

PFRSE Marketing Contract  
Council Communication Background Items  
March 2017



# Advertising Services Agreement

March 1, 2017

Lorraine Zomok  
Director  
Glendale CVB  
5800 W. Glenn Drive, #140  
Glendale, AZ 85301

This letter is to summarize the arrangement, under which **ON Advertising** will serve as Advertising Agency of Record for **Glendale CVB**. **Glendale CVB** understands fees and commissions are included in the gross advertising budget and are paid by the participating media advertising outlets.

## **SCOPE OF SERVICE**

Advertising and Production Services to be provided under terms of this agreement include: execution of an advertising campaign designed to achieve agreed-upon objectives. **ON Advertising** agrees to act as **Glendale CVB's** Advertising Agency of Record and under the scope of service agrees to provide to **Glendale CVB** all market research, analysis and recommendation for commercial media purchasing, as well as execution of all advertising purchases, follow up communication with media partners, and market analysis to ensure full impact of the campaign is met. Production Services may include, but not be limited to production of all creative included but not limited to television, radio, print, internet, billboard and OOH. Services include script writing, voice-overs, talent (if required) post-production, etc. Our time covers the counseling, supervisory and promotional service of the firm's principal, account management team and additional staff it might assign in the fulfillment of this agreement.

**ON Advertising** will offer recommendations among the media advertising outlets offered within the proposal, however **Glendale CVB** will be at full liberty to choose among the advertising entities proposed, whether **ON Advertising** recommends them, or not.

## **COMPENSATION**

**ON Advertising** will apply a standard agency service charge of fifteen percent (15%) to all media advertising buys. This fee is paid to **ON Advertising** thru the agency discount applied at the time of the media buy and is not in addition to the media buy. **Glendale CVB** will not incur any additional expenses by **ON Advertising** or any subcontractors employed by us beyond the original amount budgeted for advertising.

All advertising expenses and disbursements must be approved by **Glendale CVB** in advance. All advertising will be billed to **Glendale CVB** on detailed invoices and will be payable 30 days from billing date. **ON Advertising** will maintain accurate records of all expenditures on behalf of **Glendale CVB**. **ON Advertising** will be prepared to supply any supporting detail you may require.

**PROPRIETARY INFORMATION**

As part of the execution of this agreement, all media research performed under the "Scope of Service" outlined in this agreement, is proprietary information owned by **Glendale CVB**. **ON Advertising** will maintain all proprietary information until the full execution of this agreement. If this agreement is not executed in full for any reason, proprietary information remains the property of **ON Advertising** and may not be used, accessed or otherwise maintained by **Glendale CVB** without the expressed, written consent of **ON Advertising**. After complete execution of the agreement, proprietary information related exclusively to the execution of this agreement will be turned over to **Glendale CVB**. **Glendale CVB owns all rights to the completed creative.**

Any attempt by **Glendale CVB**, its employees, partners, subsidiaries or others working in relation to execution of any advertising strategies as part or not part of this agreement, to obtain or conduct research with any media advertising entity participating, negotiating, or intending to participate or negotiate with **ON Advertising**, is cause for immediate termination of this agreement, and **ON Advertising** may request immediate payment of fees and/or commissions due in relation to the full execution of this agreement.

**CONFIDENTIALITY CLAUSE**

**ON Advertising** agrees to hold in confidence any sensitive information it may obtain from **Glendale CVB** in the performance of this agreement.

**EQUAL OPPORTUNITY**

**ON Advertising** shall ensure that any subcontractors and supplies it may employ do not discriminate against any worker, employee, or applicant, or any member of the public, because of race, creed, color, religion, sex, or national origin, nor otherwise commit an unfair employment practice.

Sincerely,

Accepted:



3/1/2017

By: \_\_\_\_\_  
**Ron Meritt**                      **Date**  
**President**  
**ON Advertising**

\_\_\_\_\_  
**Lorraine Zomok**                      **Date**  
**Director**  
**Glendale CVB**

**Advertising & Tourism  
Capabilities Overview  
to**

# **Glendale CVB**

**March 2017**





# Introduction

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Lorraine Zomok  
Manager  
Glendale CVB  
5800 W. Glenn Drive, Suite 140  
Glendale, AZ 85301

Dear Lorraine,

Founded in 1994, On Advertising is an award-winning, full-service advertising, marketing, public relations, graphic design and video services agency. We handle accounts of all sizes, from local and national, driving consumer response across all communications channels. We have significant experience in B2C public relations, advertising and tourism experience. We appreciate the opportunity to work with **Glendale CVB**.

Thank you for your time. If you have any questions, please call us anytime at (480) 705-6623 x 1002.

Cordially,

A handwritten signature in black ink that reads 'John Hernandez'.

John Hernandez  
Chief Executive Officer  
[jhernandez@on-advertising.com](mailto:jhernandez@on-advertising.com)

A handwritten signature in black ink that reads 'Ron Meritt'.

Ron Meritt  
President  
[rmeritt@on-advertising.com](mailto:rmeritt@on-advertising.com)

# We're On

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Founded in 1994, On Advertising is an integrated marketing and advertising agency with innovation and big creative ideas at its core. For all of our clients, we take a business-based approach to marketing communications. We start and execute every assignment with the understanding that there is a tangible business goal to achieve and that our communications strategies must align with the business objectives of our clients.

Our analytical approach combined with our outstanding creative team guarantees our clients receive a focused, well-conceived plan to meet their marketing needs. We provide all of these services with your budget in mind, On Advertising always engages the most creative and effective use of available resources. Our talented, enthusiastic team brings a diverse set of skills, insight and creativity. We cultivate long-term client relationships while executing projects with integrity and a commitment to excellence and bottom-line results! We do this by building committed relationships between brands and consumers and our clients and ourselves.



# On Advertising **Services**

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On Advertising provides a number of different services designed to increase branding for any industry.

Our services include:

- Brand Identity
- Strategic Planning
- Digital Marketing
- Public Relations
- Mobile Marketing
- Content Marketing
- Website Design
- Social Media Marketing
- Hispanic Marketing
- Advertising
- Media Buying
- Email Marketing
- Media Relations
- Direct Marketing
- Marketing Collateral
- Search Engine Optimization
- Video Production



# Company Approach

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Over the past 22 years, we have gained an understanding and capability to manage accounts with multiple stakeholders, smaller budgets and tight turnaround times. Initially, our focus will be research and planning.

