

JUNE 2021

goodyearaz.gov/InFocus

InFocus



GROWING
GOODYEAR



What's that in Goodyear?

*A look at why more businesses are choosing
our city, and what it means for you.*

AT A GLANCE

Goodyear is the 14th fastest growing city in the nation! People want to live and work in Goodyear, and businesses want to open and expand here. As the city grows, you may be wondering why certain businesses are coming here and why your favorites haven't arrived just yet. This issue will also explore why it's important to have a variety of businesses in our community.

OPENING IN JULY

GOODYEAR RECREATION CAMPUS



The **GRC** features a 30-acre park and a recreation and aquatics facility.

\$75 resident passes for the recreation and aquatics facility are on sale now and are valid for the remainder of 2021.

For more information on passes, programs, rentals, classes and more visit goodyearaz.gov/reccampus

DOWNLOAD THE GOODYEAR RECREATION
MOBILE APP TODAY!



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

June 7	5 p.m. 6 p.m.	Work Session Council Meeting
June 14	5 p.m.	Work Session
June 21	5 p.m. 6 p.m.	Work Session Council Meeting
June 28	5 p.m.	Work Session

Meetings are subject to change, visit goodyearaz.gov for the latest calendar. 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.



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

From the Mayor



The past 15 months have been unimaginable as we've experienced the impacts of COVID-19. It has been a difficult period, but now, we are taking another step towards getting a sense of normalcy back in our lives as our state and the city resume regular operations. This includes lifting some of the

restrictions we experienced when COVID-19 was at its peak.

What that means for Goodyear is that our public meetings can return to normal capacity, and we will resume issuing special use permits for things like festivals and other gatherings. In fact, we're preparing for our Star Spangled Fourth of July event at Goodyear Ballpark, and I am so looking forward to it!

This also means that our local businesses are eager to welcome you back if you haven't already ventured out to shop, dine and enjoy our local entertainment options. Many, like Harkins Theaters, are continuing to

follow CDC recommendations to ensure their guests have a safe experience.

As the temperatures climb, it's a great idea to take advantage of matinee pricing and summer specials to enjoy a few hours at the movies or having fun at our entertainment spots, such as Elevate Trampoline Park and Urban Air Adventure Park — all great ways to spend time in a cool, air-conditioned environment. Twisted Riddles Escape Room offers another great way to cool off for those who prefer the challenge of using problem-solving skills to exercise their mind. Of course, we can't forget the much-anticipated opening of the Goodyear Recreation Campus next month, where you can enjoy many different activities, both indoors and outside.

If you haven't already been vaccinated, I strongly encourage you to do so. You can now get a vaccine without an appointment and vaccines are available at pharmacies throughout Goodyear.

My heartfelt thanks goes out to all who have worked tirelessly on the front lines of this pandemic to keep us safe. We have all eagerly anticipated the day when our lives can get back to normal and now we are making our way back, together. Thank you for doing your part to keep our community safe.



Council Corner

I have lived in the beautiful Estrella community in Goodyear for many years. Like many Estrella residents, I routinely drive "down the hill" on my way to work, to go to city hall or to visit other areas of our remarkable city. Even though I make

the journey frequently, I am always astonished by the many large industrial buildings that have been developed along MC 85 and surrounding areas that appear on the horizon as you make your way down Estrella Parkway or Cotton Lane.

For some, these buildings are dismissed as "more warehouses," but for me they are so much more. They represent diverse economic growth, prosperity and opportunity for our residents and growing community.

This economic development in our city is a great thing. We are not confined to a single industry, and we are

attracting many advanced manufacturers, logistic centers and technology companies, including Microsoft, Amazon, Ball Corporation, Boeing, Daimler, Fairlife, UPS, Subzero, Dicks Sporting Goods and REI. Each sector brings unique benefits to our city. This diversity also creates stability and our city is less susceptible to volatile economic conditions or downturns.

One example, is the Andersen Windows manufacturing facility. Andersen invested more than \$105 million in a high-tech manufacturing and distribution facility and is in the process of hiring more than 400 high-wage jobs. Their investments contribute millions to our local economy and create great employment options so that our friends, neighbors and family have quality job opportunities right here at home.

There are countless examples of companies that have invested in Goodyear over the past several years, adding to the fabric of our community and contributing to the prosperity of our city.

WHY BUSINESSES ARE CHOOSING GOODYEAR

You – Our Residents!

