

SEPTEMBER 2021

goodyearaz.gov/InFocus

InFocus



YOUR DOLLARS IN ACTION



Planning for Today and Tomorrow

Opportunity. Stability. Community.

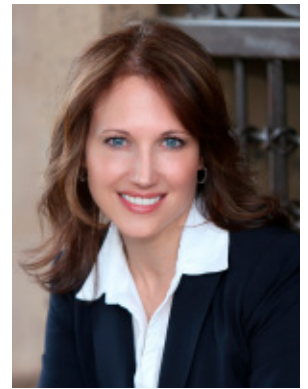
When I reflect on this year's budget, which went into effect July 1, those three words stand out.

Planning the city's budget is a year-long process and it's a job not taken lightly. We strive daily to ensure we are managing the public's money responsibly and transparently, while delivering top-notch city services and planning for the future. The budget is developed based on feedback from residents, council's priorities and the city's three-year strategic plan. Creating and maintaining a well-balanced budget is a top priority for the city of Goodyear.

As you will see in this edition of InFocus, the Goodyear City Council has approved a carefully developed budget which includes projects that have been in the works for years, such as Goodyear Civic Square at GSQ, a new water treatment facility, our eighth fire station and a police department building expansion. We've also enhanced services in public safety, public works and community development to ensure we can keep up with the immediate needs of our residents, businesses and the development community. Careful planning in previous budgets is what allowed us to bring new amenities and services to our community this past year, such as the Goodyear Recreation Campus. All of these enhancements will allow us to better serve you and the new residents and businesses that are joining our community every day.

Growth is all around us. We've seen a 46% growth in our population in the past decade. Additionally, new businesses continue to open all across Goodyear.

We've added over 8,300 jobs since 2010, providing economic opportunities and dining, entertainment and retail options for our residents. As our city grows, the city's budget also grows to maintain our service levels and the high quality of life our residents enjoy.



Julie Karins
Goodyear City Manager

Council has adopted conservative financial policies that guide our budget growth to ensure that we grow responsibly. As you'll see in the following pages, a large percentage of the city's revenue comes from fees paid by developers. This allows us to make street, water and wastewater improvements and build new parks, fire stations and other amenities without increasing taxes. The budget also anticipates future needs and sets aside a healthy contingency or "rainy day fund" for any unforeseen circumstances. This ensures that we can provide you with exceptional city services today while responsibly preparing for the future.

Our community, our residents, our businesses and our natural environment are second to none. We pride ourselves on being a safe, well-maintained, beautiful community and look forward to continuing to make our great city a place you can be proud of. As we celebrate the city's 75th birthday, Goodyear has become a highly desirable community and is a great place to live, work and play. It's a great time to be in Goodyear!

Building a Road Map Guided by Four Key Pillars

The Goodyear City Council recently adopted a new three-year strategic plan. It guides city decisions, including the development of the annual budget. The plan serves as a road map to advance the Goodyear City Council's vision for the city and ensures that Goodyear is poised to capitalize on opportunities. View the strategic plan at goodyearaz.gov/strategicplan.

There are four pillars in the strategic plan.



Fiscal and Resource Management



Quality of Life



Economic Vitality



Sense of Community

From the Mayor



The 2020 U.S. Census data recently released shows that Goodyear is one of the 10 fastest growing cities in the nation.

Today, more than 95,000 residents call Goodyear home, and we're pleased to welcome all who have discovered our city and find it a great place to live, work and play. Our council and staff work very hard to ensure that Goodyear

residents enjoy a high quality of life that includes amenities such as the recently opened recreation campus and the soon-to-come Civic Square at GSQ, both of which are already spurring additional growth in our restaurant and entertainment sectors.

The Goodyear City Council's history of being fiscally conservative has served the city well during the pandemic. Our financial status has remained strong, unlike some other cities that have struggled financially since the pandemic began. Our council and staff have prepared for the city's growth by ensuring the city has the infrastructure it needs to support current and future development in Goodyear.

Some residents have expressed concern over news of a water shortage in the Colorado River, so it is

important to note that the city carefully monitors our water resources and manages a diverse water portfolio to ensure we can continue to grow responsibly and prosper. When a new business or development is considering building or expanding in Goodyear, city staff works closely with them to carefully plan for and manage future water needs. We maintain a 100-year designation of assured water supply that demonstrates the city's ability to provide continuous availability of physical water resources and the legal right to use them to serve our customers.