On Advertising's full-time staff is assigned to each account. Multiple people will be assigned to Glendale CVB during the research and planning stage. During the phases where the focus is on creative (if we participate in this phase), our Creative Director, Scott Kasallis, becomes more involved in tandem with the creative team and will be included in future presentation meetings. Based on your feedback, options are narrowed down until a consensus is reached and all parties are satisfied with the final product.

Our due diligence process requires every project milestone to receive approval from you in order to move to the next phase. One of our strengths is our organizational structure. The owners of On Advertising are hands-on with all projects that keeps projects moving forward, on time and on budget. We have internal management software that tracks project tasks, jobs, goals and timelines.



# Project Management

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All of On Advertising's staff is in-house. We do not use contractors to deliver any of our services. All of our services are done by experienced, qualified professionals who specialize in their field. When a new customer comes to On Advertising, we devote the necessary resources from our staff to provide the highest quality work to you.

Although several people will be working on your projects, as a customer of On Advertising, you will have one point of contact with our agency. We assign one individual to communicate with you and be responsible for all work being provided to you. This single point of contact allows both you and us to communicate all projects, deadlines and expectations in a clear and concise manner.



# Phase 1 - Planning

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Effective advertising is directly linked to an effective strategic planning. Therefore, before starting any project, we start with a planning phase.

**Advertising Plan** – We will create a master document which will outline research, data, media purchase recommendations and more. The Research Plan will be comprehensive and will include:

- AD Research (demographics, media costs, CPM, impressions, ad recommendations, etc.)
- Goals and Objectives of the Campaign
- Lead Generation Opportunities
- Measurement and Analysis

**Competitive Analysis** – Our next step is to create a competitive analysis to determine the differences and similarities between Glendale CVB and other Arizona cities, towns and regional destinations. The key to a success campaign is to demonstrate our points of differentiation. An emphasis will be placed

on Glendale CVB's tourism opportunities and success. We will also identify and assess the best possible cross-marketing opportunities we can exploit by collaborating and connecting with Glendale CVB's tourism spots.

**Demographic Research** – We would like to review all demographic research you currently have on tourist information. We would like to review and/or research a demographic/psychographic analysis of our target audiences including visitors and meeting planners. Our advertising campaign will include cultural and social motivators for choosing a tourism destination.

**Media Research Analysis** – The next step will be to provide Glendale CVB a Media Analysis which will include the current media habits of the target audiences. The media report will include a review of your current media placements as well as specific media recommendations based on our research.

**Organizational Structure** – As part of this campaign, we would like to explore all possible stakeholder relationships currently with the Glendale CVB. We wish to explore all options such as public-private partnerships, properties within Glendale city limits which promote tourism to their location.



## Phase 2 – Creative Strategy

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Once the advertising plan is in place and approved and you wish our participation and recommendations for creative, our creative team will help define Glendale CVB's unique selling proposition that will set Glendale CVB apart from the competition. With this in mind, we establish a creative strategy. Our creative team will present several ideas and creative directions to address the requirements of the creative strategy. Strong copy will support the creative strategy.

Once the direction is agreed upon, creative begins. This is when the emotional, stimulating and exciting work begins! On Advertising is a full-service advertising agency. We create advertising and messaging campaigns that work based on extensive demographics and research. The On Advertising team has more than 75 years combined creative experience.

We produce creative advertising from concept to completion. Our Emmy and Addy award-winning staff will produce an effective advertising campaign designed to increase tourism for Glendale CVB.

**Interactive Strategies** – Our goal is to create an interactive media that resonates with the target audience since travelers rely heavily on online resources for researching vacation spots.

### **Video Production**

On Advertising recommends significant video production as a major component in the branding, marketing and tourism development for Glendale CVB. We believe videos are critical to this campaign and must be used to increase tourism opportunities to Glendale. A person visiting the new website is more likely to be engaged by a video or videos. National Studies show that a person who views a video will **stay on a website an average of two minutes longer**. We can greatly increase your exposure and Search Engine Optimization by linking videos from YouTube to the website. We are recommending short videos showcasing key tourism destinations for placement on the website

**On Advertising has an award-winning in-house digital studio. We can concept, write, shoot and edit all videos.**



# Phase 3 – Launch & Tracking

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## Launch

After the creative execution above is complete and approved, we will launch the campaign. Media is placed and the campaign will begin. The implementation of this campaign will be anchored by an intense advertising program focusing traffic to the Glendale tourism website ([www.visitGlendale.com](http://www.visitGlendale.com)). The call-to-action for all advertising directs to the tourism website. The website is a way to measure the advertising success for the year-round campaign.

## Tracking & Evaluation

In order to track and access, On Advertising will use a well-established tracking system with various factors used to measure success of the campaign. The factors involved in the monitoring of the on-going campaign will allow us to modify strategies and executions for future marketing and advertising efforts. Some of the factors we will use to measure the effectiveness of the campaign include:

- Evaluate visitor numbers and occupancy rates at Glendale tourist destinations and lodging properties.
- Evaluate percentage of sales at visitor-oriented businesses in Glendale.
- Evaluate website analytics of the URL
  - Number of unique visitors to website
  - Number of referrals to partner sites from website
  - Number of referrals to website from online marketing partners



# Media **Buying**

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Our CEO, President and National Media Director have a combined 65 years of broadcast experience. This gives us the insight and experience needed to provide the best possible advertising coverage and the lowest possible cost. Media Research is done by our National Media Director, Julie Light. Julie has been buying and selling media across the United States for more than 25 years. No one knows more about media research, planning and negotiating media.

On Advertising starts with research. This research is specific to each client and breaks down the demographics of the audience as well as the appropriate media to use. Our digital media strategy, planning and recommendations are driven by this research.



