



Newly Refurbished
Alex Theatre Spire

PRESIDENT'S REPORT

Creating New Demand on Brand

As many of you know, our small, yet potent, Community Benefit District has done a lot since its inception in early 2013. This report will give you a brief summary and overview of the things our volunteer Board and staff have accomplished and will give you an idea of our plans for the balance of the year in 2016.

From the onset, our Board of Directors and staff have been very results-oriented, working to expedite changes that enhance the image of Downtown Glendale and attract a new stream of visitors, shoppers, residents, and businesses to our growing community.

The DGA Board has prioritized cleaning the sidewalks of the district, providing attractive holiday displays, giving substantial support to the Alex Theatre which is the architectural and cultural hub of the district, underwriting special events throughout the year, and attracting new businesses.

The real success of any business district and mixed-use community can be measured by growth and capital investment. A number of new businesses have opened in Downtown Glendale over the past year. Glendale Market Place changed ownership and refurbished the passage way, and Gauchos Restaurant moved from north Brand to Maryland. CBRE Commercial opened its LA Regional Headquarters in the historic Masonic Temple Building, which was refurbished with phenomenal speed and brought over 100 new commercial real estate executives to the community. We also know that hundreds of new employees entered our business district in 2015 in the many Class-A office buildings located up and down Brand Boulevard. Other new businesses include:

- Designer Shoe Warehouse
- Pizza Rev
- Tender Greens
- Sally Beauty Supply
- Buffalo Wild Wings
- King Taco

- Lemonade
- Museum of Neon Art
- Lao Sze Chuan restaurant
- LA Fitness
- Haypost
- La Bella Cucina
- Umani Burger
- Men's Essential
- Bijou Nails & Spa
- Laemmle Lofts
- Club House USA
- Dick Sporting Goods

New businesses scheduled to open in 2016 are the Shake Shack, Egg Slut, and Philz Coffee. We are proud of the accomplishments we have made thus far, but we have only scratched the surface!

Our mission is to create demand on Brand by creating a sense of place, beautifying the area, becoming an 18-hour, 7-day-per-week food and retail district, and having the new residents and the general public realize that great things are happening in Downtown Glendale.

This report will briefly go over some of the highlights of this past year. For more in-depth information about our Board, Committees, projects, or finances, please visit our website at www.downtownglendale.com. Special thanks to our volunteer Board, the City Manager and staff of Glendale without whom much of our success would not be possible, the Mayor and City Council members and all the people who live, work, visit or shop in our great and growing Downtown Glendale.

Sincerely

A handwritten signature in black ink, appearing to read "Rick Lemmo".

Rick Lemmo
President
Downtown Glendale Association

2015
ANNUAL REPORT

NEW DGA INITIATIVES FOR 2016

- Enhancing public spaces (tables / chairs / umbrellas) throughout the district
- Continue developing and re-inventing a distinctive banner program
- Activating and promoting the areas outside of the Alex Theatre and Neon Museum
- Collaborating with the City on a new Tech Hub initiative
- Installing improvements along Maryland Avenue between Harvard and Wilson
- Activating Maryland Avenue
- Introducing new seasonal displays and holiday decorations in the median of Brand Boulevard
- Working with the City Manager's office to create an urban forestry demonstration block

MEDIA COVERAGE

As part of our effort to create "demand on Brand", we will continue to promote good stories about Downtown and the activities of the DGA. Stories in 2015 included:

- "Caruso Purchase and Renovation of the Masonic Temple brings CBRE to Downtown Glendale" – LA BisNow
- "Growth of the Arts in Downtown Glendale with the 90th anniversary of the Alex Theatre", "the move of Antaeus Theatre

Group from North Hollywood to Glendale", and "the opening of the Museum of Neon Art"

- KPCC – "Museum of Neon Art (re)opens in Glendale, at last."
- "Continued growth of housing in the Downtown market. Downtown Glendale is the most aggressive and progressive area in Los Angeles right now." Eliot Goran, LA Editor, BisNow



SOCIAL MEDIA AS OF 12.2015



DISI Committee - Holiday Displays

DGA BOARD OF DIRECTORS

Rick Lemmo, President (Caruso Affiliated)

Raul Porto, Vice President (Porto's Bakery)

Joe Stitick, Secretary (Investment Property Services)

Helen McDonagh, Treasurer, (Massage Envoy)

Phil Lanzafame, (City of Glendale)

Brent Gardner (General Growth/Glendale Galleria)

Dennis De Pietro (De Pietro and Sons) - 2015

PUBLIC SPACE LOCATIONS

Since its inception, the DGA has highlighted what a great place Brand Blvd and Downtown Glendale are. Like other forward thinking cities, we realize that technology allows us to conduct business and promote entrepreneurial activity outdoors. Therefore, in 2015 we launched our new placemaking program in which

visitors, employees, business and property owners and residents could enjoy sitting outdoors in branded tables and chairs set up by the Association and just enjoy the excellent micro climate in our Downtown. We installed 12 tables and umbrellas and 48 chairs throughout the community. The

following locations represent our initial locations for outdoor seating:

- The Paseo adjacent to The Museum of Neon Arts
- The Glendale Galleria
- 101 N. Brand Boulevard at Glendale City Center



2015 DGA SPONSORED & PROMOTED EVENTS

- Alex Theatre // Year-Round
- Taste of Downtown Glendale
- Special Olympics Opening Ceremonies
- Special Olympics event // July
- Cruise Night // August
- Jingle Bell Run // December

CONSOLIDATION OF AMBASSADOR / MAINTENANCE SERVICES

For the first two years, the DGA used a variety of different vendors to sweep the sidewalks, power-wash the sidewalks, maintain landscaping on the corners and install banners. Last

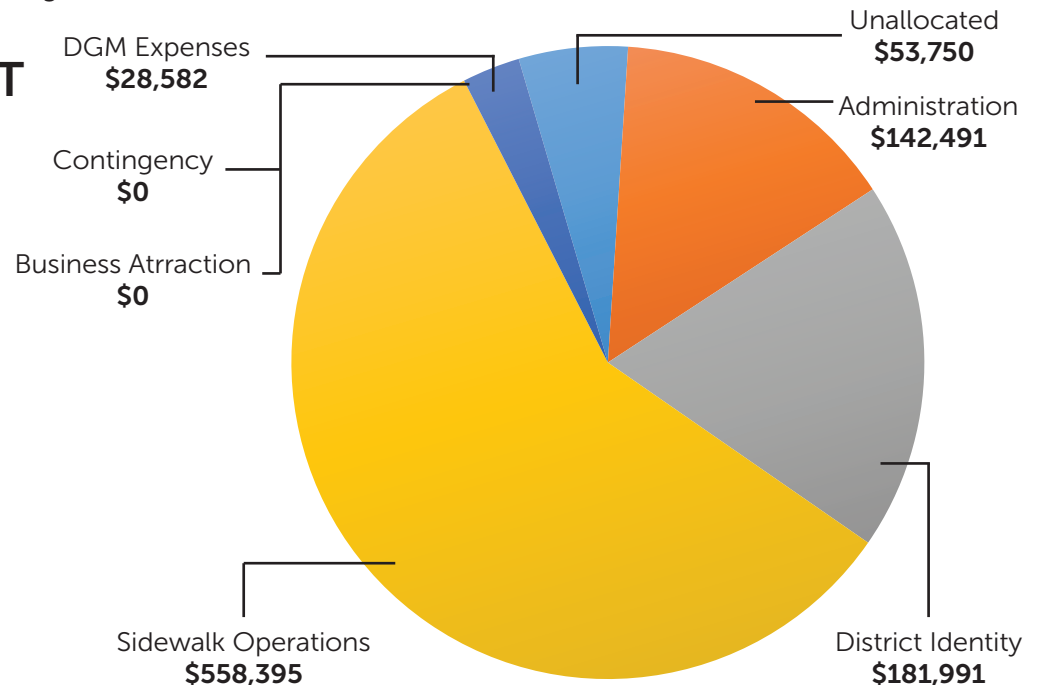
May, the DGA consolidated all of these services into one company that is now under the direct supervision of DGA staff. New City Public Spaces began work in June and continues

today as a single source for providing high-quality services and decorations in the public rights-of-way in Downtown Glendale.

2015 ANNUAL BUDGET

The DGA operates within the boundaries of the Community Benefit District (a property assessment district) adopted overwhelmingly by Downtown property owners in the summer of 2012. The annual budget of almost \$900,000 funds all of the special services and programs that now exist in Downtown (see map at the end of this report). The pie chart here represents operating expenses for 2015.

No funds were spent in the following categories: Contingency or Business Attraction.



BUILDING THIS PLACE

Downtown Glendale is clearly a work in progress. Over the past 3 years, the Downtown Glendale Association (DGA), funded by its popular Community Benefit District, has served to positively build the image of Downtown, implement new public spaces and most importantly, increase commerce and values amongst business and property owners.

A key element in this development though, is not tangible per se. We clearly know about the wide variety of goods, services and products

available in Downtown. Between the Galleria, the Americana and the long-standing and newer retailers, shoppers have excellent choices, ranging from the high-quality, inexpensive goods, to the high-quality, expensive items. Thus, the customer base is not just from one demographic, but from a wide spectrum of socio-economic backgrounds. In addition, a successful blend of retail, restaurants, arts, entertainment and housing is expanding rapidly in our Downtown.

Increasingly, as new urban lifestyles

become more time-driven, consumers are increasingly seeking economic value, or the purchasing of goods and services in a cost-effective environment. Since there are so many options for shopping in Downtown, and we have a wide variety of inexpensive eateries, coupled with extremely high-quality restaurants, the economic value presents itself in many "brick-and-mortar" forms throughout the district. A listing of all of the retail shopping and dining opportunities, which appears on the DGA website, will reveal this new demand which is



Old Masonic Lodge
New CBRE Regional Headquarters

SAY THAT GLENDALE IS A GREAT PLACE TO LIVE

Glendale has a long tradition of safe neighborhoods, good schools and a vibrant business community. A recent survey of Glendale residents indicates that nearly 90% rate our city as a great place to live, placing a high value on our prime location, safe neighborhoods and strong quality of life.

