

JANUARY 2025

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InFocus



MAYOR PIZZILLO'S STATE OF THE CITY EDITION

GSO



GOODYEAR'S
BLOCKBLISTER
Year

LIGHTS CAMERA PROGRESS



**MAYOR
JOE PIZZILLO**



2024 sped by in a flash as our great city took more giant leaps forward in bringing new businesses, adding exciting new events and amenities for our residents and growing our population. As more people discover our marvelous community, they decide to settle here for the same reasons you and I chose Goodyear—a thriving community, well-kept surroundings and a great hometown feel.

Our council and staff strive to ensure that Goodyear remains a great place to live, work and play by focusing on the quality of life for our residents. That means welcoming businesses that offer well-paying jobs and developments that bring a variety of quality housing options, along with amenities for dining, recreation and entertainment.

The successful adoption of the 2035 Goodyear General Plan with a 75% approval by residents demonstrates that we are going in the right direction. This plan acts as the foundational policy document that guides the city's vision for the next decade. The document outlines a desired community vision supported by goals, policies and actions for the city to implement future physical, economic and social decisions.

Plans are also moving forward for improvements to transportation, public safety and parks with the \$232 million that residents resoundingly approved in the general obligation bond election in 2023. We've upgraded the city's transportation network, connecting over 100 signalized intersections, and installed 1.5 miles of 144-strand fiber

optic cable along Estrella Parkway to connect city services such as traffic signals, information technology and water services. We also completed road widening projects on Bullard Avenue at Van Buren and the Cotton Lane/Yuma Road intersection ahead of schedule.

Our code compliance team has been hard at work to ensure our city remains aesthetically pleasing. This year, among the multitude of their enforcement activities, they removed approximately 2,300 illegal signs, 418 shopping carts out of the city's right-of-way and 238 displays of graffiti in our community.

Our economic development professionals have labored tirelessly to attract new businesses to Goodyear. In 2024, we saw a significant step in

expanding access to quality medical services with the opening of Ironwood Cancer & Research Centers and expansions of Abrazo West Campus and City of Hope. In addition, Banner Health broke ground on a new medical facility at GSQ. Amazon and Sub-Zero also expanded in Goodyear, and we welcomed 14 new restaurants, including Bubba's 33, Jamba Juice, McAllister's, Moe's Southwest Grill, PoPo's, Rock N' Roll Sushi and White Castle. Several others, like Chick-fil-A, Denny's and Whataburger, reinvested in our community by opening additional locations in Goodyear. We also added a much-needed grocery store with the opening of WinCo Foods.

Our downtown district, GSQ, has become quite the hotspot with several new restaurants bringing a variety of dining options to the area with Copper and Sage, Spitz Mediterranean Street Food and The Stillery. In the coming months, there will be even more openings in the area!

Something that I am always so grateful for is our strong volunteer force. We deeply appreciate the many hours our residents give back to our community. In 2024, volunteers worked 18,094 hours—equivalent to \$560,163. Our residents are deeply engaged in service to our city, and it's a great sign of a healthy community.

Our residents are also thoroughly enjoying the amenities available in Goodyear. Over the past year, our recreation campus welcomed more than 435,000 visitors, and our recreation department offered over 300 recreation programs with an estimated 30,000 participants. The Georgia T. Lord Library welcomed over 190,000 visitors and hosted nearly 500 community programs. Our Parks and Recreation Department and Police Department both earned designations as Certified Autism Centers in 2024, exemplifying our dedication to serving everyone in our community.

In August, we hired a new Chief of Police to lead the Goodyear Police Department into the future with thoughtful strategic planning and a data-driven approach to public safety. Additionally, the department is in the process of exploring the addition of a Real-Time Crime Center that will enhance the safety of our community.

2024 also brought the opening of a new state-of-the-art fire station and renovations on another. In April, the Goodyear Fire Department will have 13 new recruits and two additional ambulances will go into service, bringing the total to four city of Goodyear ambulances serving the community.

