



**Glendale Arts** is a private nonprofit organization, that was established in July 2008, as a result of a community-wide arts assessment that included input from Alex Regional Theatre Board and staff, City of Glendale and community advocates and educators.

## VISION

Glendale Arts believes that a great city is defined by its arts. We envision a supportive environment that encourages and values all artistic disciplines and believe that the arts are an essential ingredient for a vibrant, creative, and economically healthy community.

## MISSION

The mission of Glendale Arts is to preserve and operate the historic Alex Theatre as a performing arts and entertainment center, to provide resources to foster and strengthen the capacity of artists and arts organizations, and to improve the economic vitality and quality of life of the community by offering programs of cultural and educational value.

## QUICK FACTS

### The Alex Theatre - It's Not Just a Landmark, It's a Destination

- Listed on the registry of National Landmark of Historic Places
- Opened in 1925 as a neighborhood Vaudeville and movie palace.
- Preview house for major Hollywood Studios from 1920 - 1950s.
- Architecturally important features including 3-dimensional marquee, 100 foot tall Art Deco neon spire, outdoor ticketing kiosk and decorative terrazzo flooring.
- Purchased by the City of Glendale Redevelopment Agency on the early 90's as the anchor for the City's downtown redevelopment efforts.
- Multi-use facility that hosts a variety of presentations including music, live theatre, comedy, lectures, corporate meetings, popular and classical concerts, dance and TV/Film/Commercial shoots.

### Alex Theatre Statistics

- Booked in excess of 200 days per year
- Attracts in excess of 150,000 patrons per year
- Extends discounted rates to non-profits, community groups and resident companies.
- Attracts corporate clients such as Starbucks, Nestle, Dreamworks, AARP and Yahoo, to name a few.
- Hosts community events such as the ACE Awards, Armenian Genocide Commemoration, Glendale Pops Orchestra, GUSD Student Showcase and Glendale Latino Association's Salsa for Scholarships, to name a few
- Center piece of such community events as Glendale Adventist Hospital's Downtown Dash, City of Glendale Cruise Night, to name a few

**A Night at the Opera at The Americana at Brand - April 27, 2010**

Photo by Tommy Ewasko



**Randy Jackson - weSPARK Cancer Support Center - Broadway and Beyond - September 26, 2011**



**Glendale Arts & Set Decorators Society of America's Red Carpet Gala Oscar Party - February 25, 2007**



*"Investing in the arts and culture is a proven catalyst for growth and economic prosperity. By creating cultural hubs, nonprofit arts organizations help define themselves, draw tourists and attract investments."*

- United States Congresswoman Louise Slaughter, co-chair of the Congressional Arts Caucus

**Support of the arts and enhance economic development**

**In Glendale, total arts and cultural spending is more than \$12.4 million a year**

American's for the Arts & Economic Prosperity III

- Arts organizations in Glendale generate over \$620,000 in local tax revenue and just over \$880,000 in state government revenue
  - \$5 million of this is generated by arts organizations
  - \$7 million is generated by audience related spending
    - Average per person audience patron spends \$25.35 (includes resident / non-resident spending on refreshments, meals, lodging, gifts, parking, etc)
    - Nonprofit organizations represent 18.3% of the creative economy\* workforce of which 4% are performing arts organizations and 27% are arts educators
- Otis Report on the Creative Economy in Los Angeles
- \* creative economy or cultural industry is defined as music, television & film production, publishing, architecture, the visual and performing arts, advertising, and cultural tourism or any industry that is perceived to add value to the content and generating values for individuals and societies.
- Arts organizations in Glendale generate more than 350 full time jobs
  - Glendale Arts receives a management fee from the Redevelopment Agency to operate and maintain the historic venue. Additional revenue to help underwrite programming, discounts for non-profit groups and resident companies as well as capital and maintenance projects at the historic venue is derived from:
    - Alex Theatre rent, ticket service fees and
    - Individual contributions and grants

**David Benoit, Matt Catingub & Taylor Dayne  
HolidayPop! at the Alex Theatre -  
December 9, 2011**

Photo by Tommy Ewasko



**Glendale Pops Youth Chorus - HolidayPop! at  
the Alex Theatre - December 9, 2011**

Photo by Tommy Ewasko



**GPO Artistic Director/Conductor Matt  
Catingub - Bossa Nova on Brand  
September 2011**

Photo by Richard Williams



## **GLENDALE POPS ORCHESTRA**

In 2009, **Glendale Arts**, along with a group of influential community leaders & volunteers, believed the City deserved a world class Orchestra that bore its name ... *And the Glendale Pops Orchestra was born.*

Glendale Arts quickly hired GRAMMY Award winning arranger & musician **Matt Catingub** as the Orchestra's artistic director / conductor. Matt previously held positions as Pops Conductor of the Honolulu Symphony & Principal Pops Conductor of the New Mexico Symphony, where he consistently garnered praise for his innovative programming & community minded spirit.

