

Infinity Park Event Center Celebrates Five Successful Years

by Kathy Fairchild

Writer for and on behalf of the City of Glendale

November 5, 2013 marked the five-year anniversary of the *Infinity Park Event Center*. In 2008 the center opened its doors to the Boy Scouts of America "Boys Building Connections" event, and since has welcomed corporate, social, and non-profit events from organizations around the city, state and country to enjoy this state-of-the-art venue.

"The purpose of building the event center was two-fold," explained Linda Cassaday, Deputy City Manager of Glendale. The *Infinity Park* complex as a whole was built to help the economic development of Glendale. When stadium consultant *DES Marketing* informed decision makers that Denver was in need of a midsize event center, the team decided this would be a good addition and use of the available space, and began the researching and planning phase.

"We knew we needed something unique

and different about the ballroom to set us apart from all other venues, and put us on the event radar in Denver," said Cassaday. Mayor Mike Dunafon suggested the 360-degree screens surrounding the ballroom. Since the *International Ballroom* is unlike any other event space in the state of Colorado, or for that matter the country, there were no examples to study. Therefore, the designers and contractors spent considerable time researching how to build the screens to minimize maintenance, updates and potential damage. "It was difficult during this time as a project manager to stay in our time frame and budget, but we managed to do so and build a truly spectacular event venue," continued Cassaday.

"People choose to book our venue because it is the only one of its kind," said *Infinity Park* General Manager Bobbi Reed. The 360-degree screen around the ballroom is unlike any other, and continues to be a major selling point for prospective clients.

Continued on page 29



The customizable 360-degree screens have the ability to show multiple images and videos making it the perfect way to showcase sponsors while staying with the theme of the event.

Elite Pacific Rugby Team Game Schedule Announced

RugbyTown USA's spring schedule for the *Pacific Rugby Premiership* (PRP) to be held at *Infinity Park* has been announced. The newly formed rugby league is composed of the top elite-level teams in the western U.S.

The league is made up of the *Glendale Raptors* and *Denver Barbarians* (Barbos), as well as *Santa Monica*, *Olympic Club*, *Belmont Shore*, *Old Mission Bay Athletic Club* (OMBAC) and *San Francisco Golden Gate* (SFGG).

Glendale's *Infinity Park* stadium will play host to the Raptors' and Barbarians' home matches. Kick off will typically take place at 1 p.m. and 3 p.m. for the Barbos and Raptors games. Dates and times for matches are subject to change, so be sure to check for up-to-date information on any schedule changes. Below is the full game schedule.

PRP Game Schedule

February 1	Glendale Raptors at Olympic Club, 1 p.m. (San Francisco, Calif.)
February 8	Glendale Raptors at Belmont Shore, 1 p.m. (Long Beach, Calif.)
February 22	Glendale Raptors at SFGG, 1 p.m. (San Francisco, Calif.)
March 1	Glendale Raptors vs. Santa Monica, 3 p.m. Stadium
March 8	Denver Barbarians vs. SFGG, 1 p.m. Stadium
	Glendale Raptors vs. OMBAC, 3 p.m. Stadium
March 15	Denver Barbarians vs. Belmont Shore, 1 p.m. Stadium
	Glendale Raptors vs. Olympic Club, 3 p.m. Stadium
March 22	Denver Barbarians vs. Olympic Club, 1 p.m. Stadium
	Glendale Raptors vs. Belmont Shore, 3 p.m. Stadium
March 29	Glendale Raptors vs. Denver Barbarians, 3 p.m. Stadium
April 5	Denver Barbarians vs. OMBAC, 1 p.m. Stadium
April 12	Glendale Raptors vs. Denver Barbarians, 3 p.m. Stadium
April 19	Denver Barbarians vs. Santa Monica, 1 p.m. Stadium
	Glendale Raptors at OMBAC, 3 p.m. (San Diego, Calif.)
April 26	Glendale Raptors at Santa Monica, 3 p.m. (Santa Monica, Calif.)
May 3	Glendale Raptors vs. SFGG, 3 p.m. Stadium
May 17	Pacific Rugby Premiership Championship Final, 3 p.m. Stadium