Underscoring the amazing accomplishments of our public works department, our Fleet Division was recognized for the fourth-consecutive year as one of the Top 50 Leading Fleets in the nation. We also received the top award for the Best Safety Training Program from the Solid Waste Association of North America. In 2025, our solid waste services will implement an infra-red camera monitoring program for early warning of fires in our solid waste trucks and will expand our public education program on proper waste disposal—both key components to keeping our community and our staff safe.

In 2025, we are making strategic investments in infrastructure, we will be reviewing policies and procedures to enhance services and exploring technology solutions to help us address the needs of our growing community.

Goodyear is thriving, and there is so much more to come this year. I hope you will take the opportunity to explore the many activities the city offers and make this the year you connect in community, engage with your neighbors and enjoy our beautiful city.

MAYOR PIZZILLO'S TOP PRIORITIES IN 2025

PUBLIC SAFETY

Public safety will always be a top priority. Goodyear will continue to be a place where our residents feel safe.

ROADS

Investments are being made to improve traffic flow on our city streets.

FINANCIAL MANAGEMENT

Our conservative financial approach is key to the city's success. We will plan wisely for the times we are in and the economic forecasts for the future.

QUALITY OF LIFE

Goodyear will continue to grow into a complete city – a community that offers the services and amenities that our residents want and with the convenience of accessing everything right here at home.



COUNCIL CORNER



VICE MAYOR
WALLY CAMPBELL



COUNCILMEMBER
BRANNON HAMPTON



COUNCILMEMBER
LAURA KAINO

2025 will bring a change to our city council as two longtime councilmembers both wrapped up their final term in office at the end of last year. I am very grateful to Councilmembers Sheri Lauritano and Bill Stipp for their significant contributions to our city. They've helped make Goodyear the wonderful place we call home. I look forward to working with our new councilmembers, Benita Beckles and Trey Terry. Together, I'm confident we'll achieve more great things for our city.

Goodyear is thriving, and the future remains bright for our city. Our downtown area is becoming more vibrant with new restaurants and businesses, and the significant expansion in medical facilities. Additionally, Goodyear is committed to fostering a thriving small business community. I'm excited to see our city grow while still preserving its small-town charm. I look forward to visiting with residents, especially during our community events. Let's continue to work together to ensure Goodyear remains a great place to live, work and play.

"If you build it, they will come," is a well-known movie line from Field of Dreams that has proven true here in Goodyear. Longtime residents and newcomers are responding enthusiastically to our new restaurant, retail, housing and business developments. It's only the beginning of the growing options in Goodyear. There's much more to come in 2025! I look forward to my second term in office working with mayor and council to continue to make Goodyear great.

WHAT ARE YOU LOOKING FORWARD TO IN 2025?



COUNCILWOMAN
VICKI GILLIS



COUNCILMEMBER
BENITA BECKLES



COUNCILMEMBER
TREY TERRY

Goodyear is about to explode with opportunities! Soon we'll have the first Buc-ee's in Arizona and even more shopping options, and these are just some of the new ventures you have been asking for that are now happening! I'm excited about all the new developments coming to fruition. I also will continue to support our first responders with the resources that are needed to protect and serve our rapidly growing city.

As I look to my first term on the Goodyear City Council, I believe, as a city, we have much to celebrate. I look forward to the ongoing transformation of our walkable downtown area. To all our previous council members and staff who got this going, I say thank you. Great ideas take time to realize and there is still much to do as Goodyear continues to grow. We will proceed by cultivating excellence and a commitment to our residents. In addition, with our continued collective vision and focus on our neighborhoods, I see a bright future for all of Goodyear.

I look forward to joining the council and working hard to keep Goodyear a safe and thriving community. Public safety will always be my top priority, and I'm excited about the new growth, restaurants and developments that will enhance our residents' quality of life. I'm committed to representing our residents and ensuring Goodyear continues to grow while preserving the values that make our community such a special place to live.

