

JANUARY 2021

[goodyearaz.gov/InFocus](http://goodyearaz.gov/InFocus)

# InFocus



STATE OF THE CITY EDITION

**Better!**  
than ever !



*Thriving in  
Goodyear*





# Thriving in Goody

***We made it!*** 2020 is over, and we have moved into 2021 with hope and excitement for what the new year will bring. Although last year was filled with challenges we couldn't have imagined in our wildest dreams, it was also a year of tremendous growth for Goodyear with impressive accomplishments. We are thriving, and for that, I am truly grateful.

Goodyear received many accolades last year for the exciting developments that have taken place in our city and this is a testament to the hard work of our city council and staff. Our team is committed to developing an extraordinary quality of life in Goodyear by creatively and strategically planning for our future while continuing to provide excellent service to our community.

Our conservative fiscal policies served us well when the pandemic caused the global economy to suffer. While other cities experienced hardships during the downturn, Goodyear has experienced a boom in growth and revenue. Numbers are always being updated, but right now the city's total sales tax collections are ahead of budget by 51%, and we are seeing an increase of 41% in single-family building permits.

Our finances are stable, and we are optimistic about future city revenues because we are prepared with the infrastructure and speculative buildings in place to welcome new businesses. Among the restaurants that opened last year were: Arizona Pizza Company, Bobazona Boba Tea & Gelato House, The Buffalo Spot, Café Rio, The Cantina at Presidio, Culver's, JJ's Grub Shack, Panera Bread and Sonic Drive-In. We also saw the grand opening of two new hotels — SpringHill Suites by Marriott and Tru by Hilton — as well as the opening of AAA Insurance and Auto Repair, Aldi grocery store, Hubbard Family Swim School, Twisted Riddles Escape Room and Valvoline Instant Oil Change.

Goodyear's medical corridor also expanded with the opening of Estrella Women's Health Center and Cornerstone Medical Center and Abrazo West Campus Hospital implemented four new medical residency programs to train the next generation of doctors in our city.

We also saw the opening of the Ferrero distribution center and Amazon's expansion of its presence in Goodyear with the first robotic facility in the Valley. Fairlife, LLC and MLily added to our industrial sector, while our technology corridor continued to grow with the development of the Compass, Microsoft, Stream, and Vantage Data Centers.

We want to maintain a good balance of all our economic development sectors, and we continue working to attract more retail and entertainment businesses. Goodyear aims to be the next hot spot for office space development, with 100,000 square feet of speculative Class A office space in development in a partnership with Globe Corporation. This space will break ground this spring at the same time as Goodyear's new city hall and library complex. I am thrilled to see years of planning become reality, creating a central community gathering spot for entertainment and retail activity.

I am extremely proud that Goodyear received the 2020 Best City for Business Award from the Arizona Chamber of Commerce and Industry. The annual award is given to a city or town that shows it can drive economic development, reduce regulatory burdens on business and work with the business community to improve the local quality of life. Our top-notch economic development staff also won the International Economic Development Council (IEDC) Gold Award for its Foreign Trade Zone Program and a Bronze Award for Economic Development Organization of the Year. These awards enhance the city's marketability for future development.

As part of our emphasis on improving quality of life for our residents, we want to attract



businesses that provide local good-paying jobs and keep our residents from enduring long commutes to other parts of the Valley. These local jobs cut down on drive times and enable our residents to have more time for family and leisure activities. We know that education is important, and we continue to train and educate workers through a coordinated partnership between government, education and industry to meet the needs of today – and tomorrow.

It would be easy to lose a sense of community during the pandemic, where social distance and isolation were encouraged, but I've been pleasantly surprised by the creativity and innovation our city staff demonstrated by developing new ways to connect with our residents during the pandemic. Every department had to shift the way it delivers services to the community. A few examples include:

- A new electronic system making it easier to submit development and engineering plans
- Virtual art programs, including concerts, painting parties, and contests such as Chalk on the Walk
- Curbside pickup at the Goodyear Branch Library
- HealthyVerify-certified recreation programs
- Virtual water conservation classes
- Fall Festival drive-thru event
- Virtual Goodyear Glows tree lighting and Santa tour

"Pivoting" became the word of the year, and our staff is adept at it. Continuous improvement and process evaluations are top priorities for us as

we explore ways to better serve our community, and our success would not be possible without our dedicated executive leadership, engaged councilmembers and an exceptional staff – who are all true public servants.