Tips For Managing Your Year-End Taxes

Continued from page 3

your income tax return in April of 2014 to make your 2013 IRA contribution, delaying the contribution until then results in you losing some of the opportunity for tax-favored growth. So consider making your 2013 contribution now and your 2014 contribution in January 2014. Depending on your income, you may be able to contribute directly to a Roth IRA

and enjoy tax-free growth. Even if you earn too much to contribute directly to a Roth IRA, you can fund a traditional IRA and then convert some or all of the funds to a Roth IRA.

Prudential Financial, its affiliates and their financial professionals do not render tax or legal advice. Please consult with your tax and legal advisors regarding your personal circumstances.

TRY RUGBY

WITH THE GLENDALE RAPTORS

2016 olympic sport • no experience necessary
boys & girls • flag & tackle

spring after school program:

march 4–april 24 | tues/thurs 4:15–5:30pm
infinity park | k-8th grade

try rugby program:

practices - may 6–june 26 | tues/thurs 5–6:30pm
infinity park | ages 5–17
games - may 24–june 28 | saturdays 9am–4pm

contact us

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glendalerugby.com/youth

xfinity Doctors Express URGENT CARE



You can transform the ballroom into any theme making it perfect for a prom or mitzvah.

Continued from page 28

"We can customize an event to the client's liking through the screens," said Kim Laga, Director of Sales and Development. "There are so many opportunities and ways to make each event unique in addition to showcasing donors and sponsors when needed." With that ability, plus an open door policy for caterers and rental companies combined with our knowledgeable staff, *Infinity Park Event Center* has attracted big names such as Whole Foods, American Crew and Wells Fargo. In some cases these companies return year after year for their events because of their success.

In order for the event center to be profitable, Linda, along with other city decision makers, wanted to approach the management as a small business enterprise. The *Infinity Park* team strived for success through time and hard work. "I was initially trying to sell an event venue with renderings of the space," said Kim as she explained what it was like selling a venue that had not been completed. During the construction and first months of its opening, she was responsible for bringing the marketing and sales perspective to the event center. "We were the new kid in town," explained Reed. "When Kim came on board she brought a lot of previous clients, and a knowledge of the event world, ultimately helping to get our name out there."

The team started out hosting a series of networking events internally to help develop a strong client base, and to showcase the venue with its full capabilities. In addition, there was a steady flow of social and non-profit events. "When we first opened in 2008, many of our clients did not know what to do with all the space and technology," explained Shawn Hebert, Event Manager. "Over the span of five years however, it appears that more and more of our clients realize that the technology unique to the International Ballroom is unmatched by any other facility in the surrounding area," continued Hebert.

"I believe we continue to be successful and busy because of our knowledge and experience over the past five years," offered Reed. Though there have been many changes to keep up with the latest event trends, and to keep the state-of-the-art technology and equipment up to date, one thing has not changed much at all, the team. Ironically, before the event center opened, the city planned to have an outside event contractor manage the event center. A few weeks before the grand opening plans changed and the city decided to hire its own event management team.

With a few exceptions, the team has been intact since day one. The team has grown with the event center and in their specific position, knowing what works and what doesn't when it comes to matters such as event themes, scope and size of the event, food, entertainment, etc. "We have the best technical production crew in the city," Linda stated, "because Julie Palmisano and the rest of her crew are experienced and know how to best utilize the equipment they are given. They use the latest graphics and trends to maintain the high tech appeal and continue to create a truly individualized space and experience for each client."

Both Bobbi and Kim also acknowledged

that the growth and development of Glendale contributes much to the success of the event center. "The city's continuous innovative and creative thinking, along with the new restaurants, hotels and bars, have turned Glendale into a destination city. As a result, out of town clients are able to plan an event weekend in Glendale, and experience everything the area has to offer," Reed continued.