Prior to the "Premiere" performance on May 13, 2011, the team assembled some of LA's finest musicians, sharing many performers with the **Los Angeles Philharmonic, Los Angeles Chamber Orchestra** and **Hollywood Bowl Orchestra** & the premiere season includes such guest performers as **Kenny Loggins, Dave Koz, David Benoit, Patti Austin & Monica Mancini.**

As our 2012-2013 is being formalized, we look toward not only creating a memorable season but continuing our mission of bringing quality and affordable music to the community. ([www.GlendalePops.org](http://www.GlendalePops.org))

## **GIENDALE POPS YOUTH CHORUS**

The Glendale Pops Youth Chorus is comprised of 30 youths, ages 10-14, that attend **local Glendale middle schools**. The chorus was created from a desire to involve children and families in a holiday show. Realizing that a youth chorus did not exist already, we developed and created a new one.

Thanks to a grant from the Glendale Kiwanis Club, there is **no charge or entrance fee** for the youths to participate in the chorus. The Glendale Pops Youth Chorus had its **inaugural performance** at the HolidayPop! concert at The Alex Theatre on December 9<sup>th</sup> and performed with **world-class musicians and entertainers** lead by our Artistic Director and Conductor Matt Catingub on stage at a historic landmark.

This is truly a unique opportunity for our youth. The chorus will perform annually at the Glendale Pops Orchestra's holiday show. Please follow this link to a recent article in the Glendale News Press about the youth chorus.

[Newspress article Glendale Pops Youth Chorus](#)

**Los Angeles Chamber Orchestra  
Performance - March 2011**



**ALEX THEATRE RENTAL HIGHLIGHTS**

870 KRLA's Townhall

Alex Film Society \*

An Evening with Davis Gaines

C.S. Lewis' The Screwtape Letters

Comedy Central and Live Nation Presents

Jo Koy & Paul F. Tompkins

FOX's Glee

Gay Men's Chorus of Los Angeles

Glendale Youth Orchestra \*

Jamie Nichols' Celebrate Dance

KFWB News Talk 980's An Evening with

Dave Ramsey

Laugh Your @\$ Off with Dana Carvey,

Kevin Nealon & Christopher Titus

Los Angeles Ballet

Los Angeles Chamber Orchestra \*

Musical Theatre Guild of Los Angeles \*

NBC's Last Comic Standing

Showtime's LOL Comedy Series

Theatrical Education Group

weSpark Cancer Support Center's

Broadway and Beyond

\* denotes resident company or presenting partner

**Expulsion 2011 - A Free Outdoor Dance  
Performance in Downtown  
Glendale**



**Alex Theatre - Ben Hur Premiere  
Circa 1959**



**GLENDALE ARTS SPECIAL  
PROGRAMS**

**Glendale Pops Orchestra's** first Season with the star studded performances.

Including *The Premiere*, two free community concerts Summer Night Swing & Bossa Nova on Brand at The Americana at Brand & three performances at the Alex Theatre

*(HolidayPop!, This is Romance & A Night at the Movies)*. Under the

direction of Matt Catingub, the premiere Season features David Benoit, Kenny Loggins, Taylor Dayne & Patti Austin, Dave Koz & the Glendale Pops Youth Chorus.

