

**Downtown Glendale Association  
Executive Committee Meeting  
Tuesday, March 18<sup>th</sup>, 2025 - 9:00 a.m.  
100 N. Brand Blvd., 6<sup>th</sup> 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**

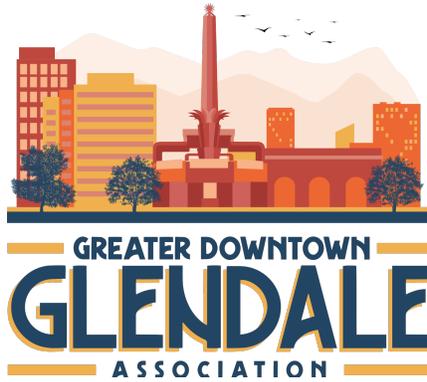
**AGENDA**

1. Introductions – President, Randy Stevenson
2. Approval of January 16<sup>th</sup>, 2025, Executive Committee Minutes *Action Item*
3. Announcements, public comment
4. **(Executive Committee)**
  - a. FY24 Final Budget *Action Item*
  - b. YTD Rough draft Budget review for FY 25 *Action Item*
  - c. Glendale Galleria Lawsuit
  - d. Discussion on transfer of assessments
- (DISI Committee) – Helen McDonagh**
  - a. International Women’s Day
  - b. Glendale Chamber State of the City Luncheon
  - c. Trash can plates, for new logo
  - d. Purchase of Taste of Downtown Glendale URL’s *Action Item*
- (SOBO Committee) – Randy Stevenson**
  - a. Report from DMS – Nick L
  - b. Other
  - c. Vests and shirts for new logo

**5. Adjournment**

Randy Stevenson, President • Craig Gorris, Vice President • Rick Lemmo, V.P. & Dir. of Govt. Relations  
Helen McDonagh, Treasurer • Raul Porto, Secretary  
Bradley Calvert • Judee Kendell • David Tonyan

**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  
January 16<sup>th</sup>, 2025 – 9:00 a.m.  
100 N. Brand Blvd, 6<sup>th</sup> Floor Conference Room  
Glendale, CA 91203  
[www.downtownglendale.com](http://www.downtownglendale.com)**

**Present:** Randy Stevenson, Rick Lemmo, Craig Gorris, Raul Porto

**Absent:** Helen McDonagh

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

**Minutes:**

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
<b>1. Introductions</b>	President, Randy Stevenson called the meeting to order at 9:00am. Introductions were completed. Helen attended via phone but did not vote on any action items. Randy, Rick, Craig, and Raul were in person for the meeting, consistent with the Brown Act rules. Quorum was met.	<b><i>No Action Taken</i></b>
<b>2. Approval of the September 4<sup>th</sup>, 2024 Executive Committee Minutes</b>	The September 4 <sup>th</sup> , 2024 Executive Committee meetings were reviewed.	<b><i>Raul moved and Rick seconded the motion to approve the minutes. The minutes were approved unanimously.</i></b>
<b>3. Public Comments and Announcements</b>	Randy opened the floor for public comments.	<b><i>No Action Taken</i></b>

Randy Stevenson, President • Craig Gorris, Vice President • Rick Lemmo, V.P. & Dir. of Govt. Relations  
Helen McDonagh, Treasurer • Raul Porto, Secretary  
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<b>4. Committee Reports</b>		
<b>Executive Committee</b>	Randy and Marco went through the following items:	
<b>a. Future Goals &amp; Strategies</b>	Raul opened by stating that the GDGA should continue to focus at looking at both short-term and long-term goals to grow the district. Marco explained that he would like to work with different sectors; such as, hotels, malls, apartments, and businesses. Currently, the GDGA social media is weak and Sabrina needs to be showcasing the different activities in the district. Sabrina should be working with the City of Glendale, Americana at Brand, and Glendale Galleria to receive information, so that she can retell the story of the retailers and property owners. Marco and Helen will work with Sabrina to drive home what she should be focused on. When the Ambassadors pass out roses and flowers, this must be promoted so all know. It was discussed to explore working with a college and the marketing department to find an intern who has real world passion to showcase and market the district. The focus will be on the different sectors and starting with promoting the International Women's Day celebration. Discussion followed.	<i>No Action Taken</i>
<b>b. 2025 Meeting Schedule</b>	It was discussed that the next meeting will be March 18 <sup>th</sup> at 9:00am and the Board will follow at 10:00am.	<i>No Action Taken</i>
<b>c. YTD Rough draft budget review for FY25</b>	Marco explained that the DGA has yet to receive the check for the December assessments. At the next meeting the FY24 and FY25 budget will be presented. The different categories and carryforward was reviewed.	<i>Rick moved and craig seconded the motion to recommend approval of the conceptual budget to the Board of Directors. The motion was passed unanimously.</i>
<b>d. Annual Report Print and to City Update</b>	Marco explained the annual report was completed and will be going to the printer shortly. The annual report to City Council will be on February 11 <sup>th</sup> 2025 at 3:00pm.	<i>No Action Taken</i>

