

JANUARY 2023

goodyearaz.gov/InFocus

InFocus



State of the City

BUILDING A COMPLETE
COMMUNITY TO

LIVE, WORK, **PLAY**



MAYOR JOE PIZZILLO

GROWING INTO A

Happy New Year! As the ninth fastest growing city in the nation, we are thriving and 2022 was another year of tremendous growth. We celebrated some incredible milestones and are looking forward to continuing that momentum in the coming year.

The Goodyear City Council and staff are committed to enhancing the quality of life for our residents by providing excellent service and welcoming businesses that are helping us to create a complete city — a community that offers the services and amenities that our residents want while saving us all the trouble of having to travel elsewhere for medical services and to dine, shop or enjoy entertainment. We want our residents to have the convenience of accessing everything right here at home.

Joe Rizzillo



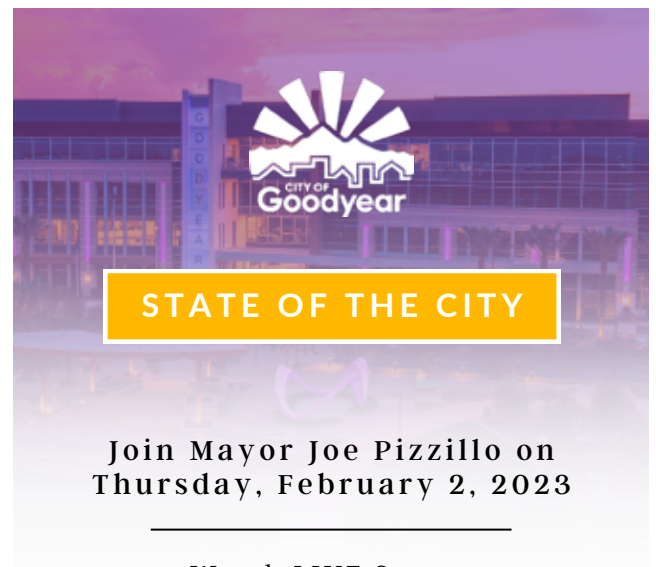
COMPLETE CITY

“ Our conservative fiscal policies have positioned us well to withstand the uncertainties that other cities have experienced in this unsettled global economy. Goodyear’s economic development efforts benefit residents in more ways than one. Residents are getting more of the dining and shopping experiences they desire, and the sales tax that’s collected is used to make the city even better; they are 10% higher than we expected in 2022.

As we look to the future, I am optimistic that Goodyear residents will truly experience an enhanced quality of life as we continue to build a complete community. This issue of **InFocus** will take you through the city’s recent accomplishments, plans and the vision for the years ahead.

As your mayor, I am committed to Goodyear’s prosperity and safety. Our council and staff will continue to work hard to retain the exceptional character of our community that makes it a great place to

LIVE, WORK, PLAY.”



Watch LIVE Stream
8:00 a.m - 9:00 a.m.



WHAT ARE YOU LOOKING



COUNCILMEMBER SHERI LAURITANO

After a very busy 2022, I am looking forward to seeing Goodyear continue to shine and prosper in 2023. I look forward to seeing everyone at all the great community events, activities and concerts at Goodyear Civic Square and Goodyear Recreation Campus. We also will have some new businesses opening in 2023, from restaurants to retail, as well as new employers. I look forward to those announcements and welcoming them to the city. This year, we will continue to make sure we are a safe community for everyone to call home, and most of all, I look forward to working with you and our Goodyear team to make 2023 a great time to be in Goodyear.



COUNCILMEMBER WALLY CAMPBELL

I'm excited to continue planning the smart growth for our city. I am optimistic that Goodyear will continue to prosper in 2023 and be a beacon in the West Valley for families to reside and work in. Our city offers a wonderful quality of life to all residents.



