



Rick Lemmo
President
Joseph Stitick,
Vice President
Helen McDonagh,
Treasurer
Raul Porto
Secretary
Jennifer Hiramoto
Brent Gardner
Nicole Dedic

**Downtown Glendale Association
Board of Directors Meeting
Tuesday, March 27th, 2018, 9:30 a.m.
100 N. Brand Blvd., 6th Floor Conference Room
Glendale, CA 92013**

AGENDA

1. **Introductions – President Rick Lemmo**
2. **Approval of January 23rd, 2018 minutes** *Action Item*
3. **Announcements, public comment**
4. **City Update on current projects:**
 - a. Arts and Culture District on Maryland, road name change – Jennifer Hiramoto
 - b. City transfer of funds to DGA
5. **Committee Reports:**

(Executive Committee) –

 - a. Rough draft YTD budget – FY 2018 *Action Item*
 - b. Results from Annual Report to the City Council – February 6th
 - c. Update on boundaries for expansion, map, database, meetings, rate structure and boundaries – Joe Stitick *Action Item*
 - d. Grayson Power Plant position *Action Item*

(District Identity and Streetscape Improvements) – Helen McDonagh

 - a. Update on the PR Firm;
 - b. Update from Committee
 - c. International Professional Women’s Day in Glendale, 2019

(SOBO)

 - a. RFP for maintenance services, current contract ends on May 31st, 2018 – Jennifer
 - b. report from Operations Director
6. **Next Board meeting: _____**



Rick Lemmo,
President
 Joseph Stitick,
Vice President
 Helen McDonagh,
Treasurer
 Raul Porto,
Secretary
 Brent Gardner
 Jennifer Hiramoto
 Nicole Dedic

**Downtown Glendale Association
 Board of Directors Meeting
 Tuesday, January 23rd, 2018 – 9:30 am
 100 N. Brand Blvd., 6th Floor Conference Room
 Glendale, CA 91203
www.downtownglendale.com**

Present: Rick Lemmo/Caruso, Joe Stitick/Investment Property Services, Helen McDonagh/Massage Envy, Jennifer Hiramoto/City of Glendale, Brent Gardner/GGP, Raul Porto/Porto’s Bakery, and Nicole Dedic/CBRE

Staff: Marco Li Mandri, Nick Lemmo, and Ryan Huffman

MINUTES

<i>Item</i>	<i>Discussion</i>	<i>Action Taken?</i>
1. Introductions	President Rick Lemmo called the meeting to order at 9:30 AM	No Action Taken
2. Approval of November 15th, 2017 Minutes	President Rick Lemmo reviewed the November 15 th , 2017 minutes.	Brent moved & Raul seconded the approval of the November 15th, 2017 Minutes. The motion was approved unanimously.
3. Public Comments and Announcements	President Rick Lemmo opened the floor for any public comments and announcements.	No Action Taken
4. City Update on Current Projects	The Board of Directors reviewed the following city updates:	No Action Taken
a. Arts and Cultural District on Maryland Avenue.	Jennifer announced that the City of Glendale identified Maryland Avenue between Wilson and Harvard as a major focal point for the	No Action Taken

	Arts & Cultural area. Maryland Avenue is anchored by the Alex Theater to the north and the Library to the south. It includes retail developments and has parking garages nearby. Jennifer displayed different photos of plans for development. Discussion Followed.	
b. City transfer of Funds to DGA	Rick Lemmo reviewed the date and amount of assessment income that was transferred from the City to the DGA.	No Action Taken.
Committee Reports		
Executive Committee Reports:	Rick & Marco went through the following items:	
a. Appointment of new Business Board Member	Rick Lemmo announced that the Executive Committee voted to recommend that Nicole Dedic from CBRE become a member of the DGA Board of Directors and fill the role of the Community At large Seat.	Helen moved & Brent seconded the approval of Nicole Dedic becoming a Board of Directors Member. The motion was approved unanimously.
b. Review of final financial report, 2017	Marco reviewed the final 2017 financial report.	Helen moved & Brent seconded the approval of the 2017 financial report. The motion was approved unanimously.
c. Rough draft YTD Budget FY18	Marco reviewed the FY 18 Draft Budget	Joseph moved & Brent seconded the approval of the FY 18 draft Budget. The motion was approved unanimously.

d. Preparation of Annual Report to City Council – Feb 6th	Rick announced that DGA would present the annual report to Glendale City Council on February 6 th , 2018.	No Action Taken
e. Annual Report Update	Rick announced that the Annual Report has been printed and will be presented to City Council on February 6 th and then mailed out to all property owners.	No Action Taken
f. Update on Boundaries for expansion, map, database, meetings	Joseph and Marco explained the boundaries and passed out draft maps for possible expansion of the district. Discussion Followed.	No Action Taken
5. DISI Committee Reports:	Helen & Marco went through the following items:	
a. Update from PR Firm:	Helen gave an update on the DISI PR Firm and reviewed the Social Media statistics.	No Action Taken
b. Status of Holiday events	Staff gave an update on the condition and timeline of the Holiday Decorations.	No Action Taken
c. Update from Committee	Helen gave an update on the DISI Committee.	No Action Taken
SOBO Committee Reports:	Brent & Marco went through the following items:	
a. RFP for maintenance services, current contract ends May 31st, 2018	Brent announced that a SOBO RFP Task force would work in the beginning of February to discuss the issuance of an RFP. The current NCPS maintenance contract terminates on May 31 st , 2018.	No Action Taken
b. Report from Operations Director	Staff gave an update on the Operations. Discussion Followed.	No Action Taken
6. Next Board Meeting	Next meeting for the Board of Directors will be on March 27 th , 2018 at 9:30 am.	No Action taken

Minutes taken by Ryan Huffman, Staff.

5

SUBJECT: CITY UPDATE

TO: DOWNTOWN GLENDALE ASSOCIATION'S (DGA) BOARD OF DIRECTORS

FROM: JENNIFER MCLAIN HIRAMOTO, DGA BOARD MEMBER
PRINCIPAL ECONOMIC DEVELOPMENT OFFICER, CITY OF GLENDALE

The City of Glendale and Downtown Glendale Association continue to collaborate as both organizations strive toward improving the quality of life and vibrancy in downtown Glendale. Please find the update below on City projects that may be of interest to the DGA Board of Directors:

A. NEW AND UPCOMING BUSINESSES (IN ORDER OF OPENING DATES)

- Cauldron Ice Cream – 204 N. Brand Blvd. – Open
- Void Escape Room – Galleria – Open
- Gold's Gym – Coming VERY Soon!
- Museum of Selfies – 211 N. Brand – March 29
- Hyatt, 225 W. Wilson – Spring 2018
- Chess Park Tavern, 229 N. Brand Avenue – September 2018
- Panda Inn – Summer 2018
- Ko Juice – 127 S. Brand – Coming Soon!
- Play Live Nation – Galleria – Coming Soon!
- Electric Pussycat Swingers Club – Coming Soon!

B. MARYLAND PASEO RFP

Staff is finalizing the Request for Proposals for Placemaking, Urban Design and Technical Services in the Arts & Entertainment District. Target date for issuance is April 5, 2018.

C. RENAMING MARYLAND

On March 13, the City Council voted unanimously to **consider** changing Maryland from Harvard to Wilson to Artsakh Street, an important region to Armenia. Planning Staff is compiling a comprehensive list of agencies/organizations, including the DGA and other downtown stakeholders, to contact in an effort to do comprehensive research on potential impacts. A Request for Comments will be issued to those stakeholders in the next two weeks. From there, the item will go to the Planning Commission, and if approved, to the City Council in roughly 3-4 months.

D. WORLD CUP FAN ZONE

Economic Development staff is working with the Downtown Glendale Association to host a World Cup Fan Zone in June. Event will include at least one live screening of a World Cup game, depending on cost of screens, and will turn Maryland into a fan zone that will include World Cup decorations, decals of soccer players, and promotion of downtown businesses that will feature World Cup events. Talks are also underway with the Los Angeles Football Club for possible sponsorship. Local businesses on Maryland are also being approached.

E. RFP ISSUANCE

The RFP for the Maintenance and Landscaping Ambassador Program was issued on March 22, 2018. Deadline to apply is April 19, 2018. Glendale Chamber of Commerce, California Main Street, and California Downtown Association were notified. The RFP is also posted on the City website.