THE RISE OF GSQ

A story of growth, opportunity and an epic transformation.

"Downtown Goodyear is coming to life and in 2024 we saw incredible progress. With each new business, it's another exciting step forward in making Goodyear a vibrant and attractive destination for residents and visitors alike." – Mayor Pizzillo



It's a special time to be in Goodyear as our downtown, GSQ, gets developed. It ultimately will be a walkable urban center with upscale mixed-use development that includes a gathering

place with first-of-its-kind entertainment concepts and a mix of both high-end and fast-casual restaurants with sprawling patios, along with an eclectic mix of specialty retail.



Globe Corp., a family-owned business, owns the 150-acres of land that is GSQ and is developing the area north of 150th Drive and McDowell Road. They've owned the land since the 1970s when it was a scallion farm. Due to the city's tremendous growth in recent years, the timing was right to develop the land into the city's first-ever downtown.

Learn more about GSQ at goodyearaz.gov/downtown.

High Tide Seafood
Bar & Grill

Over Easy

Shake Shack

The Yard Milkshake Bar

MORE
ANNOUNCEMENTS
TO COME!

COMING SOON

The Stillery

Copper & Sage

Bacchus Wine Bar

Spitz Mediterranean
Street Food

F45 Training GSQ

Classic & Fancy Nails Spa

NOW OPEN



CITY OF DREAMS

A story of success which has everyone cheering along with unwavering support to see the heart of the city's economy grow and prosper.

"We are excited to be growing as a hub for entrepreneurs. Small businesses are the backbone of our community. We champion their success, and we encourage our residents to support them by shopping locally." – Mayor Pizzillo



PoNy's Michés owner, Jose Flores and Mayor Joe Pizzillo. PoNy's Michés was voted Favorite Mom & Pop Shop in Goodyear in 2024 by Goodyear residents.

Small businesses are a cornerstone of the local economy, driving growth and fostering a vibrant community spirit. Goodyear's InnovationHub marked a milestone in 2024 as it celebrated its 10th anniversary. A decade ago, the city partnered with Arizona State University and the Maricopa County Library District to open the InnovationHub, the first of its

kind in the West Valley. It's a place where small business owners and entrepreneurs can connect and receive training and assistance at no charge to help reduce the barriers to owning a business.

Learn more about the InnovationHub and upcoming workshops at goodyearaz.gov/InnovationHub.



Goodyear earned the coveted Economic Development Distinguished by Excellence Award for Organization of the Year in 2024.



Buc-ee's is known for its taffy and wall of candy and treats.



* Based on businesses that worked with the city's Economic Development department from January-November 2024.



Ready for something BIG in 2025? Goodyear will soon be home to the iconic Buc-ee's – bringing more jobs and tourism to the city. Buc-ee's is scheduled to open by the end of the year.

COMING SOON

It's a Wonderful Life in Goodyear

A captivating blockbuster that combines excitement and the magic of community, culture and creativity into one powerful story that will leave you wanting more.

"We strive to keep a small town feel in our growing and thriving community. Bringing the community together to celebrate by creating gathering spaces and events is important to me and council." – **Mayor Pizzillo**



NEW BALLPARK SEATING OPTION

Spring training kicks off at Goodyear Ballpark on Feb. 22. This year, Premium Home Plate Box is a new, exclusive seating area located in the top three rows (including the concourse level) behind home plate, in sections 111, 112 and 113. This section includes

countertops, so no more balancing food on your lap! Seats are moveable and are standard table-height. Tickets are available on a single game basis for this area. Purchase online now at goodyearbp.com or in person at the ticket office beginning February 1.