2020 is now in the rearview mirror and 2021 is our year. This is the city's 75th anniversary, and it promises to be an unforgettable celebration. We are thriving, and we are pressing on with great anticipation for the year ahead!



MAYOR GEORGIA LORD



# What do you want to



## **VICE MAYOR BILL STIPP**

*I'd love for life to return to a version of normal that includes seeing smiling faces and a stable economy for all. The Goodyear City Council is committed to sharing information on things that are important to you, like development. Now more than ever, it's important to be connected and informed. So many weird things happened in 2020, and I think we all welcome a fresh start in this new year.*



## **COUNCILMEMBER JOE PIZZILLO**

*Even though 2020 had significant challenges, the city of Goodyear adapted and continues to meet the needs of our community. My hopes for this year are that we see a return to normal and the virus is in our rearview mirror. Our staff will continue to work towards making Goodyear a great place to work, play and raise a family.*



## **COUNCILMEMBER SHERI LAURITANO**

*I am excited that the city of Goodyear will provide our residents with new and exciting opportunities to come together and reconnect this year. Throughout the year, we have many interactive activities planned to celebrate our 75th Anniversary. The city will also be opening the new Goodyear Recreation Campus this summer, which will offer residents of all ages and abilities a great location to enjoy, congregate and connect as a community.*



# accomplish in 2021?



## **COUNCILMEMBER WALLY CAMPBELL**

*Public safety will continue to be a top priority for the city of Goodyear this year. Creating a safe community is key to maintaining our quality of life, and our dedicated police officers and firefighters are steadfast in their duty to protect the city. I will continue to strongly support our public safety professionals and ensure that they have the resources they need to get the job done.*



## **COUNCILMEMBER BRANNON HAMPTON**

*The city of Goodyear continues to experience remarkable economic growth and development. Businesses select Goodyear because of the exceptional quality of our community, schools and health care, outdoor amenities and nearby access to key transportation corridors. I am committed to maintaining and growing a high-tech infrastructure to facilitate and sustain this new growth while proactively considering future needs. The city is also dedicated to providing remarkable services and amenities for our residents, and we will be opening two new fire stations and a new recreation campus this year.*



## **COUNCILMEMBER LAURA KAINO**

*As we enter an uncertain 2021, we have an opportunity to pause and take a look back to 1946 when Goodyear was incorporated as we celebrate our 75th Anniversary. Our yearlong celebration will highlight the remarkable people and events that laid the foundation for our great city. Goodyear has a rich and vibrant history filled with innovation and resiliency. 2020 was not the year any of us would have hoped for, but overcoming adversity is a part of who we are as a city, and we are well positioned for continued success and a bright future.*



# Goodyear is a Hot Spot for Business and Development

The city is dedicated to attracting a mix of businesses to spur more growth, create high-paying jobs and offer diverse opportunities.

**30+ New Retailers**

WELCOMED TO GOODYEAR  
IN 2020

**3.5M sq. ft.**

MOVE-IN READY SPACE

**3,442 new jobs**

ANNOUNCED IN 2020

## Supporting Inspiring Entrepreneurs and Small Business Owners

The city loves working with entrepreneurs and small business owners as they launch and grow their businesses. The pandemic didn't slow down efforts to support them, moving all programs online in 2020.

**The InnovationHub @ GoodyearAZ** provides free opportunities for entrepreneurs to collaborate, receive one-on-one mentoring, explore business ownership and introduces them to small business resources available on national, state and local levels.

*Are you ready to be your own boss?*

Free Startup School begins February 2021;

Register at [developgoodyearaz.com/innovationhub](https://developgoodyearaz.com/innovationhub).



