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CONTACT: Kimberly Larson, Public Relations Office, 623-930-2989

## GLENDALE LOOKS FORWARD TO PRODUCTIVE 2013

**Glendale, Ariz.** — The city of Glendale finished 2012 with many accomplishments and now looks to 2013 as an eventful and productive year, one that will bring exciting new developments as well as a continued emphasis on customer service for residents and businesses.

### Moving the City Forward

The Economic Development Department will continue to build the city's economic base and market it as a location for businesses and residents alike. Staff will implement a campaign to recruit businesses to Glendale as the city prepares for the spotlight hosting the 2015 Super Bowl. Through a concerted effort of planning and outreach, this campaign will target larger employers and start-up businesses looking to expand and/or locate corporate headquarters. Also in the coming year, planning and development along the newly-annexed Loop 303 corridor will be a focus for the Community and Economic Development Services Department.

### New Services for Small Businesses

Part of keeping Glendale economically vibrant is our locally-owned small businesses and in 2013 Glendale will offer new and expanded services for this group. The Economic Development is partnering with Glendale Community College to develop a Small Business Assistance Center, which will offer help in navigating the development process, as well as procurement and technical issues. For the first time ever, the Building Safety Department will offer a class for small business on the permitting and inspection processes for remodeling a current space or a new location.

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## **2013 Goals**

### **Add 1.1.1**

This class will help business owners save time, money and effort and keep everyone in compliance with codes. Finally, the city's Convention & Visitors Bureau will provide a series of workshops for small businesses to educate, engage and connect West Valley businesses. Held quarterly, these classes will include such topics as social media, strategies to reach and engage customers and customer service.

#### Police Implement New Neighborhood Initiative

One priority that the Police Department has made is neighborhood safety. Through an internal study, staff found that a reorganization could increase interaction and response in regard to property crimes. The new plan reassigns patrol squads to neighborhood patrols or division-based patrols that will have officers interacting more closely and more often with residents and businesses in a specific area.

#### Technology and Innovation

Technology improvements in the city's water systems will create a monetary savings in addition to improved service delivery. In addition, the Communications Department will continue to bring new technology through the city's various websites, including mobile device applications with an emphasis on resident, visitor and business news and information.

#### Park Volunteer Program

The city's Parks & Recreation staff has revamped its volunteer program. Now called Partners'n'Parks, the program is seeking local partners to assist in the beautification and maintenance of parks, open spaces, and community facilities in Glendale. It offers opportunities for individuals and groups to participate and be recognized for protecting and preserving park land by donating time and/or contributing funds to create a more desirable and safe park system for everyone to enjoy.

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## 2013 Goals

### Add 2.2.2

#### Environmental Emphasis

Multiple programs and services, both ongoing and new, will focus on education and environmental preservation. Glendale's Sanitation Division has launched a new e-waste program, in which residents can recycle electronics items for free by dropping them off at the city Landfill. Not only will this extend the life of the landfill and recycle old used items, it will not cost the city anything; in fact, an outside vendor pays Glendale a nominal fee for each item turned in.

The Parks & Recreation staff will partner with the city of Peoria to clean up New River for Earth Day. In an effort to increase awareness and appreciation of the Earth's natural environment, staff and volunteers are expecting to comb nearly 75 acres of river bottom scouring for debris and other man-made materials.

The city's Transportation Department is in full swing with planning and gathering public input on a new transit facility (likely a park and ride) for the northern part of the city. This will provide more public transit options that are underserved in that area.

Finally, the Conservation & Sustainable Living Program will increase its outreach to residents. As a result of the 2012 Ad-Hoc Citizen's Task Force on Water and Sewer's recommendations, a key component will be enhancing this public outreach program. The program currently includes energy conservation education for adults and students, water conservation education for adults and residents, xeriscape gardening, a green website and much more.

These are just some of the many goals and new programs or services for residents. For further information, visit [www.glendaleaz.com](http://www.glendaleaz.com).

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