



**CITY OF GLENDALE, CALIFORNIA
REPORT TO THE CITY COUNCIL**

AGENDA ITEM

Report: Use of City Days at the Alex Theatre: Star Productions presentation of Gevorg Chakmanyanyan's dedication to Armenian Folk Singer Ofelya Hambardzumyan's 100-Year Anniversary

1. Council motion to approve use of one of twelve annual City Days at the Alex Theatre for Star Productions presentation of Gevorg Chakmanyanyan's dedication to Armenian Folk Singer Ofelya Hambardzumyan's 100-Year Anniversary on April 3, 2025

COUNCIL ACTION

Item Type: Consent Calendar

Approved for January 28, 2025 **calendar**

EXECUTIVE SUMMARY

The City of Glendale's Community Development Department is requesting use of one of the City's 12 annual rent-free dates at the Alex Theatre to sponsor Star Productions presentation of Gevorg Chakmanyanyan's dedication to Armenian Folk Singer Ofelya Hambardzumyan's 100-Year Anniversary for a performance on April 3, 2025. This request would represent the second community sponsorship request for the 2025 calendar year.

RECOMMENDATION

Provide direction for utilization of one rent-free date at the Alex Theatre.

ANALYSIS

As part of the Management Agreement, Evnsong (formerly SAS) agreed to provide the City with 12 annual days of Theatre use, free of facility rental charge. In addition to events hosted by the City, the City may sponsor community groups, who meet the minimum criteria and receive City Council approval, by providing them use of one of these 12 dates. The facility rental fee is waived by the Theatre for these groups, but all other costs associated with the use of the Theatre are to be paid for by the group requesting the sponsorship.

This is the second request received by the City from a community group for the 2025 calendar year. Community Groups which have received, or requested, a City day:

1. Los Angeles Youth Orchestra (May 31, 2025) **approved*
2. Ofelya Hambardzumyan's 100-Year Anniversary with artist Gevorg Chakmanyanyan (April 3, 2025) **current request*
3. Wild Honey (May 24, 2025) **request on same Council agenda*

Staff and the Alex anticipate the City will use the Theatre for reoccurring events and are cognizant not to bring forward community events which would surpass the number of allocated dates considering these anticipated date uses. The Council may direct staff to set aside additional dates for anticipated events in addition to the three below:

1. Armenian Genocide Commemoration Event
2. Glendale Tech Week
3. Women's Equity Day

The requested City day is for a special concert dedicated to Ofelya Hambardzumyan's 100-Year Anniversary. Presented by Star Productions, it will feature artist Gevorg Chakmanyanyan. Mr. Chakmanyanyan has hosted concerts at Alex Theatre in 2017 and 2018 to large audiences, and is expecting 800-1,000 guests for this show on April 3, 2025.

Ofelya Hambardzumyan was born in Yerevan, Armenia SSR on January 9, 1925. She was recognized for her beautiful voice at a young age. She trained at the Musical College after Romanos Melikyan. In 1944, she became a soloist for the Ensemble of Folk Instruments of the Public Radio of Armenia, where she dedicated her efforts to the ensemble headed by Armenian composer and conductor Aram Merangulyan.

Hambardzumyan's repertoire included classical Armenian music and folk songs composed by Armenian classical troubadours. She was especially recognized for her interpretations of notable medieval Armenian composer and poet Sayat-Nova's songs.

In 1959, Hambardzumyan was awarded the People's Artist of the USSR. In 2011, she was awarded the Mesrob Mashtots Medal, named after early medieval Armenian linguist, theologian and composer Mesrob Mashtots. She died on June 13, 2016, in Yerevan, Armenia.

STAKEHOLDERS/OUTREACH

Marketing for the event will take place through the organization's base, and all regular Alex Theatre ticket marketing outlets.

Details for those interested in requesting sponsorships can be found on the City website at: glendaleca.gov/government/departments/community-development/cdd-administration/alex-theatre-sponsorship

And the Alex Theatre website at: <https://www.thealex.com/sponsorship>

FISCAL IMPACT

There are no costs to the City of Glendale for sponsoring this event.

ENVIRONMENTAL REVIEW (CEQA/NEPA)

CEQA does not apply to projects where the lead agency determines "with certainty that there is no possibility that the activity in question may have a significant effect on the environment." CEQA Guidelines (14 Cal. Code Regs.) § 15061(b)(3). Here, the action involves hosting a show within a built environment. There is no possibility that the action of hosting continued shows within the Theatre may have a significant effect on the environment.

CAMPAIGN DISCLOSURE

This item is exempt from campaign disclosure requirements.

ALTERNATIVES TO STAFF RECOMMENDATION

Alternative 1. Do not approve utilization of one of twelve of the City days at the Alex Theatre.

ADMINISTRATIVE ACTION

Submitted by:

Bradley Calvert, Director of Community Development

Prepared by:

Tamar Sadd, Deputy Director of Community Development

Approved by:

Roubik R. Golanian, P.E., City Manager

EXHIBITS/ATTACHMENTS