# ED & Tourism Experience

## CLIENT

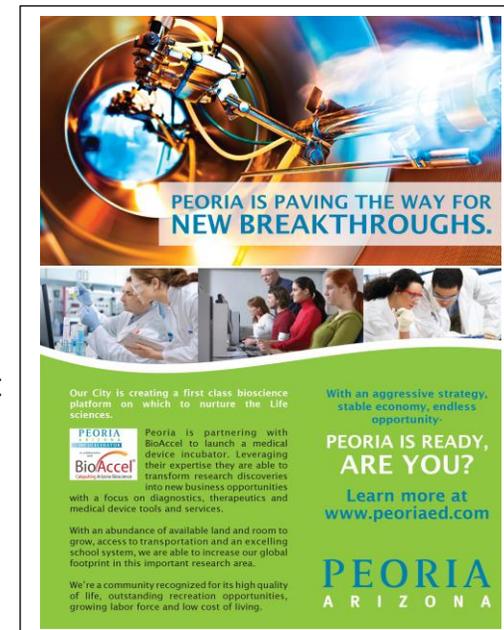
City of Peoria Economic Development Department

## SCOPE OVERVIEW

Brand and market Peoria as an ideal location to establish or expand businesses within the city. Also promoted Peoria as a tourist destination to a national audience. The new campaign highlighted Peoria's technology platforms, retail and entertainment district, education, household and employment opportunities.

## WHAT WE DID

- Print, Radio & Online Advertising Campaign
- Launched BioInspire – Peoria's Medical Technology Incubator Complex
- Promoted Participation in National ED Conferences
- Produced Local/Regional Investing in Innovation Conferences
- Named & Launched P83 – Peoria's New Retail & Entertainment District
- Promoted Job Fairs for local Peoria Businesses
- Produced Speakers' Bureau for Peoria ED Department
- Attracted New Companies to Peoria including Trine University





# ED & Tourism Experience

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## CLIENT

Scottsdale Hilton Resort

## SCOPE OVERVIEW

Brand, market, promote and book the new Hilton Scottsdale Resort Villas. We were tasked with promoting Scottsdale as a destination vacation spot and in particular promote and book the new 50 villas built on the grounds of the Scottsdale Hilton Resort.

## WHAT WE DID

Print Advertising Campaign, National Media Relations, Direct Mailer, Ribbon Cutting Event





# Why Hire Us?

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## **Government Experience**

We have extensive experience working with Government agencies at all levels. On Advertising currently has a long-term contract with the State of Arizona (5 years), Maricopa County (10 years) and the City of Phoenix (3 years).

## **No Conflict of Interest**

On Advertising is currently not contracted with any City, County or State for Economic Development or tourism campaigns. Therefore, we can focus all our creative ideas and resources on Glendale CVB's tourism program rather than competing with other in-state tourism campaigns.

## **Experience in Economic Development & Tourism**

On Advertising has a proven track record of increasing tourism and hotel bookings. We know how to identify and market to the two major target audiences . . . leisure travelers and meeting planners. We know how to create specific advertising campaign to target both markets. Both campaigns will span across print, digital and interactive using cutting-edge technologies such as digital ad targeting and retargeting.



# Our Clients

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On Advertising has a diverse client base. We provide various services to companies across the United States. For a complete list of our clients, please visit our website at [www.on-advertising.com](http://www.on-advertising.com).





# Conclusion

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If you have any questions about the information in this capabilities proposal, please contact Ron Meritt at (480) 705-6623 x1002 or [rmeritt@on-advertising.com](mailto:rmeritt@on-advertising.com).

Thank you for the opportunity to work with Glendale CVB.

## LOCATION

101 North 1st Avenue, Suite 2000  
Phoenix, Arizona 85003  
480-705-ONAD (6623)

## WEBSITE

[www.on-advertising.com](http://www.on-advertising.com)

## SOCIAL

 Facebook/OnAdPHX

 Instagram/onadvertising

 Twitter/OnAdPHX

 Vimeo/onadvertising

# Samples of Current PFRSE Media Collateral

SEPTEMBER/OCTOBER 2016

sportsdestinations.com

# sports<sup>TM</sup>

DESTINATION MANAGEMENT

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SECURITY**

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BIG WITH  
GYMNASTICS**

**SPORTS ON THE  
WATERFRONT**



**TRANSPORTATION  
OPTIONS**



and Recreation Department generates nearly \$10 million annually in sports tourism for the local economy.

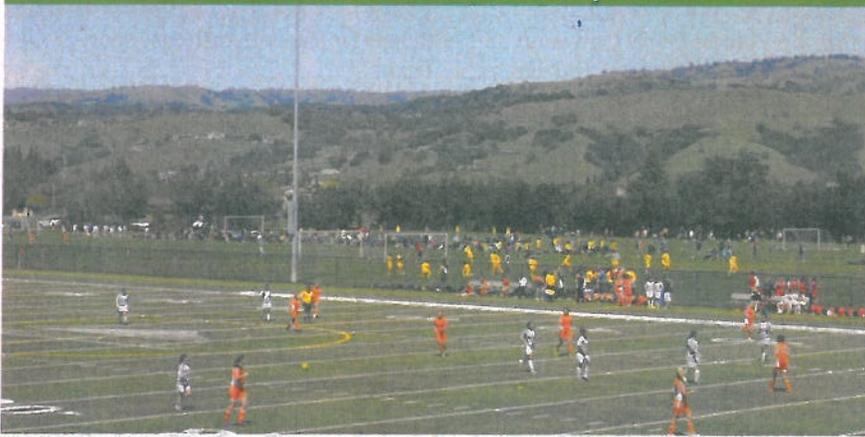
The Round Rock Sports Center, which opened in January 2014, is “the crown jewel of the Sports Capital of Texas,” according to Nancy Yawn, director of the Round Rock Convention & Visitors Bureau. The facility offers 82,800 square feet

with six basketball or 12 volleyball courts and seating for up to 1,700 fans; the Center hosts over 70,000 players and 120,000 spectators annually for tournaments, league sports and club sports. “Round Rock is expanding its outdoor venue space as well,” notes Yawn. “In 2017, the new Round Rock Multi-purpose Complex will add five natural grass fields and five syn-

Daniel Huerlimann-BEELDE / Shutterstock.com



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- **High-quality Fields** on 38 acres configurable for soccer, football, lacrosse, rugby, Ultimate Frisbee and cricket camps, tournaments and special events of all sizes
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  - **Turnkey Operations** manages parking, concessions, vendors and tournament services.
  - **San Francisco Bay Area** with 700+ hotel rooms within walking distance, 35+ restaurants in historic downtown setting, nearby golf courses, lakes, wineries, redwoods and beach less than 40 minutes away!

