

Special Events

Our City of Glendale Marketing and Special Events professionals excel at creating, hosting and managing special events and downtown activities. The events provide fun and excitement for our Glendale families and visitors alike, and attract customers to our unique downtown businesses.

Glendale Glitters, Glitter and Glow, Chocolate Affaire and the *Jazz and Blues Festival* attract hundreds of thousands of guests each year. They have become a meaningful part of many families' traditions and an important part of sustaining Glendale's 'hometown feel'. At the same time those events bring business to our merchants and create new awareness and appreciation for our city.

Our Marketing Department has worked in partnership with merchants to find creative ways to hold downtown shopping events at little or no cost. *Christmas in July, Dog Days of Summer* and *Teddy Bear Day*, resulted in extensive media coverage and brought several thousand visitors to our downtown this past summer. More than 50% of those visitors traveled here from cities outside Glendale and 15-20% were visiting downtown Glendale for their first time.

Marketing Department staff members continually analyze each current and proposed event to ensure that it provides a unique experience for attendees and that the benefits far outweigh any costs. During recent tight economic times, difficult decisions were made to eliminate events which had high costs, low attendance, and were duplicated in multiple locations within short driving distances.

Glendale Glitters is definitely a signature event that is unique, provides both enjoyment for all ages, and creates economic benefit. Our talented staff continues to build on this extraordinary Glendale experience known throughout Arizona and beyond. I hope to see you in our downtown during this holiday season and at our many exciting events throughout the year.