"Infinity Park offers an experience like no other event space. The indoor and outdoor spaces provide one more level of professionalism and promote awareness of

each other," Linda noted. *Infinity Park* is phase one of a two-part phase of economic development in Glendale. With the *Riverwalk* (phase two) set to break ground in 2014 and a brand new software program installed in the ballroom, the possibilities are endless for the event center. With new business constantly coming in, it's safe to say that the past five years have been prosperous and exciting, and the Riverwalk will be the final piece of the puzzle.

For more information on *Infinity Park Event Center* please visit infinityparkeventcenter.com.

Reel Hope Draws 525; Adds \$480,000 In Funds

Jewish Family Service of Colorado (JFS) raised more than \$480,000 at its annual fundraiser, *Reel Hope*, that attracted more than 525 people on Dec. 2. Funds support JFS programs including mental health counseling, senior and adult in-home care, disability and employment services, and family safety net services.

Rabbi Steven and The Honorable State Senator Joyce Foster were presented with the *Jack Shapiro Community Service Award*. Both Rabbi and Senator Foster have dedicated their careers to serving our community. They have supported and advocated on behalf of many nonprofits, including Jewish Family Service. Joyce, a one-time employee of Jewish Family Service, spoke eloquently of her passion for the agency.

Norman Brownstein received the *Kal Zeff Business Leader of the Year Award*. Chairman of the Board of Brownstein Hyatt Farber Schreck, Brownstein is widely acknowledged for his commitment to community service. He spoke beautifully about the important role JFS and his foster parents, Stanley and Louan Kamlet, played in his life by teaching him the importance of giving back. Event co-chairs were Ed Barad, David and Allison Foster, Danny and Becky Foster, and Debbie Foster.



GLENDALE SPORTS CENTER
AT INFINITY PARK

Adult Art Classes



Basic Drawing II

All levels and ages are welcome!

Instructor: Benjamin Hummel

Taking the fundamentals of drawing, Basic Drawing II springboards into advanced concepts. We will provide the supplies. For more information, please contact Benjamin Hummel at bentheartist@gmail.com.

Glendale Sports Center Members/ Glendale Resident Rate: \$40/ session (6 weeks)

Non-Members or Non-Glendale Resident Rate: \$65/session (6 weeks)

Tuesdays 6:30-7:45pm

Session: Jan 21 - Feb 25 (6 weeks)

NEW

Portrait Drawing

Ages 13 and up

Instructor: Benjamin Hummel

Let's "face" it, drawing portraits can be very challenging, but it can also be rewarding. In this five week class, you will learn some basic steps in order to make portrait drawing easier. Some basic drawing skills are recommended for taking this class. We will provide the supplies. For more information, please contact Benjamin Hummel at bentheartist@gmail.com.

Glendale Sports Center Members/ Glendale Resident Rate: \$40/ session (6 weeks)

Non-Members or Non-Glendale Resident Rate: \$65/session (6 weeks)

Tuesdays 6:30-7:45pm

Session: March 4 - April 15* (6 weeks)
*No class April 1

NEW

Creative Mixed Media I & II

Ages 15 and up

Instructor: Kanako Uno

This course will provide unique perspectives in mixed media. Students will develop individual ways to express their artistic mind and craftsmanship. This is a fun class so please come and join us! We will provide the supplies. For more information, please contact Kanako Uno at coolkanako@hotmail.com.

Glendale Sports Center Members/ Glendale Resident Rate: \$40/session (6 weeks)

Non-Members or Non-Glendale Resident Rate: \$65/session (6 weeks)

Wednesdays 6:30-7:45pm

Session: Jan 22 - Feb 26 (6 weeks)

Creative Mixed Media II For Beginners & Intermediate

Wednesdays 6:30-7:45pm

Session: March 5 - April 16* (6 weeks)
*No class April 2



WINTER/SPRING 2014

Register online at SportsCenterGlendale.com or call 303-639-4711

Contact Debbie or Elyn at DFord@denverymca.org or EWood@denverymca.org for more information.

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