Glendale
ARIZONA

Parks and Recreation – Glendale Glitters Update

October 27, 2026

Presented by:
John Kennedy, Director, Parks and Recreation

Update Overview

- Final Vendor Application Details
- Review Entertainment Schedule
- Enforcement Update
- Review Maps

Final Vendor Application Details

- Total applications received: *150*
  - Downtown Merchants: *6*
- Approved: *71 (not all at the same time)*
- Waitlisted / not approved: *79*
- Approval notifications sent: *10/14 & 10/21*

Friday, Nov. 27th Run of Show

Time	Activity
5:30 PM	Opening Ceremony
6:00 PM	Lights On
6:15–7:15 PM	Community Performance
7:30–8:30 PM	Community Performance
8:45–9:15 PM	Community Performance
10:00 PM	Evening Concludes

Entertainment Schedule

SUBJECT TO CHANGE

Date	Performance	Start
Fri, Nov 27 *Kickoff Weekend*	Marilyn's Dance Academy Lori Ford's Vocal Studio St. John Paul II Catholic High School Cheer	*5:30 PM*
Sat, Nov 28 *Kickoff Weekend*	The Dance Shoppe Performing Group Spotlight Youth Theatre Fiesta Mexicana Dance Company	*6:00 PM*
Fri, Dec 4	Creative Edge Dance Purely Dance Performance Team	*6:00 PM*
Sat, Dec 5	LiVE! @ Murphy Park: Mega Ran Presents: Buddy's Magic Holiday	*7:00 PM*
Fri, Dec 11	Movies by Moonlight Presents: Elf	*6:30 PM*
Sat, Dec 12	LiVE! @ Murphy Park: A Winter's Evening With Ryanhood	*7:00 PM*
Fri, Dec 18	Michaela's Dance Magic Cachito Dance Project	*6:00 PM*
Sat, Dec 19	LiVE! @ Murphy Park: New Destiny	*7:00 PM*

MARKETING, PRINT & NOTICES

Communication Plans Update

Marketing campaign & ads

In progress

- Media advisory in final stages; sends first sends first week of Nov.
- Short article in the all-city newsletter, newsletter, Nov. and Dec. issues

Print materials

In progress

- **Invite** — complete
- **Poster** — complete
- Other graphics — in process

Signage

Pending

[Update to come]

STATEMENT TO NON-SELECTED VENDORS

“Please note that only vendors with written City approval may sell within the designated event footprint (or downtown Glendale). Setting up or selling without approval will be considered unauthorized vending and may result in enforcement by event security, City Code Compliance, and Police, if necessary.”

SOCIAL MEDIA & MEDIA RELEASES

Communication Plans Update

01 · LAUNCH

Nov. 3 – 30

1–2× / week

Regular social messaging begins the week of Nov. 3 and runs throughout the month.

02 · COUNTDOWN

Nov. 24 – 26

3-day countdown

Daily countdown posts on social media to build momentum.