26

Events

90,000

Attendees at the city's largest events

52

Live performances

146,284

Fans attended spring training

910

Goodyear Little League players



Alice Cooper's THE ROCK TEEN CENTER

Alice Cooper's Solid Rock Teen Center is opening its doors in Goodyear soon. The non-profit organization founded by the legendary rock star will be the center's third Valley location and first in the West Valley. The center inspires teens and young adults to grow through music, dance and art.

COMING SOON



“

"I am thrilled to have Alice Cooper's Solid Rock Teen Center join the Goodyear community. It's so unique and something that's really needed in our city to give teens a safe, fun place to learn and express themselves through the arts." – Mayor Pizzillo

"As an aspiring teenage entertainer that grew up in the West Valley with big rock and roll dreams, we are beyond excited to be opening in Goodyear. With the support of the local community, more teens will have a safe space to spend their time, and they can also pursue their dreams with free high-quality music, art and dance lessons. Thank you to everyone in Goodyear for supporting teens and Solid Rock Teen Centers!" – Alice Cooper

”



SKATERCON ROLLS INTO GOODYEAR

The state's largest festival for skateboard enthusiasts is taking place in Goodyear this year on Feb. 22. SkaterCon is expected to bring thousands to the city for a packed day of activities, including live concerts, meet-and-greets with legendary skateboarders, a vendor village and a skate clinic for kids. Event organizers picked Goodyear because of the city's state-of-the-art skate park, availability of local hotels and convenient location. For more information, visit phxskatercon.com.



Goodyear was awarded the prestigious Outstanding Cultural Awareness Program award for the Juneteenth Family Day event by the Arizona Parks and Recreation Association.

GUARDIANS OF GOODYEAR

A showstopper sequel that proves the safety of our heroes is essential.
This story is one of bravery, resilience and dedication for the wellbeing of others.

"Public safety is my top priority. I am proud of our firefighters and officers who are committed to providing exceptional service to serve and protect our great community." – Mayor Pizzillo



GROWING SERVICES

The Goodyear Fire Department started its own ambulance service in 2023 and it is now growing. A second ambulance was added to the service in 2024 and two more will come onboard in April. For many years, the city relied solely on a regional contracted ambulance provider to take patients to the hospital. This new and growing service allows Goodyear first responders to provide continuity of care from the moment they arrive on the scene to the hospital.

The city's third fire station to be designed and built from the ground up with a focus on firefighters' health and safety opened in 2024. It includes enhanced cancer-preventing

safety measures to ensure our firefighters' long-term health. The station, on the northeast corner of Harrison Street and Citrus Road, covers the westside of Goodyear, which is one of the faster growing areas in the city with more planned developments coming in the next couple of years.

Older fire stations are also being remodeled to implement the same cancer-preventing safety measures that the new stations have. This past year, the fire station next to Goodyear Community Park was remodeled. It's the first of three remodels. Fire station 182 in Estrella will be updated this year and station 184 near Yuma Road and Sarival Avenue will be done next year.



KEEPING OUR STREETS SAFE

Speeding is a concern not only in Goodyear, but across the entire Valley as our region continues to grow. That's why the Goodyear Police Department worked with eight other West Valley agencies to form the West Valley Speed Enforcement Task Force last year. The collaboration and targeted

patrols helped to get drivers to slow down to make our roads safer for everyone. Similar to how police run DUI enforcement during holidays, this initiative involved putting additional resources into enforcing traffic laws on West Valley roadways that are considered major trouble spots.



The Goodyear Police Department was recognized as a Certified Autism Center by the International Board of Credentialing and Continuing Education. Officers and staff are trained to work with non-communicative individuals and those with sensory needs.

The Goodyear Police Department is working to bolster its community engagement in the upcoming year. Officers are already very active in the community and host several events and programs each year, including National Night Out, Citizens Police Academy and Coffee with a Cop.

COMING SOON

This year, there will be a stronger emphasis on tailored proactive policing, unique to our city and neighborhoods, to better meet the needs of the community and improve the quality of life for residents.