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thetic turf fields to accommodate Ultimate, soccer, rugby, lacrosse and flag football.”

Round Rock’s Champion Fields at Old Settlers Park comprises 20 baseball and five softball fields with dedicated spaces for disc golf, cricket, soccer, football, tennis, sand volleyball and horseshoes. A new soccer complex, set to open in 2018, will add four additional fields. The Austin Sports Arena in Round Rock is a 20,000-square-foot facility for inline hockey, and the Clay Madsen Recreation Center offers two full-size gymnasiums, a six-lane, 25-yard lap pool and four racquetball courts.

### Arizona

Glendale and the West Valley is a sports Mecca. University of Phoenix Stadium has hosted Super Bowl, Fiesta Bowl and BCS Championships and is the site of the NCAA 2017 Final Four. Gila River Arena, home to the NHL’s Arizona Coyotes, has also hosted Travis Pastrana’s Nitro Circus, Smuckers Stars on Ice, Street League Skateboarding, Professional Bull Riding and World Extreme Cagefighting.

According to Danielle Dutsch, national sales manager, Glendale recently hosted the USA Baseball National Team Championships. “We also hosted the Special Olympics 2016 State Summer Games,” Dutsch notes. “That brings in more than 300 room nights. The athletes bring their families and so it’s a big impact for our city.” At the most edition of the Games, floorball was introduced as the newest team sport to join the Special Olympics’ worldwide lineup.

NASCAR, volleyball, basketball, cheerleading, tennis, archery, soccer and flag football events also have found a home in Glendale. There are 1,500 hotel rooms in Glendale and over 8,000 rooms across the West Valley. **SDM**

TOME UNO  
EJEMPLAR  
GRATIS

TODO SOBRE

# ARIZONA

NÚMERO 63 NOVIEMBRE 2016

PUBLICACION DE **EL IMPARCIAL**

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GLENDALE  
CHANDLER

SCOTTSDALE  
BISBEE

FLAGSTAFF  
SIERRA VISTA

TEMPE  
CAVE CREEK

# Destinos

## FIESTAS DECEMBRINAS EN GLENDALE

# BRILLANTE NAVIDAD



POR BÁRBARA HUIPE

Con un ambiente cálido y hospitalidad incomparable, Glendale es sin duda un destino ideal para la próxima temporada navideña: la ciudad ofrece atracciones para que los visitantes de todas las edades guarden bellos recuerdos navideños de por vida.

“¡Hay mucho que hacer en Glendale durante las fiestas! Es un destino familiar todo el año, pero de verdad, no hay mejor momento para conectar con amigos y familia que la jubilosa época navideña”, expresó Kim Larson.

La relacionista Pública de la Oficina de Convenciones y Visitantes de Glendale comentó a EL IMPARCIAL que el centro

Un millón y medio de luces navideñas te esperan en el centro de Glendale para hacer de tus vacaciones familiares una experiencia inolvidable, como cuento de temporada.

de la ciudad se vestirá con un millón y medio de luces LED; se trata de la exhibición de luces más grande del Estado.

Además, las noches de viernes y sábados, las calles del centro se llenarán de música, venta de deliciosa comida, arte, manualidades, paseos y otras actividades para niños y la oportunidad de conocer a Santaclós.

La diversión continúa en Westgate

Entertainment District, que ofrecerá la primera pista de hielo real al aire libre de la región, la cual será la principal atracción del complejo de entretenimiento pero no la única, pues además ofrecerá variadas actividades familiares gratuitas.

A partir del 22 de noviembre, y por siete semanas, podrás acudir a la pista de patinaje sobre hielo, disfrutar de paseos en carruaje, nevadas nocturnas y los pe-

## FELICES FIESTAS

- Admira la impresionante iluminación navideña
- Conoce a Santaclós y cuéntale todos tus deseos
- Disfruta las noches de festival: música y comida
- Recorre el centro, es una experiencia mágica
- Realiza tus compras en los centros comerciales

queños tendrán la oportunidad de conocer a Santaclós y retratarse con él.

## Bellos detalles

Porque ésta es la época ideal para ir de compras, Westgate Entertainment District es también una gran opción que reúne gran cantidad de tiendas y boutiques, así como bares y restaurantes para que la diversión no termine.

“Tanger Outlets Glendale ofrece más de 90 marcas líderes y tiendas de diseñador en liquidación con grandes ahorros todos los días” indicó, “este innovador centro comercial ofrece una enorme variedad de tiendas de alto valor y tiendas de descuento en moda, calzado, productos domésticos y más”.

Kim Larson informó que Arrowhead Towne Center recientemente cambió su nombre a P83; el centro comercial sigue

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| <b>\$59<sup>99</sup></b> | <b>\$49<sup>99</sup></b> |

\* IMPUESTOS. Expira 31/DIC/2016

Tarifa sujeta a cambios y disponibilidad. Mencione la tarifa El Imparcial y presente este anuncio.

1300 N. Stone Av  
Tucson AZ, 85705  
Tel: 520-770-1910

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A.M. **DESAYUNO incluido**

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001 5202950405

ofreciendo más de 170 locales de tiendas y restaurantes, así como un cine, todo con una localización accesible: justo a un lado de la autopista Loop 101.

Además de las atracciones navideñas, siempre es buena ocasión para visitar los lugares familiares de Glendale: Wildlife

World Zoo, Aquarium & Safari Park y la fábrica de dulces Cerreta's Candy Company, recomendó la entrevistada.

“Si estás buscando una escapada de vacaciones, Glendale es el lugar para ir. Hay muchas opciones de cosas para hacer, con verdaderamente algo para cada

quien”, aseguró Kim Larson, “en la cima, un increíble festival que atrae gente de toda la región, nuestro servicio y hospitalidad es incomparable”.

Ubicada a menos de media hora del centro de Phoenix, Glendale es un destino navideño que sin duda te dejará un buen sabor de boca y hermosos recuerdos navideños para toda la familia.

“Vengan a visitar West Valley. De verdad, no hay otra comunidad tan cálida y acogedora con los visitantes. Los propietarios de los negocios locales y la hospitalidad de la gente pretenden proveerte una maravillosa estancia, que hará un poco más mágica la temporada navideña”, invitó Kim Larson.

