



Memorandum

DATE: October 20, 2017
TO: City Council
FROM: Erik Strunk, Director, PFRSE Department
SUBJECT: **Update on Glendale Glitters**

Summary

At the October 17, 2017 City Council Workshop, Mayor Weiers requested an update on the status of Glendale Glitters for the FY 17-18 year.

Background

The Special Events Division proposed several enhancements for the FY 2017-2018 Festival Event season to City Council at the May 5, 2017 Council Workshop. What follows is an update regarding the potential enhancements. Please note, in the coming weeks, additional information will be sent to each of you regarding the November 24, 2017 Glendale Glitters "kick-off" event:

- Guest of Honor – To maintain an emphasis on hometown and community, Glendale Police Officer of the Year Officer, Badr Elkhannoussi, has been invited as the guest of honor to officially turn the switch for the 1.6 million lights. The City Council will also be invited to participate in this very special portion of the official "kick-off" event.
- Lighting Displays – The primary draw to Glendale Glitters has always been the light displays throughout downtown historic Centerline. This year, several new initiatives are taking place to keep the experience fresh and dynamic. Among these include:
 1. New Grand Avenue Entry – The City received confirmation from ADOT that the property located at 57th Dr. and US 60 was deeded to the City in May 2017. A special "Welcome to Downtown Glendale" light display was ordered and installation is expected to take place later this month. This will begin the activation of this very important entry point into downtown Glendale.
 2. Lights on Merchant Buildings - In partnership with the Economic Development Department, the building owners of the properties that "frame" Murphy Park granted their permission to install lights on their building outlines. The buildings are located on the south side of Glendale from 58th Drive to 58th Avenue, and on the east side of 58th Avenue from Glenn Drive to Glendale Avenue. Along with enhanced City Hall lights, this will better "frame" the Murphy Park area. The property owners have agreed to cover the cost of electricity.
 3. Enhanced City Hall Lights – In addition to lights at the Bank of America Building and Velma Teague Library, new lights have been installed on the City Hall parking garage and the Council Chambers Building. A new sound, lighting and production manager has been

hired and is working to identify opportunities to “uplight” portions of city hall and its exterior walls as a “pallet” for projection-type lighting.

4. Uniform Lights – All downtown tree light installation will use white LEDs. The exception will be the focal point, Murphy Park. Murphy Park will be the showcase of the lights, featuring all LED colors. The intent is to create a greater sense of connection and serve as visual wayfinding to the heart of the festival area – Murphy Park.
- Fewer Barricades - To further “declutter” Murphy Park and reduce the use of barricades in the area, the beverage tent will be moved to Glenn Dr. from 58th Avenue. This will allow greater freedom of movement by patrons in and around the Murphy Park footprint. Additionally, 58th Avenue south of Glenn Dr. will no longer be obstructed with inflatables, which will allow for greater pedestrian movement and easier access to 58th merchants.
 - Fewer Vendors in Murphy Park - In FY 16-17, there were approximately 46 vendors located in Murphy Park. Concerns were raised by the community about the park and the town square area as becoming too overcrowded as a result, resulting in not enough room for patrons to enjoy the light displays. For FY 17-18, the number of vendors in the park will be limited to approximately 20 vendors who have been selected for the Murphy Park area and approximately 15 vendors will be relocated to the Catlin Court area. The reduction in vendors will result in a reduction of revenues.
 - Festival Tents – To reduce some of the visual “clutter” of different tent shapes and colors used by vendors during previous festival event seasons, this year the city will provide uniform tents for vendors during Glendale Glitters Spectacular Weekend, Glitter and Glow, and the Chocolate Affaire. It will cost more to provide this and its overall effectiveness will be assessed and modified, as appropriate.
 - Additional Community Programming – Last season, it was noted that patronage averages approximately 1000 – 1500 during the “non-event” evenings, Sunday through Wednesday. This season, the Special Events team has worked to capitalize on this and plans to offer use of the Rogers Amphitheater during the 5 – 10 p.m. time frame for community groups to provide entertainment, free of charge. Doing so will provide one more reason to visit and enjoy the Glitters Season when less crowded.
 - Partnership with Hometown Christmas Parade – This parade is a major downtown event and the City will help to co-sponsor and integrate it into as much of the Glitters season as possible. The parade will take place on December 9, from 11 a.m. – 2 p.m. While items such as barricades and generator rentals will continue to be paid for by the promoter, other costs for permitting fees and staff support services will be reduced and/or waived. Additionally, the City will assist with the cleaning of the staging area at 47th and Glendale; list it as a calendared event and promote at community events such as Touch a Truck on 10/21; provide advertising time on three of the City’s electronic billboards; place food collection bins at the Glendale Adult Center and Foothill Recreation and Aquatic Center; include the event and promotional tag line or calendar listing in the Glendale Glitters Programs (5,000 printed); open up use of the Rogers amphitheater after the event for entertainment purposes (approximately 4 hours); and provide a 10’x20’ booth space at Glendale Glitters Spectacular Weekend. The event and its spectators complement the efforts of Glendale Glitters to celebrate the holiday season in downtown Centerline.
 - Entertainment at the Civic Center – The Civic Center will be host to two very large holiday parties (Luke AFB Civil Engineers; Blue Cross and Blue Shield) and will serve as a new focal point for entertainment during Glendale Glitters and the Glitter and Glow event. This is being done in collaboration with Arizona Catering and like last season, will focus on bringing

in bands that have a large Valley following. The events will take place in the West courtyard area.

