

FOR IMMEDIATE RELEASE

June 9, 2010

CONTACT: Jennifer Stein, (623) 930.2958
Public Relations Office

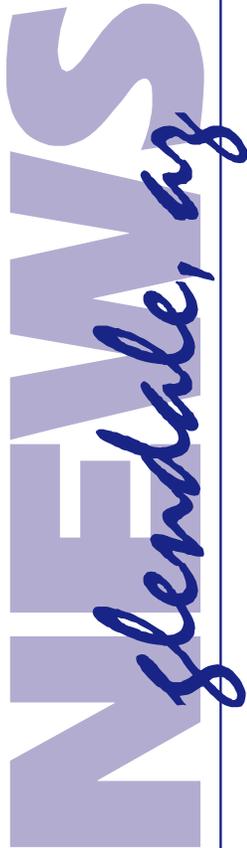
GLENDALE INVITES BUSINESSES TO JOIN NEW CONVENTION AND VISITOR'S BUREAU

GLENDALE, Ariz. – In a landmark business move, the city of Glendale has created its first-ever Convention and Visitor's Bureau (CVB) and is now inviting businesses to become members of the new CVB. Last night, the Glendale City Council unanimously approved the fee structure for CVB membership, which is based on membership dues and will be the primary funding mechanism to support the new agency.

Across the country, it is standard for CVB members to pay annual membership fees. In turn, members benefit by having their businesses on special tourism lists for conventions and trade shows as well as be publicized in publications, websites, calendars and social media marketing.

Beginning July 1, Glendale will be the first and only CVB in the West Valley and will use the CVB to strengthen the region's tourism promotion and service role worldwide. There are currently only four CVBs in the Valley and nine throughout the state.

“Launching a CVB in Glendale is a smart business decision that will impact our business community and residents,” said Lorraine Pino, Glendale Tourism Manager. “The decision to elevate Glendale's involvement in the tourism industry was made in response to the city's success in attracting millions of visitors over the past several years and seeing a continued increase in hotel



Home
of the NFL's
2008 Super Bowl

Home
of Arizona's
Best Hometown
Festivals

Home
of the
NHL Coyotes,
Arizona
Cardinals and
Fiesta Bowl

Home
of Luke AFB,
the largest F-16
training base
in the world

City of Glendale
5850 W. Glendale Ave.
Glendale, AZ 85301
(623) 930-2960
www.glendaleaz.com

occupancy.”

The Glendale Visitor Center, which for 10 years has welcomed hundreds of thousands of tourists and provided key visitor and travel information, will become part of the CVB. For more information, call 623.930.4500 or go to www.visitglendale.com.

###