<b>DISI Committee</b>	Marco went through the following items:	
<b>a. PR &amp; Social Media Report – Sabrina</b>	Sabrina’s report was reviewed.	<i>No Action Taken</i>
<b>b. Website Update – Sedna Solutions</b>	Sedna Solutions report was reviewed.	<i>No Action Taken</i>
<b>c. International Women’s Day</b>	NCA Staff would provide an update for International Women’s Day at the Board of Directors meeting.	<i>No Action Taken</i>
<b>d. Events for the year at this point</b> 1. Cruise night 2. Tech Week 3. Glendale Chamber Events a. State of the City b. Gala 4. Other	The Executive Committee discussed events and recommended at this time supporting the State of the City event.	<i>Rick moved and Craig seconded the motion to recommend to the Board of Directors that the State of the City event should be sponsored at a level not to exceed \$5,000.00. The motion was approved unanimously.</i>
<b>SOBO Committee</b>	Marco and Randy went through the following items:	
<b>a. Report from DMS – Nick</b>	Staff gave a brief update on homelessness, crime, and K-rails.	<i>No Action Taken.</i>
<b>b. Update on Office Lease</b>	The new lease for the Ambassador office was reviewed. It was discussed the windows should have the GDGA logo and also be used to for businesses coming soon to the district.	<i>Rick moved and Randy seconded the motion to recommend to the Board of Directors to accept and sign the lease. Craig abstained. The motion passed.</i>
<b>c. Other</b>	Randy opened the floor for any other SOBO comments or questions	<i>No Action Taken</i>
<b>5. Other</b>	Randy opened the floor for any other concerns or questions. It was discussed that shirts should be ordered for the Board Members with the new logo. Staff will source a shirt and collect sizes.	<i>No Action Taken</i>
<b>6. Next Executive Committee Meeting</b>	The next Executive Committee meeting will be on March 18 <sup>th</sup> , at 9:00am at 100 N. Brand Blvd. in the 6 <sup>th</sup> floor conference room.	<i>No Action Taken</i>

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

**Income**

	NOV 2024	Dec 1, 23' - Nov 30, 24'	Year-to-Date	Annual Budget
Assessment Income		1,483,585.27	1,483,585.27	1,490,988.70
Previous FY A/R Assessments		116,986.08	116,986.08	152,735.68
Carry Forward		302,454.87	302,454.87	302,454.87
Non Assessment		5,695.00	5,695.00	
Interest Income	42.02	580.04	580.04	
<b>Total</b>	<b>42.02</b>	<b>1,909,301.26</b>	<b>1,909,301.26</b>	<b>1,946,179.25</b>

**Expense**

**Administration**

	NOV 2024	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	Total	% Annual Budget
Travel		1,213.71	1,500.00	80.91%	1,500.00		0.08%
Telecommunications	247.89	5,347.81	7,000.00	76.40%	7,000.00		0.36%
Staff Contract	19,687.50	236,250.00	236,250.00	100.00%	236,250.00		12.14%
Printing & Copying	401.06	1,347.28	2,000.00	67.36%	2,000.00		0.10%
Postage & Mail	311.70	884.90	1,000.00	88.49%	1,000.00		0.05%
Office Supplies		94.17	3,000.00	3.14%	3,000.00		0.15%
Memberships		729.08	1,000.00	72.91%	1,000.00		0.05%
Insurance Liability		7,105.00	7,000.00	101.50%	7,000.00		0.36%
Legal Fees		0.00	5,000.00	0.00%	5,000.00		0.26%
Board Meetings	76.82	368.75	500.00	73.75%	500.00		0.03%
Bank Charges	154.27	163.27	200.00	81.64%	200.00		0.01%
Accounting Fees		10,000.00	8,000.00	125.00%	8,000.00		0.41%
Admin - Misc.	20,000.00	20,183.00	10,000.00	201.83%	10,000.00		0.51%
<b>Total Administration</b>	<b>40,879.24</b>	<b>283,686.97</b>	<b>282,450.00</b>	<b>100.44%</b>	<b>282,450.00</b>		<b>14.51%</b>
Reserves		0.00	203,229.25	0.00%	203,229.25		10.44%
	0.00	0.00	203,229.25	0.00%	203,229.25		10.44%

