



FOR IMMEDIATE RELEASE

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## **GLENDALE'S YEAR IN REVIEW HIGHLIGHTS KEY ACCOMPLISHMENTS**

**GLENDALE, Ariz.** – As 2011 comes to a close, the many accomplishments of Glendale city staff were recently touted at the Glendale City Council retreat. The list of nearly 90 accomplishments are tied to each of the strategic goals set by the city council: one community that is fiscally sound, one community with strong neighborhoods, one community committed to public safety, one community with quality economic development, one community with a vibrant city center, one community with an active partnership with Luke Air Force Base and one community with high-quality services for citizens.

A detailed list of the accomplishments presented to the city council follows this press release. Specific highlights for the year include the following:

### **Economic Development Successes**

Three city departments, economic development, planning and building safety, worked collectively to continue to fulfill the vision for continued economic development in the Centerline District. Two 2011 projects included the historic Beet Sugar Factory and the Gaslight Inn. The Beet Sugar Factory was purchased privately and is being renovated to relocate a distillery factory with a tasting room, while preserving the original red-brick historic features of the structure. New owners renovated and opened the Glendale Gaslight Inn, which includes a bed and breakfast, wine bar, steakhouse and coffee shop, at the 1926-era hotel.

**-MORE-**

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## **GLENDALE ACCOMPLISHMENTS**

### **Add 1-1-1**

#### **Renovation of the Sahuaro Ranch Sports Complex**

Improvements to the complex included new lighting, turf replacement, a water-saving irrigation system, drainage enhancements, spectator shade, ADA accessibility and pedestrian connectivity. This project also received the Grand Award from the American Council of Engineering Companies in Arizona.

#### **Smart Policing Initiative Receives Continued Funding**

The Glendale Police Department was one of only two agencies in the U.S. to receive a second round of funding in the amount of \$237,451 as a grant from the U.S. Department of Justice, Office of Justice Programs. The grant will continue another two years of Glendale's Smart Policing Initiative, which was created to fight crime through the use of problem-oriented policing.

#### **Glendale Convention & Visitors Bureau Celebrates First Year Anniversary**

After a year of record-breaking media exposure and more than 15,000 walk-in visitors to the Glendale Visitor Center, the Glendale Convention & Visitors Bureau (CVB) celebrated its first anniversary. The Glendale CVB markets the West Valley as a preferred year-round destination for visitors, conventions, meetings and major events, producing a positive economic impact and increasing leisure and business travel in the region. Highlights from the first year included a 6.2 percent increase in occupancy rates of West Valley area hotels and helping to generate the \$354 million Valley-wide economic impact from the BCS Championship, Tostitos Fiesta Bowl and Insight Bowl.

#### **Glendale's Festivals Positively Impact the Local Economy**

A new International Festival and Events Association (IFEA) economic impact study showed the positive impact Glendale's festivals have by generating spending in shops, restaurants and hotels. Conducted on site during the 2010 Glendale Glitters Spectacular Weekend and the 2011 Chocolate Affaire, the study showed the economic impact to the city for both of these festivals is \$3.1 million annually. IFEA is the largest professional event association in the world.

For more information about Glendale's accomplishments in 2011, visit [www.glendaleaz.com](http://www.glendaleaz.com).

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City Council  
City of Glendale, Arizona