Rick Lemmo,
President
Joseph Stitick,
Vice President
Helen McDonagh,
Treasurer
Raul Porto,
Secretary
Brent Gardner
Jennifer Hiramoto
Nicole Dedic

Downtown Glendale Association
100 N Brand Blvd. Suite 508
Glendale, CA 91203
(818) 476-0120
www.downtownglendale.com

March 7, 2018


To: Downtown Glendale Property Owners and Managers West of Brand Blvd. and on the North Side of the 134


SUBJECT: Expansion of the Downtown Glendale Community Benefit District

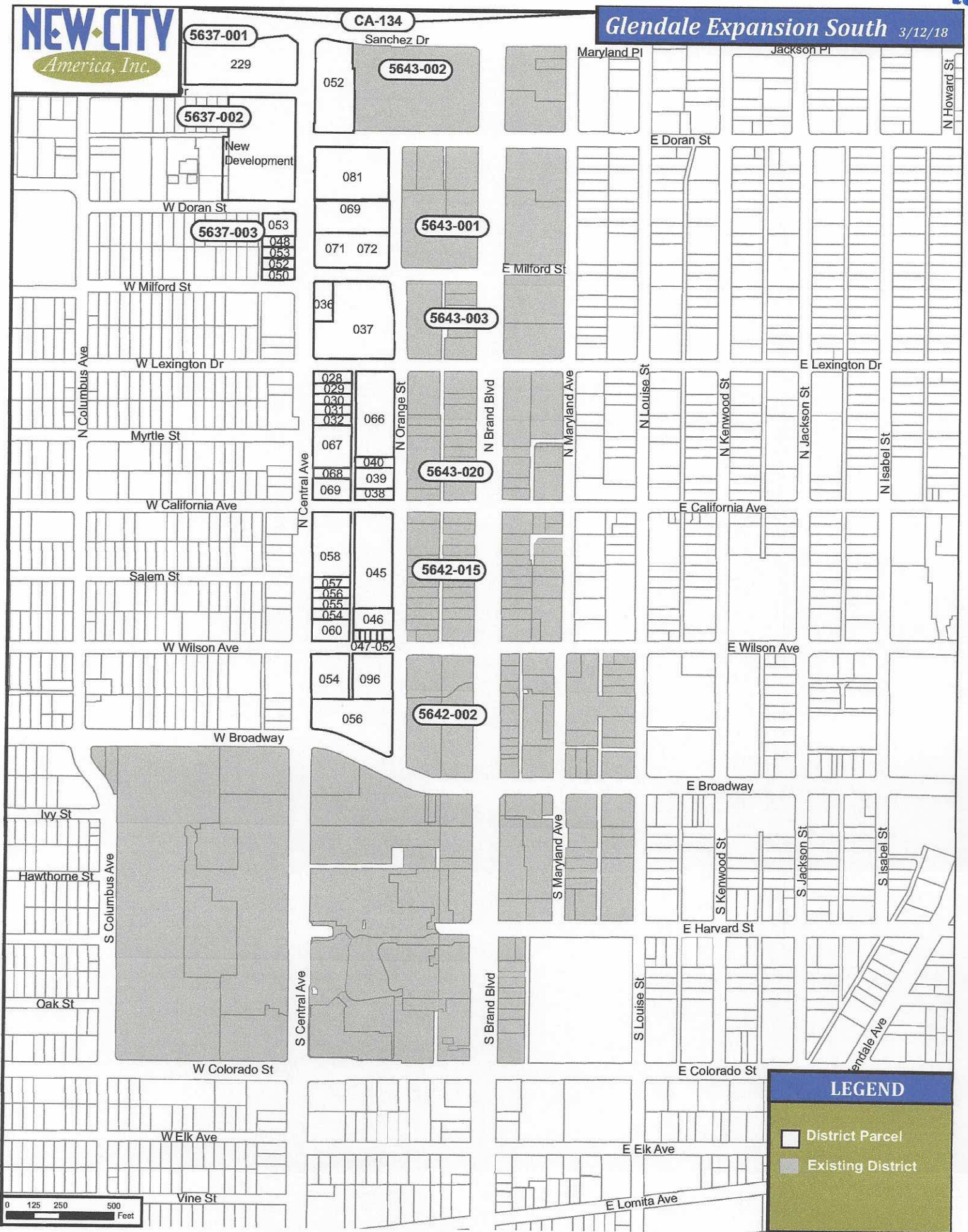
After a very successful 6 years in improving and attracting new businesses to Downtown Glendale, the Downtown Glendale Association (DGA) is in the process of renewing its Community Benefit District this summer. The Downtown Glendale Community Benefit District is a property assessment district which allows property owners to fund special benefit services over and above what their current property taxes provide for. All property owners, in general, from Colorado to the 134 Freeway, pay annually into this popular district, (including the City).

Over the next two months, we will be contacting property owners to the West including Central Avenue and North of the 134 Freeway to encourage their participation in the expanding district. Attached, please find a map of our current district, which is under renewal, and the Expansion Area map. We have also included a copy of the DGA 2017 Annual report for your review.

We will also be contacting a number of the larger property owners in the month of March to discuss the benefits of this CBD and how it can positively impact your property. If you would like to set up a meeting, please call Ryan Huffman at the DGA office at 818 476-0120 or e-mail Ryan at Ryan@downtownglendale.com. We feel that this approach to a greater Downtown Glendale CBD will bring benefits to all property owners, including their tenants and attract new development – thereby increasing the momentum of growth in this dynamic commercial/retail and residential Downtown. We look forward to hearing from you.


Rick Lemmo, Caruso
President


Joseph P. Stitick, IPS Inc.
Vice President

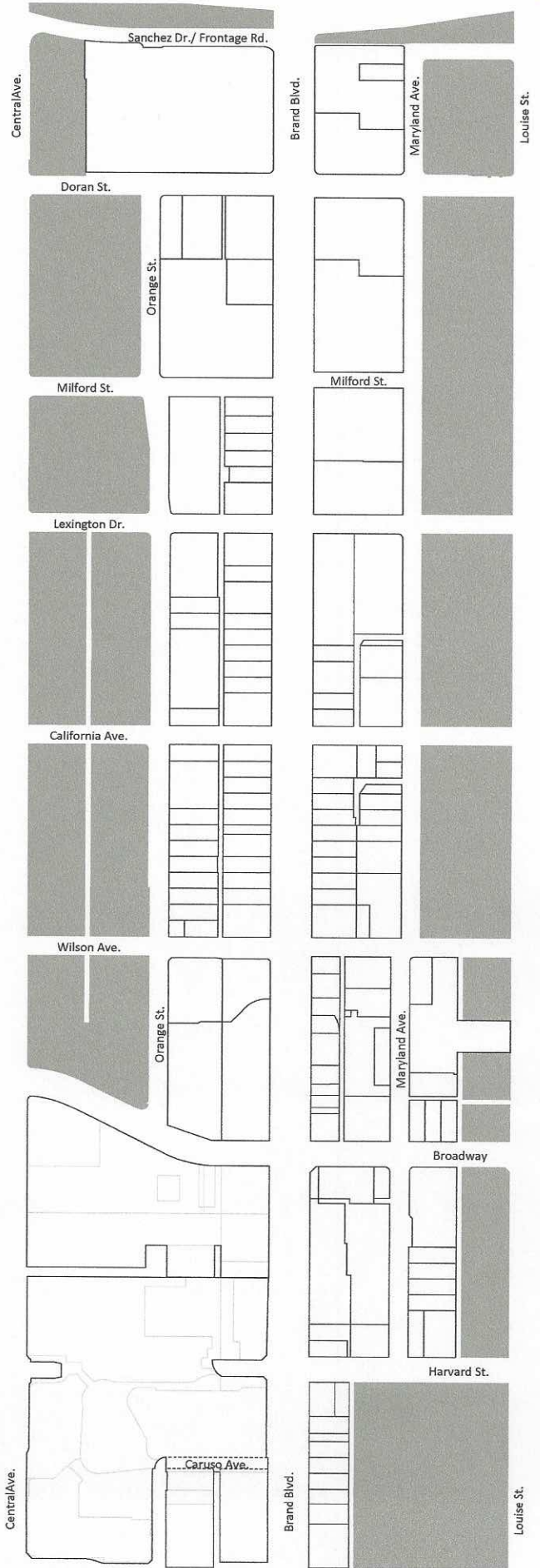
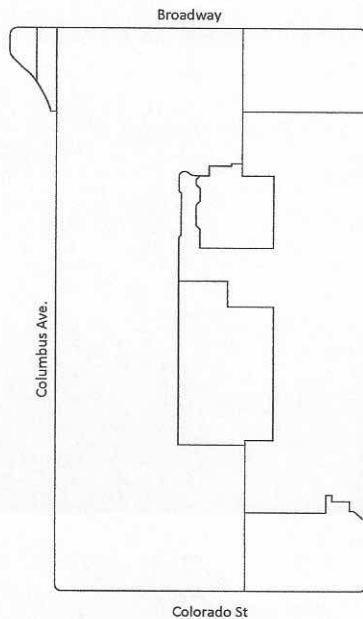


LEGEND

- District Parcel
- Existing District

downtown glendale association

Surrounding Boundaries
(Not Included in District)



ANNUAL REPORT 2017

downtown
glendale
association

ANNUAL MESSAGE FROM THE DGA PRESIDENT, JOSEPH P. STITICK, CCIM

2017 was another year for the books, with the addition of nearly 20 new businesses to the district. The continued economic growth in the area and numerous well-attended district events, have supported the DGA's ongoing efforts to shape Downtown Glendale as a haven for a true sense of community.