COUNCILMEMBER BILL STIPP

It was an incredible 2022 for the city – a year focused on delivering the places and programs that our residents have been requesting. This year will be filled with exciting opportunities for residents to weigh in on the future of Goodyear by providing input on the General Plan, the Transportation Master Plan and the Parks and Trails Master Plan. I encourage everyone to get involved. The new Goodyear Civic Square area (GSQ) is getting a lot of attention from developers, so you will hear a lot about it in 2023. But be assured that I, and the rest of council, will continue to focus on the whole city as we continue to build a well-rounded community of safe neighborhoods, housing options, local employment options and a variety of industries that will help us weather the financial uncertainties that a new year will bring.

FORWARD TO IN 2023?



COUNCILMEMBER BRANNON **HAMPTON**

In 2023, Goodyear is well positioned to continue to attract high-quality employers, restaurants and entertainment venues and a variety of new housing options for our residents. I look forward to welcoming our new neighbors and spending time at our recreation campus and civic square enjoying all of the fun community events and amenities. Goodyear has been committed to smart growth and quality of life, and we are a destination in the region for residents and businesses. I know that will continue in 2023.



COUNCILMEMBER LAURA **KAINO**

Many of the projects envisioned years ago have finally come to fruition, most prominently the completion of the city hall complex last year. This new year will mark the beginning of a new chapter for our city as we work with the community to finalize our new General Plan; Transportation Master Plan; Parks, Recreation, Trails and Open Space Master Plan; and Capital Bond program. These plans will chart the path for new growth, infrastructure and major projects for the next decade and will shape the future of our city. I am looking forward to working with our residents as we write the next chapter for Goodyear.



COUNCILMEMBER VICKI **GILLIS**

I am honored to have been elected to serve the residents of Goodyear. I look forward to everything my role has to offer and will continue advocating on your behalf. Public safety is a top priority for our community, and in 2023, I am excited to see the completion of our Police Department Operations Building expansion and the construction of fire station 188 in west Goodyear. There are a lot of great things happening in Goodyear, and I am excited to be a part of growing and developing a better city together.

COMING TOGETHER



MAYOR PIZZILLO

“One of the many things that makes Goodyear a great place to live is its small-town feel, even as we continue to grow. We aren’t just a collection of neighborhoods; we are a thriving community. That’s why the opening of **Goodyear Civic Square** was such a pivotal, historical moment. We now have a true heart of Goodyear — a community gathering place to celebrate and create memories. It was a community vision for decades and now it’s here.”

Creating more opportunities for the community to gather, play and celebrate.



COMPLETED ON TIME AND ON BUDGET

In 2022, the city reached a milestone four decades in the making. We have long waited for a dynamic spot like Goodyear Civic Square. Two short months after opening, it received the top honor for Economic Engine at the Best of the West Awards. It’s more than just a city hall, library, park and office space. The public/private partnership between the city and Globe Corporation that made it happen is already jump starting the development of the restaurants, stores and entertainment options residents want. Learn more about the vision to develop the area on page 9.

MANY FIRSTS AT CIVIC SQUARE

No time was wasted to start enjoying the new Civic Square Park. More than half a dozen events took place at the park within four months of its opening, including **Yoga in the Park**, **Friday Food Truck Festivals**, **National Night Out**, **Veterans Day Tribute Festival** with the Super Bowl championship trophy on display, **Holidays on the Square** and **The Ring** ice skating. In 2023, the park will host many more events, including more new ones! Goodyear is proud to be a Super Bowl LVII Host Committee partner, and prior to the big game taking place in Arizona, Civic Square Park will transform into the ultimate football fan experience.

Get the latest on the **Game On! Goodyear Block Party** on Feb. 11 at goodyearaz.gov/events.

Get Ready for Another Exciting Year of Events with More New Ones on Tap!

