

Vision To Reality



Presented By
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City of Glendale, AZ
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**Vision is the art of
seeing the invisible
& believing it is
possible.**



Historical Perspective

- Glendale 2000
 - Suburb Community
 - Comfortable Living
 - Average Income - \$48,474
 - 14% of our population had college degrees
 - Antique capital of the United States

Checklist for Success

- Visualize Goals
- Develop a plan:
 - Internal
 - External
- Assess the Environment
- Assemble Resources & Staff
- Plan to Expedite

Beginning the Journey

- Internal
 - Conducted Cultural Assessment
 - Adjusted Salaries
 - Increased Tuition Reimbursement
 - Implemented Bonus Program
 - Devised New Business Plan
 - New Marketing Department
 - Created Interactive Teams
- External
 - Revised General Plan
 - Updated Design Guidelines
 - Established Economic Incentives
 - Initiated 2-Day Design Review
 - Contracted with Professional Consultants

Let the Results Begin: Northern Crossing Then & Now

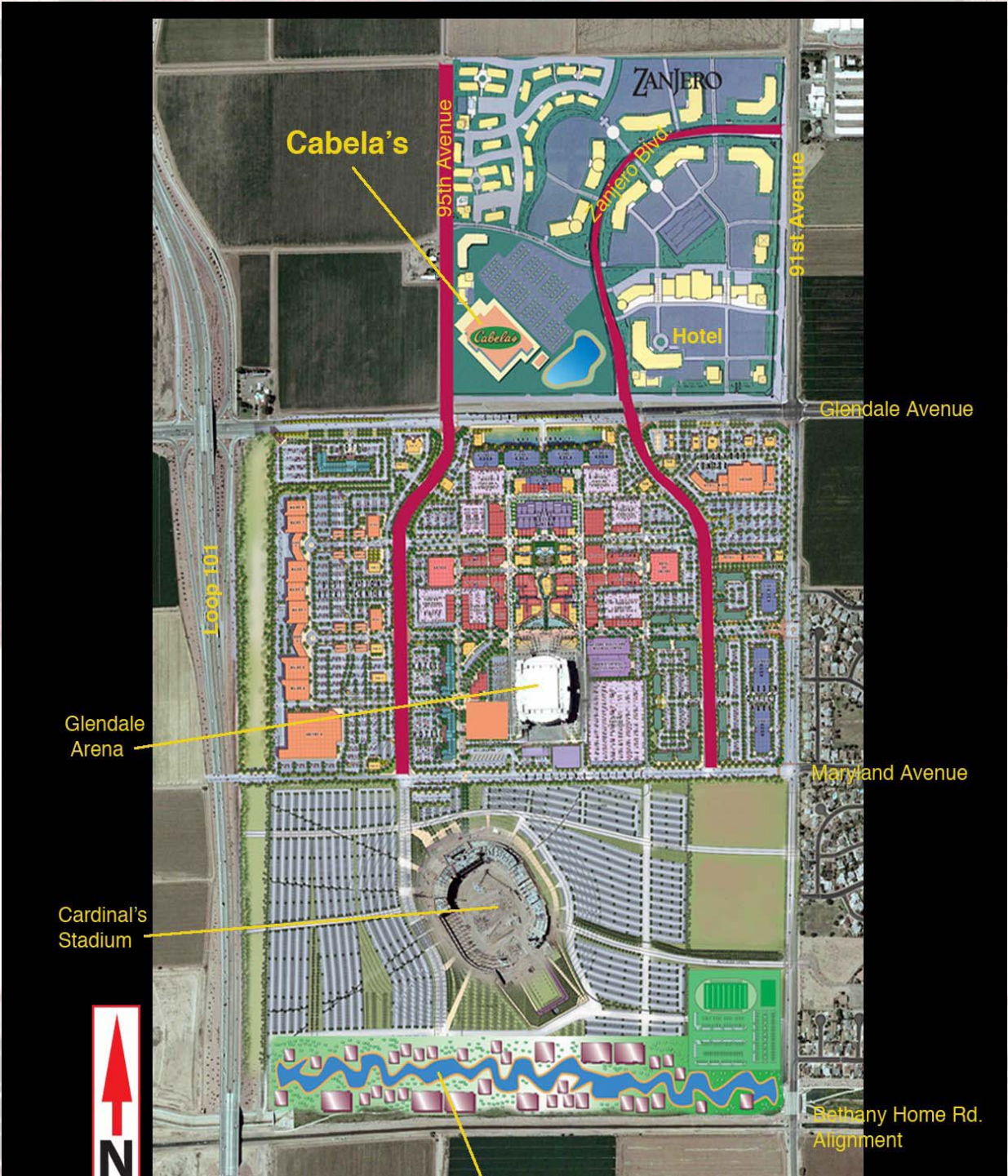
Before



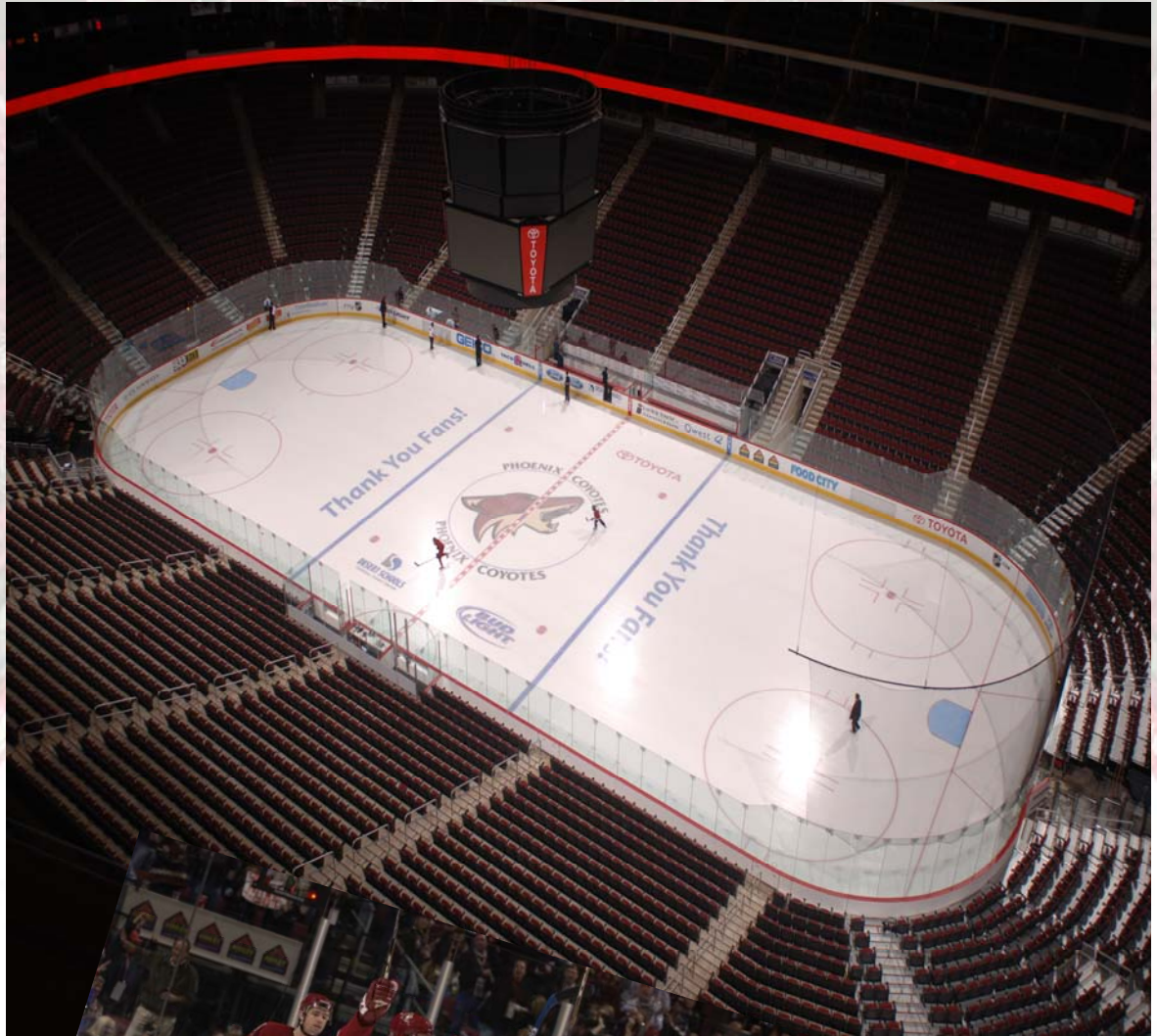
After



Family, Sports, & Entertainment District



Jobing.com Arena



University of Phoenix Stadium



More than Sports Westgate City Center



Photos Courtesy of Ellman Co.