Nearly \$200,000 was raised between DGA supported events including the Taste of Glendale Downtown, Glendale Cruise Night, Open Arts and Music Festival, Jingle Bell Run and Glendale Tech Week. The funds raised support a variety of organizations in the region, such as the Glendale Healthy Kids' wellness initiatives and services and Glendale Arts' youth programs, and we are thrilled to experience the buzz and excitement these events generate.

Since our inception, we have made it a priority to create a clean, safe and pedestrian-inviting environment. Our many partnerships within the city and community help to foster an engaging atmosphere, welcoming all residents and business owners to feel a vested stake in the growth and development of Downtown

Glendale. Additionally, regular ambassador involvement assists us with keeping the district clean and welcoming.

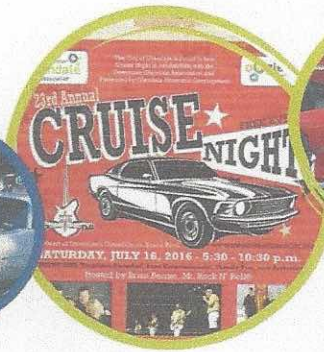
We have continued our very valued partnership and financial support of the Alex Theatre, which celebrated its 92nd birthday on Sept. 4. This year alone, the theater was home to 225 performances and shows, including awards shows, on-stage conversations, concerts, comedy nights, community events, film shoots and beyond, selling more than 85,000 tickets and generating nearly \$1.4 million in revenue.

Staying true to our mission, the DGA board of directors remains focused on our commitment to enhancing our downtown for the benefit of businesses and property owners alike, and to further cementing Downtown Glendale as a place everyone can be proud of and enjoy. We are proud to see that business owners and community members are recognizing the great things happening in Downtown Glendale. ©



EVENTS 2017

AT A GLANCE



Glendale Cruise Night

July 15, 2017

50,000 attended

333 vehicles registered

14 in-kind sponsors



Taste of Glendale Downtown

April 26, 2017

16th annual event

\$37,000 raised

More than 30 restaurants participated



Open Arts and Music Festival

September 16, 2017

7,500 attended

More than \$35,000 raised

\$2,500 raised for Open Grant



Glendale Tech Week

October 9, 2017

More than 1,500 attended

\$43,000 raised

2 million social media impressions



Jingle Bell Run

December 10, 2017

Raised \$76,969 to contribute to the mission of serving those with arthritis!



PROJECT SPOTLIGHT

DOWNTOWN INTERNALLY ILLUMINATED STREET SIGNS

AUGUST — crews completed the first phase of our Downtown Internally Illuminated Street Signs project. Street name signs were replaced at 23 intersections throughout Downtown Glendale, including on Broadway, Brand Blvd., Colorado St. and Central Ave. These signs are not only run on energy-efficient LED technology, but will help make navigating around Downtown Glendale easier and safer for everyone.

AND ... parking in Glendale just got easier!

Public Works has done a lot to make parking in Downtown Glendale easier for residents and visitors. To assist drivers in finding parking, the Marketplace and Exchange parking facilities have been equipped with state-of-the-art dynamic message boards and parking space counting technology.

Look out for them the next time you're looking for a place to park downtown — the signs will make it a much easier and faster experience! ☺

MESSAGE FROM THE EXECUTIVE DIRECTOR, MARCO LI MANDRI

Improving Business in Our Downtown Glendale Business District

The Downtown Glendale Association has a lot to be proud of regarding its accomplishments in 2017. Most importantly, we have been instrumental in creating a new "place" in the LA region — one of the most dynamic, growing regions in the world today.

"Place" means everything when attempting to create demand. Demand from new office tenants, retailers and restaurants, and customers and visitors is the true driver of economic development and prosperity. Businesses want more in sales, and property owners want increasing values. And customers and employees alike want a better, cleaner, more attractive district. On all fronts, we continue to excel.

We have worked hard over the past six years to slow down traffic speed and increase both pedestrian safety and vehicular access.

We want people to enjoy this place — to meet people for business, to have lunch in our outdoor seating areas, to shop, eat and socialize. That is what our great district is all about.

We are in an increasingly competitive world in which retail is undergoing unbelievable and radical transformation. People must be able to taste food, try on shoes and clothing, touch fabric, ask questions to sales attendants, and browse products in a retail environment. The concentration of high-quality stores and restaurants found at the Galleria and the Americana, the variety of retailers along Brand, the excellent restaurants, bakeries and bars, and the increasingly cultural assets anchored by the Alex Theatre all blend into an excellent downtown mix for the region.

So, our charge is to continue to improve this place. We want to make it as easy and enjoyable as possible for businesses and customers to visit and stroll. All of the special services, funded by the property owners of the Downtown Glendale Association, are focused toward that goal. ☺



PRESS HIGHLIGHTS

MEDIA ATTENTION

- 56
Media mentions
- 3
Press releases
- 1
Award given to DGA



SOCIAL MEDIA COVERAGE

- Facebook
9,315 likes, 9,273 followers
- Instagram
1,351 followers, 415 posts
- Twitter
762 followers, 748 likes



NEW BUSINESSES OPENED IN 2017

- 85°C Bakery Cafe
- Antaeus Theatre
- Bacari
- Capital One
- California Poke House
- Eggslut
- Gen Korean BBQ

- Halal Guys
- Heritage Eatery
- It's Boba Time
- Laemmle Lofts
- Ladurée
- Menchie's
- Mix & Match Burger

- Regent Coffee
- Regus
- Tesla
- See's
- Sugarfina

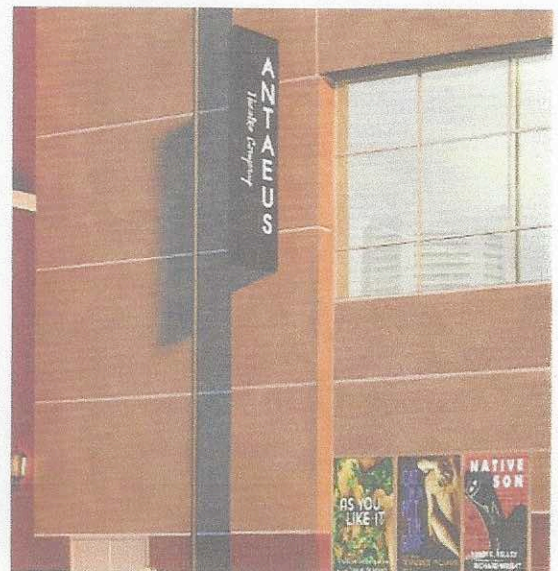


NEW BUSINESS SPOTLIGHT

Antaeus Theatre

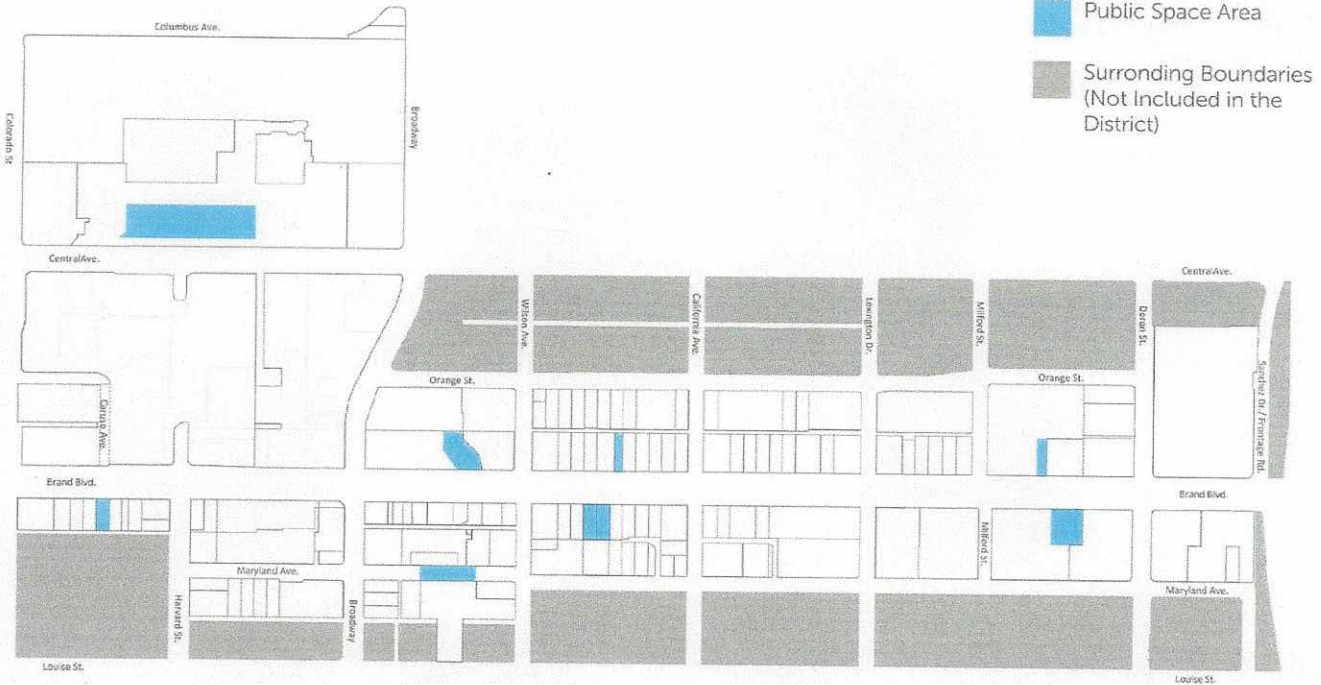
In March 2017, after four years of fundraising and almost one year of construction (and much anticipation!), Antaeus Theatre opened the doors to its new, permanent home in Downtown Glendale, the Kiki & David Gindler Performing Arts Center.