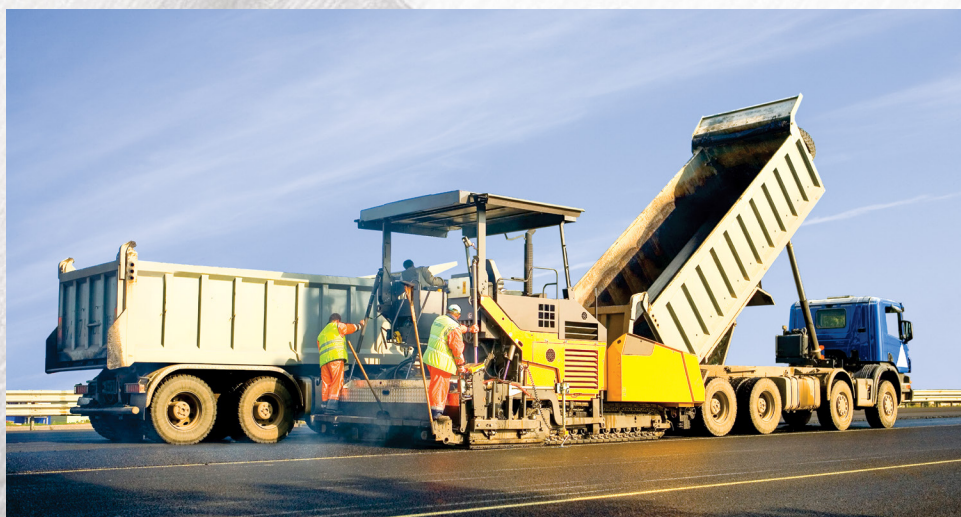
The Youth Cadet Program will also be revamped to increase its visibility, training structure and overall success. The program provides teens with an opportunity to learn about the department, leadership and a career in law enforcement. There have been dozens of cadet graduates who have become Goodyear police officers over the years.



A TALE OF A GROWING CITY

Get ready to go on a ride with this tale of growth. From early beginnings as a small town to being put on the map as one of the fastest-growing cities in the nation, this is a journey of continuous improvement to meet the evolving needs today and for tomorrow.

"As the city continues to grow and mature, it can be challenging to keep up with the demand for the very basic yet foundational elements that a well-run city is made of. In 2025, we are making strategic infrastructure investments, reviewing policies and procedures and exploring technology solutions to help us address the needs of our growing community." – **Mayor Pizzillo**



Thanks to Goodyear voters approving a bond in 2023 to fund street improvements, the city is able to move forward with much-needed projects sooner. Bond dollars will be used over the next several years to:

Widen roads and add lanes to fix incomplete streets

Add bike lanes

Install new sidewalks

Update the traffic control system and street lighting

For a list of road projects and details of specific street improvements, visit goodyearaz.gov/projects.

BIG ROAD PROJECTS UNDERWAY

Estrella Parkway & I-10: widening of Estrella to three lanes in each direction and adding a turning lane to get onto I-10 westbound. Construction is taking place now.

Yuma Road: roadway improvements from Canyon Trails to Sarival Road to add three lanes in each direction, a center median, turn lanes and a traffic signal. Construction is taking place now.

Camelback Road: widening the road from Loop 303 to 152nd Street. Construction will begin in the spring.

Work to improve the condition of the streets across Goodyear is also underway. More than 46 miles of city roads will be treated over the next several months to keep them in good structural and visible shape.



Goodyear was recognized for its leadership and safety practices in water services by the Water Environment Federation, receiving the 2024 Hatfield Award and the AZ Water Safety Award.



PROTECTING OUR MOST PRECIOUS RESOURCE

Goodyear is a leader in water management and conservation. The city offers a wide variety of programs and services to help its water customers save water at home and continuously evaluates its water supply as a proactive measure and to meet state requirements. The city, which is an active member on the Arizona Municipal Water Users

Association, has a 100-year assured water supply designation from the Arizona Department of Water Resources for existing and approved development.