As more residents choose Goodyear, so do more businesses! Businesses like that we are a growing city with highly-educated residents ready to work and play close to home.



1.5 MILLION
WORKFORCE
POPULATION
WITHIN A 30-MINUTE DRIVE



PROFESSIONAL
WORKERS
62.4%



COLLEGE
EDUCATED
41%



POPULATION
92,865



\$83,866 MEDIAN
HOUSEHOLD
INCOME



MEDIAN AGE
38

Source: U.S. Census Bureau; Maricopa Association of Governments

We  Our Business Community!



Our community supports local businesses, and the city of Goodyear is known for its business-friendly practices. The Arizona Chamber of Commerce and Industry named Goodyear the Best City for Business in 2020, and in the same year the city welcomed more than 30 new businesses and announced 3,442 new jobs. The city is also strategic about the types of

businesses we hope to attract in Goodyear. A dedicated economic development team works diligently to attract businesses that are a good fit. While growth is exciting, it's important to the Goodyear City Council that the city grows responsibly and continues to provide residents with exceptional services and a high quality of life.

LOCATION LOCATION LOCATION



There are so many reasons why businesses continue to flock to our city. First – Goodyear’s streets system provides easy and convenient access to major highways and thoroughfares. Those include I-10, Loop 303 and MC 85, as well as the Union Pacific Rail Lines which runs through Goodyear, the Phoenix-Goodyear Airport and proximity to ports in California. Second, with over 300 days of sunshine, the weather makes our city a prime location for companies in search of natural disaster-free zones. As a result, the tech and medical industries are growing in Goodyear. Goodyear’s Bullard Tech Corridor, south of I-10, continues to develop with Amazon, Compass Datacenters and Vantage Data Centers all new to the corridor. The city’s Medical Corridor also continues to expand with Adelante Health Center, Southwest Kidney Institute and DaVita, Goodyear Medical Plaza, Estrella Women’s Health Center, and Cornerstone Medical Center.



Cool!



It’s a *Great* time to be in Goodyear.

GOODYEAR IS...

The 14th fastest growing city in the nation

A perfect place to call home: 95% of residents say it’s a great place to live*

A safe city: 9 in 10 residents feel safe in their neighborhood*

Ranked 22nd best city to live in the U.S.**

GOODYEAR HAS...

100+ restaurants and growing shopping options

20,000+ acres of recreational parks

47 miles of trails for mountain biking, hiking and horseback riding

100+ miles of paved bike routes

Goodyear Ballpark - Home to events year-round and the Cleveland Indians and Cincinnati Reds for spring training

Diverse quality housing options

*most recent Community Satisfaction Survey, 2018
**Money.com 2019 ranking

WELCOMING NEW BUSINESSES TO GOODYEAR

Goodyear is a special place that's full of opportunity. In fact, with such a good mix of businesses and industries represented, our city was barely fazed by the economic impacts from the pandemic. It seems each week there's a new business opening.

But let's be honest - not everyone is excited when something like a distribution center opens in Goodyear. Residents often ask "What's in it for me?" While these types of businesses may not seem to have a direct impact on residents, many of them are beneficial to the city in ways that may not be obvious.

There are so many advantages to growth in our city. For example, while a new warehouse in Goodyear might seem like just another building from the outside, it brings a significant financial benefit to the city through taxes and fees that directly benefit residents. That money allows us to fund public safety, parks, recreational programs, street improvements and more.

– Julie Karins, Goodyear City Manager

• New Amenities and Enhancements

The city requires a development fee on all new development to subsidize the cost of expanding city services. It's also another way the city can ensure needs are being met and enhancements are made to provide residents with the highest quality of services. Development fees are being used to build Goodyear Civic Square at GSQ, the Goodyear Recreation Campus and the Goodyear Surface Water Treatment Facility.

Did You KNOW

Development Impact Fees made up approximately 25% of the city's revenue this past year.

What's Up with Data Centers?

The city's expanding technology corridor on Bullard Avenue just south of I-10 is home to several new data centers. A data center is a facility with networked computers and digital storage that businesses or other organizations use to organize, process, store

and disseminate large amounts of data. These centers not only attract high-paying technology jobs, but they also bring in millions of dollars in revenue to allow the city to invest in important amenities and improvements for residents, such as recreational amenities and public safety.

Revenue to the City Goes Back to the Community



Direct revenue for a year from



ANDERSEN
WINDOWS & DOORS

+

fa!rlife

=



10 police officers for a year with equipment

&



1 fire truck, 6 firefighters for a year

DID YOU KNOW?