Hailed as one of the top intimate theaters in Los Angeles, Antaeus combines live theater with education, bringing a whole new dimension to the downtown culture. 🎭

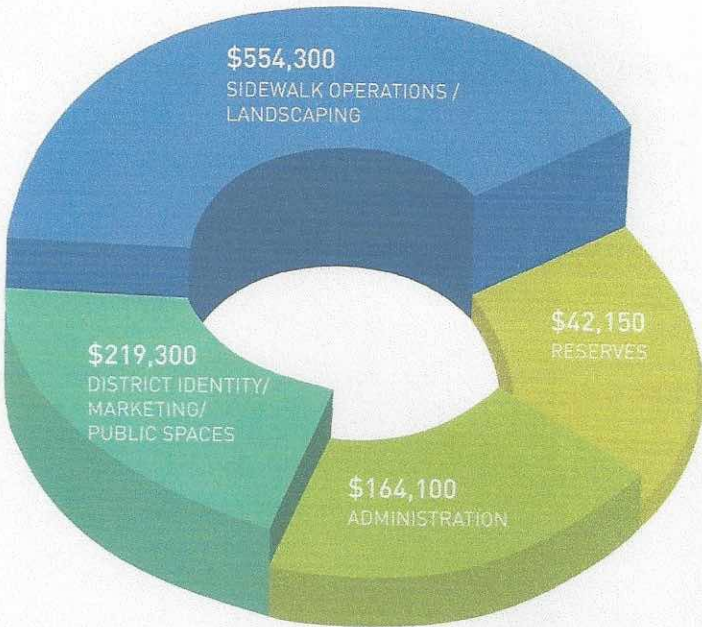


5762-122117-04

DOWNTOWN GLENDALE CBD PUBLIC SPACES MAP



DOWNTOWN GLENDALE ASSOCIATION 2017 EXPENSES — \$979,850



BOARD OF DIRECTORS

2017

Joseph P. Stitick
CCIM, President
Investment Property Services, Inc.

Raul Porto
Vice President
Porto's Bakery

Rick Lemmo
Secretary
Caruso

Helen McDonagh
Treasurer/
Chair DISI Committee
Massage Envy Spa Glendale

Brent Gardner
Chair SOBO Committee
General Growth

Jennifer McLain
Board Member
City of Glendale

Philip Lanzafame
Board Member
City of Glendale [2017]

2018

Rick Lemmo
President
Caruso

Joseph P. Stitick
Vice President
Investment Property Services, Inc.

Raul Porto
Secretary
Porto's Bakery

Helen McDonagh
Treasurer/
Chair DISI Committee
Massage Envy Spa Glendale

Brent Gardner
Chair SOBO Committee
General Growth

Jennifer McLain
Board Member
City of Glendale

downtown
glendale
association

CONNECT TO
DOWNTOWN GLENDALE:

 downtownglendale.com

 [@downtown_glendale](https://www.instagram.com/downtown_glendale)

 [@DWTNGlendale](https://twitter.com/DWTNGlendale)

 [/DWTNGlendale](https://www.facebook.com/DWTNGlendale)





Rick Lemmo,
President
Joseph P. Stitick,
Vice President
Helen McDonagh,
Treasurer
Raul Porto,
Secretary
Brent Gardner
Jennifer Hiramoto
Nicole Dedic

Downtown Glendale Association
100 N Brand Blvd. Suite 508
Glendale, CA 91203
(818) 476-0120
www.downtownglendale.com

March 26, 2018

Ms. Yasmin Beers
City Manager

DRAFT

PLEASE ALSO DISTRIBUTE TO MAYOR GHARPETIAN, CITY COUNCIL & MR. STEVE ZURN, Director, GWP

Ms. Beers,

It is my hope that you will please let this letter be entered into the public record on behalf of the Downtown Glendale Association, Community Benefit District. I am writing on behalf of our organization to urge you and our Glendale City Council to please support the "re-powering" the Grayson Power Plant.

When we speak on behalf of our district, we do so considering the hundreds of property owners and businesses, mostly small businesses and our concern that this City owned utility, maintains reliable service and does so by keeping rates affordable. Voting to re-power Grayson does just that.

Further, we feel it is important and your responsibility to comply with state regulations regarding renewable energy, however, balance is what any sound business strives for. I personally have an electric car and a solar system at my home, yet I know and the DGA believes that in addition to being environmentally responsible, we need to provide secure, reliable power to our businesses and residents.

Once again, we urge you to move forward with the re-powering of the Grayson Power Plant and also finding affordable sustainable fuel alternatives to accompany this necessary element to providing our business and residential community with a reliable system as Glendale has always done.

Thank you.

Sincerely,

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

Rick Lemmo
President
Downtown Glendale Association



Downtown Glendale Association
Social Media Dictionary

Clickthrough Rate - Clickthrough rate is a common social media metric used to represent the number of times a visitor clickthrough divided by the total number of impressions a piece of content receives.

Comment - A comment is a response that is often provided as an answer or reaction to a blog post or message on a social network.

Conversion Rate - Conversion rate refers to a common metric tracked in social media that is the percentage of people who completed an intended action (i.e. filling out a form, following a social account, etc.).

Direct Message - Direct messages -- also referred to as "DMs" -- are private conversations that occur on Twitter. Both parties must be following one another to send a message.

Engagement Rate - Engagement rate is a popular social media metric used to describe the amount of interaction -- likes, shares, comments -- a piece of content receives.

Facebook - Facebook is a social media platform founded by Mark Zuckerberg in 2004. The site connects people with friends, family, acquaintances, and businesses from all over the world and enables them to post, share, and engage with a variety of content such as photos and status updates. The platform currently boasts around 1.49 billion active users.

Fans - Fans is the term used to describe people who like your Facebook Page.

Favorite - Represented by the small star icon on Twitter, favoriting a tweet signals to the creator that you liked their content or post.

Follower - In a social media setting, a follower refers to a person who subscribes to your account in order to receive your updates.

Friends - Friends is the term used on Facebook to represent the connections you make and the people you follow. These are individuals you consider to be friendly enough with you to see your Facebook profile and engage with you.

GIF - GIF is an acronym for Graphics Interchange Format. In social media, GIFs serve as small-scale animations and film clips. (Check out this round up of reaction GIFs used to illustrate our excitement when Facebook announced that they were supporting their functionality.)





Handle - Handle is the term used to describe someone's @username on Twitter. For example, HubSpot's Twitter handle is @HubSpot.

Hashtag - A hashtag is a tag used on a variety of social networks as a way to annotate a message. A hashtag is a word or phrase preceded by a "#" (i.e. #InboundMarketing). Social networks use hashtags to categorize information and make it easily searchable for users.

Impressions - An impression refers to a way in which marketers and advertisers keep track of every time ad is "fetched" and counted.

Instagram - Instagram is a photo sharing application that lets users take photos, apply filters to their images, and share the photos instantly on the Instagram network and other social networks like Facebook, Flickr, Twitter, and Foursquare. The app is targeted toward mobile social sharing, and has gained more than 300 million users.

Like - A Like is an action that can be made by a Facebook or Instagram user. Instead of writing a comment or sharing a post, a user can click the Like button as a quick way to show approval.