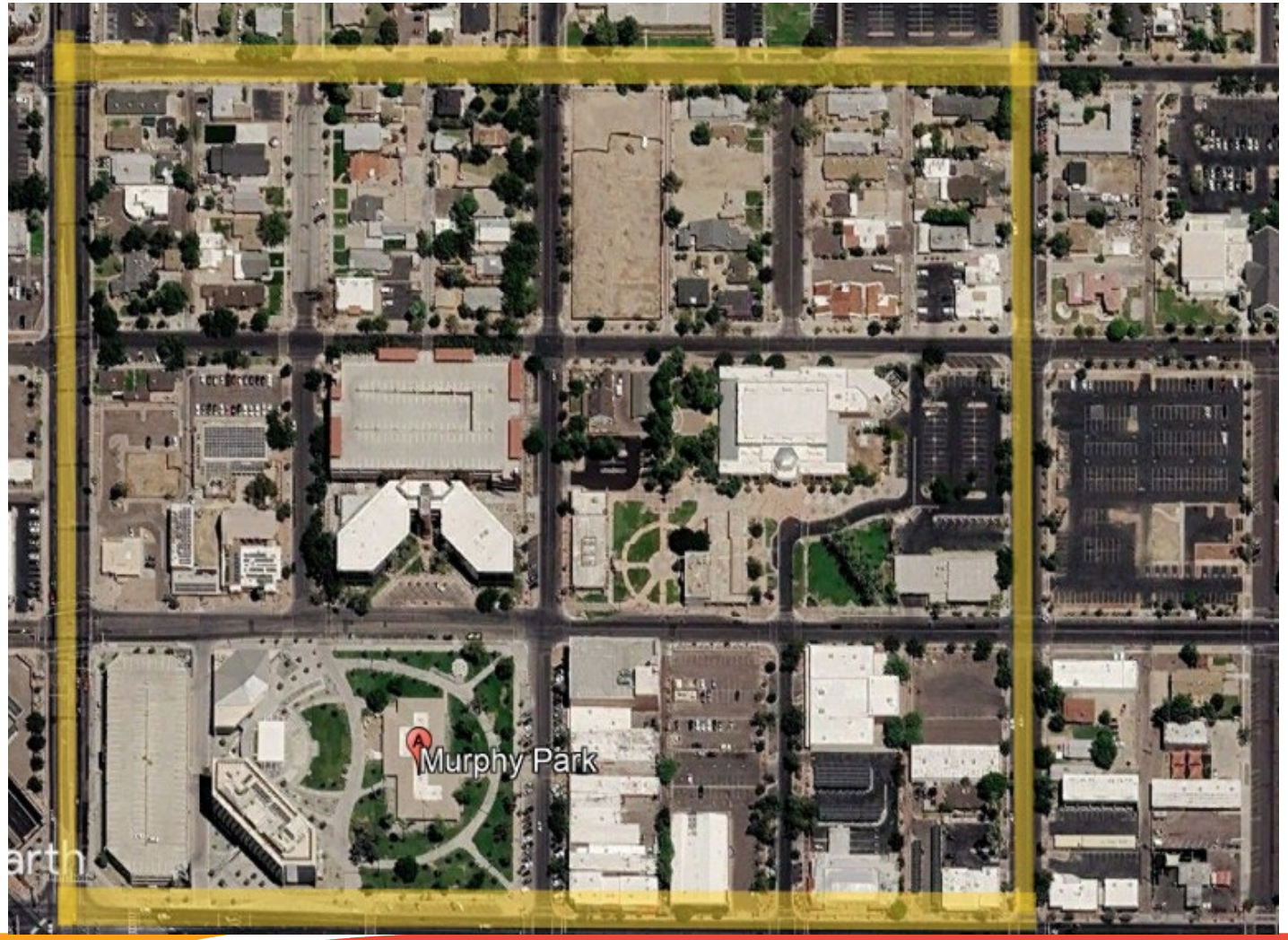
03 · REMINDERS

Dec. 1 – close

Weekly

Social posts and reminders continue every week until close.