Some might not favor the growth that is taking place, but that growth—whether it be in manufacturing, commercial or residential development—enables the city to improve the overall quality of our community. For example, development helps us expand and maintain good roadways. Residents who shop locally and invest in our community also help to generate sales tax and state-shared revenues that support our annual budget, which pays for city services like public safety. Growth supports the amenities we have all come to enjoy.

I encourage you to read this issue carefully to learn about our budget process and see some of the highlights included in this year's budget. As you'll see, we continue to invest in our community and be stewards of your tax dollars to ensure that you can continue to enjoy the quality of life you have come to expect here in Goodyear.

Goodyear is One of the **TOP 10** Fastest Growing Cities in the Nation

Goodyear continues to experience significant growth in all aspects – from business growth to the amount of people choosing to move to one of the best cities in America.

The U.S. Census shows **Goodyear** grew **46%** in the past decade.

95,294
residents

2ND
fastest growing city in AZ

One of the **10**
fastest growing
cities in the nation

source: 2020 U.S. Census data

— SMALL BUSINESS — **STARTUP SCHOOL**

Learn how to launch your small business.

Startup School returns to in-person classes!

Four classes » 9 a.m. to noon

Every other Saturday beginning Sept. 11

Learn more and register today!

goodyearaz.gov/innovationhub



WE WANT TO HEAR FROM YOU!

Let us know the restaurants, stores and entertainment options you want in Goodyear.

goodyearaz.gov/survey

What do you want residents to



VICE MAYOR BRANNON HAMPTON

“ Despite the impacts of the COVID-19 pandemic, Goodyear remains in a strong financial position thanks to our conservative fiscal practices and diverse and growing economy. This provided us with an opportunity in the current budget to invest in important capital projects and hire new staff members to provide essential services for our residents – and nothing is more important than public safety. Our budget includes funding for new police officers and firefighters, expansion of our police operations building, and a new fire station in west Goodyear. ”



COUNCILMEMBER JOE PIZZILLO

“ When considering the budget, my top priority is our residents. I am focused on quality and a safe city that offers great amenities for all those who live in our community. This requires sound financial policies to ensure that we have the resources to maintain all that we have built. Our budget also includes smart, long-term investments in our Police, Fire, Parks and Recreation, Engineering and Public Works departments so that we have the staff and infrastructure to meet the demands of our growing city. ”



COUNCILMEMBER SHERI LAURITANO

“ We work very hard to make sure the dollars entrusted to us are well spent to improve our city and the lives of our residents. This includes the new recreation campus and civic square, as well as funds to ensure that we have increased public safety resources for our community. These projects will have a lasting and positive impact on our city for generations to come. ”

know about this year's budget?



COUNCILMEMBER WALLY CAMPBELL

“Goodyear is growing rapidly, and we must continue to invest in our community to maintain our high quality of life. I am proud that our current budget creates 36 new police and fire positions to keep our city safe. When it comes to public safety, we cannot wait until there is a problem to act; it is vital to make these investments now so we have the officers and firefighters necessary to meet the needs of our city.”



COUNCILMEMBER BILL STIPP

“I voted against the budget this year. I felt that it was time to lower some of the taxes that have been implemented over the course of several decades which allowed the city to attain the strong financial position that it is in. Our future is very promising, and there are a number of very positive things in this year's budget; however, I felt that the overall budget growth was inconsistent with our conservative budgeting history. For example, I believe that the almost 90 employee increase was excessive given that our 2020 growth rate was, year-over-year, the same as it has been the past 10 years. Our resident satisfaction is very high, our crime rate is low and our diverse economic development successes have made Goodyear a very desirable community to live in. We have a lot to be proud of in Goodyear, and I'm hopeful that the conversations we had this year will impact next year's budget deliberations.”



COUNCILMEMBER LAURA KAINO

“One of the most important tasks the Goodyear City Council undertakes each year is developing a balanced budget. This multi-step process begins with council's assessment of the needs and goals for the next fiscal year and a review of the financial policies to ensure we have a sound budget that provides exceptional services for our residents. The public is invited to participate in this process at city council meetings and the annual public budget meeting. As we plan for the next year, we also cast a vision for the future by prioritizing and funding capital improvement projects that will set a solid foundation for our continued growth. The end product is a thoughtful and transparent budget that will keep Goodyear on the path to a prosperous future.”