- Free Tent Space for Footprint Merchants in Murphy Park – For all retail merchants within the event footprint and those in Catlin Court and new Glendale-based vendors that were not selected, a tent will be furnished – free of charge - in Murphy Park, during the Sunday – Wednesday time frame. The purpose of this is to provide additional opportunities for eligible merchants and vendors to sell items complimentary to the Sunday – Wednesday visitors during the festival event season. It will consist of one large 40’ by 10’ festival tent, with room for up to four vendors. Vendors will be responsible for stocking and moving all product, following all required city licensing procedures and for covering any additional expenses outside of the free festival tent space.
- Creation of a Signature Event “App” – A new Glendale Glitters “App” is in the process of being created to highlight signature events. Substantial progress has been made and the “App” is currently under design. The goal is to have it ready for use on social media to provide updates and information about festival amenities during the entire festival event season.
- Activation of Complimentary WIFI – Free WIFI will be provided to patrons in and around Murphy Park, during the festival event operating hours. Additionally, a brief survey will be requested and the information used to further enhance the event experience.
- Media – The Special Events Division worked with On Advertising, Inc., to negotiate additional media coverage for the event season with Channel 3 and Channel 5. Coverage will consist of integration into actual news coverage, provide a minimum of 12 live shorts, provide in-studio segments, promotional commercials, placement on their community calendar website and digital promotion that will generate up to 300,000 impressions. Additionally, an emcee will be provided for the kick-off event. Display festival season posters will once again be created and distributed to all interested parties, press releases will be generated, the CVB website will prominently display planned events on its website. Collaboration with the Public Affairs Office will be ongoing and streaming Facebook Live coverage is planned on social media throughout the kick-off event. Staff is also exploring the use of a drone for additional aerial coverage at unique angles.
- Glendale First Vendor Selection - The vendor selection process was modified to follow a “Glendale First” philosophy for festival vendors. As of July 1, 2017, all qualified Glendale-based vendors received the first opportunity to vend at any of the Festival events. In addition, all Glendale-based vendors are exempt from payment of the standard \$25 application fee. Once Glendale-based vendors were selected, the next priority were those located in the West-Valley; then Maricopa County, the State of Arizona and then all others. It is the intent of staff to eventually present these administrative guidelines to Council for information and conversation, later this Fiscal Year.
- Licenses Peddlers within the Event Footprint – A letter will soon be sent by the Tax and License Division to all who have a peddler/solicitor’s license, indicating peddling will not be allowed within the event footprint unless granted city approval. This will be monitored and enforced, if necessary, by Glendale PD, Code Compliance, Park Rangers, Tax and License Division, and Special Event staff.
- New Soft-Drink Supplier – After conducting an informal bid process to identify and select a soft-drink distributor to provide soft-drink beverages for the City’s annual festival events, local Glendale distributor Coca-Cola Bottling Center (owned by Swire Coca-Cola, USA) was awarded the contract to provide soft-drinks to festival goers for the upcoming year. In addition to being awarded the contract, Swire Coca-Cola will also donate 168 cases of water

and 50 cases of soda and will also have a distribution trailer on site for easy access to product, throughout the event season.

- Additional Items – Several other items are currently being finalized and will be shared as appropriate. Among these include –
 1. Surveys – staff will once again measure attendee satisfaction and consumer patterns through a combination of online, social media and a survey booth at the information center. This information will be used to determine future enhancements and to hopefully measure the positive economic benefit to the City’s festival events.
 2. Street Closure Maps – These are currently finalized and will be distributed to downtown merchants and available electronically on the City’s Web and social media sites.
 3. Event Hotline – A special hotline number is being established to allow for concerns to be expressed in “real time” so that a City representative can intercede and assist as needed. This will be earmarked for use by the downtown footprint merchants to ensure responsiveness.
 4. Collaboration with New Downtown Merchants Manager – Special Events staff have been working with the Downtown Merchants Manager and the Chamber of Commerce to ensure all important information is shared and distributed to footprint merchants. A merchant information packet is also being finalized for distribution and presentation prior to the start of the event season. This will also be shared with each of you.

Should you have any additional questions, please feel free to contact Stephanie Miller at 623-930-3433 or myself at 623-930-2827. Thanks.

C: Kevin Phelps, City Manager
Tom Duensing, Assistant City Manager
Jack Friedline, Assistant City Manager
COG Team
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