2022 Events by the Numbers

94,692

ATTENDEES AT THE
CITY'S LARGEST EVENTS

58,262

FANS ATTENDED A SHORTENED
SPRING TRAINING SEASON

3

NEW MAJOR CITY EVENTS

2023 EVENTS CALENDAR

JANUARY

Wag & Tag
2023 Hot Coffee Lectures, monthly

FEBRUARY

Game On! Goodyear Super Bowl
Themed Block Party
Theatre in the Park
Vision & Sound: An African American
Experience Art and Music, weekly
Spring Training Season Begins

MARCH

Education Fair in the Square
Goodyear Lakeside Music Festival
Mind Over Mat Yoga Festival
Farmer's Market Series, weekly
Movie Night
U.S. Navy Band Sea Chanters
Chorus National Tour

APRIL

Chalk Art in the Park
Hop & Hops
Square Dancing

MAY

Fire Station Open House
Kids to Parks Day

JUNE

Juneteenth Celebration

JULY

Star Spangled Fourth

AUGUST

Fine Art Receptions
Follow Your Art Jr. Reception

SEPTEMBER

9/11 Memorial and Pancake Breakfast
Ballet Under the Stars
Goodyear Rocks

OCTOBER

Fall Festival
Dinner with the Fire Chief
National Night Out

NOVEMBER

Veterans Day Tribute
Friday Food Truck Series weekly
Coffee with a Cop

DECEMBER

Shop with a Cop
Holidays on the Square

FOR EVENT DETAILS INCLUDING TIME AND LOCATION, VISIT [GOODYEARAZ.GOV/EVENTS](https://goodyearaz.gov/events).

DID YOU KNOW?

The **Goodyear Recreation Campus**

opened in July 2021 and had more than 420,000 visitors during its first year! Now, it's time to plan phase two of the campus, and your input is key. Opportunities to share the amenities you'd like to have in this expansion project will begin in the spring.



BOOMING BUSINESS



MAYOR PIZZILLO

“As part of our emphasis on improving quality of life for our residents, we want to attract businesses that provide high-wage jobs and keep our resident from enduring long commutes to work in other parts of the Valley. This not only cuts down on drive time, but also allows residents more time for family and fun.”

GROUNDBREAKING —
IRONWOOD CANCER
& RESEARCH CENTERS



Welcome to Goodyear

Having a diverse business community helps create a healthy and sustainable city. Goodyear works to attract businesses from a variety of sectors, including medical, technology, aviation, retail, logistics, higher education, office, and advanced manufacturing. Advanced manufacturing and logistics have added the greatest number of local jobs to our economy. In 2022, more than 1,300 new jobs were created in Goodyear.



GRAND OPENING —
CYCLE GEAR



RIBBON CUTTING —
PEDEGO ELECTRIC BIKES



RIBBON CUTTING —
HAPPY FLOORS

COMMUNITY

YOU ASKED, AND WE LISTENED!

What business do you want in Goodyear? That's a question we ask residents every two years in the Goodyear Retail Survey. Hearing from residents on their favorite places to shop, eat and go for entertainment helps the city know which businesses to target. **Here are some of the most desired restaurants on the city's retail survey that opened in 2022, or announced they're coming soon to Goodyear!**

NOW OPEN IN GOODYEAR

BJ's Brewhouse
Goodcents
Salad and Go
Wingstop
Someburros
Noodles & Company
Two Hands Corn Dogs
Shooter's World shooting range

COMING SOON

Raising Canes
Black Rock Coffee
Bubba's 33
Chipotle*
eegee's
Freddy's Frozen Custard*
McAlister's Deli
Ono Hawaiian BBQ

*Second Location

MORE ANNOUNCEMENTS TO COME, TOO!
BE THE FIRST TO KNOW BY FOLLOWING THE CITY'S SOCIAL MEDIA PAGES.

2022 Goodyear Community and Business Development by the Numbers

35

*NEW BUSINESSES

1,300+

*NEW JOBS CREATED

*Based on businesses that worked with the city's Economic Development Department

STILL WAITING...

