



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

**AGENDA ITEM**

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Report: Annual Alex Theatre Report – Calendar Year 2024

1. Note and File Annual Alex Theatre Update.

**COUNCIL ACTION**

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**Item Type:** Report Only

**Approved for** January 28, 2025 **calendar**

**EXECUTIVE SUMMARY**

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Annual report of Alex Theatre activity and goal attainment. This past year has been focused on audio and visual equipment upgrades, major maintenance work on the neon marquee, design services for the refresh of the theatre, hosting 100 shows including a number of notable sold out performances, and a fresh brand and website launch – TheALEX.com.

## RECOMMENDATION

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Note and file annual report for the Alex Theatre.

## ANALYSIS

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The annual report provides updates regarding the three stated Council priorities for the Alex Theatre. These include financial stability for the Theatre, accessibility to community groups while serving as a cultural hub, and to attract top quality entertainment clients, events, and performances with great frequency which will be an economic catalyst for the downtown. Below is a summary of activity facilitated by Evnsong (formerly called SAS Entertainment) for the last year, including additional goals the Theatre is pursuing, and challenges faced:

1. Infrastructure - Deferred Maintenance and upgrades to aging and out-of-service equipment.
  - a. Marquee: After a challenging process of finding the right service provider for the neon marquee, maintenance and repairs have been underway or completed to restore the iconic downtown centerpiece. Planned out in 3 phases, phase 1 and 2 are now complete, leaving just the tall tower repairs to accomplish in the coming year.
  - b. Building Refurbishment: The design team for a general refurbishment of the building has been contracted and their conceptual designs completed. This will address upgrades for paint, carpeting, restrooms, dressing rooms, seat fabric and cushions, forecourt, and exterior repairs. The Theatre has not received a general refresh since the major rebuild in the 1990s.
  - c. Aging Equipment: The essential equipment for producing shows has not been upgraded in many years, and does not meet industry standards. Completing these upgrades have been a major focus of the Theatre. This past year, the stage audio system upgrades were completed, allowing shows to save additional thousands in rental equipment. Also completed this year was the upgrade of the lighting controller system, with additional lighting and video upgrades planned for the coming year.
2. Community
  - a. This past year has had a number of noteworthy community events, including recitals by several Glendale-based dance and music studios: Lark Society, Glendale Youth Orchestra, City of Glendale's Genocide Commemoration, Women's Equality Day, Tanfis Palestine benefit, Diwali celebration, ALEX Film Society Stooges event, JPL collaboration Blended Worlds, and Hosharian Orchestra Concert.
  - b. The ALEX continues to offer community groups affordable access to the theatre through discounts, co-promotions, and the newly streamlined City Sponsorship days.
3. Visibility
  - a. By utilizing their long-standing industry reputation, Evnsong has developed new ongoing partnerships this year which will continue to support the Theatre's activities moving forward.

- i. A highlight is the co-production partnership with 88.9 KCSN “the SoCAL Sound.” This new partnership brought 2 shows in 2024 featuring multi-Grammy winning artists Benjamin Gibbard & Jackson Browne. These shows put the ALEX front and center to the 11.5 million listeners of the radio station. More shows are in the planning stages in 2025, along with a year-long promotion of the ALEX 100 1925-2025 celebrations and the Century Patron Project.
    - ii. Bringing 2 shows to the ALEX stage in 2024, with several in the works for next year, is the prolific independent promoter Brian Martin. His well-sold shows included Puerto Rican legend Jose Feliciano, and the crowd favorite “Whose Live Anyway” featuring Drew Carey.
    - iii. Among other notable shows, several Armenian artists were featured including Reincarnation, LadaNiva, Tigran Hamasyan, Element Band, Armenian Kings of Comedy, Nemra, and the “sold-out to the rafters” Pallet.
    - iv. Lastly, The ALEX invited several new audiences into the Theatre this past year by programming the indie folk-rock darlings, Rodney Crowell, Marshall Crenshaw, Moffat Travel Love.
  - b. Additionally, a fresh brand and website was launched – The ALEX – bringing a new presence to the Theatre.
4. Stability
- a. With the passing of CA SB478 the “Honest Pricing - or - Hidden Fees” statute the event ticketing industry has been in a difficult transition, and this is reflected in overall ticket sales. This new law requires the 10-20% service fees, 3% credit charges, and the City’s \$4 facility fee be added directly to the total listed ticket price, instead of being added at the end of the transaction. This has led to confusion among patrons, and has negatively impacted overall sales. Evnsong is seeing patrons buying cheaper tickets first, instead of the higher priced front rows, due to this confusion and expectation of added fees at the end. It is an unprecedented period in the live performance industry, and Evnsong is in discussions with other industry leaders on how to best address this moving forward.
  - b. Despite this challenge, the ALEX continues to operate at a high usage rate and expects that bookings and revenue in 2025 will continue to increase, based upon the foundations already laid for success.

## **STAKEHOLDERS/OUTREACH**

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No outreach is associated with this report.

## **FISCAL IMPACT**

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There is no fiscal impact associated with this report. Below is a description of the revenue generated from Ticket Fees from January 2024 - December 2024. Ticket information per show is provided by the Theatre and submitted to the City through

quarterly reports:

Existing Revenue		
Amount	Account String	Funding Source
\$145,386	35911-1010-CDD-2511-P8027	General Fund

In 2024 year, the Theatre hosted 24 shows with audiences greater than 900 attendees, and an overall total of 100 events. The ticketed events generated \$145,386 in Facility Fees. In comparison to 2023, the Theatre hosted 31 shows with audiences over 900 attendees, 102 total events, and generated \$207,440 in Facility Fees.

### **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 noting and filing of a staff report on the 12-month performance status of the Alex Theater. There is no possibility that the action to note and file this report may have a significant effect on the environment.

### **CAMPAIGN DISCLOSURE**

This item is exempt from campaign disclosure requirements.

### **ALTERNATIVES TO STAFF RECOMMENDATION**

Alternative 1. Note and file the report.

### **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**

1. Show Sales January 2024-December 2024