



Parks and Recreation – Glendale Glitters Update

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Update Overview

- Vendor Application Timeline
- Vendor Recruitment Strategy
- Footprint Activation Plan
- Next Steps



Vendor Application Timeline

- Online application opens September 1st
- Online application closes October 9th
- Notifications sent by October 23rd



Authorized Vendor Identification





Vendor Recruitment Strategy

AUDIENCE

- Catlin Court & Downtown Merchants
- Crafters | Artisans | Seasonal Retail |
Pre-packaged Food
- Small and Home-based Businesses
- Food Vendor Operators



Communications | Outreach Plan

- Prior vendors
- Glendale Chamber of Commerce
- Community Non-profits
- Experience Glendale
- Local First Arizona
- Media Partners
- Merchant Associations
- West Valley Vendors Group
- Council Newsletters
- City Department Newsletters
- City Social Media Platforms
- WESTMARC

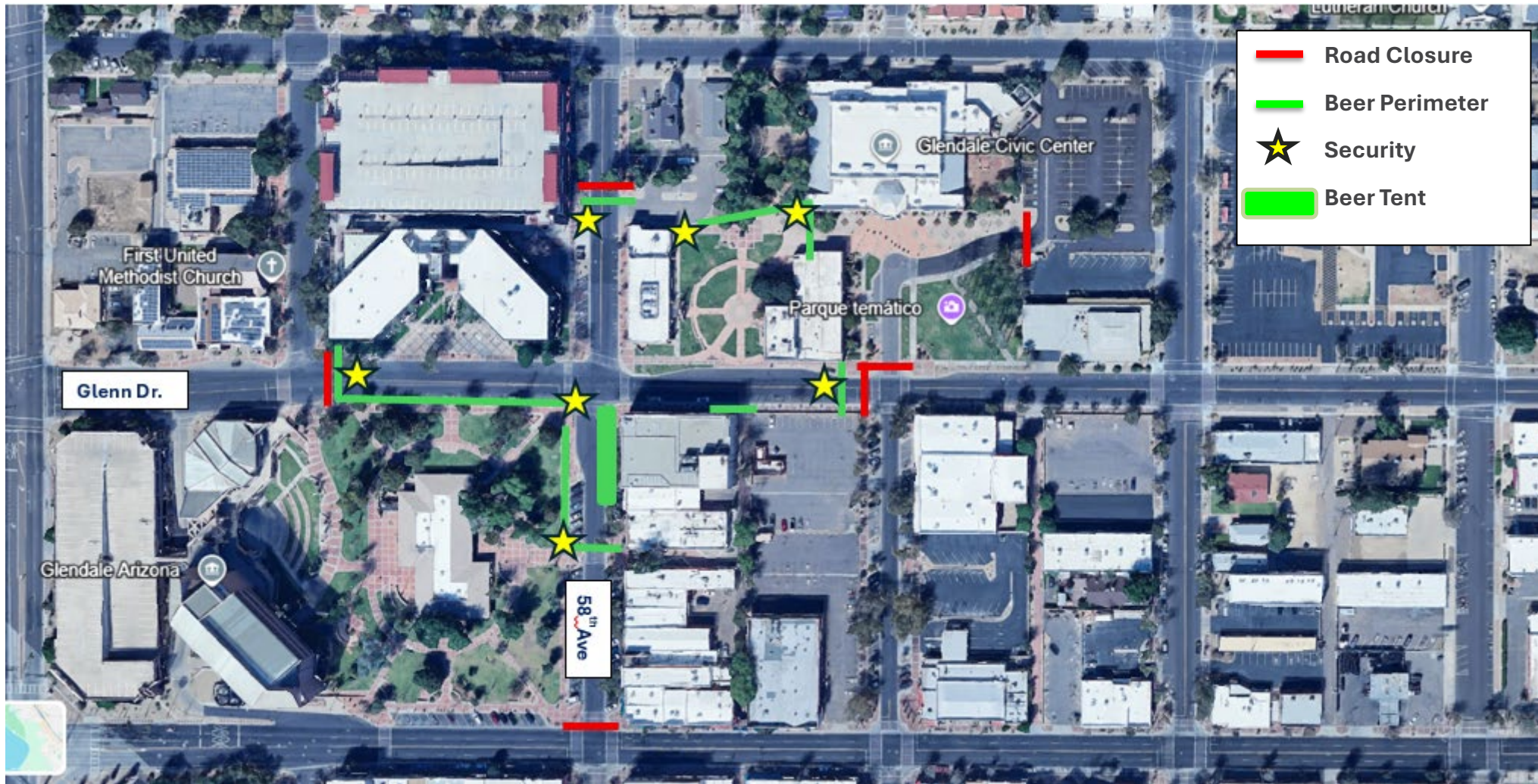


Vendor Map and Food Vendor Map - TENTATIVE





Beer Perimeter and Road Closures - TENTATIVE





Consolidated Map - TENTATIVE





Holiday Lighting Concepts

- Larger-scale features are being considered to enhance the Glendale Glitters experience
- Christmas Light Decorators provided preliminary feature and placement concepts
- Staff and the contractor are reviewing locations and refining options
- All concepts remain preliminary and subject to continued review



Display - TENTATIVE





Display - TENTATIVE





Items before Next Update

- Collaboration with downtown stakeholders
- Coordination with Downtown PD Team and Code Compliance
- Implement vendor outreach and selection
- Refine programming and street closures
- Refine sanitation operations and cleanup partnerships
- Continue reviewing lighting features and placement concepts



QUESTIONS?