



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

AGENDA ITEM

Report: Use of City Days at the Alex Theatre: Armenian Fairytale's 30th Anniversary Show

1. Council motion to approve use of one of twelve annual City Days at the Alex Theatre for the Armenian Fairytales 30th Anniversary Show on May 18, 2024.

COUNCIL ACTION

Item Type: Action Item

Approved for April 30, 2024 **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 Armenian Fairytale's 30th Anniversary Show at the Alex. This request would represent the third of twelve dates.

RECOMMENDATION

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

ANALYSIS

As part of the Management Agreement, SAS agreed to provide the City with 12 annual days of Theatre use, free of facility rental charge. In addition to events actually 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 will be covered by the group requesting the sponsorship.

This request comes from Armenian Fairytales, a non-profit organization and after school program which has been serving the Glendale community for 30 years. Their mission is to provide children of all ages an opportunity to experience musical theatre and to stay close to their heritage, including old time stories and history of Armenian culture in the Armenian language.

Throughout the year, Armenian Fairytales has acting, vocal lessons, and dance classes to prepare for the annual holiday shows held every December at the Alex Theatre. This year, marking the 30th Anniversary, the group will be hosting two shows, in May and December.

Pre-pandemic, most shows sold out the Theatre. Post-pandemic, audiences have reduced to 900-1,000, but still surpass the requirements to request the sponsorship.

The upcoming event will be held Saturday, May 18, 2024 at 5:00 pm. The request of a weekend event has been vetted with Alex Theatre staff and agreed upon due to the organization's long-standing history with the Theatre – producing annual shows at the Alex for 30 years.

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 two shows 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. The show will continue without City sponsorship.

Alternative 2. Consider another alternative not proposed by staff.

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