2026 Event Footprint - Enforcement

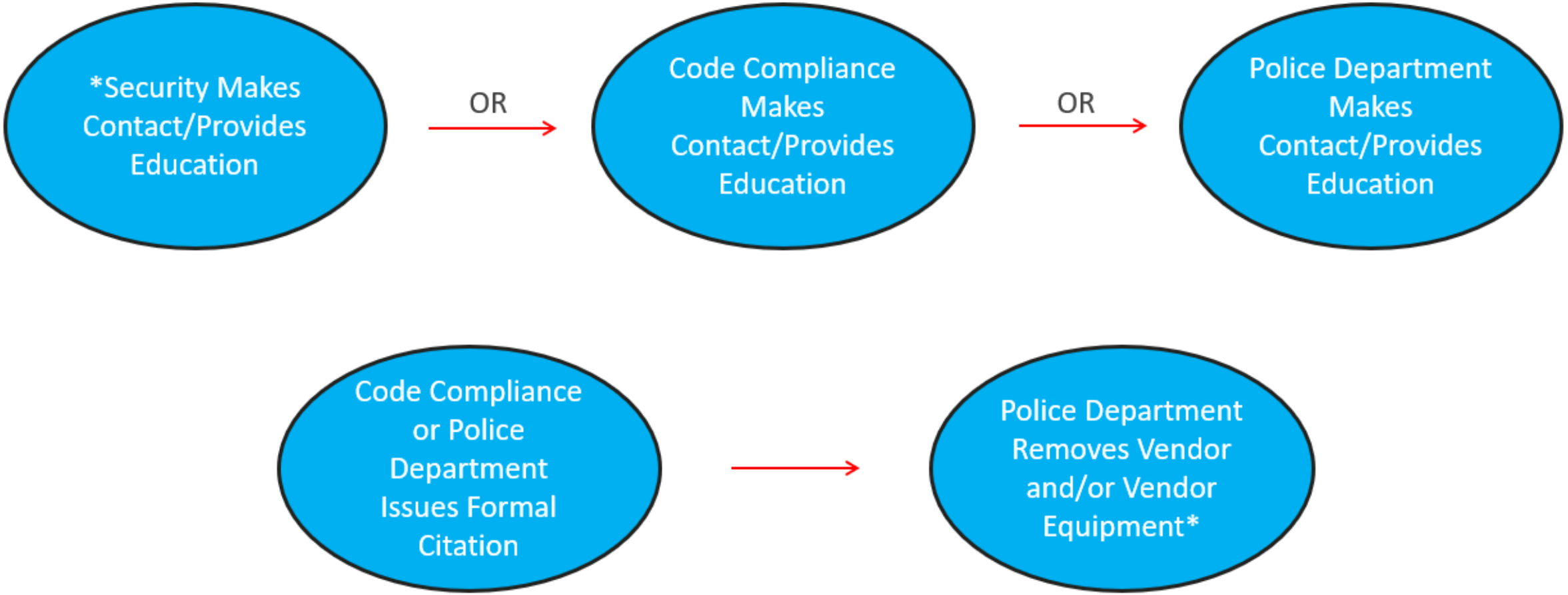


- 59th Avenue to 57th Avenue
- Myrtle Avenue to Glendale Avenue

Enforcement Plans Update

- Code Compliance: *4-5 Inspectors each Friday & Saturday night, 5pm-10pm; still working on Sunday thru Thursday coverages*
- Police Department: *Combination of the Downtown Squad and the PD Special Events Squad throughout the Glendale Glitters season*

