



CITY OF GLENDALE, CALIFORNIA REPORT TO THE CITY COUNCIL

AGENDA ITEM

Report: Use of City Days at the Alex Theatre: Armenia Fund presents Artsakh State Dance Ensemble's First U.S. Concert

1. Council motion to approve use of one of twelve annual City Days at the Alex Theatre for Armenia Fund's presentation of the Artsakh State Dance Ensemble's First U.S. Concert on May 16, 2025

COUNCIL ACTION

Item Type: Consent Calendar

Approved for April 15, 2025 **calendar**

EXECUTIVE SUMMARY

Armenia Fund is requesting use of one of the City's twelve annual rent-free dates at the Alex Theatre to sponsor the Artsakh State Dance Ensemble's first U.S. concert on May 16, 2025. This request would represent the eighth community sponsorship request for the 2025 calendar year – leaving one date available for sponsorship. Three additional dates are currently reserved for City use.

RECOMMENDATION

Approve 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 twelve 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 twelve 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 seventh request received by the City from a community group for the 2025 calendar year. Community Groups which have received an approved City day:

1. Los Angeles Youth Orchestra (May 31, 2025)
2. Ofelya Hambardzumyan's 100-Year Anniversary with artist Gevorg Chakmanyanyan (April 3, 2025)
3. Wild Honey (May 24, 2025)
4. Center for Armenian Arts Benefit Concert (April 30, 2025)
5. Sister Cities Event (March 6, 2025)
6. Horizon TV concert to celebrate Armenian Independence Day (May 29, 2025)
7. Armenian Fairytale (December 2025)

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

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:

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Prepared by:

Tamar Sadd, Deputy Director of Community Development

Approved by:

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

EXHIBITS/ATTACHMENTS

Exhibit 1: Request Letter