MÁS INFORMACIÓN: [WWW.VISITGLENDALE.COM](http://WWW.VISITGLENDALE.COM)

*Los más peques se divierten como nunca en Glendale.*



FOTOS: CORTESÍA GLENDALE CVB

**Establecido en 1978 ¡Celebrando 38 años!**



*¡Gracias Tucson! Ven y ve porque somos la Mejor Tienda de Alfombras en Tucson*

**GANADOR EN 2016 MEJORES ALFOMBRAS EN TUCSON POR PREMIO DE LOS LECTORES ARIZONA DAILY STAR**

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**BBB MEMBER**

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**Arizona Riverpark Inn**

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Vie-Sab **\$69**

\*Hasta 4 personas por habitación. Más impuestos. Expira 31/DIC/2016.

**GRATIS**

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- Cafetera y café en la habitación
- Estacionamiento

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Tel: 001.888.815.5588 Fax: 520.239.2329  
sales@TheRiverparkInn.com  
www.TheRiverparkInn.com

**TUCSON / ARIZONA**



## Destino

**GLENDALE, ARIZONA**

# EL “NUEVO OESTE”

Justo medio entre el encanto del Viejo Oeste y la modernidad de una ciudad cosmopolita del siglo XXI, te sugerimos los puntos que no te debes perder en tu próxima visita a Glendale.

POR BÁRBARA HUIPE

**C**on alrededor de 1 mil 500 habitaciones de hotel, que van del hospedaje sencillo hasta suites de cuatro y cinco estrellas, la ciudad te espera con excelentes opciones para consentirte, señaló en exclusiva para EL IMPARCIAL Lorraine Zomok.

“El alojamiento en West Valley está convenientemente ubicado”, comentó la gerente del Centro de Visitantes de Glendale, “con fácil acceso a las atracciones más destacadas y destinos premier, así como el centro histórico, el distrito deportivo y de entretenimiento de la ciudad”.

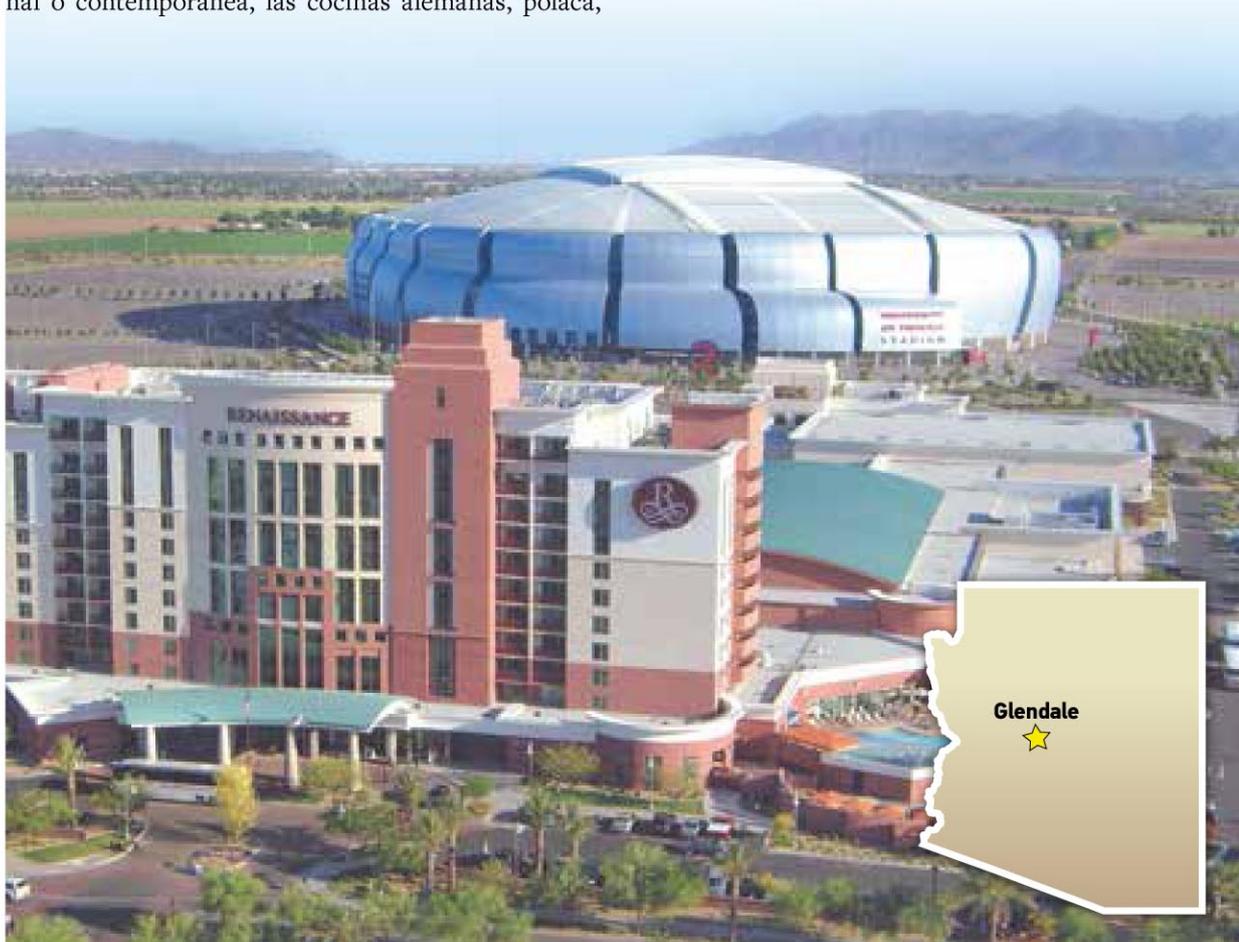
Sabores de todas partes del mundo conforman la oferta gastronómica de Glendale: en versión tradicional o contemporánea, las cocinas alemanas, polaca,

china y mexicana tienen su lugar aquí.

“Te hace agua la boca: sabores, condimentos, aromas... son palabras que han sido usadas por mucho tiempo para describir la cocina única de los establecimientos de Glendale y West Valley”, señaló; “con cientos de restaurantes, hay una opción para cada persona y tu apetito seguro será satisfecho”.