Goodyear continues to plan for immediate and future growth needs by addressing water facility capacity, supply and conservation strategies.

GOODYEAR WATER CUSTOMERS SAVED 3.4 MILLION GALLONS OF WATER IN 2024

by repairing leaks. That's the equivalent of more than six Olympic-sized swimming pools! The city offers a number of programs and services, including leak detection, to help its water customers save water and money.

If you spot a leak, you can report it online at goodyearaz.gov/reportproblem.

ENSURING THE HIGHEST QUALITY OF DRINKING WATER

Goodyear recently completed a two-year project to determine whether any of its water service lines contain lead. The city found no lead service lines in the city of Goodyear water system*. The testing was part of a national effort required by the EPA to reduce exposure to lead in drinking water.

View the city's annual Water Quality Report at goodyearaz.gov/waterreport.

*note: There are other water providers in the city that performed similar studies. Please contact your water provider for results for your area.

A first of its kind brine disposal system will be up and running soon. The newly built pipelines will move brine, a byproduct of water treatment, to the Palo Verde Nuclear Generating Station for use in its cooling system. This will allow the brine waste to be used and eliminate the need for it to be transferred and processed at the city's water reclamation facility.

COMING SOON

The city of Goodyear will soon double the amount of wastewater processed at its Rainbow Valley Water Reclamation Facility. Construction is underway to expand the facility in the southern part of the city, which will help support the continued growth of Goodyear. With the expansion, the facility will be able to treat 2 million gallons of wastewater per day.

The city has three wastewater treatment facilities. Wastewater travels from homes through underground pipes to the various facility locations. At the facility, the wastewater goes through multiple steps, including testing, filtration and disinfection before being stored underground for natural filtration and eventually pumped back up for additional treatment. The expansion is scheduled to be up and running in December 2026.

For more information on the city's water supply and robust water conservation programs, visit goodyearaz.gov/water.

THE HEROES OF TOMORROW

In a world where a city evolves at an astonishing pace, one key factor determines whether that growth aligns with the needs and aspirations of its residents: **community input**.

This masterpiece is written, directed by and stars the residents of Goodyear.

"We don't work in a vacuum. It is our engaged residents that help the council make decisions that guide the direction of the city."

– **Mayor Pizzillo**



The process to update the General Plan started with community input and a resident committee that met regularly for a year. The plan was updated with the feedback, adopted by the city council and approved by voters in 2024.

Those who live, work and build dreams in the city hold the power to shape its future. Having a successful, thriving city isn't a behind-the-scenes job and can't be done without residents taking a vital role in shaping the future of Goodyear. Last year, residents voted and approved the Goodyear General Plan, the plan of all plans for the city, which addresses community issues across

the full spectrum, from land use and growth to infrastructure. With the city's forward-thinking culture, it also includes arts and culture, social services and education. It's developed with goals, policies, implementation actions, maps and graphics to enforce and explain how Goodyear will change and grow in the next ten years.



GROWING GOODYEAR PODCAST

Listen now!

CHECK IT OUT ON THESE PLATFORMS

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FEEDBACK

Residents are always encouraged to give feedback throughout the year by email, phone, on social media and at council meetings. In 2025, there will also be at least two formal opportunities to do so.

COMING SOON

OPPORTUNITY 1



Be on the lookout for the Community Survey online, coming out in the spring. It's a chance to share what you like about living in Goodyear and what improvements you want to see.

OPPORTUNITY 2



In the summer, there will also be a special election to vote on the updated City Charter which is sort of like a city's version of a constitution that outlines how the city will run. A resident committee met throughout 2024 to thoroughly review the current charter and provide recommended updates. Goodyear voters will also vote on agreements with two private water companies.

