



**Downtown Glendale Association**

**Executive Committee Meeting**

**Wednesday, February 7<sup>th</sup>, 2024 - 9:00 a.m.**

**100 N. Brand Blvd., 6<sup>th</sup> Floor Conference Room**

**Glendale, CA 92013**

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 September 13<sup>th</sup>, 2023 Executive Committee Minutes** *Action Item*
3. **Announcements, public comment**
4. **City Update on current projects:**
  - a. Annual report process/printed in January
  - b. Annual report to City Council – Report
  - c. Status on Bridge Link project, purchase and timeline
  - d. Project review work in having presentations on new developments and projects – still waiting
  - e. Estimate on office vacancy rate in Downtown
  - f. Hand billing issues with the City for 2023
5. **(Executive Committee)**
  - a. YTD Rough draft Budget review for FY 24 *Action Item*
  - b. Allocation of funds for International Downtown Association *Action Item*  
West Coast Conference in San Diego, February 28<sup>th</sup> – March 1<sup>st</sup>  
Send Nick L, Ryan, and Javier, 1 night. Estimated cost, not to exceed \$1,300 paid for out of Contingency/Reserve
  - c. 2024 Meeting schedule
  - d. Other

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

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**100 N. Brand Boulevard • Suite 508 • Glendale, CA 91203  
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**(DISI) – Helen McDonagh**

- a. Annual International Women’s Day event, update
- b. Glendale International Film Festival
- c. Other

**(SOBO) - Randy Stevenson**

- a. Update from DMS
- b. Other

6. Other

7. Next Executive Committee: \_\_\_\_\_

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***



**Downtown Glendale Association  
Executive Committee Meeting  
Wednesday, September 13<sup>th</sup>, 2023 – 9:00 a.m.  
100 N. Brand Blvd, 6<sup>th</sup> Floor Conference Room  
Glendale, Ca 91203  
www.downtownglendale.com**

**Present:** Randy Stevenson, Rick Lemmo, Helen McDonagh, Raul Porto

**Absent:** None

**Guests:** None

**Staff:** Marco Li Mandri and Ryan/NCA, Nick Lemmo/DMS

**Minutes:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	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.	<b>No Action Taken</b>
<b>2. Approval of the June 13<sup>th</sup>, 2023, Executive Committee Minutes</b>	The June 13 <sup>th</sup> Executive Committee meetings were reviewed.	<b>Helen moved and Rick seconded the motion to approve the minutes. Raul abstained. The minutes were approved.</b>
<b>3. Public Comments and Announcements</b>	Rick opened the floor for public comments and announcements. There was none.	<b>No Action Taken</b>

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Randy Stevenson, Vice President • Helen McDonagh, Secretary / Treasurer  
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<b>4. City Update on current projects</b>	Marco discussed the following updates on City of Glendale related projects:	
<b>a. Project review work and have presentations on new developments and projects</b>	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.	<b>No Action Taken</b>
<b>b. Bridge link status</b>	Bradley will be working with staff for the exact specifications of the planters.	<b>No Action Taken</b>
<b>c. Tech Week</b>	Marco announced Tech Week was currently happening and Rick will be attending the closing event. Rick also completed a video with Emma and Ani that promoted the district.	<b>No Action Taken</b>
<b>d. Artsakh update</b>	Marco reviewed the city report that discussed City of Glendale Public Works put out an RFP for construction bids and expects to select a vendor in October. Public Works will attend a future GDGA meeting to review the project once the vendor has been selected.	<b>No Action Taken</b>
<b>5. Committee Reports</b>		
<b>Executive Committee</b>	Rick and Marco went through the following items:	
<b>a. YTD Rough Draft Budget review for FY 23</b>	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. Marco explained that the district should have a carry forward for next year and will look at ways, post covid, to spend down the carry forward. A few different options were discussed; such as, having musicians at lunch, holiday displays, increased lighting, and focusing on attracting people to the district. Discussion followed.	<b>Randy moved and Raul seconded the motion to approve the year-to-date rough draft fiscal year 2023 budget. The motion passed unanimously.</b>
<b>b. 3 Year contract including 30-day escape clause, 5% cap on contracts, due by all vendors by June 30<sup>th</sup></b>	Marco gave an update that Mustang Marketing, Sedna Solutions, New City America, and District Maintenance Services all responded and provided the 3-year contract acknowledgments. All companies agreed to the terms too.	<b>No Action Taken</b>