Ya sea que la visites de negocios o para relajarte, la ciudad ofrece grandes ventajas para hacer de tus vacaciones toda una experiencia, con un ambiente familiar y amigable; el Aeropuerto Internacional Sky Harbor de Phoenix está a sólo 20 minutos.

Como especialista en turismo y conocedora del lugar, Lorraine Zomok compartió sus recomendaciones con cinco de los lugares que no debes dejar de visitar en Glendale.



FOTOS: CORTESÍA CENTRO DE VISITANTES DE GLENDALE



### 1 Estadio de la Universidad de Phoenix

La lista es encabezada por el espectacular estadio, casa del equipo de fútbol americano Cardenales de Arizona; el recinto ha sido galardonado con varios premios, en 2015 fungió como sede del Super Bowl.

### 2 Centro histórico

Además de 90 tiendas, el centro cuenta con infinidad de lugares para comer y hermosas fachadas de ladrillo; disfruta de agradables caminatas por las tardes, pues cada día encontrarás algo nuevo que ver.

**“Los invitamos a visitar Glendale, Arizona, para que experimenten nuestra hospitalidad y nuestra cálida y amistosa comunidad. Al llegar, hagan una parada en el Centro de Visitantes, para poder conocerlos y contarles mucho más sobre la ciudad”**

**LORRAINE ZOMOK**

Gerente del Centro de Visitantes de Glendale

## Destino



### 3 Westgate y Tanger Outlets

En más de 2 mil kilómetros cuadrados, el distrito de entretenimiento reúne numerosas tiendas, restaurantes, hoteles, parques, centros de diversión y otras atracciones; en Tanger Outlets hay 85 marcas líderes.

### 4 Lago Pleasant

Si la diversión acuática es lo tuyo, el lago Pleasant (el segundo más grande de Arizona) te ofrece diversidad de actividades para que disfrutes a lo grande mientras te refrescas: clases de kayak y senderismo, así como renta de equipo son los servicios que se ofrecen.

### 5 Zoológico y acuario Wildlife

Este zoológico y safari reúne la colección de vida salvaje más grande de Arizona y brinda emocionantes paseos; cuenta con un restaurante con vista al acuario, para disfrutar de un panorama relajante mientras cenas.



### MÁS OPCIONES

- Arrowhead Towne Center
- Cabela's Outfitters
- Wet'n'Wild Phoenix
- Dave & Buster's at Westgate
- Paseos en globo aerostático

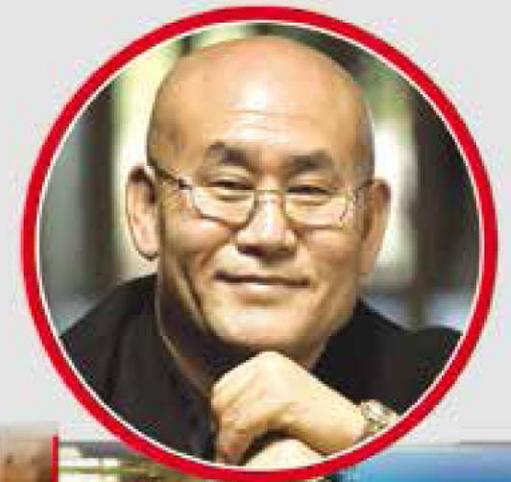
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APRIL 2016

# GORGEOUS GLENDALE, ARIZONA

## State's sixth largest city gets 300+ days of sunshine

### For anyone who doesn't know, what's great about Glendale?

"The West Valley is a place of extremes – from the heart pounding roar of 3,400 pounds of NASCAR metal zipping through 200-mile-per-hour turns at Phoenix International Raceway, to the cowpoke pace of ambling horses kicking up dust trails under desert stars and dinner served open-fire with cowboy songs and stories. The West Valley is made up of 14 cities, each with its own character and amenities."

home in Arizona, to multi-day travellers. In 2015 we began additional outreach to new and emerging markets including Ottawa, Toronto, Calgary, Vancouver and Montreal."

### We hear there's great shopping in Glendale. Where can visitors shop 'til they drop?

"Historic Downtown Glendale has been named as one of the country's 10 best places for shopping. The downtown is actually two neighborhoods: Historic Catlin Court with its white picket fences and mature shade trees welcoming visitors to the bungalows-turned-specialty shops; and Old Towne boasting brick-trimmed sidewalks and glowing gaslights leading the way to the famous antique stores and ethnic eateries. The neighbourhoods span 10 square blocks which can easily be strolled in an afternoon."

"Shoppers can also delight at one of the largest malls in the region, the beautifully-designed Arrowhead Towne Center. In the

heart of Glendale's sports and entertainment district [there's] the Westgate Entertainment District. Adjacent to Westgate Entertainment District [is] Tanger Outlets Glendale."

### What's one of your own favourite things about Glendale?

"My husband and I live in one of Downtown Glendale's oldest craftsman style bungalow homes, built in 1918. One of our favourite historic stops is Glendale's Sahuaro Ranch. This 1886 homestead is one of the best-preserved early ranches in the Salt River Valley. Nearly 50 peacocks call the ranch area home! Pack a picnic lunch and make it a day exploring Glendale's past."

### Contact details



**LORRAINE ZOMOK**

President & CEO  
Visit Glendale  
[visitglendale.com](http://visitglendale.com)



Credit: Paul Anderson / Shutterstock.com

### Can you tell us a bit about Visit Glendale and its recent rebranding?

"The Glendale CVB was formed in 2010 in partnership with West Valley tourism entities. We represent and showcase all 14 cities located throughout the region. In 2015, in order to better identify who we are and the services we provide, we unveiled a new brand for the bureau at our five-year annual meeting. This new brand will enhance and elevate our marketing efforts for the region."