	NOV 2024	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
<b>DISI</b>						
Business Attraction		500.00	20,000.00	2.50%	20,000.00	1.03%
Advertising	568.35	9,467.35	10,000.00	94.67%	10,000.00	0.51%
Annual Report		841.31	1,000.00	84.13%	1,000.00	0.05%
Banners	990.00	18,617.53	20,000.00	93.09%	20,000.00	1.03%
Events Coordinator		8,000.00	28,000.00	28.57%	28,000.00	1.44%
Mobile App	250.00	3,000.00	3,000.00	100.00%	3,000.00	0.15%
Public Relations	4,000.00	43,200.00	42,000.00	102.86%	42,000.00	2.16%
Placemaking	161.44	50,377.68	60,000.00	83.96%	60,000.00	3.08%
Rent, Parking, Utilities	1,085.72	14,238.15	15,000.00	94.92%	15,000.00	0.77%
Seasonal Displays	75,623.54	80,807.74	135,000.00	59.86%	135,000.00	6.94%
Special Events		7,425.00	20,000.00	37.13%	20,000.00	1.03%
Chamber of Commerce		2,500.00	22,000.00	11.36%	22,000.00	1.13%
City Events		5,000.00	10,000.00	50.00%	10,000.00	0.51%
International Women's Day		13,800.29	10,000.00	138.00%	10,000.00	0.51%
Special Projects		1,185.00	20,000.00	5.93%	20,000.00	1.03%
Videos		0.00	2,000.00	0.00%	2,000.00	0.10%
Website	590.00	7,080.00	7,500.00	94.40%	7,500.00	0.39%
<b>Total DISI</b>	<b>83,269.05</b>	<b>266,040.05</b>	<b>425,500.00</b>	<b>62.52%</b>	<b>425,500.00</b>	<b>21.86%</b>
<b>SOBO</b>						
Maint. Provider & Ops. Director	70,000.00	840,000.00	840,000.00	100.00%	840,000.00	43.16%
Rent, Parking, Utilities	2,366.08	29,431.01	30,000.00	98.10%	30,000.00	1.54%
Fuel	2,722.31	26,580.08	27,000.00	98.44%	27,000.00	1.39%
Public Space Maintenance	2,123.05	16,305.92	50,000.00	32.61%	50,000.00	2.57%
SOBO Misc.	37,000.00	37,000.00	10,000.00	370.00%	10,000.00	0.51%
Capital Improvements		0.00	10,000.00	0.00%	10,000.00	0.51%
Supplies	1,317.08	15,532.53	20,000.00	77.66%	20,000.00	1.03%
Uniforms	1,257.29	5,456.07	10,000.00	54.56%	10,000.00	0.51%
Ambassador Welfare	10,588.78	16,160.69	20,000.00	80.80%	20,000.00	1.03%
Truck / P.W. Maintenance	576.83	4,597.30	10,000.00	45.97%	10,000.00	0.51%
Automobile Insurance		3,846.52	8,000.00	48.08%	8,000.00	0.41%
<b>Total SOBO</b>	<b>127,951.42</b>	<b>994,910.12</b>	<b>1,035,000.00</b>	<b>96.13%</b>	<b>1,035,000.00</b>	<b>53.18%</b>
<b>TOTAL EXPENSES</b>	<b>252,099.71</b>	<b>1,544,637.14</b>	<b>1,946,179.25</b>	<b>79.37%</b>	<b>1,946,179.25</b>	<b>100.00%</b>