Marriott Renaissance Hotel & Spa, Conference/Media Center & Cable Studio

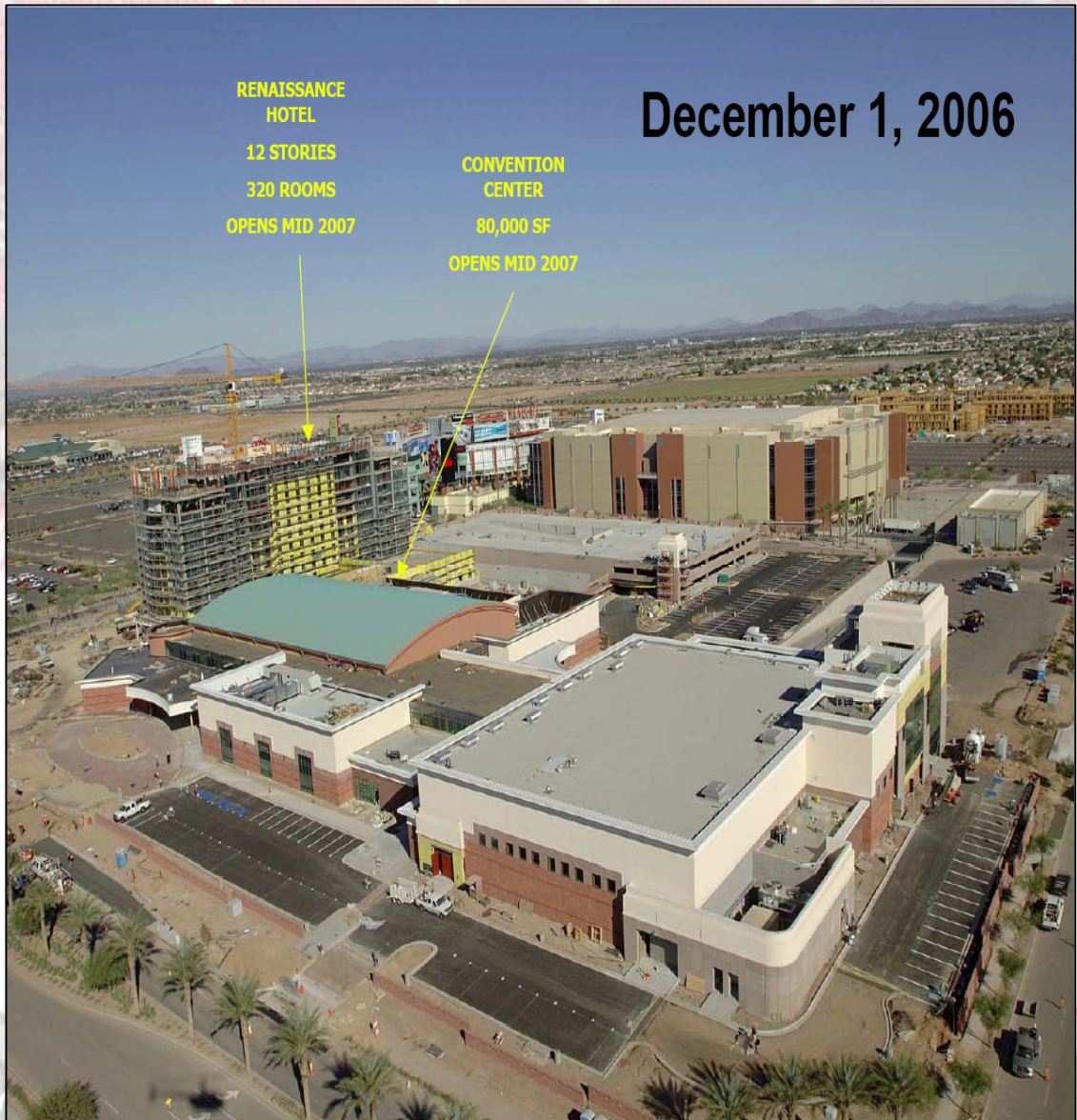


Photo Courtesy of Ellman Co.

