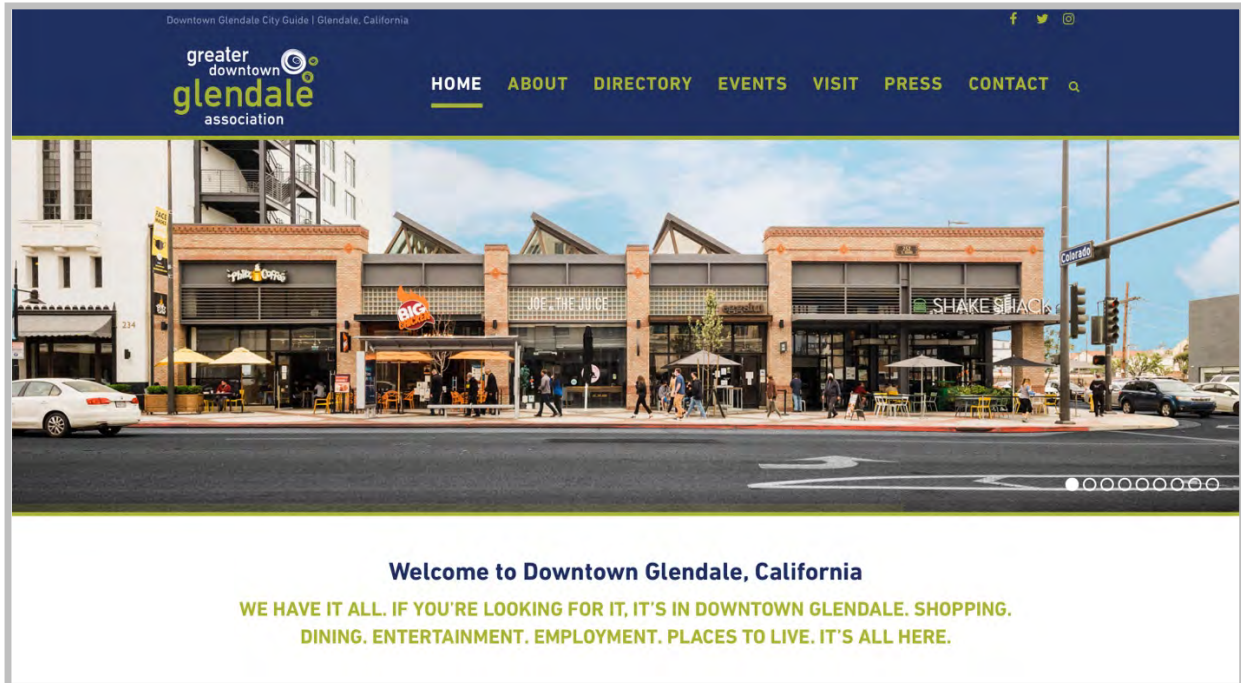
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Greater Downtown Glendale Association

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.