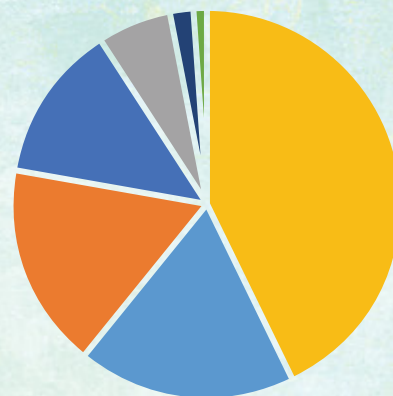
REVENUE

total revenue sources

\$633.8M

Where does the money come from?

Revenue comes in from many places. These dollars pay for critical services and keep Goodyear running every day!



43%



general and tax revenue \$270.6
sales and property tax and state-shared income and sales tax

18%



development impact fees \$116.2
infrastructure development fees paid by developers

17%



enterprise user revenue and bonds \$106.8
water, sewer and trash/recycling fees

13%



G.O. bonds \$79.9
voter-approved bonds paid by secondary property taxes

6%



restricted purpose revenues \$41.1
highway use revenue (gas tax) and other revenue for specific purposes

2%



other revenue \$15.0
miscellaneous revenue including developer contributions for infrastructure

1%



water and other bonds \$4.2
bonds for a new surface water facility

PROPERTY TAX

based on an average

Property Taxes Where your money goes



education **55%**



City of Goodyear **13%**



special districts **21%**



Maricopa County **11%**



special purpose services, such as
flood control and library districts



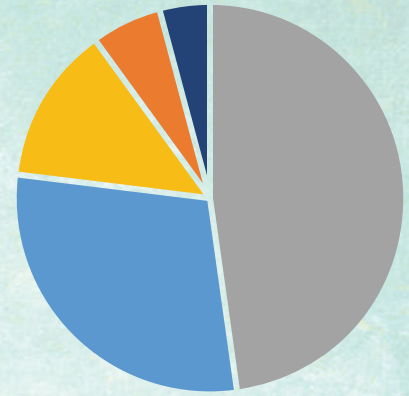
EXPENDITURES

total expenses

\$568.5M

How does the city spend the money?

Each dollar is carefully allocated and managed, and every year the use of these dollars is planned, reviewed and approved, based on specific community needs.



dollars in millions

48%



capital improvement program \$270.5

large projects such as the surface water treatment plant, Goodyear Civic Square at GSQ, the Goodyear Recreation Campus and fire stations, as well as police buildings

29%



operations \$162.1

city services and programs, including amenities like parks, recreational programs and well-maintained and clean streets

13%



contingency \$74.0

policy reserve or "rainy day fund," CIP reserve and budget authority for unexpected expenditures

6%



debt service \$36.5

repays the principal and interest on bonds used to finance major projects such as buildings, water and wastewater plants

4%



one-time items \$25.4

single purchases such as vehicles, grant match funds and technology upgrades

SALES TAX

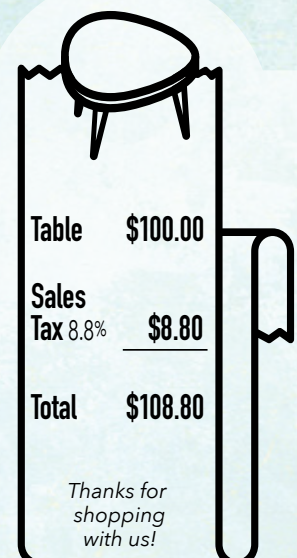
Sales Tax Breakdown You finally purchased a new table that's perfect for your living room. You know exactly where the table is going, but what about the money you just paid for in taxes?

Where does your **\$8.80** in sales taxes go on a **\$100** table?