<b>c. Add Craig Gorris from Brookfield to the Board of Directors</b>	Rick explained that Craig Gorris replaced Steven Sayers as the General Manager at the Glendale Galleria. Craig would like to assume the Board of Directors and SOBO committee seat that Steven Sayers held.	<b>Rick moved and Helen seconded the motion to recommend to the Board that Craig Gorris join the Board of Directors. The motion was approved unanimously.</b>
<b>d. Nominations Committee, selection of annual meeting date</b>	Marco explained the annual nominations process and the need to select an annual meeting date.	<b>Rick moved and Randy seconded the motion to recommend to the Board to select November 15<sup>th</sup> at 10:45am for the annual Board of Directors meeting date. The motion was approved unanimously.</b>
<b>DISI Committee</b>	Helen and Marco went through the following items:	
<b>a. Annual International Women’s Day Event, Setup taskforce by November</b>	Helen explained the task force will need to start planning the event in November.	<b>No Action Taken</b>
<b>b. Tech on Tap, Taste of Glendale</b>	<p>a. The seventh annual Glendale Tech Week is taking place right now, it runs from the 12-14<sup>th</sup> of September. They have a panel, pitch festival, awards ceremony, and networking events. The GDGA also hung banners for the event.</p> <p>b. Marco explained FUSE is working on a Glendale eating event, and the GDGA needs to develop an event and run with it.</p>	<b>No Action Taken</b>
<b>c. Fall displays, holiday decorations</b>	Staff announced that the fall displays would be out for about 4 weeks in October and November. The pumpkins come in to stock at the end of the month. They will concentrate on high profile areas as the homeless and theft is a big issue.	<b>No Action Taken</b>

<b>d. Sedna Solutions monthly price request</b>	Sedna solutions is requesting a new monthly price of \$800. This is a \$200 increase and already fits in the approved budget.	<b>Rick moved and Raul seconded the motion to recommend to the Board of Directors the approved price increase. The motion was approved unanimously.</b>
<b>SOBO Committee</b>	Marco and Randy went through the following items:	
<b>a. Report from DMS</b>	Staff gave a brief update. The homeless is out of control and ambassadors have been assaulted.	<b>No Action Taken</b>
<b>b. Other</b>	Randy opened up for any other discussions or comments from staff regarding SOBO.	<b>No Action Taken</b>
<b>6. Other</b>	Rick opened up the floor for any additional questions of discussions. a. Rick asked Marco to design an updated logo. b. Marco discussed the possibility of stay away orders.	<b>No Action Taken</b>
<b>7. Next Executive Committee Meeting</b>	The next Executive Committee meeting will be at 10am on November 15 <sup>th</sup> , 2023.	<b>No Action Taken</b>

Minutes taken by Ryan, Staff/New City America

# ANNUAL REPORT 2023



## PRESIDENT’S MESSAGE

### LOVING THE CHANGES AND ENJOYING OUR GROWING DOWNTOWN GLENDALE

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

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

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

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

Sincerely,  
**Rick Lemmo**  
President of the GDGA

# REPORT FROM THE EXECUTIVE DIRECTOR

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

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

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

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

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

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

**Have a safe, prosperous and happy new year.**

– Marco Li Mandri  
Executive Director of the GDGA



## DGA AMBASSADOR STATS:

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



# EVENTS 2023

## AT A GLANCE

### INTERNATIONAL WOMEN'S DAY

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

### CRUISE NIGHT

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

### GLENDALE TECH WEEK

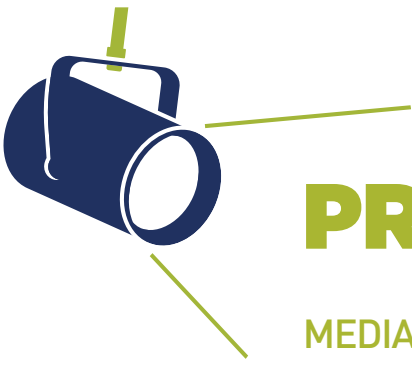
At Glendale Tech Week, pioneers, business leaders and investors gathered for two days of celebration and connections. Over 2,000 attendees came to exchange ideas at panel discussions, share exciting projects on Demo Day, attract venture capital at the annual PitchFest, and even engage in friendly competition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