**STRATEGIC GOALS ACCOMPLISHMENTS  
2011-2012**

***ONE COMMUNITY THAT IS FISCALLY SOUND***

- Provided in-house design, construction administration and inspection services for CIP projects. This new method, financially, has reduced the total cost of the project providing an estimated 59% savings on construction inspection services for some of the capital projects such as the Sewer Line Replacement and Northern Avenue Overlay.
- Partnered with MCDOT and ADOT to provide over 1,008 hours of Engineering Construction Inspection Services at a rate that recovers the city's salary cost (Bell Road \$20,218; 51st Avenue and Northern Avenue \$30,025).
- Consolidated Right-of-Way maintenance from Public Works into Parks and Recreation Department, reducing staff costs.
- Implemented an alternative solution for managing the disposal of liquid byproduct waste generated by the landfill gas collection system, which resulted in an annual cost savings of approximately \$50,000. This liquid byproduct is not a gas contributing substance for the landfill-gas-to-energy facility.
- Equipment Management identified 213 vehicles that were damaged in the October 2010 hail storm totaling over \$425,000 in repair costs. All hail damage repair costs were submitted for insurance reimbursement, and the city received the full reimbursement of the repair costs from the insurance companies. Four vehicles were removed from service; however, these vehicles were scheduled for replacement and were not repaired.
- Centralized materials management and materials control under one manager resulting in the elimination of one vacant manager position from the General Fund.
- Generated over \$750,000 revenue from the sale of surplus assets in FY 2011 and an additional \$250,000 for the first quarter of FY 2012.
- A new International Festival and Events Association (IFEA) economic impact study shows Glendale's festivals positively impact the local economy by generating spending in shops, restaurants and hotels. Conducted on site during the 2010 Glendale Glitters Spectacular Weekend and the 2011 Chocolate Affaire, the study showed the economic impact to the City of Glendale for the Glitters event and the

chocolate festival is \$3.1 million annually in total economic impact. IFEA is the largest professional event association in the world.

- Glendale's Civic Center had an 8% increase in event days, a 5% increase in revenue recovery, a 9% increase in room rental and a 28% increase in wedding revenues compared to FY 2010.

### ***ONE COMMUNITY WITH STRONG NEIGHBORHOODS***

- Received \$50,000 in CDBG funds for the installation of new energy efficient windows, the resurfacing of the outdoor basketball court and the painting of the Glendale Community Center.
- Community Revitalization has partnered with Code Compliance by funding the Clean and Lien program. This provides Code Compliance with necessary funds to continue a proactive approach in target neighborhoods, identifying problem abandoned properties to secure and clean up.
- Proactively opened 73% of all cases in Code Compliance to address code violations in neighborhoods. The city utilized the Clean and Lien Program to correct code violations at 71 properties at a cost of \$13,806 during the past 12 months. Program reimbursements totaled \$12,031.
- Acquired 29 previously foreclosed/abandoned homes that have been renovated and will house new families using \$2.89 million in Neighborhood Stabilization Funds.
- Planning continues to implement the Historic Preservation Plan. With the approval of a grant, an additional 45 bronze plaques were ordered, purchased and distributed to historic properties downtown. The department worked with property owners on having the plaques installed on the historic properties. A bronze interpretive plaque was also fabricated and installed at 58th Drive and Glendale Avenue to commemorate the importance of Grand Avenue as a transportation and employment corridor.
- A large foreclosed parcel at the Northwest corner of Royal Palm Road and 59th Avenue is being developed into a new Landmark senior housing complex. Glendale Enterprise Lofts on Glendale Avenue opened this past year. As part of the Neighborhood Stabilization Program (NSP) approved by Mayor and Council in December 2008, the city conducted a Request for Proposal (RFP) process to identify developers interested in using NSP funds for senior only housing. This project will be utilizing \$1.6 million in NSP funds and \$295,000 in Home Investment Partnership Program funds.
- The Habitat for Humanity subdivision of 11 homes located at Palmaire Court will be certified LEED silver. Three townhomes are under construction and eight are occupied. These new homes integrate energy savings and green technology in an affordable housing option.
- The city is observing a slight uptick of single-family homes and work is increasing on several partially built subdivisions which include Tessera, Boardwalk Place, West Glen Villas, Cabrillo Point and The Reserve at Eagle Heights. Each subdivision is utilizing existing infrastructure.
- Streets staff responded to 11,665 instances of graffiti last year.