The work of the DGA since 2013, and its commitment to quality growth in our district has contributed in a positive manner to the quality of life and satisfaction that Glendale citizens have of Downtown and city services as a whole.

94%

Residents are Satisfied
Glendale Fire

90%

Residents are Satisfied
Glendale Police

87%

Residents are Satisfied
Glendale Community Services
& Parks

85%

Residents are Satisfied
Glendale Library, Arts
& Culture

driving the Downtown commercial corridor towards greater expectations.

There is, however, another side to this growth: the social value element. In late 2014, the DGA launched a new public-space program intended to build upon the appeal of being outdoors in Downtown Glendale. Up and down Brand Boulevard, and increasingly on Maryland Avenue and Central, new areas for public seating have been implemented or are planned. Most people traditionally walk 4 feet-per-second, we want to slow them down to see what is going on in our district. Our goal is to have people walk perhaps 1 foot-per-second, punctuated by pausing, relaxing, or meeting up with friends in the public rights-of-way.

New office, retail and residential tenants, visitors and shoppers alike, demand all of the "abilities", including sociability, walkability, livability and profitability. Under that scenario, everyone wins as we implement our placemaking plan in Downtown Glendale. So when one sees our corner spring flowers, fall displays, and holiday toy soldiers & nutcrackers, along with our branded table/chairs and umbrellas, understand that this is the DGA's way of building a sense of place in our Downtown. The emphasis on

placemaking in Downtown Glendale builds the social value in which we become the place-to-be, to interact, 18 hours-per-day, 7 days-per-week. Glendale has only one Downtown and it is our job to make it the most desirable place for the property owners, businesses, Downtown residents, the citizens of Glendale, and visitors from the entire region. Rather than shopping in Old Pasadena, Downtown Monrovia or other retail districts, consumers will be able to experience an attractive alternative in Downtown Glendale, with an added emphasis on quality establishments and community - based public spaces.



Marco Li Mandri
Executive Director
Downtown Glendale Association



DISI Committee - Spring Displays

MEET THE STAFF

The staff of the DGA is operated by New City America, the premier CBD-formation and management company on the west coast. New City America and New City Public Spaces provide all of the administration and maintenance services for the Board of Directors and stakeholders. The staff is present every day to respond to the needs of the property owners and the business owners.

Marco Li Mandri
Executive Director

Nick Lemmo
District Manager

Ryan Huffman
Administration

Shirley Zawadzki
Finances

Laura Li Mandri
Staff Personnel

Monica Montes
Staff Support

Maintenance Crew
Fernando N.

Pablo N.

Justin W.

Derik B.

Ramon B.

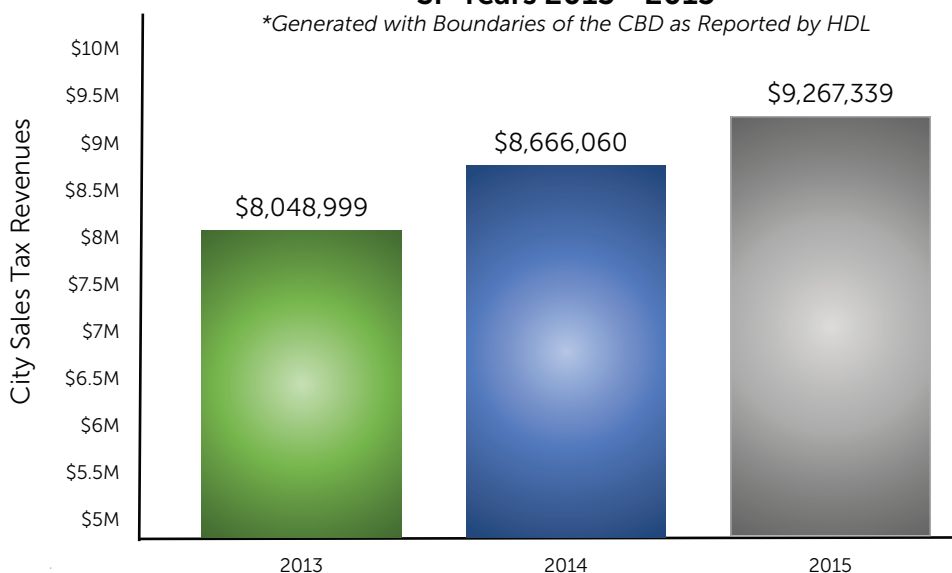
Javier T.

Marcos N.

Juan R.

Sales Tax // Glendale CBD* SP Years 2013 - 2015

*Generated with Boundaries of the CBD as Reported by HDL



DOWNTOWN GLENDALE CBD PUBLIC SPACES MAP

- Public Space Area
- Surrounding Boundaries
(Not Included in the District)



100 N. Brand Boulevard
Suite 508
Glendale, CA 91203