## BUSINESS SPOTLIGHT

### PORTO'S BAKERY

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



# PRESS HIGHLIGHTS

## MEDIA ATTENTION

- 6 media highlights
- 6 awards



## SOCIAL MEDIA INFLUENCE

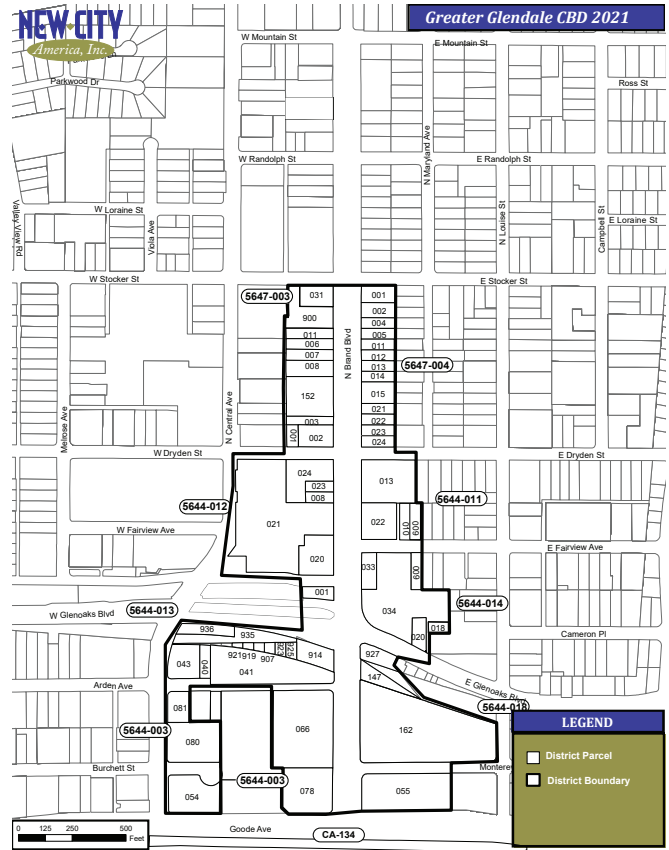
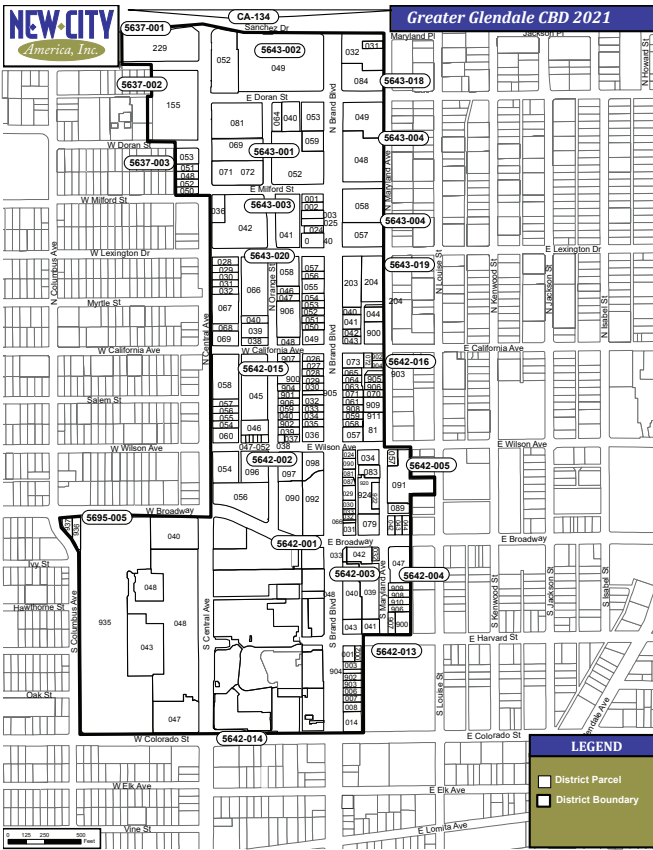
- Facebook**  
9,792 followers  
9,685 likes
- Instagram**  
2,433 followers
- X (formerly Twitter)**  
1,480 followers



