



CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

AGENDA ITEM

Report: Use of City Days at the Alex Theatre: Wild Honey Foundation / Zevon Estate

1. Council motion to approve use of one of twelve annual City Days at the Alex Theatre for a celebration of the music of the legendary Los Angeles singer/songwriter Warren Zevon, presented by Wild Honey Foundation and Zevon Estate, on May 24, 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 the celebration of the music of the legendary Los Angeles singer/songwriter Warren Zevon, presented by Wild Honey Foundation and Zevon Estate, to benefit the Autism Healthcare Collaborative and The Asbestos Disease Awareness Organization on May 24, 2025. This request would represent the third 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 third 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) **request on same Council agenda*
3. Wild Honey Foundation's celebration of Warren Zevon (May 24, 2025) **current request*

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 date is for a performance on the evening of May 24, 2025, to celebrate the music of the legendary Los Angeles singer/songwriter Warren Zevon to benefit the Autism Healthcare Collaborative and The Asbestos Disease Awareness Organization (the cause of Zevon's 2003 passing). The concert will be presented by the non-profit Wild Honey Foundation, in association with the Zevon Estate. Wild Honey and Zevon's son, Jordan, will assemble an all-star cast of friends and admirers of the legendary Zevon and dig deep into his amazing catalog of songs and deliver an unforgettable night of musical celebration. Warren Zevon's admirers including Jackson Browne, Don Henley, David Letterman, Bruce Springsteen, REM, along with many young songwriters, and invitations will be extended to them to ensure the evening's success.

In the past, Wild Honey benefit shows have included performances by Brian Wilson, Members of REM, Dave Davies of the Kinks, Jackson Browne, Garth Hudson of the Band, Richie Furay of the Buffalo Springfield, Al Jardine of the Beach Boys, the Lovin' Spoonful, and many others.

Wild Honey has consistently filled the Alex Theatre and many other venues over the past 12 years, but rising venue cost has traditionally cut heavily into the amount that we

are able to donate to various autism and health-related organizations, so support for rental cost at the Alex (Wild Honey has presented shows at the Alex since 2015) would allow the non-profit to do more community good with box office proceeds.

Wild Honey is an all-volunteer organization and work on a grass roots level to support the causes closest to the organization's heart: supporting the non-verbal autism community, including Jacob Rock (20), the founder's son, who has struggled with this affliction since the age of 3.

STAKEHOLDERS/OUTREACH

Marketing for the event will take place through the organization's large 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