State of Arizona **5.6%**  **\$5.60**

City of Goodyear **2.5%**  **\$2.50**

Maricopa County **0.7%**  **\$0.70**

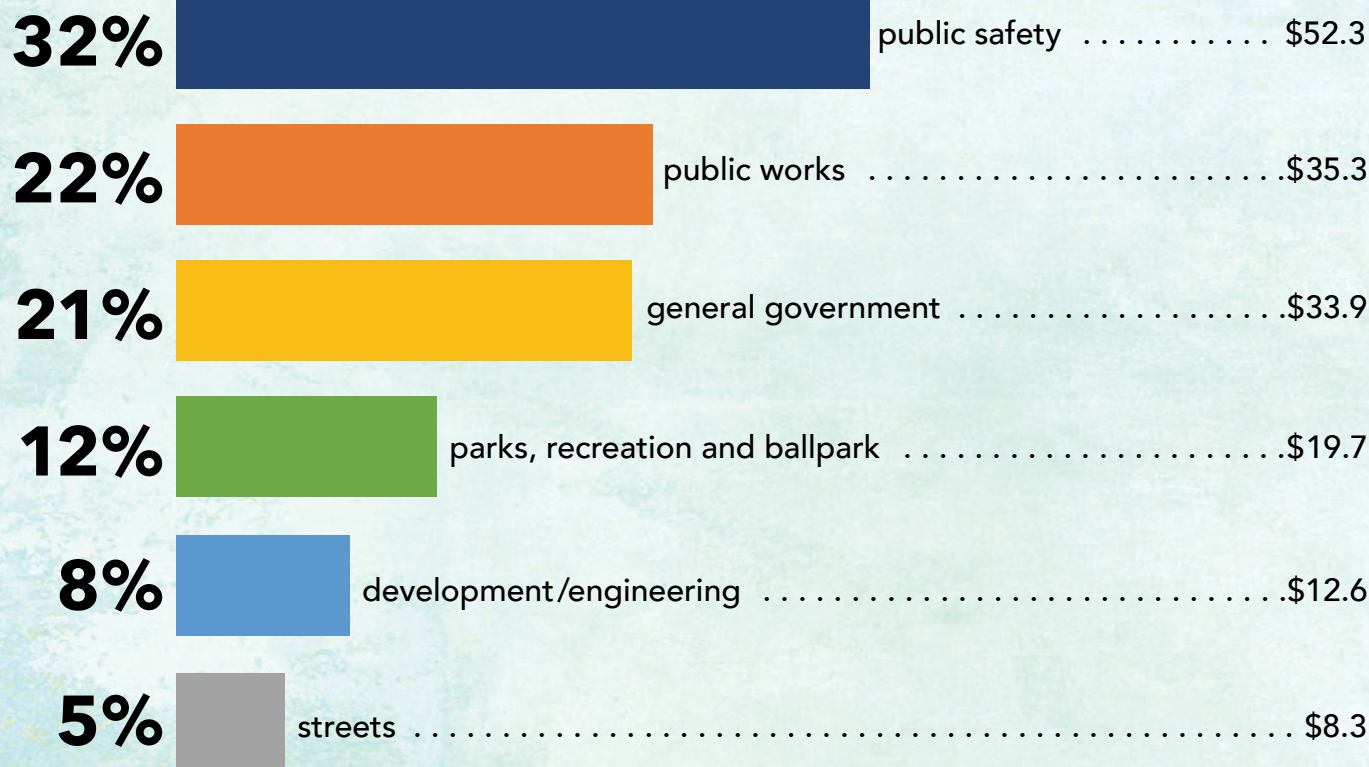
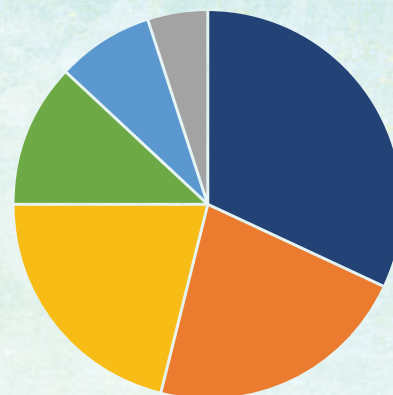


OPERATIONS BUDGET

total operations budget

\$162.1M

Operations makes up 29% of what the city spends money on. You'll notice that the largest percentage goes to public safety. This will help pay for 14 new police officers, 16 new fire personnel and the operational costs of the police building expansion and new fire stations.



The city relies on the Operations Budget to maintain critical services that keep the city safe, clean and running 24/7.

- Public Safety: fire, police and court-related activities
- General Government: city management, technology, finance and legal
- Public Works: water, wastewater, facilities maintenance and sanitation services
- Parks, Recreation and Goodyear Ballpark: sports programs, community pool and library
- Development/Engineering: planning and zoning, building permits oversight
- Streets: lights, roads and signs

DID YOU KNOW?