**Glendale Arts Community Web Site**  
(www.GlendaleArts.org)

**GA Tickets** now offers Box Offices services to the community for performances, events, fundraisers and more.

**Expulsion** Free Community Dance Performances in Downtown Glendale

**American Idol finalist Elliot Yamin with the Hoover High Jazz Band at GA Sponsored Master Class - December 2010**

Photo by Tommy Ewasko



**Alex Theatre stage crew members Bob O'Neill &**



**AWARDS / HONORS**

**Glendale Chamber of Commerce**  
2011 Organization of the Year

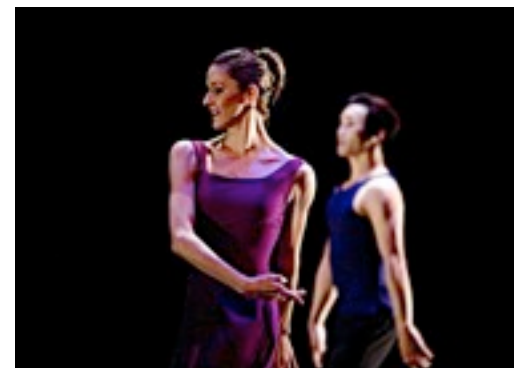
**Glendale News Press**  
Best Live Venue 2009, 2010 & 2011

**Pasadena Weekly**  
Best of 2010

**2007-2011 myfoxa's LA Hotlist**  
Best Concert Venue Top 5 / 1st Place in 2008

**Jamie Nichols' Celebrate Dance 2011 at the Alex Theatre**

Photo by Tim Agler



## **Sheryl Crowe - Benefit Concert**

### **Date**

Photo by Katie Shapiro



## **GLENDALE ARTS BOARD GOVERNING BODY**

### **Executive Committee**

Jim Wilke, Chair

Stephen A. Kanter, M.D., Vice Chair

Stephen Bache, Treasurer

Harry Hull, Secretary

Jeanette Stirdivant, Past Chair

### **Directors**

Patrick Campbell

Sharon Dobbs

Pamela Elyea

Ronald Grzywinski

Marcia Hanford

Rick Lemmo

Dr. Dawn Lindsay

Tony Maniscalchi

Shoshana Puccia

John Simpson

Tegan Summer

Isabelle Ulrich

Joylene Wagner

### **City of Glendale Liaisons**

Philip Lanzafame

Elena Bolbolian

### **Glendale Arts & Culture Commission Liaison**

Razmik Grigorian

### **Interim Chief Executive Officer**

Elissa Glickman

### **Alex Theatre General Manager**

Jack Allaway

## **Alex Theatre Auditorium**

Photo by Jessica Castillo



## **GLENDALE ARTS ADVISORY COUNCIL**

Aram Alajajian

Jeanne Armstrong

William Boyd Jr.

Marco Brambilla

Randy Carter

Anna Djanbazian

Eileen Givens

Jeero Habeshian

Bruce Hinckley

Max Howard

Andrea Humberger

Zen Lopez

Arnold Margolin

Betty Porto

John Sadd

Joanne Sargeant

Gene "Chip" Stone

Elaine Wilkerson

## **GLENDALE ARTS COMMUNITY PARTNERS**

Ascencia Glendale

Armenian Chamber of Commerce

Glendale Adventist Medical Center

Downtown Glendale Merchants Association

Glendale Character & Ethics Project

Glendale Chamber of Commerce

Glendale Community College

Glendale Education Foundation

Glendale Historical Society

Glendale Kiwanis Club

Glendale Latino Association

Glendale Philharmonic Orchestra

Glendale Unified School District

Glendale Youth Alliance

Glendale Young Professionals Network

Stepping Stone Players

## **Kenny Loggins - GPO The Premiere at the Alex Theatre - May 13, 2011**

Photo by Tommy Ewasko



## **GLENDALE ARTS BUSINESS PARTNERS**

Addora Beall with Prudential

Albert Alvarez with Ameriprise Financial

Arthur Murray Dance Studio

Bache Capital Management

Community Bank

Datastream

Damon's Steak House, Glendale

Forest Lawn, Glendale

Greg Astorian REMAX

History for Hire

Hutchinson & Bloodgood

Jax Bar & Grille

Lexus of Glendale

Massage Envy Spa, Glendale

Mike Diehl Designs

Pacific BMW

Porto's Bakery, Glendale

Sadd Velazquez Higashi Shammaa, LLP

Sedna Solutions

Shirley Ann Hill with REMAX ELITE

The Americana at Brand

The Bridge Recording Studio

The Embassy Suites, Glendale

The Glendale Galleria

The Stone - Beck Group at Morgan Stanley

Smith Barney

The Walt Disney Company

The Wine Cave, Montrose

Tommy Ewasko Photography

Union Bank

Verdugo Hills Hospital

Kazazian Consulting Group