Live streaming - Live streaming is the act of delivering content over the internet in real-time. This term was popularized in social media by apps such as Meerkat and Periscope.

Meme - A meme on the internet is used to describe a thought, idea, joke, or concept that's widely shared online. It is typically an image with text above and below it, but can also come in video and link form. A popular example is the "I Can Has Cheezburger?" cat meme that turned into an entire site of memes.

Mention - A mention is a Twitter term used to describe an instance in which a user includes someone else's @username in their tweet to attribute a piece of content or start a discussion.

News Feed - A news feed is literally a feed full of news. On Facebook, the News Feed is the homepage of users' accounts where they can see all the latest updates from their friends. The news feed on Twitter is called Timeline.

Reply - A reply is a Twitter action that allows a user to respond to a tweet through a separate tweet that begins with the other user's @username. This differs from a mention, because tweets that start with an @username only appears in the timelines of users who follow both parties.





Retweet - A retweet is when someone on Twitter sees your message and decides to re-share it with his or her followers. A retweet button allows them to quickly resend the message with attribution to the original sharer's name.

Selfie - A selfie is a self-portrait that is typically taken using the reverse camera screen on a smartphone or by using a selfie stick (a pole that attaches to your camera). Selfies are commonly shared on social media networks like Instagram, Twitter, and Facebook using the hashtag #selfie.

Snapchat - Snapchat is a social app that allows users to send and receive time-sensitive photos and videos known as "snaps," which are hidden from the recipients once the time limit expires (images and videos still remain on the Snapchat server). Users can add text and drawings to their snaps and control the list of recipients in which they send them to.

Snapchat Story - A Snapchat story is a string of Snapchats that lasts for 24 hours. Users can create stories to be shared with all Snapchatters or just a customized group of recipients.

Tag - Tagging is a social media functionality commonly used on Facebook and Instagram that allows users to create a link back to the profile of the person shown in the picture or targeted by the update.

Twitter - Twitter is a real-time social network that allows users to share 140-character updates with their following. Users can favorite and retweet the posts of other users, as well as engage in conversations using @ mentions, replies, and hashtags for categorizing their content.

Twitterverse - Also referred to as the Twittersphere, Twitterverse is a nickname for the community of users who are active on Twitter.





Mario Lopez Social Media Engagement Ideas

All of these would have to be presented to Mario's assistant to help gauge how much involvement he would be interested in.

1. Invite Mario Lopez and his family to attend local events that are sponsored by DGA and partners.

- The Taste of Downtown Glendale
- Cruise Night Glendale
- Open Arts Music Festival

The idea behind this is have him post about the event and tag DGA in the post. It is a great way for him to help promote local business that sponsor and take part of the event. He is a Glendale resident and it is a great way to get the word out about business in his community along with positioning him as a family man. Another option if he did not want to physically attend the event, he could repost one of DGA's social media posts (Facebook, Twitter or Instagram) in helps to promote the local events and business taking part.

2. The Alex Theatre and DGA have a great partnership. The Alex could offer Mario and his family some type of season tickets so that he is able to promote the shows that he attends. He can promote this by capturing pictures when he attends or reposting DGA's social media post about the shows and the community if he is not able to attend.

3. Beyond events if Mario would like to give the DGA approval on a post, the DGA would draft the post and send to Mario's team approval. Once approved, the DGA would post and tag Mario. This post could be about business in the district that involve food, entertainment, and shopping.

4. Asking Mario if he would like to be an Honorary Member of DGA.
- If he accepts we could use this in social media and other promotions.

5. General reposts/sponsored post.

- Ask if Mario would repost one of the DGA's social media post on Instagram can be at random. A second option would be for him to post himself about a local business and tag the DGA in the post.





March 2018

Downtown Glendale Association Social Media

Facebook

Results from the last 28 days

- Total Likes: 9,340
- Post Reach Peak: 6,420 people reached
- Post Occurrence: 3 - 4 per week
- Contests held: Alex Theatre Tickets Giveaways
 - High Society
 - Swan Lake
 - The Adventures of Robin Hood
 - GMCLA Come As You Are: Music From The 90's


Other Sponsored Posts:

- Blaze Pizza for Pi Day
- Taste Walk Glendale
- Museum of Selfies

Downtown Glendale
Published by Emma Alexa [9] · February 27 at 9:22am · 🌐

Contest Time!! Chance for a perfect date night this Saturday!!
We are giving away 1 pair of tickets to Swan Lake at the Alex Theatre this Saturday, March 3rd @ 7:30 P.M. The tickets are amazing seats to see a ballet!

Answer the question for your chance to win! Winners will be chosen at random. ... See More



👤 3,391 people reached Boost Post

Recent Activity

Boosted on Feb 27
Audience: United States: California, Music, Arts an...
By Ehnria Alexa · Completed

[View Results](#)

👍 Like 💬 Comment ➦ Share

👤👤👤 Dinatorah Rodriguez-Garza, Susy Osorio and 33 others Chronological ▾

4 Shares

View 24 more comments

Downtown Glendale shared Blaze Pizza's post.
Published by Emma Alexa [7] · March 14 at 10:20am · 🌐

Talk about a great way to celebrate Pi Day!! Blaze Pizza is selling pizza for \$3.14. Come on by and get yours!! #chooseglendale #myglendale #dtglendale #meetmeonbrand Glendale Galleria



Blaze Pizza
March 14 at 9:00am · 🌐 Like Page

The most irrational day of the year is finally here! Stop by today and celebrate #BlazePiDay with a \$3.14 pizza. (in-restaurant orders only, at participating locations.) <http://blazepizza.com/promos/piday2018>

👤 1,643 people reached Boost Post





Twitter

Total followers: 813

Tweet Impressions: Average of 3,700 times a tweet has been delivered to the Twitter stream of our followers and people who retweet our tweets.

Daily Impressions/Visits Average: 245

Tweet: 5-6 times per week (includes retweets)



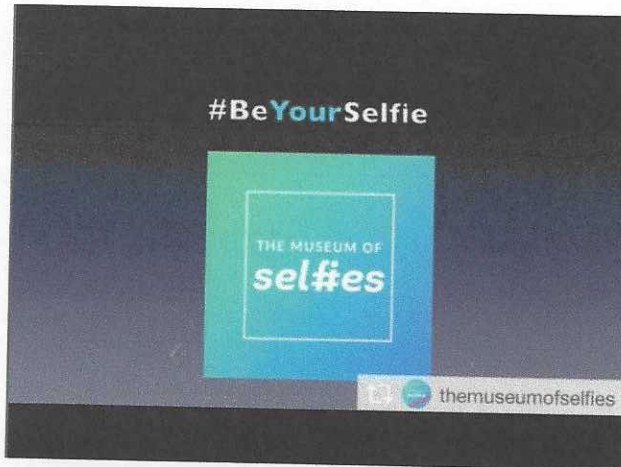
3 retweets, 2 likes



Instagram

Results from the last 7 days

Total followers: 1,368 followers
 Posts: 446, 3-4 times per week (includes reposts from other Instagram users)
 Impressions: 3,038 (total number of times a post has been seen in the past 7 days)
 Reach: 741
 Demographics: Peak times followers see our posts is 12 p.m. - 9 P.M. Most followers are between 25-34 years old. Top locations are Glendale and LA, with 61% being women and 39% being men.



downtown_glendale • Follow
 downtown_glendale @themuseumofselfies grand opening will be April 1st! It will only be open for a limited time so get your tickets before they sell out! Glendale locals and employees can receive a 10% discount by using the code IHEARTGLENDALE at checkout. #museumofselfies #chooseglendale #myglendale #dtglendale themuseumofselfies 📍📍📍
 122 views
 MARCH 9



downtown_glendale • Follow
 Drybar
 downtown_glendale Ladies! Do you want a pretty blowout for your Valentine's Day date or have a fun night planned with your besties for Galentine's Day? Check out Downtown Glendale's spotlight of the week, @thedrybar. See their favorite picks for the perfect Valentine's Day hair at home or book an appointment to get a blowout at the @americanabrand Drybar location! #myglendale #chooseglendale #americanatbrand #americanaglendale #drybar #valentinesday #galentinesday #meetmeonbrand myfetiche Or come to fetiche! 📍
 102 views
 FEBRUARY 5





REQUEST FOR PROPOSALS

Downtown Glendale Association

Release Date: March 22, 2018
 Due Date: April 19, 2018

The Downtown Glendale Association ("DGA") invites qualified firms to submit a proposal for the provisions of maintenance to designated public areas and cleaning/pressure washing/ornamental landscaping ambassadors to provide services within the boundaries of the Downtown Glendale Association Community Benefit District Area (see attached map). Proposals must be submitted in accordance with all requirements of this Request for Proposal (RFP). Any questions regarding this request for proposal should be directed to:



RICK LEMMO
 PRESIDENT
 DOWNTOWN GLENDALE ASSOCIATION
 100 N. BRAND AVENUE, SUITE 508
 GLENDALE, CALIFORNIA 91206
 PHONE 818.476.0120
 EMAIL: INFO@DOWNTOWNGLENDALE.COM

INTRODUCTION

The Downtown Glendale Association (“DGA”) invites qualified firms to submit a proposal for the provisions of maintenance to designated public areas and cleaning/pressure washing/ornamental landscaping ambassadors to provide services within the boundaries of the Downtown Glendale Association Community Benefit District area (see attached map). The personnel assigned to those varied functions may come from one vendor or a combination of vendors that specialize in the various needs of the Downtown Glendale. This contract will commence on approximately June 1st, 2018 for a period of one (1) year with annual options for renewal for a total of three (3) years. The DGA retains the right to give a 30-day notice for termination of services based upon dissatisfaction with the quality and level of service provided by the selected contractor.