THE  
**INNOVATION**hub  
@ goodyearaz

### 2020 AWARDS & RECOGNITION

Goodyear named the **Best City for Business** by the  
**Arizona Chamber of Commerce and Industry**

Goodyear ranked the **14th fastest-growing city in the U.S.**

International Economic Development Council Gold Award  
for the city's Foreign Trade Zone Program

International Economic Development Council Bronze Award  
for Economic Development Organization of the Year

National Excellence in Youth Sports award

Government Finance Officers Association Distinguished  
Budget Presentation award

Government Finance Officers Association Certificate  
for Achievement for Excellence in Financial Reporting

Arizona Parks & Recreation Association Community  
and Special Event award for "Camp Go Back"

Healthy Arizona Worksite Platinum Award  
for worksite wellness

Bronze Anvil awards for "We Want Trader Joe's" digital  
campaign by the Public Relations Society of America

## Vision & Mission

*The city of Goodyear will be:*

A great place to live, work and raise a family

- A city with healthy lifestyles and commitment to the environment
- A growing community that provides quality opportunities and lifestyles
- We will be known as a destination place for regional shopping; a destination for higher education designed for workforce needs; a place for diverse job opportunities and an inventory of industries; an incubator for entrepreneurs; and a hub of arts and culture in the West Valley
- Goodyear's Mission: The city of Goodyear will provide the finest municipal services and promote a quality environment to enhance our community's prosperity through citizen and employee participation. We are committed to the stewardship of resources and fulfillment of the public trust.



## What's That in Goodyear?



### Sweet Snow

15591 W. Roosevelt St., Suite #100B  
Now Open!

### Crazy Mike's Wings

14175 W. Indian School Rd., #B10  
Anticipated Opening: Late January/  
Early February

### Level Up ATV

520 N. Bullard Ave., Suite #44  
Now Open!

### The Beauty District

15367 W. McDowell Rd.  
Anticipated Opening: February

### 3 Minute Express Car Wash

1931 N. PebbleCreek Pkwy  
Anticipated Opening: February

Learn more about the businesses  
coming to Goodyear and view an  
interactive development map at  
**[developgoodyearaz.com](http://developgoodyearaz.com)**.

## Help Us Plan Our Spending. Tell Us What You Think!

The city of Goodyear is working to better understand how to best utilize federal funding designed to help low-and-moderate income residents and neighborhoods.

Would you please take a few minutes to complete our CDBG Survey?



**[polco.us/s2pa34](http://polco.us/s2pa34)**



For more information, visit  
[goodyearaz.gov/CDBG](http://goodyearaz.gov/CDBG)





## JANUARY

Café Rio opens  
Panera Bread with drive-thru opens  
The Buffalo Spot opens



## FEBRUARY

1,400 run the Heart & Sole 5K at Goodyear Ballpark  
Spring Training opening day  
Coffee with a Cop  
Twisted Riddles Escape Rooms opens  
Trader Joe's remains the most desired grocery store according to Goodyear Retail Survey

## MARCH

Census 2020 begins  
Mayor Lord issues an Emergency Declaration in response to COVID-19  
Construction begins on Fire Station #186  
30 residents graduate from the Leadership Enrichment & Development program  
Virtual art programs begin, including virtual concerts and painting parties

**iCount 2020**  
GOODYEAR, AZ COUNT ME IN!

## APRIL

Goodyear goes blue, lighting city buildings for essential workers  
New electronic system makes it even easier to submit development and engineering plans to the city  
Construction begins on Fire Station #181  
Curbside pickup begins at the Goodyear Library  
Police officers and residents participate in the virtual Law Enforcement Torch Run for AZ Special Olympics  
Families showcase the #GoodInGoodyear in the Chalk on the Walk contest

## MAY

Cornerstone Medical Center opens  
JJ's Grub Shack opens  
Goodyear is ranked the 14th fastest-growing city