There are businesses that haven't chosen to come to Goodyear... yet. Year after year, the top grocer requested by residents in the retail survey is Trader Joe's. In August, hundreds of residents wished Trader's Joe a virtual Happy Birthday and shared how much they want a store in Goodyear during a four-hour live event on the city's Facebook page. The city's economic development team continues its

own efforts to bring Trader Joe's here, too. So, why isn't it in Goodyear? Businesses, such as restaurants and shops, often choose a location based on their specific business model. They look at factors such as competition already in the area, site availability, demographics and overall consumer demand. For those reasons, there are some businesses that aren't considering Goodyear yet, but with a bit more growth in our city - we could quickly become their top choice.

Q & A with Mayor Pizzillo

Goodyear's Future Downtown

What is the status of developing a downtown Goodyear?

The much-anticipated major development "GSQ" at 150th Drive and McDowell Road will be the future vibrant downtown of Goodyear. Globe Corporation, which owns the land around Goodyear Civic Square, is attracting highly desired businesses to GSQ. The Stillery, known for its live country music and late-night dancing, announced a couple of months ago that it will open its next Valley location in the city's future downtown. Soon after, the yet-to-be-named new Westside Concepts brunch restaurant announced it will open its first-ever location at GSQ. More exciting announcements are to come!

What is the goal of creating a downtown?

Eventually, the mixed-use downtown will be a destination for dining, living, entertainment and shopping. I am excited to see a unique, vibrant, walkable district develop around Goodyear Civic Square.

What is GSQ?

I hear that question a lot. The modern-sounding name is reflective of Goodyear squared — or the "G"s that came together to create the vision: George Getz, from Globe Corporation + Goodyear = G-squared. This development is possible, thanks to a great partnership with Globe Corporation. It was this public/private partnership that made Goodyear Civic Square a reality, and now Globe Corporation is bringing GSQ to life.

MAKING IT EASIER TO GET AROUND



MAYOR PIZZILLO

“ I often hear from residents how beautiful and well-maintained Goodyear streets are. I also hear about the traffic and frustrations while traveling in the city. It’s no surprise that we’re experiencing challenges common to growing cities. I will continue to prioritize improving traffic flow in 2023. We’re making large investments this year to maximize the safety, efficiency and quality of our streets.”

The city’s budget allocates nearly 40% of the Capital Improvement Program dollars to streets and transportation projects.

Here are the projects happening now and starting soon:

- Removing the scalloped street by widening Bullard Avenue near Van Buren.
- Modifying left turn lanes to allow more vehicles in the lanes at PebbleCreek Parkway southbound at Virginia Avenue, Estrella Parkway northbound at Roosevelt Street and Litchfield Road westbound at McDowell Road.
- Adding another westbound lane on Yuma Road west of Cotton Lane.
- Widening Estrella Parkway/PebbleCreek Parkway under I-10.
- Widening Camelback Road from SR 303 to 152nd Avenue.
- Installing new traffic signal controllers and vehicle detection equipment to improve traffic flow at some of the city’s busiest intersections.

Big Decision on the Horizon for Street Funding

Road projects are paid for through different sources. One of those sources is a regional sales tax. The county’s half-cent sales tax is used to improve shared roads, like Interstate 10, Loop 303 and for new projects like the future State Route 30 that will connect Goodyear from Loop 303 to Loop 202 at 59th Avenue. This would help alleviate congestion on the I-10 in Goodyear. The county’s half-cent sales tax expires at the end of 2024. Goodyear is working with regional partners to get the tax extension on the ballot for voters to decide if it should expire.

New Transportation Service Launches

Need to go to a medical appointment, the grocery store or the pharmacy? Those are just a few places the city’s new on-demand transportation service, **WeRIDE**, will take you. Trips can be booked through the **WeRIDE** app, available in the Apple App Store and Google Play, as well as by phone or online. The service pairs multiple passengers heading in the same direction in a single vehicle. For more information, visit goodyearaz.gov/WeRIDEMicro.