**Downtown Glendale Association**  
**2025 DRAFT Budget 12/01/2024 - 11/30/2025**

**Income**

	<b>FEB 2025</b>	<b>Dec 1, 2024 - Dec 31, 2024</b>	<b>% Received</b>	<b>Annual Budget</b>	<b>% Annual Budget</b>
<b>Assessment Income</b>	<b>885,751.30</b>	<b>885,751.30</b>	<b>58.17%</b>	<b>1,522,818.97</b>	<b>80.68%</b>
<b>Non Assessment</b>	<b>0.00</b>	<b>0.00</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Interest Income</b>	<b>45.78</b>	<b>94.44</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Total</b>	<b>885,797.08</b>	<b>885,845.74</b>	<b>58.17%</b>	<b>1,522,818.97</b>	<b>80.68%</b>

**Balance Sheet**

**Carry Forward From Fiscal Year 2024**

**Total**

<b>364,664.12</b>	<b>19.32%</b>
<b>1,887,483.09</b>	<b>100.00%</b>

**Expense**

**Administration**

	<b>FEB 2025</b>	<b>Actual YTD Spent</b>	<b>Projected YTD</b>	<b>% Spent Budget</b>	<b>Annual Budget</b>	<b>% Annual Budget</b>
<b>Travel</b>		<b>0.00</b>	<b>1,250.00</b>	<b>0.00%</b>	<b>5,000.00</b>	<b>0.26%</b>
<b>Telecommunications</b>	<b>255.44</b>	<b>1,451.72</b>	<b>1,750.00</b>	<b>20.74%</b>	<b>7,000.00</b>	<b>0.37%</b>
<b>Staff Contract</b>	<b>20,671.88</b>	<b>62,015.64</b>	<b>62,015.63</b>	<b>25.00%</b>	<b>248,062.50</b>	<b>13.14%</b>
<b>Printing &amp; Copying</b>	<b>393.09</b>	<b>547.66</b>	<b>500.00</b>	<b>27.38%</b>	<b>2,000.00</b>	<b>0.11%</b>
<b>Postage &amp; Mail</b>		<b>0.00</b>	<b>250.00</b>	<b>0.00%</b>	<b>1,000.00</b>	<b>0.05%</b>
<b>Office Supplies</b>		<b>33.46</b>	<b>500.00</b>	<b>1.67%</b>	<b>2,000.00</b>	<b>0.11%</b>
<b>Memberships</b>		<b>255.00</b>	<b>250.00</b>	<b>25.50%</b>	<b>1,000.00</b>	<b>0.05%</b>
<b>Insurance Liability</b>		<b>6,737.48</b>	<b>1,750.00</b>	<b>96.25%</b>	<b>7,000.00</b>	<b>0.37%</b>
<b>Legal Fees</b>	<b>1,000.00</b>	<b>1,000.00</b>	<b>1,250.00</b>	<b>20.00%</b>	<b>5,000.00</b>	<b>0.26%</b>
<b>Board Meetings</b>		<b>73.18</b>	<b>125.00</b>	<b>14.64%</b>	<b>500.00</b>	<b>0.03%</b>
<b>Bank Charges</b>		<b>0.00</b>	<b>50.00</b>	<b>0.00%</b>	<b>200.00</b>	<b>0.01%</b>
<b>Accounting Fees</b>		<b>0.00</b>	<b>2,500.00</b>	<b>0.00%</b>	<b>10,000.00</b>	<b>0.53%</b>
<b>Admin - Misc.</b>		<b>660.00</b>	<b>1,250.00</b>	<b>13.20%</b>	<b>5,000.00</b>	<b>0.26%</b>
<b>Total Administration</b>	<b>22,320.41</b>	<b>72,774.14</b>	<b>73,440.63</b>	<b>24.77%</b>	<b>293,762.50</b>	<b>15.56%</b>
<b>Reserves</b>		<b>0.00</b>	<b>44,105.15</b>	<b>0.00%</b>	<b>176,420.59</b>	<b>9.35%</b>
	<b>0.00</b>	<b>0.00</b>	<b>44,105.15</b>	<b>0.00%</b>	<b>176,420.59</b>	<b>9.35%</b>

