



Parks and Recreation – Glendale Glitters Update

June 23, 2026 Council Workshop

Presented by:
John Kennedy, Director, Parks and Recreation





Agenda

1. 2026 Glitters Event Update
2. Event Footprint
3. Vendor & Unauthorized Vendor Strategy
4. Trash Service Plan
5. Next Steps



Glendale Glitters

- Annual holiday festival and light display
- Illuminates downtown with millions of lights
- Creates a festive holiday experience
- Live entertainment, vendors, interactive attractions, photo opportunities
- Family-friendly holiday activation in Downtown Glendale



Glendale Glitters Planning

- Interdepartmental collaboration
- Focuses on activation of Downtown Glendale
- Safety, traffic management, and vendor control



2026 Glendale Glitters Schedule

- Dates for Lights: November 27, 2026 – January 1, 2027
- November 27th Traditional Light Switch Kickoff Event
- 2026 Weekend Event Dates – 4 Total Weekends
 - Vendors
 - Music, Entertainment, Activities



2026 Glendale Glitters Strategy

- Holiday Lighting Contractor secured
- Holiday light installation to begin in September
- Entertainment planning and scheduling is in progress

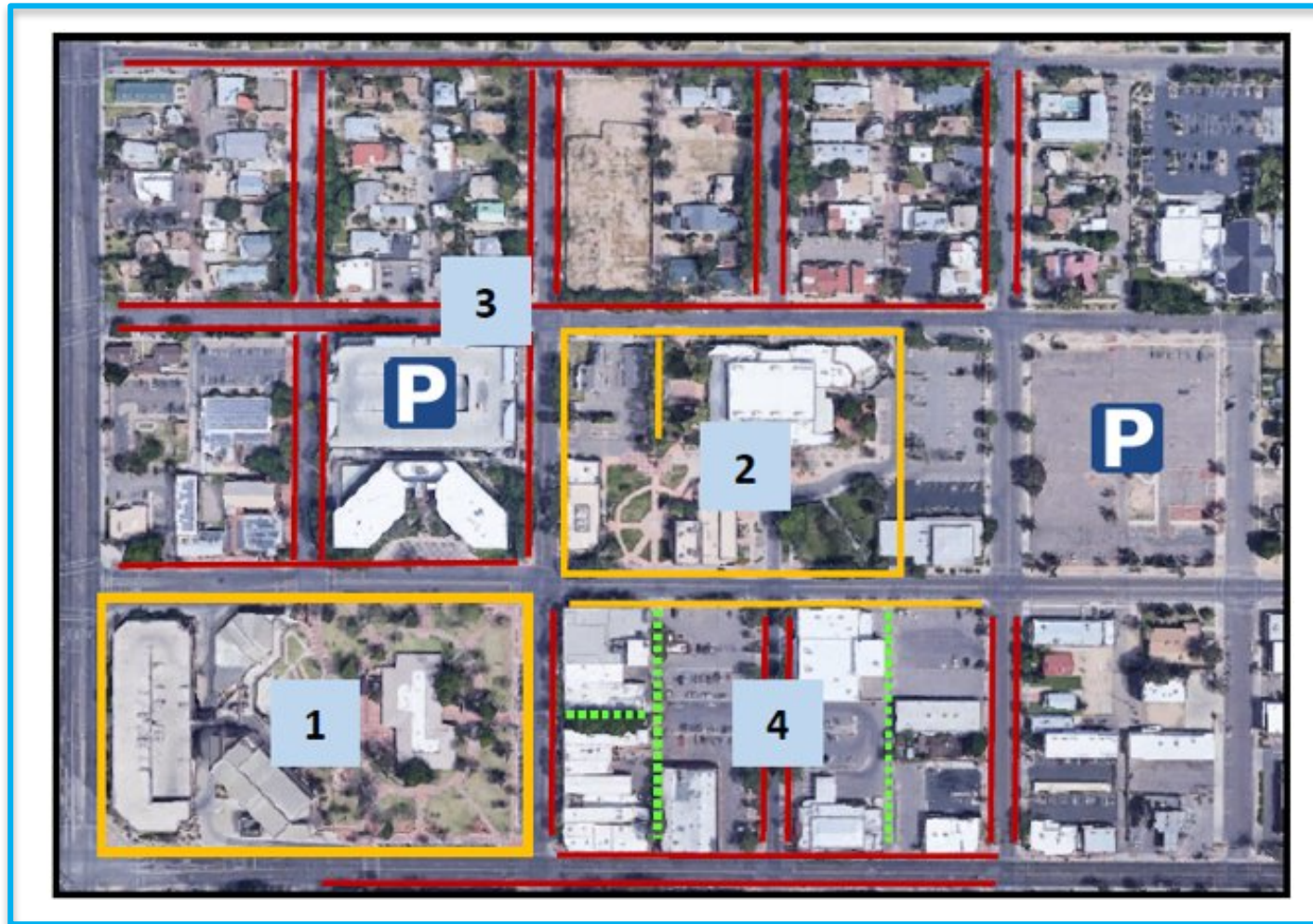


2026 Event Footprint

- The defined area where an event takes place, including all event activities, attractions, vendors, and operational or security measures associated with the event
- Returns to the pre-DCRP footprint
- 57th Avenue to 59th Avenue and
Glendale Avenue to Myrtle Avenue



Event Footprint



- TREE TRUNKS ONLY
- FULL ACTIVATION
- ... ALLEY ACTIVATION
- BORDER FOOTPRINT



Vendor Selection Strategy

- Dynamic, inclusive, and high-quality vendor experience
- Diverse mix of local businesses, artisan vendors, and food truck operators
- Character and community spirit of both Downtown Glendale and the overall City