“ Our council tied together a commonality from resident input on three transit-related studies. We listened to our residents and responded. Its flexibility gives more people the ability to access transportation when and where they need it.”

– Mayor Pizzillo

WHEN SECONDS COUNT

**PUBLIC SAFETY IS ALWAYS
PRIORITY #1**

Growing with the City to Better Serve You

The police building on Van Buren Street, between Litchfield Road and Bullard Avenue, is doubling in size!

The expansion allows the department to consolidate all divisions into a single building with room for future growth. It also includes a training center with an indoor shooting range, a scenario simulation room and a K9 training area. This will help make the department's daily operations more efficient to better serve you. It will open later this year!



ARCHITECTURAL RENDERING



Construction is just beginning on a new fire station on the northeast corner of Citrus Road and Harrison Street that will benefit residents during emergencies, when they need help the most. Fire station 188 is designed with innovative features to ensure the long-term health and safety of firefighters. The station will have two corridors: one designated for firefighters to decontaminate their turnout gear immediately upon returning from a call and another that will allow firefighters to rid contaminants from their bodies as soon as possible. Two fire stations with a similar design opened in 2020 and 2021 in Goodyear. Fire station 188 will open at the end of the year.



ARCHITECTURAL RENDERING



The Goodyear Fire Department will also launch its own ambulance service in the next few months. The service will start with two ambulances, with one serving as a backup, and is expected to grow over the next five years. Eventually, the service that will start in Estrella, will expand to the rest of the city. Goodyear will also continue to work with Maricopa Ambulance, a regional contracted provider, for service in Goodyear. This is another way for the fire department to provide the highest quality of service to residents.

“Our council has always made public safety our number one priority. As the city has grown over the years, we have been strategically adding fire stations to ensure the best response times for our residents. After the 2016 fire station study was completed, council committed to adding three new fire stations in growing areas. We are also expanding our police building and providing public safety with the staffing and resources they need to respond quickly and effectively.”

MAYOR PIZZILLO

THANK YOU, GOODYEAR!



“The reason I moved to Goodyear 20 years ago is the main reason I still love Goodyear — the community. Every year, close to 1,000 residents step up and volunteer with the city. It’s a great way to give back to the community while learning how the city operates. Volunteer activities run the gamut, from more formalized positions, such as serving on a city board, commission or committee, to special events and group projects.”

Planning for the Future

“In 2023, work on three important plans will continue. We welcome and encourage your involvement in the process as we work together toward a shared community vision. There are great opportunities on the horizon, and I encourage you to get connected and be a part of our bright future.”



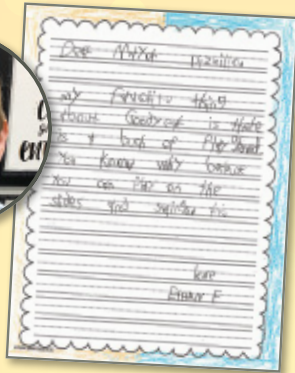
The **Goodyear General Plan** is the plan of all plans for the city and acts as the foundational policy document that guides the future vision of Goodyear. Every ten years, the plan, which addresses community issues across the spectrum, from land use and growth to infrastructure, is updated. This year, there will be opportunities to provide input in person and online. The updated plan will go to Goodyear voters in a special election in May 2024. Subscribe to get updates and notifications at **goodyearGP.com**.

The **Parks, Recreation, Trails and Open Space Master Plan** provides policies and guidance specifically related to city parks and recreational services. The plan is organized around the themes, which include high-quality parks and recreational facilities, trails that connect the community and community wellness through recreation. To learn more about the master plan update, visit **goodyeargameplan.com**.