DISI	FEB 2025	Actual YTD Spent	Projected YTD	% Spent Budget	Annual Budget	% Annual Budget
Business Attraction		0.00	2,500.00	0.00%	10,000.00	0.53%
Advertising		0.00	3,750.00	0.00%	15,000.00	0.79%
Annual Report	846.50	846.50	250.00	84.65%	1,000.00	0.05%
Banners		0.00	5,000.00	0.00%	20,000.00	1.06%
Events Coordinator		0.00	5,000.00	0.00%	20,000.00	1.06%
Mobile App	220.00	660.00	662.50	24.91%	2,650.00	0.14%
Public Relations	4,000.00	12,000.00	12,000.00	25.00%	48,000.00	2.54%
Placemaking		0.00	15,000.00	0.00%	60,000.00	3.18%
Rent, Parking, Utilities	1,107.04	3,288.83	3,750.00	21.93%	15,000.00	0.79%
Seasonal Displays	3,810.94	7,187.32	25,000.00	7.19%	100,000.00	5.30%
Special Events		289.43	3,750.00	1.93%	15,000.00	0.79%
Chamber of Commerce		0.00	2,500.00	0.00%	10,000.00	0.53%
City Events		0.00	2,500.00	0.00%	10,000.00	0.53%
International Women's Day	3,500.00	3,500.00	3,750.00	23.33%	15,000.00	0.79%
Special Projects		101.98	3,000.00	0.85%	12,000.00	0.64%
Photography/Videos	6,602.50	6,602.50	1,750.00	94.32%	7,000.00	0.37%
Website	662.00	1,986.00	1,987.50	24.98%	7,950.00	0.42%
<b>Total DISI</b>	<b>20,748.98</b>	<b>36,462.56</b>	<b>92,150.00</b>	<b>9.89%</b>	<b>368,600.00</b>	<b>19.53%</b>
<b>SOBO</b>	<b>FEB 2025</b>	<b>Actual YTD Spent</b>	<b>Projected YTD</b>	<b>% Spent Budget</b>	<b>Annual Budget</b>	<b>% Annual Budget</b>
Maint. Provider & Ops. Director	72,975.00	218,925.00	218,925.00	25.00%	875,700.00	46.40%
Rent, Parking, Utilities	3,086.68	8,044.16	10,000.00	20.11%	40,000.00	2.12%
Fuel	157.97	4,865.24	6,750.00	18.02%	27,000.00	1.43%
Public Space Maintenance	417.65	7,049.67	6,250.00	28.20%	25,000.00	1.32%
SOBO Misc.	1,068.53	1,068.53	2,500.00	10.69%	10,000.00	0.53%
Capital Improvements		0.00	2,500.00	0.00%	10,000.00	0.53%
Supplies	420.58	2,787.81	5,000.00	13.94%	20,000.00	1.06%
Uniforms		898.79	2,500.00	8.99%	10,000.00	0.53%
Ambassador Welfare		1,539.67	3,750.00	10.26%	15,000.00	0.79%
Truck / P.W. Maintenance		2,468.68	2,500.00	24.69%	10,000.00	0.53%
Automobile Insurance		5,772.52	1,500.00	96.21%	6,000.00	0.32%
<b>Total SOBO</b>	<b>78,126.41</b>	<b>253,420.07</b>	<b>262,175.00</b>	<b>24.17%</b>	<b>1,048,700.00</b>	<b>55.56%</b>
<b>TOTAL EXPENSES</b>	<b>121,195.80</b>	<b>362,656.77</b>	<b>471,870.77</b>	<b>19.21%</b>	<b>1,887,483.09</b>	<b>100.00%</b>

# Downtown Glendale Association

## Balance Sheet Standard

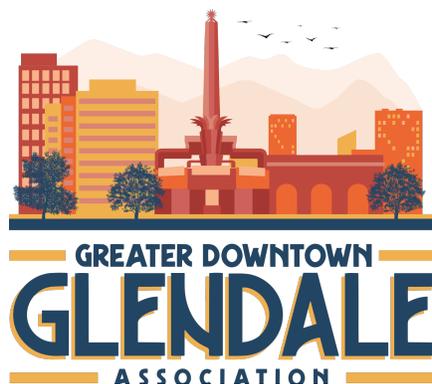
As of February 28, 2025

	Feb 28, '25
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
DGA Montecito Bank	887,853.09
Total Checking/Savings	
	887,853.09
Accounts Receivable	
Accounts Receivable	165,386.27
Total Accounts Receivable	
	165,386.27
Total Current Assets	
	1053239.36
Fixed Assets	
Machinery and Equipment	36,893.94
Automobile	96,655.47
Accumulated Depreciation	-153,402.00
Other FA	37,755.04
Machinery and Equipment	23,016.08
Total Fixed Assets	
	40,918.53
Other Assets	
Accumulated Amortization	-30,000.00
district Formation cost	30,000.00
Right of Use Assets	17,891.53
Total Other Assets	
	17,891.53
TOTAL ASSETS	
	1112049.42
<b>LIABILITIES &amp; EQUITY</b>	