Tax revenue from companies in Goodyear also goes directly to schools and the county to support important services such as the library, flood control district and more!

Source: Goodyear Economic Development & Finance departments

New Restaurant, Retail and Entertainment Options

Even during the height of the pandemic, dozens of businesses opened in Goodyear. More than 30 retailers opened in Goodyear in 2020, and the new business announcements continue in 2021. Recently opened restaurants and stores include ALDI, Arizona Pizza Company, Cantina at Presidio, Cereal Killerz Kitchen, Crazy Mike's Wings, Crumbl Cookies, Five Below, Soda Bomb and Sweet Snow. So, how do we

get even more of our favorite places? While the city continuously reaches out to various businesses, they also love hearing from residents which lets them know there's interest in our city. Don't be afraid to give them a shout!



Diverse Job Opportunities Closer to Home

Part of the equation to providing a good quality of life includes adding job options close to home for residents. A daily commute back and forth from downtown Phoenix or the East Valley, for example, can quickly add hours to a person's workweek and

reduce quality time at home. New businesses in Goodyear provide more diverse job opportunities close to home, and the city is continually looking to attract companies offering new opportunities for employment.

Growing Employment Opportunities in Goodyear

- Advanced Business Services
- Advanced Manufacturing
- Aviation and Aerospace
- Higher Education
- Logistics and eCommerce
- Medical and Healthcare
- Retail and Entertainment
- Technology

Top Private-Sector Employers in Goodyear

- UPS – Regional Operations Center
- Amazon
- Chewy.com
- Abrazo West Campus
- Macy's – Bloomingdale's
- Cancer Treatment Centers of America
- Sub-Zero, Wolf, and Cove
- McLane Company, Inc.
- Huhtamaki
- REI
- Cavco Industries
- AerSale
- CornellCookson
- Dick's Sporting Goods
- Snyder's of Hanover | Campbell's Snacks
- Ball Corporation



“It is absolutely excellent to work and live in the same city, especially when it is Goodyear. Prior to living in Goodyear, I spent 280 to 300 hours a year on the freeways. Time is precious – it should be spent with family, friends, your community or at work.”

— Ron Jones, Sub-Zero, Wolf and Cove Corporate Director of Manufacturing

TAKE A SNEAK PEAK!
OPENING IN 2022.



A New City Hall is Only the Beginning

A longtime shared dream of many who love Goodyear is coming to life. Construction is underway to build Goodyear Civic Square at GSQ. It is more than just a city hall and upscale office space. This project is expected to jumpstart the development of the restaurants, stores and entertainment options residents want. GSQ will attract hundreds of workers to the area which will be a big draw for new and exciting businesses who want to be a part of the action. Many restaurants and retailers often look at a city's daytime population when determining where to locate. They want to ensure they'll have a steady stream of customers throughout the day. GSQ will help the city build its daytime population and bring more of the dining, entertainment and retail businesses that residents yearn for in Goodyear.

A new, two-story library – twice the size of the current one!



Upscale, Class A office space will attract high-quality jobs



Iconic Goodyear sign with 6-foot letters and space for new restaurants, retail and entertainment

For more information on Goodyear Civic Square at GSQ, visit goodyearaz.gov/civicsquare.

Your Questions Answered

We appreciate the questions we receive from our residents. Having an engaged community helps us better serve you. We hope that sharing frequently asked questions will help everyone better understand our beautiful city.

I have observed speeding in my neighborhood, what should I do? – Adam

Please report speeding to the Goodyear Police Department non-emergency line at 623-932-1220. Resident reports are extremely important and help the police department determine areas for additional patrols and enforcement to ensure everyone's safety. The police department also works in close collaboration with the engineering department to evaluate speed limits and other traffic signals and street signs.



TREE CITY USA®
Arbor Day Foundation

Goodyear is one of the newest cities to be named a Tree City USA by the Arbor Day Foundation. What does that mean for you? It means living in a beautiful city that's also slightly cooler, too, thanks to the shade.

"We take pride in our trees and we are constantly adding new ones," said Goodyear Parks and Recreation Right of Way Superintendent Wayne Smith. "I'm just happy to get this award to show that, in the city of Goodyear, we have done this hard work over the years."