The **Transportation Master Plan** outlines projects and programs for the next 20 years, with an emphasis on providing safe and efficient transportation in a proactive and fiscally responsible manner. It also identifies funding opportunities, such as grants or specific transportation funding sources. Opportunities to provide input on the plan will begin this year. Visit **goodyearaz.gov/TMP** for the latest information.

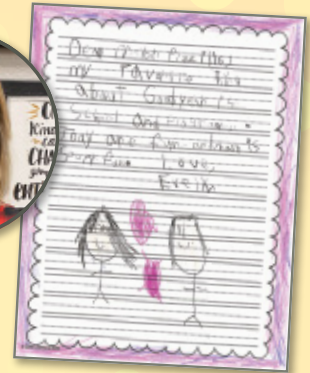
Letters to the Mayor

Thank you to the students in Mrs. O'Neill's second grade class at Mabel Padgett Elementary School who wrote letters to Mayor Pizzillo, letting him know what their favorite things about Goodyear are.



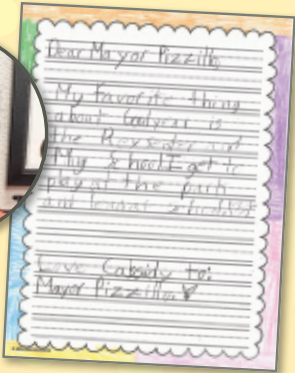
Dear Mayor Pizzillo,
My favorite thing about Goodyear is there is a bunch of playgrounds. You know why because you can play on the slides and swings too.

Love, Ethan



Dear Mayor Pizzillo,
My favorite thing about Goodyear is school and playgrounds. They are fun and math is super fun.

Love, Evelyn



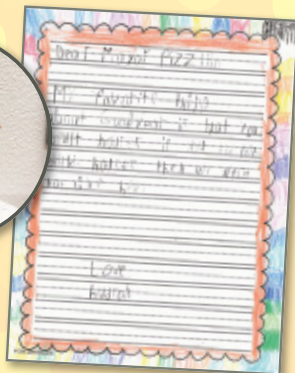
Dear Mayor Pizzillo,
My favorite thing about Goodyear is the rec center and my school. I get to play at the park and learn at school.

Love, Cassidy



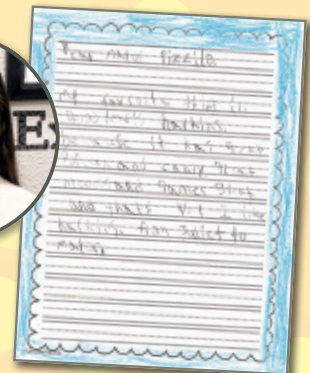
Dear Mayor Pizzillo,
My favorite place in Goodyear is the rec center because it has a water park and a fun, FUN park.

Love, Lorenzo



Dear Mayor Pizzillo,
My favorite place in Goodyear is that you built houses. If you did not build houses then we would not live here.

Love, Hudson



Dear Mayor Pizzillo,
My favorite thing in Goodyear is Harkins because it has great popcorn and candy, great movies and games great. And that's why I like Harkins.

from Juliet to Mayor

SUN	MON	TUE	WED	THU	FRI	SAT
<i>Spring Training '23</i>						FEB 25 CLE 1:05PM
26 TEX 1:05PM	27 TEX 1:05PM	28 KC 1:05PM	MAR 1 OAK 1:05PM	2 SF 1:05PM	3 MIL 1:05PM	4 KC 1:05PM
5 ARI 1:05PM	6 COL 6:05PM	7 SF 1:05PM	8 TEAM MEXICO 1:05PM	9 SD 1:05PM	10 ARI 6:05PM	11 OAK 1:05PM
12 LAD 1:05PM	13 MIL 1:05PM	14 LAA 1:05PM	15 CHC 6:05PM	16 CWS 1:05PM	17 CLE 6:05PM	18 SEA 6:05PM
19 COL 1:05PM	20 LAA 6:05PM	21 LAD 1:05PM	22 SD 6:05PM	23 SEA 6:05PM	24 CHC 6:05PM	25 CWS 6:05PM
26 CIN 1:05PM	 GOODYEAR BALLPARK Game dates, times, promotions and opponents are subject to change.				 HOME	 HOME