### ***ONE COMMUNITY COMMITTED TO PUBLIC SAFETY***

- Building Safety and the Planning Department partnered with the Police Department's Hot Shot Task Force to bring into compliance 15 properties that had a history of both criminal and safety issues.
- Completed all bicycle/pedestrian grade separation projects on Skunk Creek and constructed the bicycle/pedestrian bridge at 63rd Avenue over the Loop 101 using 100% federal funding.
- Secured federal funding to install pedestrian countdown signals for 130 of the city's 193 signalized intersections.
- Resurfaced three miles of arterial roadway funded by Federal Stimulus Funds, including 1.25 miles on Bell Road from 59th to 69th Avenues, and 1.75 miles on Glendale Avenue from 51st Avenue to 66th Drive.
- Completed construction of the Northern Avenue storm drain from 47th to 63rd Avenues. The storm drain increased roadway safety and decreased flooding issues for properties adjacent to Northern Avenue.
- Prepared the regional Glendale's Storm Water Management Plan in November 2011. The comprehensive plan guides the actions of multiple city departments to protect storm water quality and comply with federal and state environmental requirements.
- Grant funding was approved to continue the Smart Policing Initiative for two more years; one of only two agencies in the U.S. to receive a second round of funding, which will allow the Police Department to expand efforts.
- The average number of false alarms per month has declined 10% since March 2011 resulting in a savings of over 3,100 officer hours allowing these officers to focus on crime reduction and prevention efforts in our neighborhoods.
- Created a new design for marked vehicles incorporating retro-reflective features, including at least four times more reflective material and is more cost effective than the current design. This generates a savings of \$124 per car, or a savings of \$21,204 to mark the entire fleet of 171 marked vehicles.
- The Criminal Investigations Division (CID) has expanded external partnerships by joining the new United States Marshal's West Valley Task Force, the United States Secret Service Electronic Crimes Task Force and the FBI's Mortgage Fraud Task Force. These new partnerships serve as a "force multiplier" by providing the department with direct access to federal law enforcement resources.
- Eighteen specially trained Glendale firefighters served over 100 days on national incident management teams at seven, large-scale wildfires in Arizona and New Mexico, gaining insight applicable to brush fires in Glendale.

### ***ONE COMMUNITY WITH QUALITY ECONOMIC DEVELOPMENT***

- The Planning Department led an interdepartmental team on reviewing several significant general plan amendments and rezoning requests for new mixed-use projects, which resulted in finalizing the entitlements that allows further expansion and investment in the Sports & Entertainment District. Centrada Norte and Bethany Home 101 are the latest mixed-use projects that have been rezoned.

- A 106,000 square foot manufacturing facility at 6112 North 56th Avenue was renovated to house American Park and Swap.
- In FY 2012 thus far, the city has assisted in the location or retention of 10 companies, resulting in 1,100 jobs to date.
- Economic Development partnered with the Small Business Development Center (SBDC) and Glendale Community College (GCC) in securing funding for Arizona's only Procurement Technical Assistance Center (PTAC) which will be headquartered at GCC and will assist small businesses looking to secure federal government contracts.
- In FY 2011, the Economic Development Department's Visual Improvement Program (VIP) completed five projects for a total of \$93,245.47 reinvested back into the community.
- Economic Development is coordinating city participation in the Arizona Science and Technology Festival. Staff has introduced Honeywell to the event, which they will participate in and sponsor.
- The 40,000 square foot West-MEC school opened in May 2011 at the Glendale Municipal Airport, bringing new education opportunities and jobs for those entering into the airframe-power maintenance program.
- The Thunderbird Control Tower at Thunderbird School for Global Management project was a complete renovation of the existing tower built in 1941 and is seeking LEED certification led by Planning and Building Safety.
- The city's only vacant big-box store is currently under construction as a redevelopment project. Planning and Building Safety are working with the developer to open Winco at 59th Avenue and Bell, estimated to open in the third quarter of 2012.
- City festivals act as a sales tool for Economic Development, spurring new spending in the area, as well as new business opportunities in the city. A recent highlight was the purchase of the Gaslight Inn, made possible by a visit to Glendale Glitters.