The DGAs' mission is to improve the quality of life in patrolled areas. Environmental change in a community can only come about as a result of focused personnel who have been designated to provide a service to the property, business owners, their employees and visitors who are funding these services. The Downtown Glendale Association is not a public agency, although it does engage in public safety, cleanliness, and community services.

The DGA may experience seasonal fluctuations and may require the contractor(s) to periodically supply additional personnel to the regular roster of maintenance attendants. The seasonal fluctuations primarily occur over the holiday season and when special events occur throughout the year.

The DGA will work closely with the Glendale Police Department. *The contractor(s) must also be capable of sustaining the DGA with support in the event of a major natural disaster.* The DGA employees must meet a standard of professionalism and excellence as to maintain a healthy relationship with the City of Glendale staff and the community.

BACKGROUND

HISTORY

The Downtown Glendale Association (DGA) is a public benefit corporation whose primary function is to administer the Downtown Glendale Community Benefit District (CBD or District). The Downtown Glendale Community Benefit District was approved by an overwhelming vote of the affected property owners in July 2012, and authorized by City Council action on July 31st, 2012. The DGA has a contract with the City of Glendale to administer the revenues for this assessment district. The Fiscal Year 2017-2018 revenues for the CBD are anticipated to generate around \$1,000,000. This will be the sixth year of operation of the District.

The special benefit services funded by this CBD include maintaining cleanliness and order in the public rights of way, improving district identity, running the web site and all district events, serving the corporations' administrative needs and advocating on behalf of the area's property

owners, business owners and residents. The CBD is a mandatory assessment district that funds special benefits or those services over and above currently provided by the City of Glendale. The District includes all property owners within the boundaries of the attached map. The function of the CBD is also one of an advocacy organization that seeks to improve the overall appearance, building, office, retail and related residential mix and public space improvements within the district.

CONTEXT

CITY OVERVIEW

The City of Glendale was incorporated on February 16, 1906. The City encompasses approximately 30.6 square miles with a current population of approximately 199,182. Over the last 100 years, the City has grown from a small community at the edge of Los Angeles into a dynamic cosmopolitan City as diverse in its culture as it is in opportunities. Today, Glendale is the fourth largest city in Los Angeles County and is surrounded by Southern California's leading commercial districts including Los Angeles, Pasadena, Hollywood, and Universal City.

Downtown Glendale

Downtown Glendale has seen significant transformation in the past decade. Today, it is a place that is home to major corporations, retailers, diverse restaurants and luxury apartments. The Americana and Glendale Galleria alone have an estimated 26 million visitors a year. With the addition of nearly 600 new hotel rooms and 4,000 luxury apartments the activity in downtown Glendale will only continue to increase. The downtown specific plan was adopted in 2006, and today serves as the planning document that guides development in downtown Glendale.

The Specific Plan calls on Downtown Glendale to be an exciting, vibrant urban center that provides a wide array of excellent shopping, dining, working, living, entertainment and cultural opportunities within a short walking distance. The plan outlines the different districts that comprise Downtown Glendale, including Alex Theatre, Maryland, which is the Arts and Entertainment District, mid-Orange, Americana and Galleria Gateway, among others. Most of these districts comprise the Downtown Glendale Association purview. Specifically, the Downtown Glendale Association is bounded by Sanchez Drive to the north, Louise Street to the east, Central Avenue to the west (though it extends to the Glendale Galleria), and Colorado Street to the south.



OVERALL OBJECTIVES

Through the retention of a private maintenance Contractor(s) the DGA seeks to accomplish the following:

1. **Visible Distinction** - To create a visible distinction within the Downtown Glendale area when compared to the surrounding parts of the District, as far as standards of cleanliness are concerned.
2. **Visible Program** - To provide visible evidence that the DGA-funded maintenance program is working on a day-to-day basis by making personnel visible with district colors on uniforms. In the future branding may be added with the district colors and logos on trash receptacles and machinery.
3. **Public Interaction** - To provide assistance and information when requested to visitors, residents, property owners, business owners and their employees in the Downtown Glendale area and be willing to and capable of interacting with these individuals and businesses on a daily basis.
4. **Security Interaction** - To communicate observed suspicious behavior within Downtown Glendale to the Glendale Police Dept. as well as to provide field reports of those observations. Each individual employee will be required to carry one handheld radio or cell phone to communicate with the Contractor(s), Operations Manager, and/or Downtown Glendale Executive Director as directed, and other maintenance co-workers. The selected contractor is responsible to provide and maintain all radios for maintenance personnel.
5. **Public Space Development** - Visitors and employees should be able to enjoy the great micro-climate found in Glendale by patronizing public spaces including current and future significant corner public spaces. Part of the tasks of the employees will be to lock and unlock tables and chairs in the public rights of way every day, as well as secure or collapse umbrellas on windy days, particularly along Brand Blvd.

PROJECT SCOPE DESCRIPTION OF EXPECTED DUTIES

The DGA Board is seeking a private or non-profit contracted maintenance and landscaping company (contractor(s)) to provide cleaning and landscaping services in the CBD public rights of way as further designated in this RFP. The DGA's mission is a challenge and not every maintenance company will have the ability to meet the demand. The DGA requires that the Contractor(s) provide sufficient personnel to staff a comprehensive maintenance program, who have the requisite skills to maintain the private and public rights of way and who can professionally interact with the members of DGA, the public and have the skills and abilities necessary in dealing with unruly or marginalized persons.

The purpose of the proposal is to enter into an Agreement with a qualified company. Expectations of the selected candidate or company are inclusive of, but not limited to the requirements listed below:

MAINTENANCE AND CLEANING SERVICES/LANDSCAPING PERSONNEL TO BE PROVIDED- REQUIRED:

The mission of the DGA is to create a dynamic Glendale urban district that will attract new businesses, retain existing businesses, create a safe living environment for residents, and attract visitors to a clean, beautiful, and overall vibrant community. This shall be accomplished through the use of designated cleaning and landscaping personnel.

- 1. Sidewalk/Gutter Sweeping/Ornamental landscaping employees** - Using hand or power sweeping equipment, clean and remove all trash, gum, stickers, debris and human bio-waste from sidewalks, gutters, driveways, tree wells, landscaped areas and on or around street furniture, including trash receptacles. Perform duties in a uniform fashion based upon directed frequency. Personnel shall be courteous and helpful to district merchants, residents, visitors, pedestrians and City personnel.

In addition, the cleaning personnel shall have at least one qualified person designated to maintain, water, change out, and install the ornamental landscaping throughout the district. This person is expected to be at least a half time worker and have experience in the field of ornamental landscaping in urban areas;

- A. Cleaning/landscaping personnel: Base your proposal on the following minimum schedule:**

Monday through Friday: (cleaning/landscaping ambassadors for coverage, total of 32 – 40 hours per day, a total of 160 – 200-person hours per week)
Approximately 7:00 AM – 3:30 PM, perhaps put on split shifts

Saturday through Sunday (2 people for coverage, 16 hours per day, 32 hours per weekend), working approximately 9:00AM through 5:30PM

The above total of 132 hours minimum per week shall be subject to adjustment due to special events or changes in demand, upon reasonable notice to contractor(s) from Downtown Glendale Executive Director or District Manager. In addition, the maintenance crew will be expected to help construct and set holiday and seasonal decorations at least three times per year. This work shall be done within their existing schedule.

- B. Sidewalk Pressure Washing:**

To be determined; however, the entire district will be pressured washed no less than four times per year.