As the city grows, we're hiring more employees to better serve you.



837 employees
(full-time and part-time)

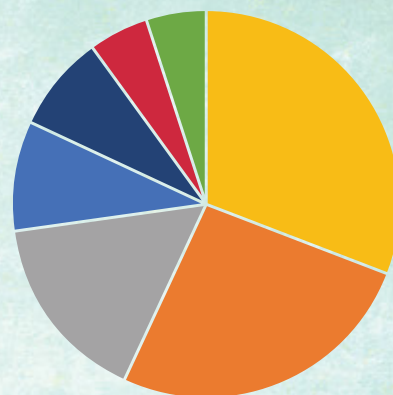
That's 87 more positions than last year.

CAPITAL IMPROVEMENT PROGRAM

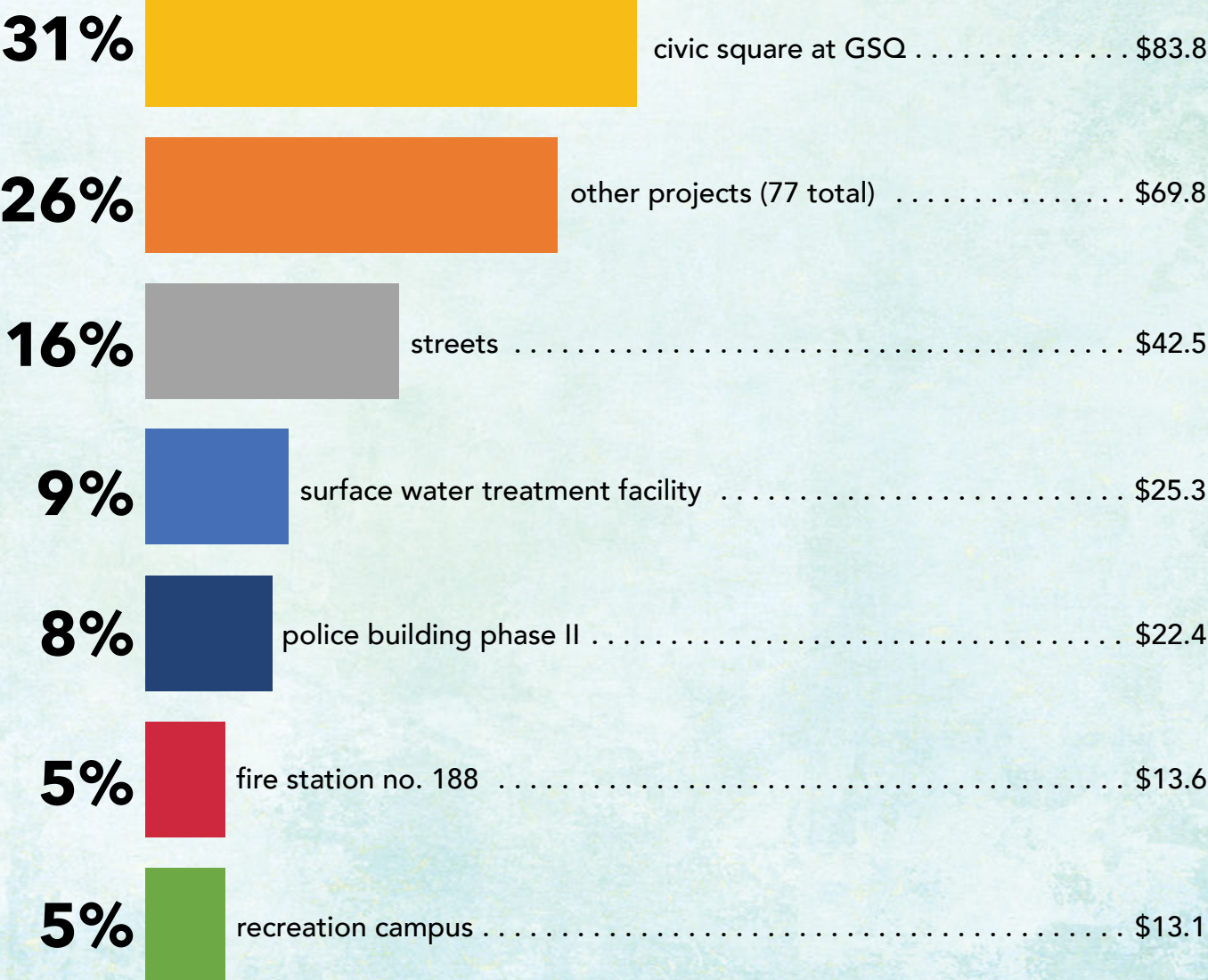
total CIP budget

\$270.5M

The largest expenses, accounting for 48% of the budget, are for the city's major projects. These necessary projects ensure exceptional services and quality of life for residents as the city continues to grow.



■ dollars in millions



Want to Learn More?

Click on City Projects under Our City at goodyearaz.gov to get details on the city's Capital Improvement Program projects, including a full list of the dozens of projects that makeup the Other Projects category.

Goodyear Civic Square at GSQ



Construction is underway to build Goodyear Civic Square at GSQ. It includes a two-acre park, city hall, a two-story library and privately funded upscale office space and so much more! It's expected to help the city build its daytime population, which will jumpstart the development

of more restaurants, stores and entertainment options in Goodyear.

For more information on Goodyear Civic Square at GSQ or to view live construction cams, visit goodyearaz.gov/civicsquare.

Surface Water Treatment Facility



As part of the city's robust water management plan, a new water treatment facility will soon open to help diversify our water supply. This facility, and a new 6-mile pipeline that connects Goodyear to the Salt River Project canal system, will deliver water from the Colorado River and add eight million gallons of drinking water a day to Goodyear's water portfolio. As we grow, so will the facility. With future expansion, it will deliver 16 million gallons of water a day.



Fire Station and Police Building Expansion

Public safety is a top priority for the Goodyear City Council. The city is in the early stages of designing two new facilities – a new fire station and the expansion of the police headquarters. The enhanced police building on Van Buren Street, between Litchfield Road and Bullard Avenue, will include more space for the criminal investigations division, areas for training and a shooting range. Construction will begin in the summer of 2022. The fire station,