## JUNE

Goodyear releases the 2019 Water Quality Report  
235 campers begin HealthyVerify summer recreation programs



**Café Rio Grand Opening**



TOP  
DESIRED  
GROCERY  
STORES

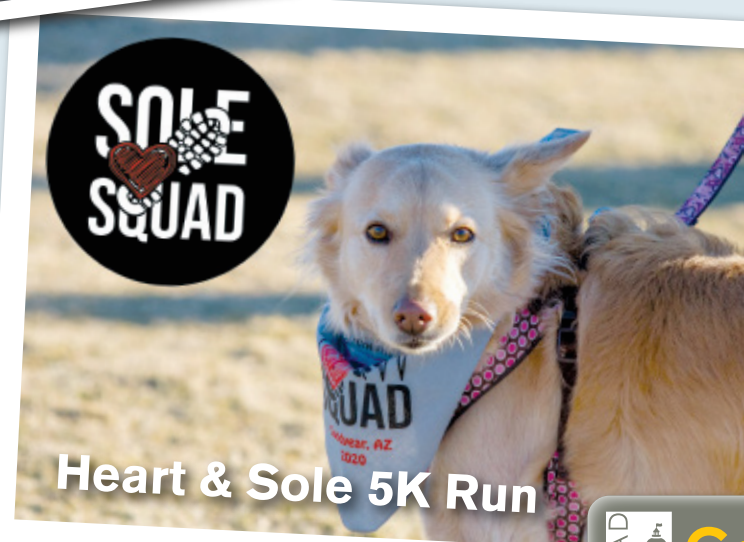
75% say  
Trader Joe's  
is still their  
top choice 🥰

Whole Foods Market  
Sprouts Farmers Market  
WinCo Foods



**SOLE  
SQUAD**

**Heart & Sole 5K Run**



**Spring Training  
Opening Day**



**#GoodInGoodyear**



**New police chief,  
Santiago Rodriguez**



**Culver's site un  
construction**



**#HealthcareHeroes**



**ALDI site under construction**



**Avondale  
Valley**





## JULY

Goodyear Police Department begins the Community Action Network  
2020-21 Youth Commissioners announced  
Avondale/Goodyear transit study begins  
Culver's opens  
Sonic Drive-In opens

CITY OF GOODYEAR  
**YOUTH**  
COMMISSION

Sonic site  
under construction

Avondale/Goodyear  
transit Study

## AUGUST

Bobazona Boba Tea & Gelato House opens  
SpringHill Suites by Marriott and Tru by Hilton open  
Amazon announces its robotic facility in Goodyear  
Valvoline Instant Oil Change opens  
MLILY opens  
Mayor Lord signs a proclamation declaring Aug. 31 Overdose Awareness Day  
21 non-profits are awarded a total of \$114,400 through the city's Community Funding Program

CITY OF GOODYEAR  
**\$114,400**  
COMMUNITY FUNDING PROGRAM

Bobazona Boba Tea & Gelato House opens

## SEPTEMBER

First virtual look at the new Goodyear Civic Square  
Virtual 9/11 remembrance  
City's Facebook pages hits 10K likes  
Virtual Water Conservation Classes series launches  
Charter Review Committee recommendations presented to city council  
Completed the replacement of over 1,275 worn street signs

Replacement of  
street signs

Virtual look of Goodyear Civic Square

## OCTOBER

Construction for the Goodyear Recreation Campus reaches 40% completion  
Mayor Lord declares October Domestic Violence Awareness Month  
The popular Camp Go Back returns virtually  
Volunteers across the city participate in the city's 13th annual Make a Difference Day  
Arizona Pizza Company opens  
President Trump visits Goodyear  
The Cantina at Presidio opens  
1,632 cars attend the Fall Festival Drive-Thru event  
City's website gets a fresh new look



**CAMP  
GO BACK**

## NOVEMBER

ALDI opens  
Community salutes veterans in a Virtual Veterans Day tribute and with yard signs  
Goodyear Rocks 4-hour virtual concert with Alice Cooper Solid Rock Foundation  
Hubbard Swim School opens