***Will the city of Goodyear ever get a Trader Joe's?
– Bert***

We sure hope so! In fact, the city proclaimed a "We Want Trader Joe's Day" in 2019 as part of an effort to bring them to Goodyear. For the past several years, we've surveyed our residents about what retailers they want most in our city. Each time, Trader Joe's is the number one choice. The city's economic development department contacts hundreds of companies, including Trader Joe's, across the nation to encourage expansion or relocation to Goodyear, and uses the results from resident surveys to target the businesses residents want. It's important to note, companies have specific criteria that must be met. One frequent determining factor is the population within a certain distance of a current location. The exciting news is that Goodyear is growing and this opens the doors to attracting more of those highly-desired businesses to the city.

As for Trader Joe's, you can ask them directly to come to Goodyear by filling out a form on their website at traderjoes.com/contact-us.

Growing Shade in Goodyear

Goodyear maintains about 13,000 trees throughout the city and plants 200-300 new trees per year. The city also has specific landscape requirements for all development projects, requiring them to plant a minimum amount of trees and plants.

Along with boosting property value in Goodyear, Smith said planting and maintaining trees helps reduce the heat island effect throughout the city.

"We're trying to reach 50 percent shade cover on all of our sidewalks," Smith said. "That will make for a cooler walking experience in the parks across the city and just make it a more enjoyable experience."



Why Some Businesses Aren't Choosing Goodyear... Yet.



Goodyear is a hot spot for businesses. We know why companies are choosing to open here, but why aren't others here... yet? 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.

Fireworks Safety

Fireworks are now on sale for the Fourth of July and are able to be used June 24 – July 6 in Arizona. As the holiday approaches it's important to remember these safety tips:

- ✶ Never allow children to handle fireworks
- ✶ Anyone using fireworks or standing nearby should wear protective eyewear
- ✶ Never hold lighted fireworks in your hands
- ✶ Never light them indoors
- ✶ Only use them away from people, houses and flammable material
- ✶ Only light one device at a time and maintain a safe distance after lighting

Consumer fireworks are only allowed to be used on private property. They are not allowed at city parks, schools or on the street. Don't forget, fireworks that shoot up in the air or explode are not legal.

Report illegal fireworks to Goodyear Police at 623-932-1220.

- ✶ Never ignite devices in a container
- ✶ Do not try to re-light or handle malfunctioning fireworks
- ✶ Soak used and unused fireworks in water for a few hours before discarding
- ✶ Keep a bucket of water nearby to fully extinguish fireworks that don't go off or in case of fire



Trash inside of a Goodyear garbage truck caught fire and had to be quickly dumped out of the truck to prevent a larger fire. Never toss fireworks or candles into the trash without soaking them in water first.



What's That in Goodyear?



Airport Gateway South
Two spec buildings almost
ready for future tenants!
14160 & 14170 W. Yuma Rd.
Construction complete: Early 2022

Sun Devil Auto
13850 W. Test Dr.
Expected Opening: Winter 2021

Waffleto
406 N. Litchfield Rd., Suite 208
Estimated Opening:
July 2021

Learn more about the businesses coming to Goodyear, or if you're a new business,
visit developgoodyearaz.com.

**NOW
AVAILABLE!**

Residents can request a light shield to reduce the light from
street lights shining onto their property.

Submit your request at goodyearaz.gov/reportproblem
or call 623-932-3004.



Mrs. Chandra Armstrong
Palm Valley Elementary School
Public School Category

Mr. Ramon Carranza
St John Vianney Catholic School
Private School Category

Mr. David Matsuura
Copper Trails Elementary School
Public School Category

Ms. Rebekah Shoup
BASIS Goodyear
Charter School Category

Thanks to everyone who shared why their child thinks
their teacher rocks on social media!

**DID YOU
KNOW?**

2022 Election

The next city of Goodyear election will be Aug. 2, 2022.
It might be more than a year away, but planning is already underway. The ballot will include
candidates for Mayor and Councilmembers. To learn more about running for office, visit
goodyearaz.gov/elections and click on Candidate Forms and Resources.



Water Quality Report

The city of Goodyear takes pride in providing safe drinking water to its customers. Each year, an in-
depth analysis is done to test the water quality and the full results are made available for free online.
To view the 2020 Water Quality Report, visit goodyearaz.gov/waterreport.



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

ECRWSS
Postal Customer

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

The city of Goodyear presents

STAR SPANGLED FOURTH

Goodyear Ballpark

JULY 4TH



MORE INFORMATION
goodyearaz.gov/events

