

Glendale, Arizona



Where people come by choice, not by chance.

There's an energy brewing in Glendale, a fire born from a long-standing commitment to connecting sports and community. It is a partnership that has sparked new development and generated a high quality of life for Glendale residents.

The city has turned ideas into a reality and created a movement that is inspiring people from around the country and the world. This is a city that combines potential with progressive ideas to create developments that do far more than change the landscape and fill zoning maps. These developments thrive and change the lifestyles of Valley residents for the better, offering amenities that serve as the backdrop for cherished moments with family and friends.

From the city's historic shopping district, to the Bell Road corridor and Arrowhead residential development, to the region's newest sports and entertainment district, the city of Glendale has proven to be the address of choice for ventures ready to flourish.

Look out at Glendale's horizon, and you'll see a landscape filled with exciting projects, such as:

- **University of Phoenix Stadium:** The state-of-the-art facility opened in August of 2006 and in 2005 was named a "Top Ten Sporting Venue in the World" by *Business Week Magazine*.
- **Jobing.com Arena:** In 2004, this facility was voted the best new major concert venue in North America by *Pollstar Magazine*, a major concert industry publication.
- **Glendale Spring Training Facility, Home to the Chicago White Sox and Los Angeles Dodgers:** In 2009, Glendale will add baseball to its line up of sporting amenities with the development of a two-team spring training facility. Surrounding the facility will be a four-star resort, golf course and more than a million square feet of retail, commercial and residential space.
- **Historic Downtown Glendale:** This shopping district incorporates two distinct neighborhoods that are home to more than 90 specialty and antique shops. Although the area is seamless to tour on foot, the difference in neighborhoods is revealed in the red-brick, main-street-style buildings of Old Towne versus the charming bungalows-turned-shops of Catlin.
- **Arrowhead Ranch:** A neighborhood of choice for people from around the country, this area includes a top-rated golf-course community with a regional mall, hundreds of retail outlets and some of the best restaurants in the Valley.
- **Westgate City Center:** A 223-acre development near the Jobing.com Arena, this destination includes several million square feet of retail, restaurant, office and residential space.
- **Glendale Renaissance Hotel and Conference Center:** This four-star, 320-room hotel will house an 80,000-square-foot conference center and 40,000-square-foot expo hall/media center.
- **Zanjero:** This retail explosion boasts a Cabela's, the world's leading outdoor retailer, premium office space and upscale urban dwellings.

This area is the new home to the NFL's Arizona Cardinals, NHL's Phoenix Coyotes, NLL's Arizona Sting, Tostitos Fiesta Bowl, 2008 Super Bowl and 2009 NCAA Regional Finals. It is also the future Spring Training home to Major League Baseball's Los Angeles Dodgers and Chicago White Sox and will serve as an important tour stop for the AVP Pro Beach Volleyball organization.

With a rich history of success, from early ranching leaders to today's sports and entertainment growth, Glendale is comprised of a diverse and vibrant population covering a vast cross section of economic and cultural communities. Poised for continued growth, Glendale and the surrounding West Valley boast abundant opportunities.



For Media Planning Purposes Only
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GLENDALE OFFERS STATE-OF-THE-ART MEDIA CENTER

Glendale, Arizona - The Glendale Media Center is a state-of-the-art facility that is like no other in the country.

The center, professionally designed with input from media veterans with national experience, is attached to the four-star Marriot Renaissance Glendale Hotel and Spa. The media center provides members of the local and national media with a one-of-a-kind stand-up/live shot reporting experience.

Located on the third and fourth floors of the Glendale Conference Center, the facility boasts large wrap around windows and outdoor rooftop platforms for panoramic views and stand-up backdrops of Arizona's stunning mountain skyline. In addition, the center offers close up views of Glendale's NFL stadium (*University of Phoenix Stadium*) and Glendale's NHL arena (*Jobing.com Arena*).

The Media Center is expandable to 40,000 square feet for mega-events such as the Super Bowl, Fiesta Bowl, BCS Championship and NHL All-Star Game. This environment is designed to accommodate outside media, as well as host players, officials and VIPs for press conferences, announcements and interviews.

An additional media platform is located on the roof of the adjacent 11-story Renaissance Hotel for incredible vistas of the stadium, arena and Westgate City Center. The hotel opening in the fall of 2007 has 320 rooms, 80,000-square-foot conference center, full service spa and a variety of restaurants.

Direct fiber throughout this sports and entertainment district will allow the media to go live from the stadium, arena, hotel, shops and restaurants at Westgate City Center. Members of the media can work inside the center in a comfortable environment complete with phone lines, cable television and Internet access.