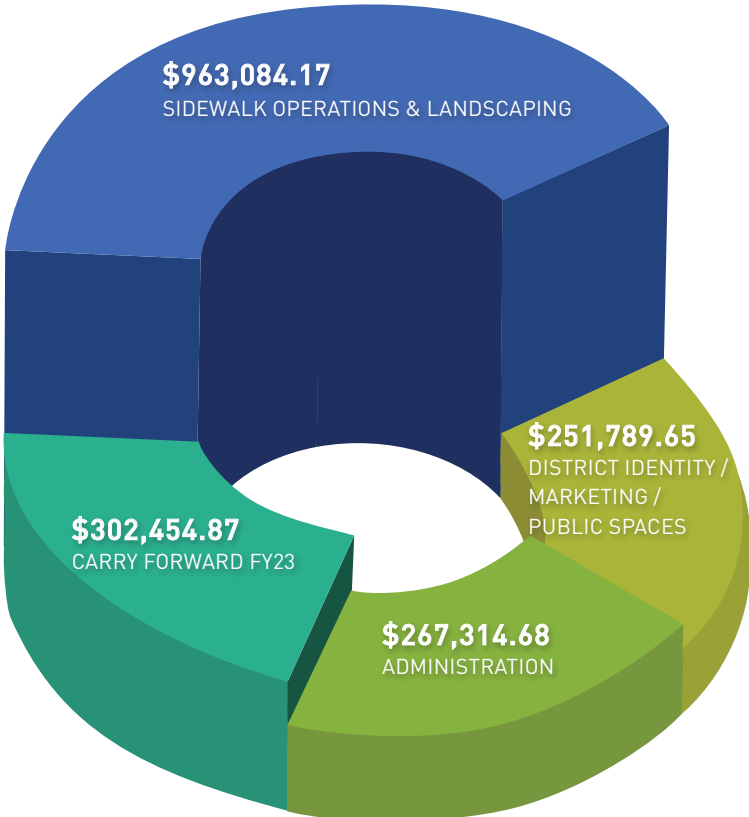
## NEW BUSINESSES THAT OPENED IN DOWNTOWN GLENDALE IN 2023

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

# GREATER DOWNTOWN GLENDALE CBD



## DOWNTOWN GLENDALE ASSOCIATION 2023 EXPENSES — \$1,784,643.37



## BOARD OF DIRECTORS

### 2024

**Rick Lemmo**  
President | Executive Committee  
Chair | Director of Government  
Relations  
The Americana at Brand | Caruso

**Raul Porto**  
Vice President  
Porto's Bakery

**Randy Stevenson**  
Vice President | SOBO Committee  
Chair  
Stevenson Real Estate

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

**Bradley Calvert**  
Board Member  
City of Glendale

**Craig Gorris**  
Board Member  
Glendale Galleria | Brookfield  
Properties Retail

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

### 2023

**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  
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Stevenson Real Estate

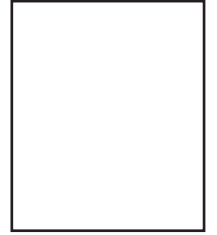
**Helen McDonagh**  
Secretary | Treasurer | DISI  
Committee Chair  
Massage Envy Glendale

**Bradley Calvert**  
Board Member  
City of Glendale

**Steven Sayers**  
Board Member  
Glendale Galleria | Brookfield  
Properties Retail


greater  
downtown  
**glendale**  
association

100 N. Brand Blvd.  
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**Downtown Glendale Association**  
**2024 DRAFT Budget 12/01/2023 - 11/30/2024**

**Income**

	Jan 2024	Dec 1, 23' - Jan 31 24'	Year-to-Date	Annual Budget
Assessment Income		0.00	0.00	1,490,988.62
Projected FY23A/R Assessments		0.00	0.00	152,735.68
Carry Forward		302,454.87	302,454.87	302,454.87
Non Assessment				
Interest Income	14.33	39.11	24.78	
<b>Total</b>	<b>14.33</b>	<b>302,493.98</b>	<b>302,479.65</b>	<b>1,946,179.17</b>