### How important is the Canadian market to Glendale?

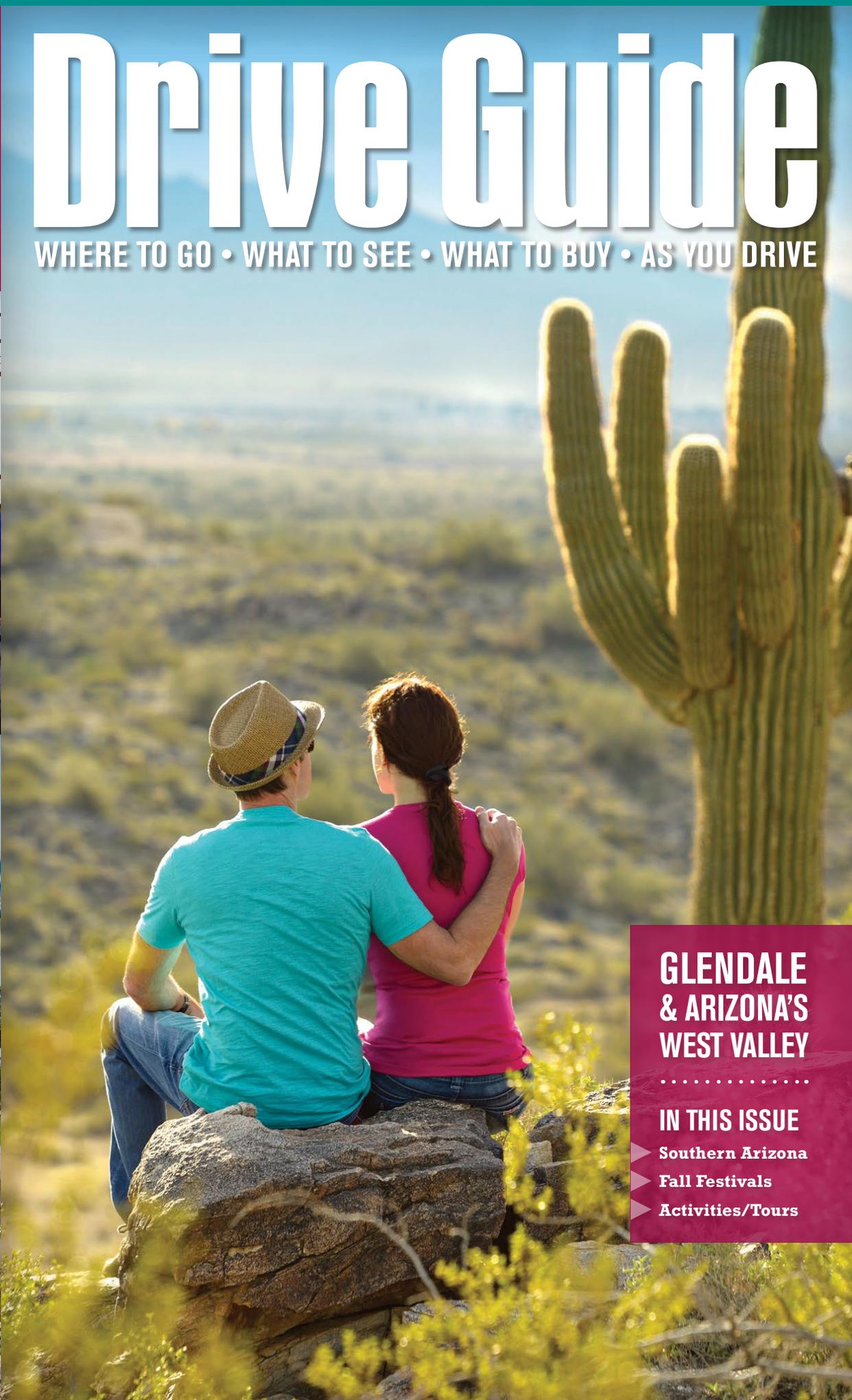
"Our top international market is Canada. We are thrilled to welcome our neighbouring visitors from the north ... from snowbirds with a second

MAR-MAY 2017 VOL. 21 NO. 2

# ARIZONA MAPS & INFO

# Drive Guide

WHERE TO GO • WHAT TO SEE • WHAT TO BUY • AS YOU DRIVE



## GLENDALE & ARIZONA'S WEST VALLEY

### IN THIS ISSUE

- Southern Arizona
- Fall Festivals
- Activities/Tours

**FLAGSTAFF**

Just an hour's drive from the Grand Canyon and close to seven national parks and monuments, Flagstaff offers access to some of the world's most beautiful scenery. Take in gorgeous landscapes, from the largest Ponderosa pine forest in the world to the snow-capped San Francisco Peaks. Ride the chairlift to see the Grand Canyon like never before. Outdoor enthusiasts rejoice as they ride Arizona Snowbowl's chairlift to get a glimpse of the Grand Canyon's vastness, or as they encounter epic trails while hiking, biking or skiing. [flagstaffarizona.org](http://flagstaffarizona.org)



Flagstaff CVB

**TUCSON**

It's easy to feel on top of the world in Tucson, with mountains encircling a vibrant desert city. Travel up Mt. Lemmon in Coronado National Forest. Surround yourself with the iconic symbol of the American West at Saguaro National Park. Tour the USA's finest example of Spanish Colonial architecture at Mission San Xavier del Bac, still serving its Tohono O'odham community. As the first UNESCO City of Gastronomy in the USA, Tucson's vivid culinary scene includes Mexican and Native American flavours.

[VisitTucson.org](http://VisitTucson.org)



Dominic AZ Bonuccelli



Arizona Sonora Desert Museum/Jay Pierstorff

**ARIZONA'S MUSEUMS**

Stunning natural beauty and a rich arts and cultural tradition give Arizona plenty to showcase in its museums. Step into living history on the grounds of the Arizona-Sonora Desert Museum, which includes a zoo, art gallery, botanical garden, natural history museum and aquarium. The Heard Museum preserves the legacy of past and present regional artists in its 40,000 objects, while the new Western Spirit: Scottsdale's Museum of the West reflects the cultural legacy of the 19 Western states. Its sculpture courtyard features a changing array of artists.