scheduled to open in 2023, will be on the northeast corner of Citrus Road and Harrison Street. It will be the city's eighth fire station.

GY@WORK

CORE VALUES

EMPATHY

OPTIMISM

INTEGRITY

INNOVATION

ADAPTABILITY

INITIATIVE



Shauna Henrie

Goodyear Police Department

What do you do?

I am the manager of the 911 communications center. I oversee all aspects of dispatching, radios and equipment needed to facilitate communication with residents and officers.

What's the best part about working for the city?

The people I work with. They are dedicated, talented and fun.

Go inside the 911 communications center in *On the Job with Julie*.



[Goodyearaz.gov/YouTube](https://www.goodyearaz.gov/YouTube)

Click on the *On the Job with Julie* playlist.



COUNCIL CONVERSATIONS

Wednesday, Sept. 29 | 6-7:30 p.m.

Goodyear Recreation Center
420 S. Estrella Pkwy.

Council Conversations is Back!
Tour the new Goodyear Recreation Campus and chat with your city councilmembers.



GOODYEAR CITY COUNCIL



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

GOODYEAR CITY COUNCIL CALENDAR

September 13	5 p.m. 6 p.m.	Work Session Council Meeting
September 20	5 p.m.	Work Session
September 27	5 p.m. 6 p.m.	Work Session Council Meeting

Meetings are subject to change, visit [goodyearaz.gov](https://www.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.





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Jessica Phillips in Serenade, Choreography George Balanchine © George Balanchine Trust photo by Rosalie O'Connor.

Free outdoor ballet performance!

Ballet

UNDER THE STARS

A Free Evening of Ballet

Friday, Oct. 1

Activities begin at 5:30 p.m.
Show begins at 7 p.m.

Estrella Lakeside Amphitheater
10300 S. Estrella Pkwy.

For more information, call 623-882-7530
or visit goodyearaz.gov/arts

Come early with blankets and lawn chairs to stake out a spot. Festivities include kids' activities, art exhibits and Goodyear's mobile museum.



ESTRELLA
BY
NEWLAND

Oct. 9th



**FREE summer camp-themed activities,
thrills, challenges and giveaways!**

4 - 8 p.m. @ Goodyear Recreation Campus



goodyearaz.gov/events