**Expense**

**Administration**

	Jan 2024	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
Travel		0.00	0.00	0.00%	1,000.00	0.05%
Telecommunications	390.57	647.10	1,166.67	9.24%	7,000.00	0.36%
Staff Contract	19,786.50	39,573.00	39,375.00	16.75%	236,250.00	12.14%
Printing & Copying		0.00	333.33	0.00%	2,000.00	0.10%
Postage & Mail		104.35	166.67	10.44%	1,000.00	0.05%
Office Supplies		0.00	500.00	0.00%	3,000.00	0.15%
Memberships		0.00	166.67	0.00%	1,000.00	0.05%
Insurance Liability	957.34	957.34	1,166.67	13.68%	7,000.00	0.36%
Legal Fees		0.00	833.33	0.00%	5,000.00	0.26%
Board Meetings		0.00	83.33	0.00%	500.00	0.03%
Bank Charges		0.00	33.33	0.00%	200.00	0.01%
Accounting Fees		0.00	1,333.33	0.00%	8,000.00	0.41%
Admin - Misc.		0.00	1,666.67	0.00%	10,000.00	0.51%
<b>Total Administration</b>	<b>21,134.41</b>	<b>41,281.79</b>	<b>46,825.00</b>	<b>14.64%</b>	<b>281,950.00</b>	<b>14.49%</b>
Reserves		0.00	33,954.86	0.00%	203,729.17	10.47%
	0.00	0.00	33,954.86	0.00%	203,729.17	10.47%

DISI	Jan 2024	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
Business Attraction		500.00	3,333.33	2.50%	20,000.00	1.03%
Advertising	40.00	80.00	1,666.67	0.80%	10,000.00	0.51%
Annual Report	657.31	657.31	166.67	65.73%	1,000.00	0.05%
Banners	5,332.00	5,332.00	3,333.33	26.66%	20,000.00	1.03%
Events Coordinator		0.00	4,666.67	0.00%	28,000.00	1.44%
Mobile App	320.00	640.00	500.00	21.33%	3,000.00	0.15%
Public Relations	3,150.00	6,300.00	7,000.00	15.00%	42,000.00	2.16%
Placemaking		0.00	10,000.00	0.00%	60,000.00	3.08%
Rent, Parking, Utilities	1,064.59	2,129.18	2,500.00	14.19%	15,000.00	0.77%
Seasonal Displays	114.81	559.38	22,500.00	0.41%	135,000.00	6.94%
Special Events		0.00	3,333.33	0.00%	20,000.00	1.03%
Chamber of Commerce		0.00	3,666.67	0.00%	22,000.00	1.13%
City Events		0.00	1,666.67	0.00%	10,000.00	0.51%
International Women's Day	1,000.00	1,000.00	1,666.67	10.00%	10,000.00	0.51%
Special Projects		0.00	3,333.33	0.00%	20,000.00	1.03%
Videos		0.00	333.33	0.00%	2,000.00	0.10%
Website	520.00	1,040.00	1,250.00	13.87%	7,500.00	0.39%
<b>Total DISI</b>	<b>12,198.71</b>	<b>18,237.87</b>	<b>70,916.67</b>	<b>4.29%</b>	<b>425,500.00</b>	<b>21.86%</b>
<b>SOBO</b>						
Maint. Provider & Ops. Director	70,000.00	140,000.00	140,000.00	16.67%	840,000.00	43.16%
Rent, Parking, Utilities	2,456.93	4,775.78	5,000.00	15.92%	30,000.00	1.54%
Fuel	1,578.22	3,264.44	4,500.00	12.09%	27,000.00	1.39%
Public Space Maintenance	648.43	2,263.84	8,333.33	4.53%	50,000.00	2.57%
SOBO Misc.	623.78	1,329.51	1,666.67	13.30%	10,000.00	0.51%
Capital Improvements		0.00	1,666.67	0.00%	10,000.00	0.51%
Supplies	1,297.73	1,853.02	3,333.33	9.27%	20,000.00	1.03%
Uniforms	519.01	631.41	1,666.67	6.31%	10,000.00	0.51%
Ambassador Welfare	539.47	1,051.09	3,333.33	5.26%	20,000.00	1.03%
Truck / P.W. Maintenance	55.11	179.34	1,666.67	1.79%	10,000.00	0.51%
Automobile Insurance		0.00	1,333.33	0.00%	8,000.00	0.41%
<b>Total SOBO</b>	<b>77,718.68</b>	<b>155,348.43</b>	<b>172,500.00</b>	<b>15.01%</b>	<b>1,035,000.00</b>	<b>53.18%</b>
<b>TOTAL EXPENSES</b>	<b>111,051.80</b>	<b>214,868.09</b>	<b>324,196.53</b>	<b>11.04%</b>	<b>1,946,179.17</b>	<b>100.00%</b>