Pressure washing should be done at a time of day that is convenient for business and property owners and not after 8AM. Water temperature shall be at least 180 degrees Fahrenheit with a pressure of not less than 3500 psi and a volume not less than 5 gpm. All spray nozzles shall have a 25-degree pattern or greater. All storefront areas including storefront glass areas shall be protected to avoid water seepage into storefronts and debris on the sidewalk areas should be picked up immediately prior to washing. The contractor(s) shall have the capability to provide their own water source if needed or arrangements shall be made to use public or private sources. It is the responsibility of

the contractor(s) and not the DGA to ensure that the pressure washing conform to all applicable governing laws and regulations, including state and local laws governing storm water disposal. The pressure washing is to be conducted following tree and planter watering, as may be done, to remove soiled runoff. Appropriate safety measures shall be taken at all times. The minimum schedule should be as follows:

- 1. Gum is to be removed from sidewalks through hand scraping or pressure washing as needed but at least quarterly;
- 2. Spot cleaning will be done as necessary;
- 3. The pressure washing schedule shall be posted on the respective websites so businesses, property owners and managers and residents can check on when their next rotation will occur.
 - a. Sweep/Rake/Remove trash from all bus stops and areas with high pedestrian concentration as many times as possible per day;
 - b. Contractor(s) shall be able to provide special maintenance services, if needed, to and after special events as instructed by the Contractor(s) Operations Manager and/or Downtown Glendale Executive Director.
 - c. Estimated hours per week for pressure washing – 80 hours per week

3. Trash Collection/Removal - There are multiple city-maintained trash receptacles which are located throughout the district. Downtown Glendale maintenance personnel will be responsible to top off full receptacles as frequently as is necessary and to report damage to the receptacles to the City Public Works Dept. in a timely manner as necessary. Contractor(s) shall be responsible to clean the exterior surfaces of all trash receptacles on public rights of way and keep them free of minor graffiti by using appropriate methods which will not harm the receptacle surfaces. Major graffiti and vandalism shall be reported to the Contractor(s) Operations Manager in a manner determined by the Downtown Glendale Executive Director.

- A. Wipe down trash receptacle covers frequently, frequently mopping or washing the bottoms of the receptacles to remove dog urine, spilled drinks or other liquids;
- B. Clean and/or pressure wash under trash receptacles at a minimum of once monthly or as needed;
- C. Maintain daily cleaning reports. Daily distribute the reports to Contractor(s) Operations Manager and/or Downtown Glendale Executive Director, District Manager or District management company as directed in order to ensure compliance with contract.

4. Graffiti Removal – Clean with solution or pressure wash graffiti, stickers and unauthorized or illegal signs from pavements, trees, poles, planters, street furniture, news racks, bus stops, utility bases and any other relevant surfaces each day. Such removal shall be done in a manner not to damage the surface of the receptacle, pavement or public street furniture. All graffiti is to be removed from ground and wall surfaces within 24 hours of the occurrence. All other graffiti, including that on private property shall be noted and the private property owner shall be notified, or the City department notified in a manner to be determined by the Contractor(s) Operations

Manager and/or Downtown Glendale Executive Director or District Manager.

5. **Human Bio-waste** – Remove all human bio-waste, by sprinkling kitty litter on the bio-waste, thoroughly clean with a disinfecting agent or pressure wash with a similar agent from pavements, trees, poles, planters, street furniture, news racks, bus stops, utility bases and any other relevant surfaces when applicable. Such removal shall be done in a manner not to damage the surface of the receptacle, pavement or public street furniture. All human bio-waste is to be removed from ground and wall surfaces immediately once discovered. All other bio-waste, including that on private property shall be noted and the private property owner shall be notified, or the City department notified in a manner to be determined by the Contractor(s) Operations Manager and/or Downtown Glendale Executive Director or District Manager.
6. **Painting/Touch-up/Washing** – Provide an ad-on for touch-up painting of trashcans, planters, benches and light bases throughout the DGA as requested.
7. **Special Events, Holiday Decorations, Banners and Planter Watering** - Maintenance personnel will be called upon to install banners, holiday decorations, pedestrian way-finding systems and maintain those amenities as long as they are displayed in the boundaries of the District. The Downtown Glendale Executive Director or District Manager shall give contractor(s) at least thirty (30) days-notice of the need for personnel to implement various special events and/or seasonal displays in specifically designated areas in the district. This shall be considered a standard and not an extraordinary service of the regular maintenance crew.
8. **Informing District Personnel Regarding Non-conforming News Racks** - It shall be the responsibility of the contractor(s) staff to inform the Downtown Glendale Executive Director or District Manager when news racks have been placed in the public rights of way which:
 - a. Are covered with graffiti;
 - b. Have been abandoned;
 - c. Have been placed on the sidewalk but are unsecured;
 - d. Have been placed on the sidewalk and are chained to an adjacent news rack;
 - or
 - e. Act as an obstacle in the public right of way;
 - f. Are not in compliance with City ordinances governing news racks in the public rights of way.
 - g. Display of sexually explicit photographs, headlines or printed material (publications)

9. **Uniforms:**

The DGA shall provide to the contractor(s) an appropriate number of customized shirts, caps and windbreakers. It shall be the responsibility of the contractor(s) to provide uniform pants in a style and color selected by the Downtown Glendale Executive Director or District Manager. It shall be the responsibility of the contractor(s) and their employees to care for and maintain all uniform apparel. All employees, at all times shall be in uniform. Uniforms shall be neat and presentable at all times. Uniforms shall be

replaced as they are worn out paid from the DGA.

NOT TO EXCEED CONTRACT AMOUNT

Contractor(s) shall provide a *not to exceed price* with a thorough breakdown of the wages provided for each work position, basic employment costs, the proposed hours and days for each work position and the overhead and administrative costs including a description of benefits provided to personnel, and any additional administrative cost. Maintenance and pressure washing of the public rights of way proposals shall not exceed \$510,000.00 per year.

PROPOSAL REQUIREMENTS

Contractor is requested to submit electronic copies of the proposal by Friday, April 19th, 2018 in accordance with the following format requirements:

- **Introduction** - Summarizing the scope of work to be performed.
- **Scope of Work** - List work to be performed, with the accompanying cost proposed for that service. Proposal shall describe procedure, materials and resources (e.g. staff), which will be utilized to complete each task in the scope. It is understood that services will be "as needed" and may ultimately be increased or decreased during the phase of negotiating a service agreement with the successful bidder. *The contractor is to provide the number of hours that cleaning and landscaping personnel shall be provided, in the DGA, not to exceed the budgeted amount for the district.*
- **Identification of Personnel and Equipment for the Downtown Glendale:** The contractor shall provide a list of the number of personnel that will be provided to maintain the Downtown Glendale for a 12-month period commencing June 1, 2018 (or earlier) and ending on May 31st, 2019. The contract may be extended by mutual agreement of both parties. *The contractor shall provide the costs of the following personnel, equipment, or sub-contractors including, but not limited to:*
 - i. Full time Operations Director;
 - ii. Monthly supplies for operations;
 - iii. Uniforms or special apparel in addition to those provided by the DGA; (paid for by the DGA);
 - iv. Maintenance employees, hours and days, not less than 308 hours per week;
 - v. Overhead factor (if applicable)
 - vi. Other costs considered relevant including contingency;
 - vii. Any start-up funding required to acquire equipment and supplies related to this contract;
- **Company Background** - Describe your organization/company's background including list of owner/principals (if private sector) or Board of Directors (if non-profit) including resumes of key management personnel, length of time company/organization has been

in operation, size (annual revenues), and organizational structure (e.g. staff and org chart). Experience in maintenance of public rights of way and development of public spaces is key.

- **Current and Prior Experience** - Provide a comprehensive list of all contracts or work performed during the past three years regarding any/all of the items in the scope of service. The list should include:
 1. Job location;
 2. Contract Amount;
 3. Role in the job (subcontractor or contractor);
 4. Equipment/general procedures used on the job;
 5. References - past and present including contact information;
- **Public Space Development:** Special consideration will be given to companies who have demonstrated experience in the development and daily management of dynamic public spaces in the public rights of way. Development, planning, implementation and maintenance of these public spaces is key to the goals of the DGA. List any relevant examples of public space development in similar areas;

IV. Contractor's Employees

- All employees shall be U.S. citizens or be legal residents of the United States with supporting documentation.
- Personnel shall have good communications and public relations skills to effectively interact with visitors, business and property owners in the DGA. Contractor will assure that personnel understand that public relations and public assistance are a primary part of their duties and are willing to assist in survey, distribute community information, provide directions, and assist the public as needed.
- Daytime personnel must be able to speak, write and understand the English Language to interact with the public, property and business owners, and DGA staff. Bilingual capabilities are preferred. Provide list of language skills in proposal.