Vendor Selection Strategy

- Approve 25 – 30 vendors
- Applications open early September
- Approval is for Kickoff Weekend and all subsequent weekends (weekdays not utilized)



Vendor Selection Considerations

- Local Preference – Downtown Glendale businesses
- Product/Service Quality & Uniqueness
- Diversity & Variety reflective of the Community
- Prior Event Performance

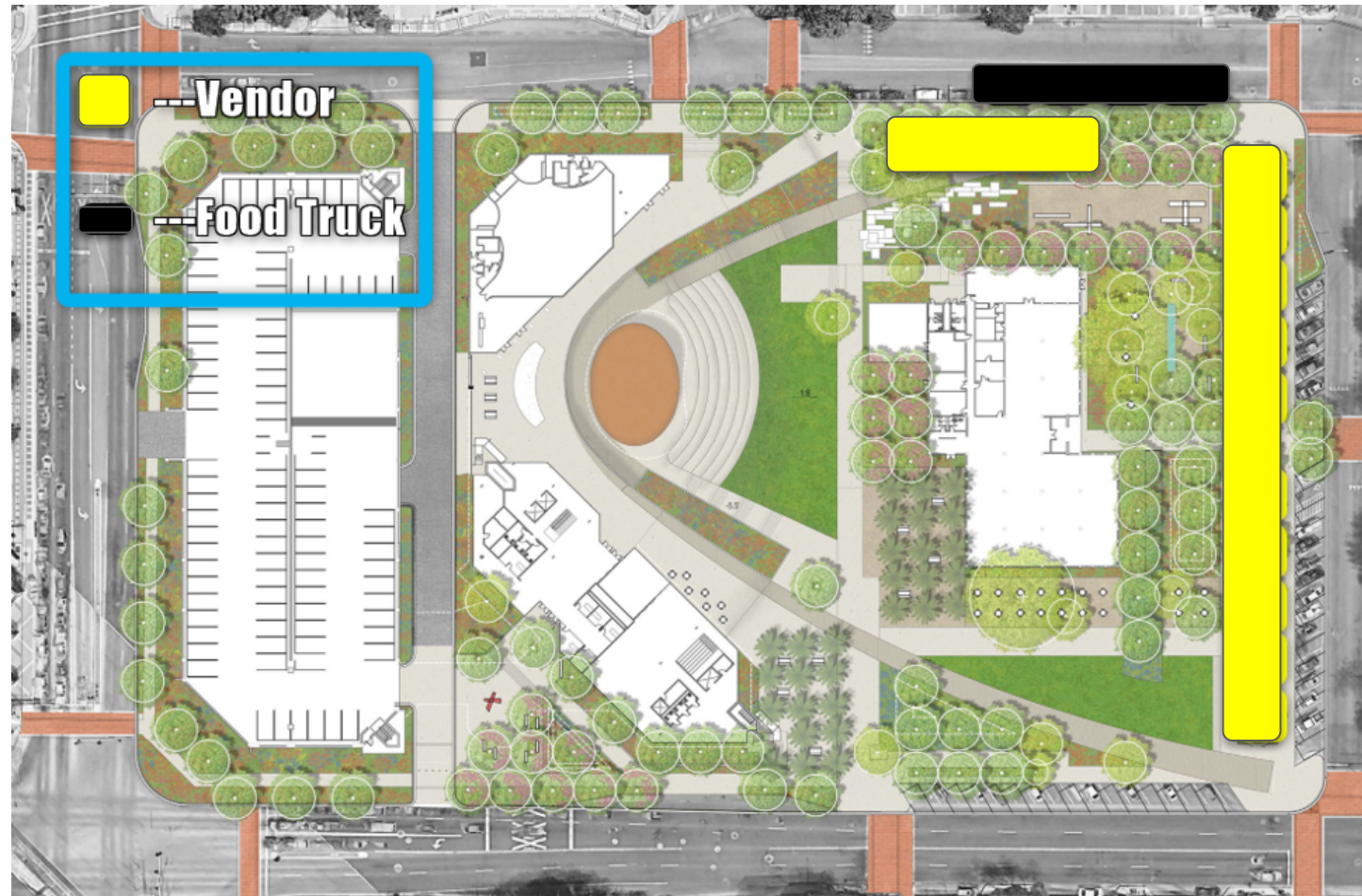


Vendor Support Provided

- Dedicated space
- A tent *
- Electrical service *

* Additional Fees apply

Vendor Map





Unauthorized Vendor Enforcement Strategy

Unauthorized Vendor Definition:

- A person or business selling goods or services within an event footprint without the required approval, permit, or authorization from the event organizer or jurisdiction
- Unauthorized Vendors will not be allowed within the event footprint



Unauthorized Vendor Enforcement Strategy

Coordination with Code Compliance and the Police Department is needed for enforcement:

- Code Compliance
 - information, citations
- Police Department
 - equipment removal, personnel removal, incident reports



Trash Plan

- Increased trash receptacles throughout activation zones
- Scheduled trash pickup and servicing during event operations
- Focus on having a clean family-friendly event
- Post event cleanup procedure is being currently updated



Next Steps

- Continue interdepartmental coordination talks
- Continue discussions with Downtown Merchants
- Develop detailed staffing and enforcement plan
- Entertainment plan and scheduling
- Event logistics & Theme selection



QUESTIONS?