# Downtown Glendale Association

## Balance Sheet Standard

### As of January 31, 2024

	Jan 31, '24
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
DGA Montecito Bank	87,625.89
Total Checking/Savings	87,625.89
Accounts Receivable	
Accounts Receivable	193,858.41
Total Accounts Receivable	193,858.41
Total Current Assets	281,484.30
Fixed Assets	
Machinery and Equipment	36,893.94
Automobile	96,655.47
Accumulated Depreciation	-123495.00
Other FA	37,755.04
Machinery and Equipment	23,016.08
Total Fixed Assets	70,825.53
Other Assets	
Accumulated Amortization	-30,000.00
district Formation cost	30,000.00
Right of Use Assets	34,226.74
Total Other Assets	34,226.74
TOTAL ASSETS	386,536.57
<b>LIABILITIES &amp; EQUITY</b>	

# Downtown Glendale Association

## Balance Sheet Standard

As of January 31, 2024

02/03/24

	<u>Jan 31, '24</u>
Liabilities	
Current Liabilities	
Other Current Liabilities	
Lease liability - current	16,290.10
Total Other Current Liabil...	<u>16,290.10</u>
Total Current Liabilities	16,290.10
Long Term Liabilities	
Lease liability - long term	18,384.27
Total Long Term Liabilities	<u>18,384.27</u>
Total Liabilities	34,674.37
Equity	
*Unrestricted Net Assets	483,670.07
Unrestricted Net Assets	83,021.11
Net Income	<u>-214828.98</u>
Total Equity	<u>351,862.20</u>
TOTAL LIABILITIES & EQU...	<u><u>386,536.57</u></u>



March INTERNATIONAL  
**WOMEN'S DAY**

**MYA ROOFTOP AT THE GLENMARK**

**2PM-5PM | MARCH 8, 2024**

**KEYNOTE SPEAKER: Corinne Verdery**  
 Chief Executive Officer,  
 Caruso

**PRESENTED BY:** greater  
 downtown  
**glendale**  
 association

**#InspireInclusion**

**2024**



**TICKETS AVAILABLE**

**\$45**

Hi Helen,

I am pleased to present the sponsorship opportunity to the Greater Downtown Glendale Association for the 2024 Glendale International Film Festival – in person in Downtown Glendale from September 26 - October 1, 2024! Last year, we saw 1,250 unique visitors attend the screenings at the Laemmle Theatre. Both before and after the theatre, the audience members head to restaurants, stores, and parking garages. In addition, the filmmakers stay at the local hotels. This is an event that truly activates the district

For your consideration:

Executive Director Sponsorship (value \$10,000)

In-Kind Donation of pole banners on Brand Blvd. (providing co-branding opportunities for both GIFF and GDGA). To be in place 2 weeks prior to the opening day of the film festival.

I am working on the sponsorship deck and will send when finalized, but benefits would include your logo placement on the slide that runs before every screening (we had 32 screenings in 2023), [GlendaleIFF.org](http://GlendaleIFF.org) website and step and repeat, GDGA recognition on social media and press release, ad in festival program, on-site recognition signage, and tickets to screenings and award night (to be used for giveaway contest, for example)

In addition, there is one particular add-on that I think GDGA would enjoy - a 1 minute "commercial spot" on the Laemmle screen to be seen by every audience member prior to the screening with an estimate of 3,000 sets of eyes watching the spot. Let me know if you'd like more information.

As a nonprofit, Glendale Arts is deeply grateful to our corporate donors. We hope to add the Greater Downtown Glendale Association to the list of supporters who enrich the Festival experience and contribute to bringing the community together.

I look forward to discussing the opportunity with you. Please email or call 818-605-8630 me in the meantime if you have questions.

Sincerely,

Nina Crowe, Chief Executive Officer  
Glendale Arts  
office: 818-243-2611 ext. 1  
mobile: 818-605-8630  
[www.GlendaleArts.org](http://www.GlendaleArts.org)