Arizona Pizza Company  
opens

Virtual Veterans  
Day Tribute

## DECEMBER

Goodyear Glows virtual tree lighting & Santa tour  
Fill-A-Need provides Goodyear families with necessities and gifts for the holidays  
20th annual Shop with a Cop



Shop with a Cop

Santa Tour

T A B L E   K I N D N E S S   S T R E N G T H



# GOODYEAR IS A GREAT PLACE TO

Thousands of residents and visitors were still able to enjoy and discover Goodyear in 2020, despite a shortened spring training season and modifications to events due to the pandemic.

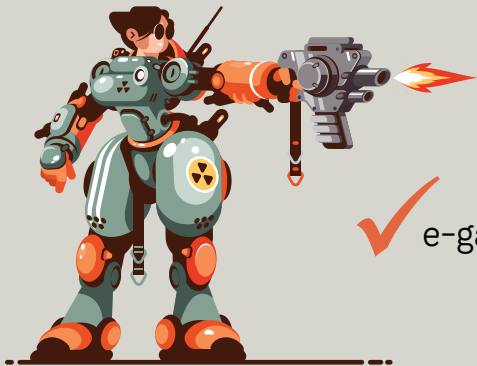
**26,331**  
SPECIAL EVENT  
ATTENDEES

**235**  
SUMMER CAMPERS  
IN EXTENDED  
SIX-WEEK PROGRAM

**73,721**  
SPRING TRAINING  
FANS AT  
GOODYEAR BALLPARK

Goodyear was one of the only cities in Arizona to be certified by HealthyVerify, which ensured that the city was taking smart steps to protect our patrons and our employees during the pandemic. Through this effort, park amenities, programs and ballpark activities continued in a modified format. The city also quickly adapted to the challenges of 2020 by transforming popular events from in-person to amazing drive-thru and virtual experiences and by creating new ones.

*The show  
must go on!*



## TRANSFORMING EVENTS

Creating community experiences  
at home



e-gaming



fine art exhibits



live concerts



Mayor Select Art Show



live paint parties

## DID YOU KNOW?

You can watch live streaming images from Goodyear Ballpark right from your phone or computer! **LIVE in Goodyear** provides an opportunity to experience activities happening at the ballpark or take in the beautiful scenery from the comfort of your home.



Watch the live stream at  
[goodyearaz.gov/LIVEinGoodyear](https://goodyearaz.gov/LIVEinGoodyear).





# LIVE, WORK AND RAISE A FAMILY



## Outdoor and Indoor Play

*We are a city that fosters healthy lifestyles!*

Stay up-to-date on the project, take a virtual flyover tour and view construction time-lapse videos at [goodyearaz.gov/RecCampus](http://goodyearaz.gov/RecCampus).



The spacious community park and aquatic center includes:

- multipurpose fields
- playgrounds for all ages
- baseball and softball fields
- athletic courts
- group picnic ramadas
- art plaza
- 25-yard lap pool
- play pool with zero-depth entry
- lazy river
- pedestrian paths and trails



Visitors will enjoy a beautiful 48,000 sq. ft. center which includes:

- fitness area
- indoor walking/running track
- a multipurpose gymnasium
- dedicated area for social gaming/teen activity





# Working for You

City staff are dedicated public servants who work diligently to achieve the city council's vision. They are committed to providing exceptional customer service and the finest municipal services.

## \$AVING TIME & MONEY

New Electronic Plan Review process – businesses and residents can now submit engineering and development plans for review online.

Customer call-in hold times are getting shorter. They've been reduced by almost three minutes!

Online services expanded for businesses including business registrations, online invoicing and license issuance.

## KEEPING GOODYEAR SAFE

The city's two newest fire stations will open this year. The first one opens this month!

Two new fire engines, including a ladder truck, are now on the road to serve the community.

A new police chief and two deputy police chiefs were announced in 2020.

1,275 new street signs to replace worn ones are making it safer and easier to navigate city streets.