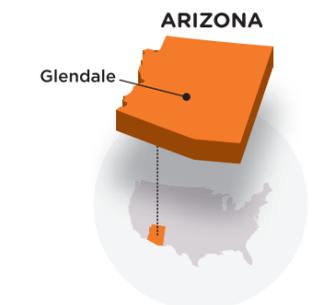
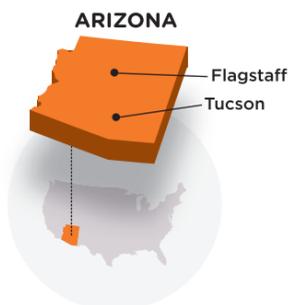
**GLENDALE**

Head to downtown Glendale to experience critically acclaimed restaurants, trendy shops and free festivals. Learn about local heritage on a tour of historic Sahuaro Ranch, which features a rose garden and freely roaming peacocks (bring your camera!). Sports enthusiasts will enjoy the city's Sports & Entertainment District, home to the NHL Coyotes and the NFL Cardinals, as well as great restaurants and entertainment venues. Don't miss Tanger Outlets and Arrowhead Towne Center for a little retail therapy.

[VisitGlendale.com](http://VisitGlendale.com)



Visit Glendale



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## GLITTER, GLOW AND SPARKLE

Holiday festivals,  
experiences and  
events

### INSIDE

HOLIDAY  
GIFT IDEAS

INDULGENT  
SALONS  
AND SPAS

COZY COFFEE  
SHOPS



Historic  
Downtown  
Glendale is filled  
with 1.5 million  
holiday lights

**HORIZON**  
TRAVEL & LIFESTYLE

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# GLENDALE

SPRING 2017  
MARCH-APRIL-MAY

@PLAY



## IT'S A DOG'S LIFE IN GLENDALE!

DOG PARKS, DOG DAYS & DOG TOWN USA

PAGE 21

**RUFF'N IT  
AT SAHUARO  
RANCH DOG  
PARK**

63rd Ave. &  
Mountain View Road

## GLENDALE'S GOT GAME THIS SPRING

FROM SPRING TRAINING TO THE FINAL FOUR –

GET IN ON THE ACTION

PAGE 3

## GET PAID TO HANG AT THE POOL ALL SUMMER!

LIFEGUARD CERTIFICATION COURSES IN MARCH

PAGE 22-23

# #1 - One More Time!

The Glendale Civic Center is proud to be ranked #1  
for the 6<sup>th</sup> Year in a Row by Ranking Arizona



The Glendale Civic Center offers 40,000 square feet of indoor and outdoor meeting space for corporate events, trade shows, weddings and private parties. The facility features several upgrades including rich, luxurious carpet, an FM system for hard of hearing guests and free connection to Google's indoor mapping system for smart phone users.



Exclusively catered by:

[www.ArizonaCatering.com](http://www.ArizonaCatering.com)

5750 West Glenn Drive | 623.930.4300  
[www.GlendaleCivicCenter.com](http://www.GlendaleCivicCenter.com)





**FREE ADMISSION FUN FOR ALL AGES!**

**EMPIRE CAT**

# TOUCH A TRUCK

Saturday, October 22, 2016 - 10 a.m. - 1 p.m.  
Westgate Entertainment District (East Parking Lot) / www.westgateaz.com

Presented By

**WESTGATE**  
ENTERTAINMENT DISTRICT

**Walmart** Transportation **ARIZONA TRUCKING** **bedrock**



It's happening at  
**The Murph**  
Downtown Murphy Park

**New Times**  
Weekly Freebie: Glendale Glitters

BY KYLE PATRICK

One of the nice things about living in Arizona is being able to endure winter parades, which is why you should take advantage of holiday traditions including **Glendale Glitters**.

Beginning November 27 and continuing nightly from 7 to 10 p.m. through January 12, you can walk around and enjoy the sight of 12 million lights surrounding the **SHIMMEL'S SHIMMEL'S** without the need for a park or a fee or fee. The festival will feature lights, shopping, home-made oranges, food, live entertainment, and more.

As featured legend has light displays, this event is open all ages. So find time to grab some pop and bring the family - or better yet, pop-corn and take five friends who are staying in and watch their own pop-glendale home.

**GLENDALE REPUBLIC**

## NO SNOW, BUT VALLEY GLOWS

Perhaps it isn't exactly the traditional "back home" kind of Arizona there are still plenty of holiday events to warm the hearts of residents and visitors alike.

**Students offer vets**  
**Glendale Glitters**  
ready to glow again

Don't like pumpkin? Here's a pie for you

**CỘNG ĐỒNG NGƯỜI VIỆT QUỐC GIA ARIZONA**  
THE VIETNAMESE COMMUNITY OF ARIZONA

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**THE CHILDREN MOON FESTIVAL 2016**  
**LỄ HỘI TẾT TRUNG THU**

SUNDAY SEPTEMBER 13 2016  
5:00PM - 9:00PM  
MURPHY PARK  
5812 W. GLENDALE AVENUE  
GLENDALE, AZ 85301

**GLENDALE FARMERS Market**

eat fresh buy local

Every other Saturday beginning October 8th

**8 am - 12**  
October 8 & 22  
November 5 & 19  
December 3 & 17  
January 14 & 28  
February 11 & 25  
March 11 & 25  
April 8 & 22  
May 6 & 20

Local Fresh-Cut Beef  
Eggs, Herbs, Honey  
Hot & Prepared Foods  
Healthy Drinks & Foods  
Handcrafted Goods

The Mercantile  
Carefully selected vendors offering a wide variety of unique items for you and your home

at **First United Methodist Church**  
58th Drive & Palmar

**San Juan Muertos**  
Murphy Park  
Light, Art & Celebration

**29th October 2016**  
**25th Anniversary**

**Free Admission**

Baller Folkloro Dancers  
Live Dancers • Musical Performers • Mexican Food • Raffles & Prizes

**5 uniquely Arizona holiday events, traditions make you glad to be here**

Arizona Holiday Lights  
The annual holiday light display at the Glendale Glitters is one of the most popular events in the city. The display features over 12 million lights and is open to the public from 7 p.m. to 10 p.m. through January 12.

Glendale Glitters  
The Glendale Glitters is a holiday light display that is open to the public from 7 p.m. to 10 p.m. through January 12. The display features over 12 million lights and is one of the most popular events in the city.

Winter Wonderland  
The Winter Wonderland is a holiday light display that is open to the public from 7 p.m. to 10 p.m. through January 12. The display features over 12 million lights and is one of the most popular events in the city.

Glendale Spirit of Giving  
The Glendale Spirit of Giving is a holiday light display that is open to the public from 7 p.m. to 10 p.m. through January 12. The display features over 12 million lights and is one of the most popular events in the city.