Cleveland Guardians and Cincinnati Reds Spring Training Tickets **AVAILABLE ONLINE!**

Tickets are on sale online at **goodyearbp.com** for the 2023 spring training season at Goodyear Ballpark. Goodyear residents can take advantage of a special resident discount – **\$5 off** up to **four** Infield Box, Outfield Box or Outfield Reserved tickets to any game between Feb. 25 and March 10 (excluding March 4) by using the code **GOODYEAR5**.



Goodyear Ballpark Ticket Office and Team Shop will open Feb. 1 at 10 a.m.

Martin Luther King Jr. Day

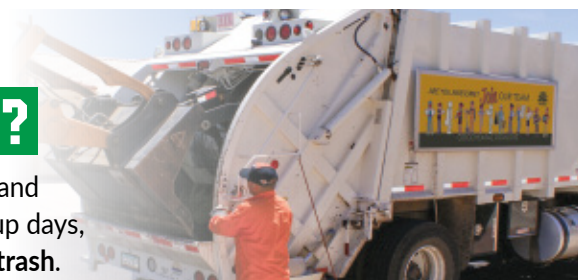
City offices will be closed on Monday, Jan. 16.

There will be trash, recycling and bulk pickup on Jan. 16.



When is my **TRASH DAY?**

To look up your trash and recycling or bulk pickup days, visit goodyearaz.gov/trash.





Keeping Fentanyl Out of Our Community

Saturday, Jan. 28 • 10 a.m.–3 p.m.
Palm Valley Church
431 N. Litchfield Road, Goodyear

For more information on the event and to register, scan the QR code or visit goodyearaz.gov/police.



What is being done to protect families from the Fentanyl crisis in Arizona? The Goodyear Police Department and the Goodyear Fire Department are hosting a Fentanyl Education Summit. Learn how to identify and treat exposures, recognize usage and help loved ones who might be using.



GOODYEAR CITY COUNCIL CALENDAR

Jan. 9	5 p.m.	Council Meeting
Jan. 23	5 p.m.	Council Meeting
Jan. 30	5 p.m.	Work Session
Feb. 6	5 p.m.	Council Meeting
Feb. 13	5 p.m.	Work Session

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 our Facebook page @goodyearaz and YouTube channel.



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

Join the Goodyear Arts & Culture Commission to learn from art leaders across the Valley.

Lee Hendrickson
Photography of Crystals

Lee Hendrickson is a photographer whose unique art form brings to light a hidden world seen only through the microscope.

His one-of-a-kind photographs of crystals reveal intricacies of nature in a kaleidoscope of colors and patterns. Join Lee to learn about his process of combining science and photography to create captivating works of art.

Tuesday, Jan. 31 from 7-8:30 p.m.
Goodyear Library Community Room
1900 N. Civic Square



1900 N. Civic Square
Goodyear AZ 85395
goodyearaz.gov
623-932-3910

ECRWSS
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PRST STD
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PERMIT #216



JANUARY 28

**PET VENDORS
FOOD TRUCKS
ACTIVITIES
GIVEAWAYS
& MORE!**

9AM TO 12PM

Goodyear Civic Square

GOODYEARAZ.GOV/EVENTS

**GET READY FOR "THE BIG GAME"
WITH A FOOTBALL-THEMED PARTY!**

**GAME ON!
GOODYEAR
BLOCK PARTY**

**Feb. 11
2-5 p.m.**

Goodyear Civic Square

- 🏈 **Food trucks**
- 🏈 **Beer garden**
- 🏈 **Half-time show**
- 🏈 **Games**



Take a selfie with the
larger-than-life LVII display.

Event details at goodyearaz.gov/events.