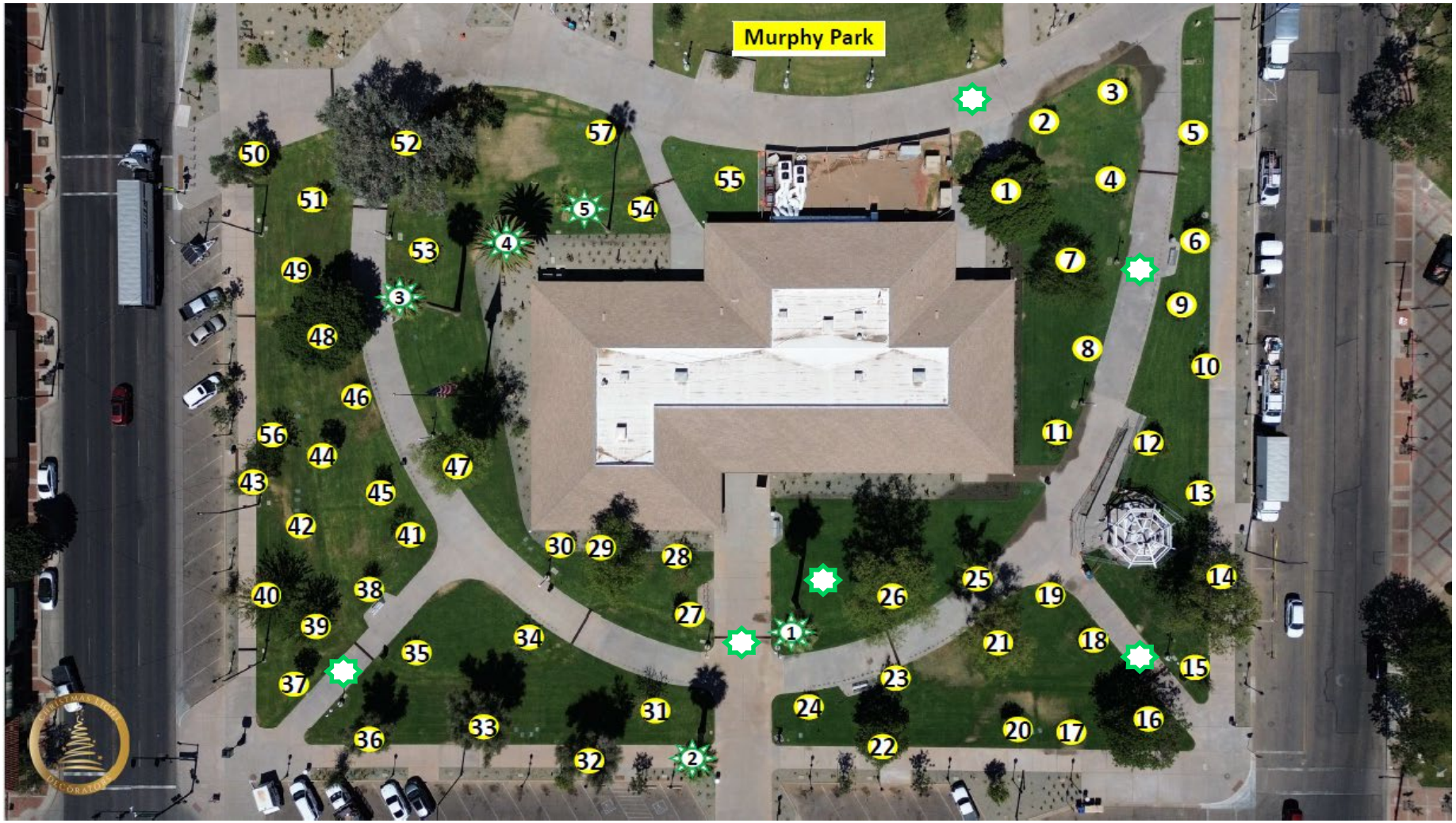
Enforcement Protocol



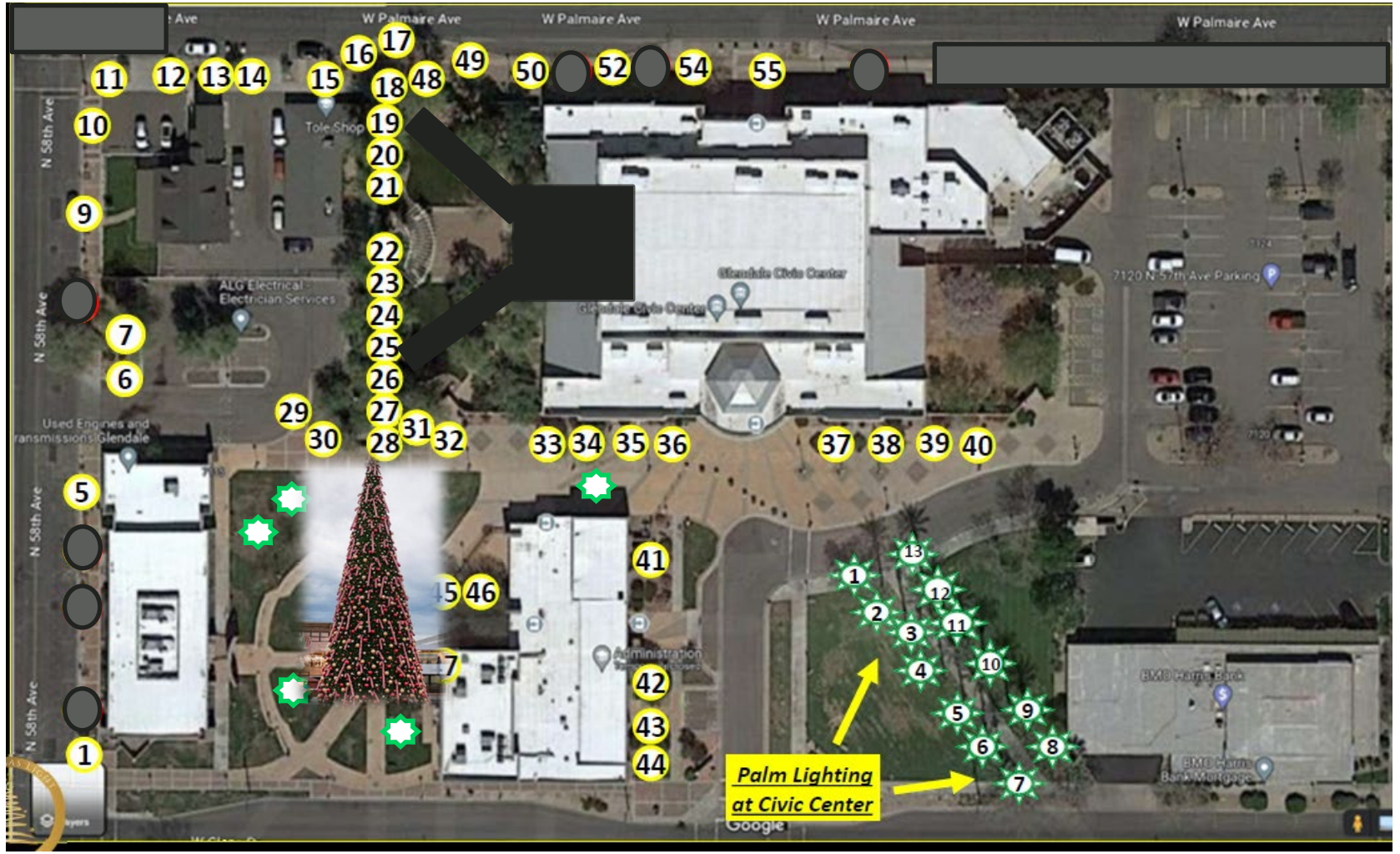
Lighting Activation



Murphy Park Lighting Plans



Bead and Plaza Lighting Plans



Tree Lighting

Lighting Features

Beer Perimeter/Road Closures/Restroom Locations



Next Steps

- Implement Marketing Strategy
- Communicate Run-of-Show Plans
- Continue Inter-departmental collaboration

QUESTIONS?