# Downtown Glendale Association Balance Sheet Standard

As of February 28, 2025

	<u>Feb 28, '25</u>
<b>Liabilities</b>	
Current Liabilities	
Other Current Liabilities	
Lease liability - current	16,959.50
Total Other Current Liabil...	<u>16,959.50</u>
Total Current Liabilities	16,959.50
Long Term Liabilities	
Lease liability - long term	1,424.78
Total Long Term Liabilities	<u>1,424.78</u>
<b>Total Liabilities</b>	<b>18,384.28</b>
<b>Equity</b>	
*Unrestricted Net Assets	487,455.06
Unrestricted Net Assets	83,021.11
Net Income	523,188.97
<b>Total Equity</b>	<u>1093665.14</u>
<b>TOTAL LIABILITIES &amp; EQU...</b>	<u><u>1112049.42</u></u>



February 12, 2025

Mr. Albert Abkarian and Associates  
2505 Canada Blvd., Suite D,  
Glendale CA 91208, USA  
Sent via Email - [albert@abkarianlaw.com](mailto:albert@abkarianlaw.com)

SUBJECT: Greater Downtown Glendale Association Removal from a Pending Lawsuit

Dear Mr. Abkarian:

I am the Executive Director of the Greater Downtown Glendale Association and we have recently been served with a lawsuit, that should not include the Association in its claim. Mr. Rick Lemmo referred me to your office and we are seeking your legal and professional assistance in this issue.

We are requesting that you and your team review the lawsuit and confirm that we are not in any way included in the plaintiff's charges. The incident apparently occurred on the private property of one of our members and the Association has no jurisdiction nor management of that area.

Once you find out that we are not in any way responsible for this incident, we would request that you send a notice to their legal counsel and insist that we be removed from this case. If I can be of any assistance, please reach me on my cell at 619 540-9667.

Sincerely,

Marco Li Mandri  
Executive Director, Greater Downtown Glendale Association

Randy Stevenson, President • Craig Gorris, Vice President • Rick Lemmo, V.P. & Dir. of Govt. Relat.  
Helen McDonagh, Treasurer • Raul Porto, Secretary  
Bradley Calvert • Judee Kendell • David Tonyan

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100 N. Brand Boulevard • Suite 508 • Glendale, CA 91203  
818.476.0121 • [Info@DowntownGlendale.com](mailto:Info@DowntownGlendale.com)  
[www.DowntownGlendale.com](http://www.DowntownGlendale.com) • Facebook & Twitter: DWTNGlendale • #DWTNGlendale

## International Women's Day Recap – Greater Downtown Glendale Association

**Event Overview:** The International Women's Day celebration was a notable success, bringing together the community to honor and uplift women. The event saw strong attendance, engaging discussions, and valuable networking opportunities.

### Key Metrics:

- **Total Tickets:** 111
- **Total Tickets Purchased:** 100
- **Ticket Revenue:** \$4,498.00
- **Additional Revenue (Sponsorships):** \$2,000
- **In-Kind Donations:** Regents Coffee, Celsius (Goody Bag Inserts)

### Financial Summary (Profit & Loss Statement on pg. 3):

- **Event Budget:** \$15,000
- **Total Revenue:** \$6,498.00
- **Total Expenses:** \$17,174.98
- **Net Outcome:** -\$10,676.98

### Event Highlights:

- **Venue:** Received excellent feedback for ambiance and accessibility.
- **Attendance:** Great turnout, showcasing strong community interest.
- **Keynote Speech:** Highly praised for its inspirational content and engagement.
- **Survey:** Would like to send out ASAP with approval

### Event Photos:

<https://www.dropbox.com/scl/fo/3iglai0yu5hc85uhwf6tq/ACUZNq7UrSPNR8a4XPylPjY?rlkey=m4rldtcrv55ay86ekrj90udsi&st=mwhcgg18&dl=0>

### Event Suggestions:

- **Ticket Sales:** Collaborate with the City of Glendale and Chamber of Commerce earlier to enhance promotion and ticket sales.
- **Marketing:** Amplify social media presence and email campaigns to maximize reach and engagement.
- **Networking Opportunities:** Introduce interactive networking mixers or games to encourage mingling and connections among attendees.