### ***ONE COMMUNITY WITH A VIBRANT CITY CENTER***

- Economic Development, Planning and Building Safety worked collectively to continue fulfilling Council's vision for the Centerline District. Signature properties include the historic Beet Sugar Factory and Gaslight Inn, which are in the process of being revitalized. The new Glendale Centerline Overlay District was approved by Council and is now being marketed both locally and out of state through joint efforts with the Greater Phoenix Economic Council (GPEC). The city's marketing efforts include advertisements in the LA Times, AZ Business Magazine and Commercial Executive Magazine.

### ***ONE COMMUNITY WITH AN ACTIVE PARTNERSHIP WITH LUKE AIR FORCE BASE***

- Continued discussions with Luke Air Force Base representatives supporting their efforts to hire a consultant to study wastewater treatment options for the base. Provided input on the Scope of Services

for consultant's use.

- A reserve pumper is deployed from Luke Air Force Base (LAFB), co-staffed with LAFB and the Glendale Fire Department for a six-month pilot program. The truck responds from a station on base, delivering additional fire and paramedic coverage to West Glendale and LAFB.
- Joint training exercises with LAFB firefighters, including a large-scale Hazardous Material drill, enhanced skills and demonstrated to national evaluators, our commitment and cooperative relationship with LAFB.
- Department paramedics participated in three national and university-led medical studies to evaluate certain patient treatment protocols and the effect of heat on medications. Four department members were appointed to state and regional EMS committees.
- Since January 2011, the Glendale Fire Department reached out to the community providing 144 classes on CCC/CPR, taught 3,896 students and 756 adults to help save more lives from sudden cardiac arrest. A slight modification has been made to this training to include the proper use of defibrillators.

### ***ONE COMMUNITY WITH HIGH-QUALITY SERVICES FOR CITIZENS***

- All libraries offered job labs, workshops and one-on-one counseling to assist citizens in applying for jobs. Additionally, the public was invited to use available public computers for resume preparation and job searching.
- The Historic Sahuaro Ranch received a \$10,000 grant from the Arizona Humanities Council to develop an interactive tour for "smartphone" users at the Sahuaro Ranch Park Historic Area.
- Completed the \$3.2 million renovation of the Sahuaro Ranch Ball Fields. Improvements included new lighting, turf replacement, irrigation, drainage, spectator shade, ADA accessibility and pedestrian connectivity.
- In partnership with the Arizona Sports and Tourism Authority (AZSTA), Arizona Youth Football Federation – Pop Warner, and the Local Initiatives Support Corporation (LISC), approximately \$300,000 in improvements was completed to the O'Neil Park sports field.
- The Community Housing Division assisted over 1,700 low-income Glendale families with rental assistance, providing them with affordable housing.
- Assisted 141 homeowners (\$309,058) to restore habitability and conditions of low- to moderate-income homes via the Emergency Repair Program.
- Planning is working on a Zoning Text Amendment that will simplify wireless facilities and provide additional review of commercial buildings exterior paint schemes. This will help build complete wireless networks to improve wireless communication for Glendale residents and will improve the aesthetics of Glendale neighborhoods. In addition, the amendment provides for a review of building color choices.
- Secured over \$1.5 million in Transit grant funds to offset revenue shortfalls for operational costs.

Projects include: 50% reimbursement for the cost of operating GUS 1, 2 and 3 service, Route 60 – Bethany Home service, the Taxi Subsidy Program and the B.A.G.I.T. travel training program.