Glendale 11 H.D. Studios

The media center connects to the new, ultra-modern HD studios for Glendale 11, the city's award winning cable TV station. The 15,000-square-foot TV station has two digital full-service studios (60 X 60 and 30 X 40) with satellite transmission capabilities. These facilities are available for rent. For more information, contact Glendale 11 at 623-930-4512 or e-mail drainey@glendaleaz.com.

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5850 West Glendale Avenue ~ Glendale, Arizona 85301

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GLENDALE MUST SEE “LIVE SHOT LIST” AND STORY IDEAS

Glendale, Ariz. - Glendale offers an array of live shot opportunities that will make excellent visual backdrops during live broadcasts or pre-recorded packages.

Historic Downtown Glendale (Myrtle to Glendale Ave; 55th Ave to 59th Ave)

Glendale is also home of one of the nation's top shopping and dining districts. Historic Downtown Glendale is a retro-chic destination that incorporates two distinct neighborhoods that are home to more than 90 specialty and antique shops that get national attention for the retail-chain-free collection of shops featuring vintage clothing, turn-of-(last)-century furniture and even pop-culture collectibles.

Glendale Glitters with 1.4 Million Twinkling Lights in Historic Downtown Glendale (Thanksgiving - Jan only)

After the sun sets, Historic Downtown Glendale is completely lit with more than 1 million twinkling holiday lights. This is the largest free holiday light display in Arizona. Historic Downtown Glendale is just four miles east of the stadium.

Building a city within a city

City planners have spent years carefully laying out an entertainment district like no other in the country. City planners have carefully chosen where things will go, managed how they will look and made sure that infrastructure was there to support the projects. Learn what it takes to build a city within a city – in less than five years.

Glendale Spring Training Facility, Home to the Chicago White Sox and Los Angeles Dodgers: In 2009, Glendale will add baseball to its line up of sporting amenities with the development of a two-team spring training facility. Surrounding the facility will be a four-star resort, golf course and more than a million square feet of retail, commercial and residential space.

Satisfy your Sweet Tooth at Cerreta Candy Company (53rd Ave and Glendale)

Willy Wonka may be the most well known chocolate factory owner in the world but Glendale boasts its own confection-maker...Cerreta's Candy Company. For more than 70 years, the Cerreta family has prepared their candy the old fashioned way—by hand. Only the finest chocolates, nuts and ingredients are used to produce candy made famous around the world. Located in the heart of Historic Downtown Glendale, the Cerreta family offers free factory tours where sampling is encouraged! We dare you to come watch for yourself as chocolate magic is performed right before your eyes.

Learn how city of Glendale transportation workers will manage game day traffic remotely from Glendale's Traffic Management Center. Tour Glendale's new Traffic Management Center that houses the city's Intelligent Transportation System and check out the center's 20-foot video wall that provides transportation staff 10 different locations within the vicinity of University of Phoenix Stadium in Glendale, Ariz. With the use of fiber optic and wireless technology, transportation staff can remotely control traffic signals, monitor traffic flow from large and small monitors and quickly update and change LED message boards for motorists that are on site.

Arrowhead Residential Area

Five miles north of the stadium is Arrowhead Town Center, one of the region's largest shopping and dining districts, as well as Arrowhead Lakes, a large suburban area with lakes and golf courses tucked away in some of Glendale's most elegant neighborhoods.

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Dancing 40-foot Water Fountain at Westgate (93rd Ave; south of Glendale) Immediately north of the stadium, Westgate City Center has a Las Vegas Belagio-like 40-foot water feature, which creates an unbelievable light show in the night's sky. Upon completion, the Westgate City Center will become a super-regional destination, projected to attract approximately 22 million visitors annually. The shopping district recently opened the first phase, which includes 500,000 square feet of retail, restaurant and Westgate will include up to 6.5 million square feet of retail, entertainment, restaurants, office, residential, and hotels, making Westgate one of the largest commercial real estate developments in North America.

Westgate – Sports and Entertainment District

A number of parties, events and activities will take place at Westgate City Center the week leading up to Super Bowl. Restaurants such as Jimmy Buffet's Margaretville, FOX Sports Grill, Saddleback Ranch and Yard House are expected to draw a number of fans.

Catering to the lifestyles of the rich and famous. Ever since the city's first sports facility was completed in 2003, the Glendale Municipal Airport – located just two miles from University of Phoenix Stadium in Glendale, Ariz. -- has been the preferred site for sports owners, the "Hollywood jet set" and others for their corporate and personal aircraft. From Cindy Crawford and Elton John to Michael Jordan and Wayne Gretzky, you never know who you might run into at the airport during event days.

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