### PR Coverage & Media Outreach

- **Press Release Distribution:** Sent to 180 media contacts
- **Coverage:**
  - Pre-Event Feature: Glendale News-Press – Read Here

- Post-Event Feature: Glendale News-Press – Scheduled for publication on Sat, Mar 15, 2025
- **Notable Media Attendance:**
  - Glendale News-Press reporter
  - Outlook Newspapers publisher and president (representing six hyperlocal papers)
- **Social Media Performance (Feb 11 – Mar 10)**
- **Instagram:**
  - Views: 59.2K (+420.2%)
  - Reach: 22.2K (+470.5%)
  - Content Interactions: 681 (+278.3%)
  - Link Clicks: 411 (+5.8K%)
  - Top Performing Content: Stories & event promotion posts
  - Published Content: 52 Stories, 11 Feed Posts
- **Facebook:**
  - Views: 43.5K (+1.0K%)
  - Reach: 4K (+23.5%)
  - Content Interactions: 95 (+280%)
  - Notable Engagement: Event teaser posts, community shares
- **Additional Promotional Support**
  - **City of Glendale Email Blasts:** Feb 21 & Mar 3 – Promoting event to city-wide audience
  - **Chamber of Commerce:** Email newsletter promotions (via Judee Kendall)
  - **The Valley Economic Alliance:** Shared flyer & event details on March 4 (X & Instagram)
- **Key PR Takeaways**
  - Strong organic performance on social media, with significant increases in reach and engagement
  - Amplification through city and business partners, including multiple email blasts and social shares
  - Secured local PR coverage in Glendale News-Press, with a post-event feature scheduled for March 15
  - Challenges with Meta’s advertising approval process delayed our ability to run paid promotions, with approval finally granted on March 3. This limited the timeframe for ad-driven reach and ticket sales

**Greater Downtown Glendale Association**

Friday, March 7, 2025

2:00pm-5:00pm

**INCOME**

**Sponsors**

US Bank	\$1,000.00
Adventist Health	\$1,000.00
Massage Envy (goody bag)	
Regent Coffee (goody bag)	

**Tickets**

General Admission	100 sold, 11 comps	\$4,498.00
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**EXPENSES**

**Food & Beverage**

Tray Pass	1hr	\$3,000.00
Well Drink	\$12 x 150 drinks	\$1,800.00
service fee		\$1,008.00
tax & cc fee		\$681.00

**Marketing/Promotion**

Flyers, Posters	\$182.15
Social Media	

**Props/Décor & Equipment**

Flowers	\$358.31	
IWD Kit	\$255.00	
Photo Backdrop & signag T's & Signs	\$356.70	
Supplies	Bag, pen, notebook, name badges, et.	\$404.61

**Rentals**

A/V	Astro AV	\$1,414.21
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**Staff**

Photographer	Dutchess	\$215.00
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**Event Management**

New City Spaces	\$7,500.00
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**TOTAL EXPENSES** **\$17,174.98**

**TOTAL REVENUE** **\$6,498.00**

**VARIANCE** **\$10,676.98**

GREATER DOWNTOWN  
**GLENDALE**  
ASSOCIATION

**INVOICE**



121 N. Kenwood St.  
 Glendale, CA 91206  
 818-243-2611 ext 1

INVOICE NUMBER	GDGA - TWG URL
INVOICE DATE	March 12, 2025
OUR ORDER NO.	
YOUR ORDER NO.	
TERMS	Due on receipt

**BILL TO:**  
 Greater Downtown Glendale Association  
 Attn: Helen McDonagh  
 c/o Nick Angulo  
 nangulo@newcityamerica.com

QUANTITY	DESCRIPTION	UNIT PRICE	AMOUNT
1	Purchase of two URLs from Glendale Arts:  tastewalkglendale.com and tasteofdowntownglendale.com		\$2,600.00
		SUBTOTAL	2,600.00
		TAX	
		PAY THIS AMT	2,600.00

**MAKE ALL CHECKS PAYABLE TO:**  
 Glendale Arts