- Provided management and coordination in preparation for the first phase of construction for the Northern Parkway, between Sarival and Dysart Roads scheduled for early January 2012.
- Street Lighting Program continues to efficiently maintain 99.95% of the city's street lights in operation (most efficient municipal street lighting system nationwide).
- Secured federal and regional funding last year in the amount of \$10.5 million to complete several Transportation projects in the community. Projects include improvements on 51st Street at Northern and Camelback intersections; pedestrian-bicycle facilities along the Skunk Creek, Grand Canal, Maryland Avenue, and the New River; 63rd Avenue pedestrian-bicycle bridge over Loop 101; Intelligent Transportation System enhancements including dynamic message signs near downtown Glendale; transit vehicle replacement; and light rail planning study.
- The new Oasis Ground Water Treatment facility was completed. The addition of this 10 million gallon-per-day, ground water treatment facility at the Oasis Water Campus enhances the supply of potable water by increasing the use of groundwater as an additional source of water supply to the existing surface water supplies.
- Completed major sewer rehabilitation project: 55 sewer manholes and 8,138 linear feet of sewer lines were replaced or repaired.
- Constructed five miles of storm drain at Northern Avenue and Camelback Road.
- Updated the Glendale Water Supply and Production Plan using strategies to optimize water resources supply, water quality, and infrastructure to minimize costs while continuing to provide reliable and high-quality drinking water to residents and businesses.
- The MRF began accepting plastics 3-7's (food packaging; margarine, sour cream and yogurt containers); this change to the curbside residential recycling program diverts approximately 85 tons of recyclable materials out of the landfill annually.
- The city replaced a 20-year-old sales tax and license system with a new technology application enhancing customer service by automating the processing of business licenses and sales tax returns and offering the option of filing tax returns online.
- Continued the Innovate Program to assess city business practices for process improvements to improve turnaround times and customer service. One example includes reducing the time to approve group homes by 66% from 3 days to less than 24 hours. In a second example a savings of 800 staff hours related to vehicle tracking was saved by consolidating processes and coordinating information between departments.
- Upgraded the phone system to add features enhancing customer service. Some improvements include providing our customers with an estimated wait time that gives them the option to stay on the line or call back at a more convenient time and an outbound calling feature to inform customers of water service disconnection. The enhanced reporting tools in the system will provide management valuable information on call statistics.

- Developed a multiple week Supervisory Series designed to provide supervisors with training in areas including performance management, employee relations, risk management and safety. Enhancing the knowledge and skill sets of our supervisors better enables them to maximize workforce capacity.
- Posted quarterly administrative award reports on the Internet for citizens to view.
- The public safety training center hosted a variety of conferences and events that drew an estimated 1,000 people to Glendale.
- The Glendale Convention & Visitors Bureau held its first-ever, annual member meeting that was attended by 170 people. The bureau currently has 90 members representing hospitality related businesses in Glendale and throughout the West Valley.
- The city has enhanced partnerships with downtown merchants through the support of downtown shopping promotions. More than 1,400 people attended Christmas in July, 19% were first-time visitors and nearly 70% were non-Glendale residents. Dog Days of Summer saw a 500% increase in visitors compared to last year. The P.R. team coordinated publicity for these events resulting in an increase in attendance for downtown merchants, with one downtown merchant reporting a 20% increase in business on those days.

