



CIOSI – Glendale Glitters

Workshop Meeting – June 27, 2023





Background/Scoping Statement

- The Glendale Glitters holiday event began in 1993 in Downtown Glendale.
- Over the years, the event has evolved in size and scope.
- The Special Events Division is responsible for planning and executing the event each year based on allocated funds approved by council.
- With the direction to implement the downtown pivot strategy which intends to use the Special Events Division budget to increase programming in downtown throughout the year, holiday programming in downtown shifted to focus specifically on holiday lighting.
- The scope of this CIOSI discussion and subsequent deliverables is being focused on the evaluation of the requisites to restore Glendale Glitters as the signature, recognizable, traditional holiday event in Downtown Glendale.



Goals

- Present at a Council Workshop the historical records of what Glendale Glitters was and its impact on Downtown previous to the pivot strategy.
- Evaluate the requisites to restore a scaled version of Glendale Glitters as a city-produced event located in Murphy Park and Catlin Court that would include entertainment programming, themed activities, and food vendors in conjunction with holiday light displays.
- Present at a Council Workshop the requisites required to restore a scaled version of Glendale Glitters upon the completion of the Downtown Campus Reinvestment Project (DCRP) including event scope, timeline, costs, economic impacts, and recommended event footprint.



Deliverables

Should the City Council provide consensus for this CIOSI, the deliverables would consist of the following:

- Staff to compile available historical data for Glendale Glitters including past attendance, event models, event footprint, event objective, economic impact, etc.
- Staff to procure and contract professional services to provide the evaluation and feasibility study of site infrastructure and capacity (i.e. electrical, hook ups, etc.) for various event footprint options.
- Staff to use site analysis information provided by contracted professional services and best practices to develop event scope options that meet the request for a restored Glendale Glitters event.
- Staff to develop estimated budgets for each scope option to include infrastructure improvement requirements, event logistics and management, labor, and hard costs (lighting/activities/programming).
- Staff to present all information at a future workshop



Timeline/Administration

- Staff time required to complete this work is estimated at 30-50 hours. This includes time required by Special Events, Parks and Recreation, Budget and Finance including Procurement, Field Operations, Engineering, Transportation, Public Safety, the DCRP team and potentially other city departments and divisions that are involved in the evaluation and planning of the Glendale Glitters event.
- Additionally, a scope of work including time required to complete the scope would need to be defined with the hired professional services for infrastructure analysis.



Next Steps

- If Council provides consensus to move forward, deliverables would commence and staff would bring back responses to the stated goals at a future workshop.