

FOR IMMEDIATE RELEASE

June 22, 2011

CONTACT: Polly Baughman, 623-930-2979
Public Relations Office

GLENDALE EMPLOYEES DESIGN BETTER WAY FOR PUBLIC TO RENT CITY FACILITIES

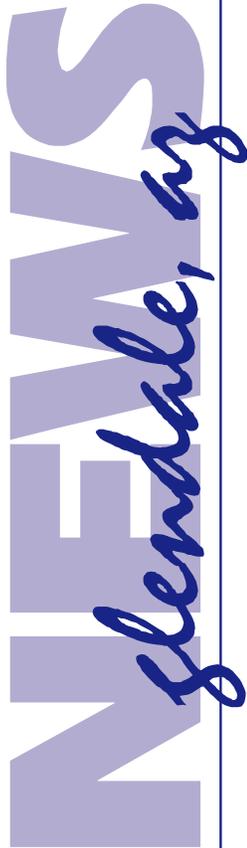
GLENDALE, Ariz. -- Renting facility space in Glendale just got easier. The city has facilities that can accommodate a full range of events – from 10 attendees to 13,000 – but reviewing them all in one place wasn't possible. Until now.

Glendale employees through the city's INNOVATE program have developed a one-stop, web-based approach to booking meeting space. Now facilities located in 14 areas of the city can be viewed in a single glance on either an area map or on a color-coded chart that lists capacity and the type of events each facility can handle. The event categories include:

- Meetings and conferences
- Social events and parties
- Sports Complexes
- Weddings
- Concerts and performances

Web users can move from the overview page and link to more details on any facility that catches their interest. They can learn about rental rates, availability and other details that help ensure they choose the place that best fits their needs. The same is true for those who call in to book a facility. If their first choice isn't available, city staff can use the same web-based system to refer callers

(more)



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

Rental Facilities

ADD 1-1-1-1-1

to other appropriate city facilities.

The Glendale system is unique in that regard. Glendale is the only Valley city that's created such a user-friendly way to check out all its available rental space. The new system was developed with all in-house resources by involving people from seven departments through INNOVATE, a city program dedicated to "transforming ideas into action." INNOVATE works to improve customer service, increase efficiency, and help the city conserve resources or generate revenue.

The approach taken by the INNOVATE team on rental space centralizes information on the web, but keeps booking of space with individual departments.

"That gave us the best of both worlds in terms of customer service," said Bill Schwind, deputy director of Parks and Recreation, who helped lead the team that developed the new system. "Many people want to be able to review all the possibilities on their own, but after they've done that, they would like to talk to a knowledgeable person about the final spaces they're considering."

In addition to improved customer service, the new system benefits the city. "We have educated all employees who book facilities on the variety of options that are available city-wide, even if it is outside of their department," explained Schwind. "This enhances our ability to secure bookings." The city has rental facilities for a variety of events – whether it's a meeting for 10 business executives, a child's birthday party with plenty of nearby activities, a reunion of 100 relatives or an elegant wedding for 1,500 of the couple's closest friends.

To view the city's available spaces for rent, go to the home page of www.glendaleaz.com and look for the "Rental Facilities" link found under the Quick Links heading on the top of the page.

(more)

Rental Facilities

ADD 2-2-2-2-2

Facility Locations:	Services Offered:	Capacity:
1. Glendale Civic Center	M S/P W C	Up to 3,000 depending on space reserved
2. Sahuaro Ranch Park	M S/P S W C	5-5,000 depending on space reserved
3. Western Regional Park	S/P	Up to 720
4. Glendale Adult Center	M S/P W C	50-250 depending on space reserved
5. Foothills Rec. & Aquatic Center	M S/P S W	20-170 depending on space reserved
6. Glendale Community Center	M S/P W	75-150 depending on space reserved
7. Murphy Park/Amphitheater	M S/P W C	400-3,000 depending on space reserved
8. Glendale City Hall Meeting Rooms	M	20-200 depending on space reserved
9. Park Ramadas	M S/P	Up to 720 depending on space reserved
10. Sport Fields/Complexes	S	Multi-team capacity
11. Aquatics/Swimming Pools	S/P S	Capacity varies by facility
12. Glendale Airport	M S/P W	42-78 depending on space reserved
13. Camelback Ranch - Glendale	M S/P S W C	Up to 13,000 depending on space reserved
14. Glendale Media Center & Conference & Convention Center	M S/P S W C	Several thousand depending on space

Facility Use Key:

 Meeting Space
  Social Events & Parties
  Sporting Events
  Weddings
  Concerts/Performances

###