Zanjero & Cabela's



Major League Baseball

- Regional Partnership
- Synergy
- Innovative Approach
- World Class Teams



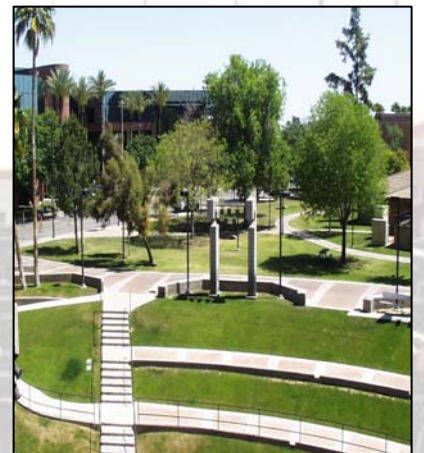
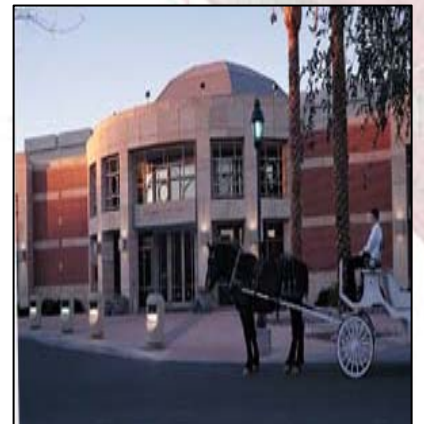
Community & Customer Support

- Economic Growth
- Revenue Generation
- Increased Services
- Capital Investments
- Quality of Life



Value for the Community

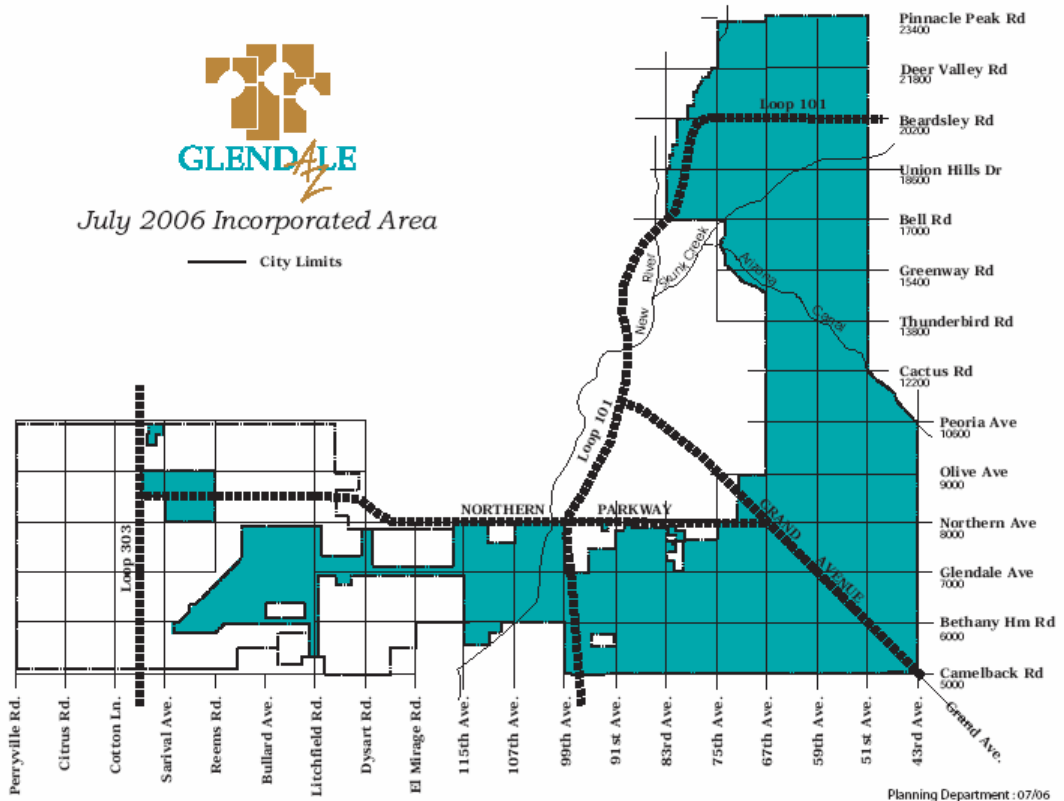
- New Housing
- Dining District
- Civic Center Expansion
- Park Renovations



Youth Sports Fields



Expanded Development



- Examined Undeveloped Areas
- Pursued Voluntary Annexation
- Woolf Crossing & Glendale 303

New Commerce

- Wells Fargo Regional Training Center
- AAA
- Delta Dental
- Downey Savings & Loan
- Arizona School Furnishings
- Coca-Cola



Here and Now

- Glendale 2006
 - National Acclaim
 - Major Destination
 - World Class Venues
 - Top Rate Amenities
 - Home Town Appeal
 - Average Income - \$58,058
 - Median Age - 31

The Impact of Visions & Dreams

- Increase in revenue
- Accelerate development
- Catalyst for future partnerships
- Long term partners/relationships
- Positive impact on the public/community
- Increased amenities



“A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be” – Wayne Gretzky