



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)

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 9th 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

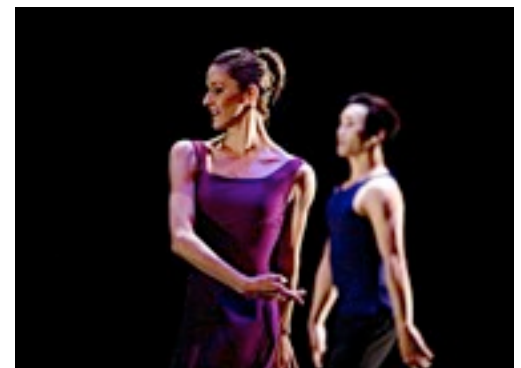
Glendale News Press
Best Live Venue 2009, 2010 & 2011

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

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Stephen A. Kanter, M.D., Vice Chair
Stephen Bache, Treasurer
Harry Hull, Secretary
Jeanette Stirdivant, Past Chair

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Sharon Dobbs
Pamela Elyea
Ronald Grzywinski
Marcia Hanford
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Dr. Dawn Lindsay
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John Simpson
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Joylene Wagner

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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

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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
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The Stone - Beck Group at Morgan Stanley
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The Walt Disney Company
The Wine Cave, Montrose
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