## M AINTAINING THE CITY'S BEAUTY

Artists are working on public art pieces across the city, including art that will be featured at the Goodyear Recreation Campus and the new civic square.

Parks and medians are spruced up with 17,500 tons of granite, 2,800 new plants and 120 new trees.

Street sweeper routes are now coordinated to follow bulk pickup days in residential areas.



5k and 1 mile

**RUNNING SOLE-LO  
STILL IN THE SQUAD**

**MORE INFO OR TO REGISTER: [BIT.LY/SOLESQUAD](https://bit.ly/solesquad)**

**Feb 1-28, 2021**



# ATTENTION CITY OF GOODYEAR RESIDENTS SPECIAL ELECTION MARCH 9, 2021

FOR MORE INFORMATION, VISIT  
[GOODYEARAZ.GOV/ELECTIONS](http://GOODYEARAZ.GOV/ELECTIONS)

# ATENCIÓN RESIDENTES DE LA CIUDAD DE GOODYEAR ELECCIÓN ESPECIAL 9 DE MARZO DE 2021

PARA OBTENER MÁS INFORMACIÓN,  
VISITE [GOODYEARAZ.GOV/ELECTIONS](http://GOODYEARAZ.GOV/ELECTIONS)



## MARTIN LUTHER KING JR. DAY TRASH, RECYCLING and BULK PICKUP REMINDER

**Pickup will occur.**  
Containers to curb by 6 a.m.



*Want paperless billing or to pay your bill online?*

*Need to know your trash or bulk pickup day?*

*Confused about what goes into your recycling bin?*

**VISIT [GOODYEARAZ.GOV/TRASH](http://GOODYEARAZ.GOV/TRASH)**



## Celebrating 75 Years

The past, present and future – there's a lot to celebrate in Goodyear!

Expect to see a variety of ways to celebrate the city's 75th anniversary throughout 2021.

Celebrations include a special event on the city's official birthday, Nov. 19, 2021.

Stay up-to-date on celebratory activities at  
**[goodyearaz.gov/75](http://goodyearaz.gov/75)**.

## GOODYEAR CITY COUNCIL



(l to r): Brannon Hampton, Joe Pizzillo, Wally Campbell, Mayor Georgia Lord, Laura Kaino, Sheri Lauritano, and Vice Mayor Bill Stipp.

## GOODYEAR CITY COUNCIL CALENDAR

|         |        |                 |
|---------|--------|-----------------|
| Jan. 4  | 6 p.m. | Council Meeting |
| Jan. 11 | 5 p.m. | Work Session    |

Meetings are subject to change based on the impacts of COVID-19. For the latest meeting information, visit [goodyearaz.gov/coronavirus](http://goodyearaz.gov/coronavirus). Council meetings and work sessions are held at Goodyear Municipal Court and Council Chambers, 14455 W. Van Buren St., B101.

Catch all of the council meetings streaming live on our Facebook page @goodyearaz and YouTube channel.







190 N. Litchfield Rd.  
Goodyear AZ 85338  
goodyearaz.gov  
623-932-3910

ECRWSS  
Postal Customer

PRSR STD  
U.S. POSTAGE  
**PAID**  
GOODYEAR, AZ  
PERMIT #216

Visit [balletaz.org/ballet-under-the-stars](https://balletaz.org/ballet-under-the-stars) for details

**BALLET**  
ARIZONA  
IB ANDERSEN ARTISTIC DIRECTOR

# Ballet Under the Virtual Stars



Ballet Arizona dancers in *Goldberg Variations 1*. Photo by Tzu Chia Huang.

Join the  
dancers on  
a live chat  
after the  
show!

**On January 23rd Ballet Arizona will bring the magic  
of ballet to all with a **free digital performance**.**

*Presented by The Diane and Bruce Halle Foundation*

Sponsored by



Margaret  
T. Morris  
Foundation



City of Phoenix  
PHOENIX OFFICE OF ARTS AND CULTURE

J.W.  
Kieckhefer  
Foundation

