



# Economic Development in Glendale, AZ

WESTMARC  
Economic Development  
Symposium

November 6, 2008

# The Economic Development Department

## Department Objectives:

- Enhance the quality of life for Glendale residents by facilitating the creation of quality jobs.
- Make a positive contribution to the economic base of the city via strong business attraction and redevelopment efforts.
- Build relationships with the greater business community to strengthen Glendale's business friendly reputation.
- Assist Glendale businesses with their expansion efforts.



# Moving at the Speed of Business

...IS HOW WE ACHIEVE OUR OBJECTIVES

- “Relationships, relationships, relationships” we already have a super location!
- Sustainable Economic Development requires established trust.
- We build investor confidence through delivering on our promises.
- We are proud, enthusiastic, responsive and fully expect to continue to deliver results.



# Recent Success in Business Attraction and BR&E



- Business Attraction:
  - RSI
  - VESystems
  - Fresh and Easy
  - In-House Assist
  - Advanced Health Care
- Retention and Expansion of Existing Employers:
  - Southwest Ambulance
  - Phoenix Heart
  - VESystems – just leased more space

# Recent Success in Redevelopment

## Centerline Project

- Public Process
- Three public meetings have been held to receive citizen input
- ASU is involved to assist City in developing overall plan
- Will provide great base for all future redevelopment along Glendale Avenue



# Marketing Glendale in the 21<sup>st</sup> Century



- Companies, Site Selectors, Brokers and Consultants want accurate and easily available digital information 24/7.
- Completely upgraded our website to include technological advancements that showcase assets and data.
- 80% of all site searches begin on the Internet. First impression counts.

# Glendale Launches “Prospector”



- For the first time we are now able to showcase selected inventory in Glendale for sale or lease.
- Majority of initial inquiries are for existing buildings.
- We now have exceptional Class-A office space attracting quality employers.
- Economic development is about marketing our city to the world and telling what we have to offer.