SUPPORT LOCAL

When you shop or dine at a locally owned or small business in Goodyear, it supports our thriving economy. When businesses are doing well, they are more likely to hire more people and give back to the community. Plus, a successful business community helps attract more businesses. Every purchase also adds dollars, through the city sales tax, to the city's General Fund to pay for important services, such as police and fire protection, parks and more.

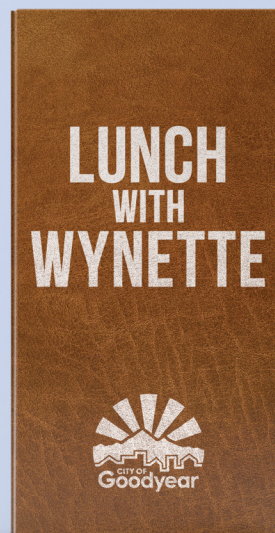
You can view the local dining and shopping options at
developgoodyearaz.com/dinelocal
developgoodyearaz.com/shoplocal



MARTIN LUTHER KING, JR. DAY

There will be trash, recycling and bulk pickup on Monday, Jan. 20.

Check your service day at
goodyearaz.gov/trash.



Meet the employees who keep our city running and check out a local restaurant!

In the latest video, City Manager Wynette Reed sits down with one of the city's most recognizable employees! She and Jordan Byrd talk about what it's like for him to be the face of the city's social media pages.



Visit goodyearaz.gov/LunchWithWynette to watch the episode.

GOODYEAR CITY COUNCIL CALENDAR

January 6	5 p.m.	Special Induction Council Meeting
January 13	5 p.m.	Work Session
January 27	5 p.m.	Council Meeting
February 3	5 p.m.	Work Session
February 10	5 p.m.	Council Meeting

For the latest meeting information, visit goodyearaz.gov. Council meetings and work sessions are held at Goodyear City Hall at GSQ, Council Chambers, 1900 N. Civic Square.

Catch all of the council meetings streaming live on the city's Facebook and X pages and YouTube channel.



InFocus Magazine • Goodyear Digital Communications
 Questions or comments, email: communications@goodyearaz.gov



GOODYEAR CITY COUNCIL

(front row; l to r): Vice Mayor Wally Campbell, Mayor Joe Pizzillo, Laura Kaino.
 (back row; l to r): Trey Terry, Vicki Gillis, Benita Beckles, Brannon Hampton.



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2025 SPRING TRAINING GOODYEAR BALLPARK

SINGLE GAME TICKETS AND MINI PLANS
ON SALE NOW ONLINE

goodyearbp.com



SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

GOODYEAR BALLPARK

23 A 1:05 PM	24 LA 1:05 PM	25 P 1:05 PM	26 T 1:05 PM	27 A 1:05 PM	28 CR 1:05 PM	22 C 1:05 PM
2 P 1:05 PM	3 P 6:05 PM	4 A 1:05 PM	5 T 1:05 PM	6 A 6:05 PM	7 SF 1:05 PM	March 1 SD 1:05 PM
9 S 1:05 PM	10 C 1:05 PM	11 CR 1:05 PM	12 SF 1:05 PM	13 A's 1:05 PM	14 P 1:05 PM	15 KC 1:05 PM
16 P 1:05 PM	17 REDS 6:05 PM	18 A 1:05 PM	19 A's 1:05 PM	20 KC 1:05 PM	21 S 1:05 PM	22 SD 1:05 PM
23 C 12:05 PM	SPRING BREAKOUT 2025 March 14 • Mariners @ Guardians • 4:05 PM					REDS Home

SPRING TRAINING
FEBRUARY / MARCH 2025

All game dates, times,
opponents and promotions
are subject to change.



20 YEARS STRONG IN 25

Heart & Sole
5K AND 1MILE 2.8.25
GOODYEARAZ.GOV/EVENTS

Goodyear Ballpark Ticket Office and Team Shop will
open for in-person sales **Saturday, Feb. 1 at 10 a.m.**