



CITY OF GLENDALE, CALIFORNIA
Management Services Department

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September 13, 2012

Mr. Marco Li Mandri
President, New City America
710 W. Ivy Street
San Diego, CA 92101

SUBJECT: Letter of Recommendation

Dear Mr. Mandri,

On behalf of the Mayor and City Council of the City of Glendale, I would like to thank you for the significant amount of work that your company did in coordinating the formation of the Downtown Glendale Community Benefit District (CBD). As you know, this effort to shape the CBD was initiated in late 2010 but never really gained momentum until you were brought in March 2012. Over the course of five months, you were able to achieve the following benchmarks:

- Consolidate the Downtown group of property owners into a group, focused on completing this CBD process;
- Work with the City and the City Attorney's office to craft a new ordinance which was adopted by the City Council;
- Write and get unanimous support from the Steering Committee for a new Downtown CBD plan;
- Complete the petition drive within two weeks which triggered the property owner balloting process;
- Work with our City Attorney's office on the resolutions which initiated and subsequently culminated the public hearing;
- Worked with the Steering Committee to get the vote out in support of the district;
- Coordinate a successful vote of the property owners on July 31st, at the public hearing which demonstrated over a 70% weighted vote in support of the district formation;
- Initiate the transformation of the Steering Committee into a new management corporation to administer the district in early 2013.

We think that this new Downtown CBD will transform Brand Blvd and will make it one of the most attractive destination locations in the LA basin. Thanks for your fine work in this effort.

Sincerely,

Scott Ochoa
City Manager