V. Management, Supervision and Training

- Contractor shall assign one responsible management level person or Operations Director to meet with the DGA District Manager on an as needed basis. This Operations Director shall attend all appropriate Committee and Board meetings.
- All shifts must be supervised by an individual who monitors cleaning and landscaping personnel, makes client calls, contacts city departments to correct area maintenance problems, makes route inspections, makes graffiti lists, maintains service reports, reports suspicious/nuisance activity and homeless/vagrant issues to the Glendale PD.
- Contractor is responsible for all training required to ensure that employees clearly understand their duties and responsibilities. Such training shall include pre-assignment training and remedial training, as necessary. Contractor understands that the DGAs will

have the right to request that any employee receive remedial training or be removed from the project upon request.

VI. Insurance

The successful contractor shall be required to carry the following insurance and name the Downtown Glendale Association, its Board members, Directors and Officers as well as the City of Glendale as an additionally insured. Insurance companies and limits shall meet the standards of the DGA and the City and shall be provided in forms acceptable to DGA and City.

Insurance company issuing the policy shall be an "admitted" insurer in the State of California and shall carry an A.M. Best and Company minimum rating of AA:VII. Additional insurance provisions shall conform to Section 17 of the approved Management and Disbursement Agreement by and between the City of Glendale and the Downtown Glendale Association, copy of which will be provided upon request.

- **Worker's Compensation** - In accordance with state compensation laws, the contractor shall carry worker's compensation & employer's liability insurance for all persons employed in the performances of services described in this proposal.
- **Liability/Bodily Injury and Property Damage** - The contractor shall carry liability insurance/bodily injury and property damage in the amount not less than \$ 2,000,000 per occurrence with a \$ 3,000,000 aggregate.
- **Automobile** - The contractor shall carry automobile liability insurance/bodily injury and property damage liability in the amount not less than \$1,000,000 per combined single limit. All vehicles shall be registered and maintained by the selected contractor.
- **Additional Insured** – The DGA Downtown Glendale Association shall be named as additionally insured on all policies.

VII. Other

The Contractor(s) must be licensed to do business in the State of California and hold a valid City of Glendale Business license.

VIII. Submittal of Proposals

Please send all submittals electronically to info@downtownglendale.com. Subject line should be marked "Maintenance and Landscaping Ambassador Program Bid." The deadline is **5:00 pm on Friday, April 19, 2018**. Late submittals will not be accepted. Staff of the DGA are available to meet and walk the district with Contractor, if requested.

IX. Contractor's Representations:

The Contractor(s), by submitting a bid, represents that:

- a. The Contractor(s) has/have read and understands the contents of the RFP

information pack and the bid is made herewith.

b. The Contractor, before submitting a proposal, understands that the Contractor must:

- 1. examine the RFP information pack and exhibits;
- 2. visit the site and become familiar with all local conditions which may in any manner effect the cost, progress or performance of the services; and,
- 3. become familiar with all applicable Federal State and local laws, ordinances, codes, rules and regulations that may in any way effect the cost, progress or performance of the services.

X. Award of Contract

The anticipated award date of the contract will be no later than May 20, 2018, that provides for the commencement of services on June 1, 2018. The term of the contract will be for one year, with possible two additional year extensions based upon mutual consent. The DGA reserves the right to terminate the contract with a 30-day written notice based upon dissatisfaction of the quality and consistency of work by the contractor. The rates established in the contract are to be maintained for the entire term of the first year of the contract. The selected contractor shall be expected to set up a base for operations, acquire all equipment and be ready to implement services on June 1, 2018.

Conclusion

Applicants should carefully consider the nature of the maintenance requirements of the DGA. This RFP is not designated for traditional maintenance companies. The awarded vendor must demonstrate the ability to provide staff that can perform, even thrive, in the DGA environment. This area of maintenance and placemaking is in a constant state of evolution. "Outside-the-box" thinking is a critical component of the management process for this DGA. Vendors and/or sub-contractors should expect that the contract will be challenging and will involve a very "hands-on" customer service dimension.

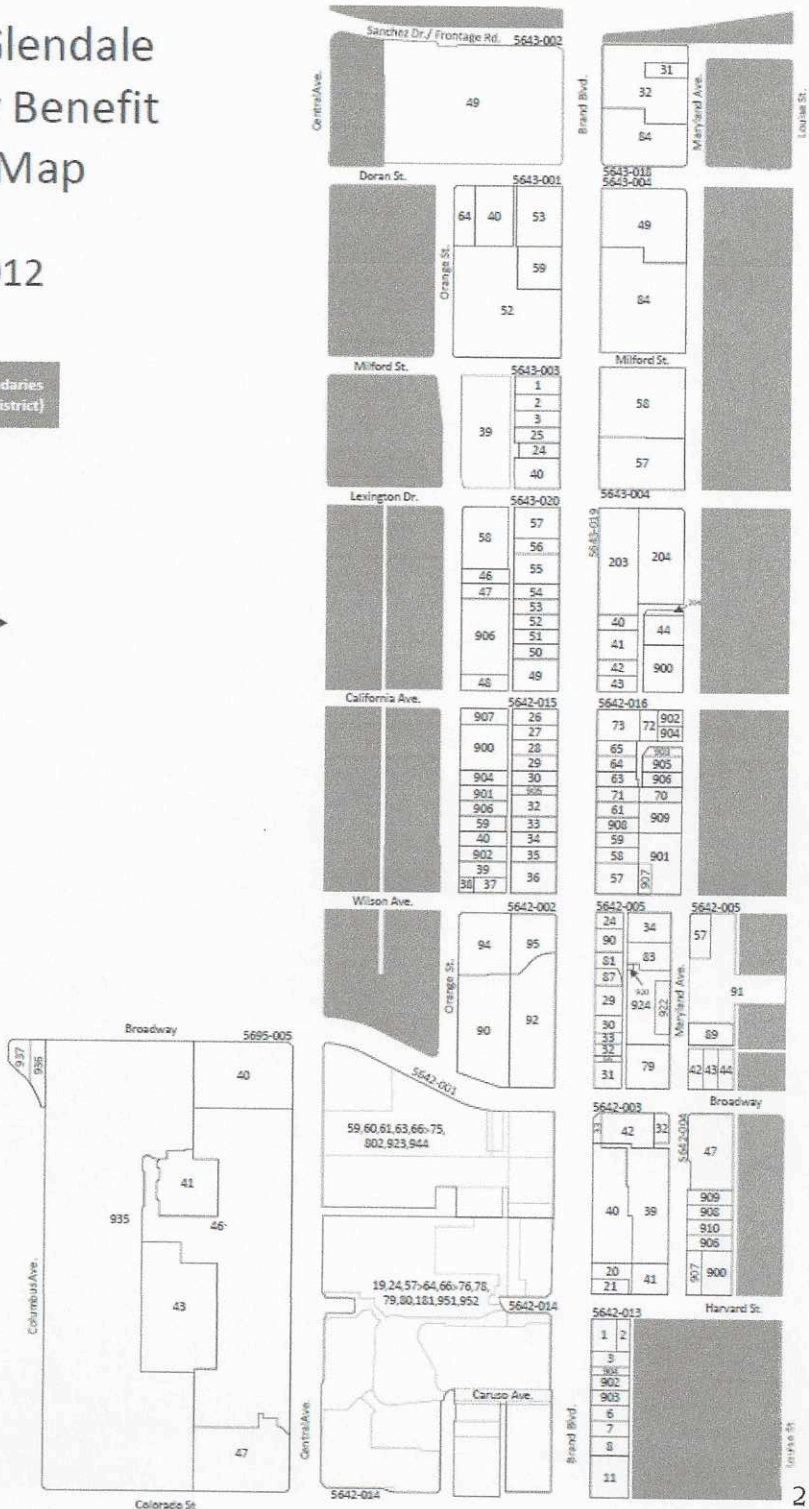
The DGA staff or Board reserves the right to accept, amend, reject or completely alter the use of a private contractor in this RFP process. The DGA may also determine that it is most cost effective to provide such services with in-house DGA employees. The responses to this RFP will determine that course.

EXHIBIT 1: MAP

Proposed Glendale Community Benefit District Map

May 2012

Surrounding Boundaries
(Not Included in District)



Map created by New City America, Inc.

Downtown Glendale Association - Banked Hours Report



Hours Detail	Page 1 of 1
Service From	5/30/15
Service To	3/22/18

2018	Dec-17	Jan-18	Feb-18	Mar-18	Apr-18	May-18	Jun-18	Jul-18	Aug-18	Sep-18	Oct-18	Nov-18
Week 1	285	319	318	315								
Week 2	297	343	290	264								
Week 3	305	308	387	319								
Week 4	350	302	363									
Week 5		347										
Add'l Svc/BOT												
Adjustments												
Total	1237	1619	1358	898	0	0	0	0	0	0	0	0
Weeks	4	5	4	3								
Contracted Weekly	302	302	302	302								
Previous Month Bank	332	303	194	44								
This Month Bank	-29	-109	-150	8								
Total Bank	303	194	44	52								