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## GLENDALE SEEKS PUBLIC INPUT ON SIGNATURE EVENTS

**Glendale, AZ** – The city of Glendale is seeking the public’s feedback on its lineup of signature festivals, through an online questionnaire that is being conducted through Feb. 3. City staff would like to hear from residents and visitors that have attended Glendale events, Glendale-based business-owners, as well as participating vendors at the festivals over the past several years.

Glendale’s Office of Special Events produces 12 days of festivals in the downtown area, including the Glendale Glitters Spectacular in November, three weekends of holiday-themed Glitters events in December, the Glitter & Glow Block Party and the Chocolate Affaire. Glendale Glitters, the Block Party and Chocolate Affaire have all been in running for 20-plus years, and have evolved during those two decades, winning multiple national and international awards and growing to an annual attendance of 310,000 people over the course of the season.

A recent step in the evolution of the Office of Special Events and the city’s festival program has been a realignment of the division within the organization. The division is now aligned with the Parks and Recreation Division, the Civic Center and the Convention & Visitors Bureau. This change has brought about possibilities for new opportunities and ideas for city staff to explore that include creating or bring back certain types of community events, working with partners and businesses in the community to create new or enhance current events and more. Therefore, this process necessitates an outlet for the public to offer ideas and comments on the city’s special events.

The city has created a brief online questionnaire to gather this information, available at [www.glendaleaz.com/events](http://www.glendaleaz.com/events). In addition, anyone can request a hard copy in the mail by calling 623-930-3433. The time period to collect information will be three weeks, so the last date to complete a survey is Friday, Feb. 3.

Once the information-gathering phase of the process is complete, staff will compile the comments and along with additional information like industry best practices, a report and recommendation will be presented to the city's Parks & Recreation Advisory Commission. Following the commission's review, the report and recommendation will be presented to the City Council at a workshop session sometime in the spring, as a follow up for a Council Item of Special Interest.

For additional information, contact the city's Public Facilities, Recreation & Special Events Department at 623-930-3433, or visit [www.glendaleaz.com/events](http://www.glendaleaz.com/events).

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