#### ***CITY OF GLENDALE AND DEPARTMENT AWARDS***

- The city was recognized as an employer that embraces diversity and is certified as an Arizona Mature Worker Friendly Employer. The city is also the recipient of the American Association of Retired Persons (AARP) Best Employer for Workers Over 50 in the United States. The AARP award is the second time Glendale has been recognized. These recognitions demonstrate the city's efforts to embrace diversity in the workplace by providing meaningful employment, professional development opportunities, and competitive pay and benefits. The community benefits from a diverse workforce that brings a variety of knowledge and skills in providing quality customer service.
- The Glendale Civic Center again ranked in the top 5 by The Arizona Business Magazine poll in their Ranking Arizona 2011 publication and was awarded 2011 Bride's Choice Award by Wedding Wire Website ranking us in the top 5% of Wedding Venues in the Valley.
- The Government Finance Officers Association recognized excellence in Glendale's budget and financial reporting with its annual Distinguished Budget and Distinguished Comprehensive Annual Financial Report awards.
- On October 28, 2011, the Economic Development Department received the Excellence in Economic Development Award at the Governor's Statewide Development Conference in the category of Metro Business Retention and Expansion for the innovative partnership with Glendale Community College, ASU West and the Glendale Chamber. Significant regional projects were Bechtel, Honeywell, Southwest Ambulance and Midwestern University.
- Glendale's Conservation and Sustainable Living (CSL) program was awarded the Crescordia Award for Environmental Excellence from Valley Forward and was one of 24 city programs from across the nation to be recognized as a "Showcase City" in the League of Town and Cities national conference.

- The Pedestrian/Bicycle Bridge at 63rd Avenue crossing the Loop 101 is the first cable-stay bridge in Arizona. This structure provides regional connectivity to the Valley's multiuse pathway system from Thunderbird Conservation Park in north Glendale to Papago Park in Phoenix and beyond. Unique and eye-catching, the bridge alleviates the need for pedestrians and cyclists to share travel lanes with motorized vehicles on major roadways to cross over the Loop 101 freeway. This project strengthens the cultural, aesthetic and environmental value of Glendale's transportation system by providing a safe and accessible multimodal option for pedestrians and bicyclists. The Pedestrian/Bicycle Bridge has received the following awards: Award of Merit from Valley Forward's Environmental Excellence Program, Grand Award from the American Council of Engineering Consultants and Maricopa Association of Governments (MAG) Livable Communities Award/Clean Air Campaign Organization.
- On November 3, 2011, the City of Glendale was awarded the prestigious WESTMARC – Best of the West Award for Excellence in Innovation for the Oasis Groundwater Treatment Plant. This state-of-the-art facility provides quality safe drinking water to Glendale residents and will benefit the citizens and businesses within the city by enhancing the overall reliability of Glendale's water services while supporting economic and community growth. This project has also received the American Council of Engineering Companies (ACEC) Honor Excellence Award for 2011.
- Special Events won two awards from the International Festival and Events Association (IFEA)...A Gold Pinnacle Award for Best TV Promotion for the Jazz & Blues Festival and a Bronze Pinnacle Award for Best TV Program also for the Jazz & Blues Festival.
- Glendale 11 received a Rocky Mountain Emmy nomination from the National Academy of Television Arts and Sciences for Special Event Coverage of Glendale's signature festivals.
- Special Events/Creative Design won three awards from the Arizona Talent in Event Concepts (AzTEC) competition which is the state industry for event industry professionals: a Silver Award for Best Festival Program for the Glendale 11 Chocolate Affaire, Best TV Spot for the Jazz & Blues Festival and Best Artistic Poster award for the Jazz & Blues Festival.
- Creative Design won the Silver Award for Best Commemorative Poster for the Jazz & Blues Festival from the International Festivals and Events Association (IFEA).
- Lesa Holstine, Library Manager for the Velma Teague Branch of the Glendale Public Library, won the Arizona Library Association's "Outstanding Library Service Award."
- The rose garden at Sahuaro Ranch Park received the 2011 best "Medium Garden Award" from the American Rose Society, for the Pacific Southwest District (the largest district in the United States).
- The \$3.2 million Sahuaro Ranch Park renovation project received from the American Council of Engineering Companies of Arizona "Grand Award."
- The "Green Crusaders" program won the "Outstanding Educational Program" and the "Glendale Folk and Heritage Festival" won the "Outstanding Community/Neighborhood Special Event for Populations Over 100,000" from the Arizona Parks and Recreation Association.
- The Glendale Community Center received a certificate of special congressional recognition by Congressman Ed Pastor for "Outstanding and Invaluable Service to the Community" in July 2011.