

DECEMBER 2021

goodyearaz.gov/InFocus

InFocus

Holidays in Goodyear



SHOW YOUR COMMUNITY SUPPORT
DURING THE MOST WONDERFUL
TIME OF YEAR



AT A GLANCE The holidays are here, and it's a wonderful time to show support for all of our amazing local businesses. As Goodyear grows, it's important that our small business community continues to grow and flourish, too. Our diverse business community helps keep our economy strong and competitive. In this issue, you'll read stories about some of Goodyear's business owners, including how they got started, why they chose Goodyear and the value that shopping local brings to everyone. Also, find out how up and coming small businesses can get help from the city!

We are Thankful for YOU!

As we celebrate this festive time of year and get ready to ring in 2022, we want to say THANK YOU! Goodyear has the best residents. From your input on community surveys, to feedback at council meetings, to joining us in welcoming dozens of new businesses and celebrating the city's past, present and future during Goodyear's 75th anniversary, Goodyear is YOUR city, and the future is bright thanks to YOU!

**What are you thankful for?
What do you love about Goodyear?**
Here's what some of you said on social media.

I love Goodyear! It has some of the greatest people. Also, it has several options for fun, food and activities, safe neighborhoods and tremendous growth opportunities.

joeyacontreras

Shout out to the Engineering & Development Services Departments. Their employees went above and beyond my expectations on a late Friday afternoon to solve an issue for me... love this city!

kailiev1

I love how safe the city is and how it is still friendly as it grows. 😊

clevelandchick213

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

December 6	5 p.m. 6 p.m.	Work Session Council Meeting
December 13	4:30 p.m. 6 p.m.	Work Session Council Meeting

Goodyear City Council meetings are held at the Goodyear Council Chambers inside the Goodyear Municipal Court at 14455 W. Van Buren St. Residents are encouraged to attend or watch the meetings live on the city's Facebook page or YouTube Channel.

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

STAY IN THE KNOW AND JOIN THE CONVERSATION



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

From the Mayor



The holiday season is here, but as I see it, the generous holiday spirit is year-round in Goodyear. I'm proud to see how the community comes together no matter the season. Whether it's checking in on neighbors, lending that extra hand to a stranger or giving to your favorite non-profit,

I see our community supporting each other every day. It's what makes Goodyear so special.

One of the easiest ways we can continue to help each other is by shopping local. When you buy, shop and eat local, more of your money stays in the community. We're fortunate to have a variety

of locally-owned businesses across the city, from restaurants and stores to specialty shops and entertainment venues. One of my favorite things about shopping local is finding unique gifts and goodies that I can't find anywhere else. They always have some of the best customer service, too!

As Goodyear grows, our locally owned and small business community is growing, too. That includes locally owned national franchises. Yes, several national franchises in Goodyear are also locally owned!

I encourage everyone to check out a locally owned business they haven't visited before, and when you find a great place, share your discovery with friends and family! On behalf of the Goodyear City Council, thank you for being a community that is always supporting and looking out for each other. Have a safe and warm holiday season!



Council Corner

The close of 2021 wraps up the yearlong celebration of Goodyear's 75th anniversary. Founded on agriculture and aerospace, our city grew with the investment and support of small businesses who worked to provide much needed and highly-desired

services to our residents. While we have many new industries today, with prospects of many more, our small businesses are integral to the success of our city and the region.

Goodyear's Economic Development team actively recruits businesses from the retail, restaurant and entertainment sectors to come to the city, and it also supports and encourages small businesses to consider opening in Goodyear.

This year, the city launched its Goodyear Elevates program, which offers customized solutions that help small businesses become more profitable, efficient and competitive. The city also has programs dedicated to helping entrepreneurs launch their business and turn their dreams into reality. There's everything from the basics of

how to get started to the resources and training required to build a successful business. All of these programs and even a list of local stores is available at **developgoodyearaz.com**.

Challenges related to the pandemic, such as supply chain issues, rising costs and labor shortages, still require careful navigation. The community's continued support, coupled with grace and patience, will help them to continue to be successful.

We also have an engaged faith and non-profit community who have a passion to serve. They stay connected by attending the Goodyear Faith and Community Roundtable, a monthly gathering at Goodyear City Hall. Members of the faith and non-profit community share information and resources at these meetings and seek ways to work together for the benefit of our residents. The city of Goodyear supports local non-profits through its Community Funding Program, which donated \$160,200 in grant funding to area non-profits this fiscal year.

It's been a memorable year celebrating Goodyear's past, and the Goodyear City Council looks forward to partnering with our community to build a safe, prosperous and engaging community for the future.

FAMILY HOBBY IGNITES ONE-OF-A-KIND SHOP



Trinity and Bridget Foster, mother and daughter business team, opened Grungy Galz at 540 N. Bullard Ave., Suite #19, in 2015.

With a wide variety of all-natural paints designed to give old furniture a new, fresh look, Grungy Galz is certainly a one-of-a-kind shop in Goodyear.

In other words, it's a perfect small business for one of America's fastest growing cities.

"When we came here, Goodyear didn't have half the stuff that it does now, but we definitely knew it was a good area," said Trinity Foster, who helps run Grungy Galz alongside owners Bridget and Jeremy Foster, whom she calls Mom and Dad. "We knew that the area was growing, and it was kind of like the perfect location for us."

Coming from a long line of self-described "junkers," and after spending years frequenting other arts and craft stores, Bridget Foster decided to go into business for herself and opened Grungy Galz in 2015. But along with

their passion for furniture restoration, the relationships that the Fosters have built with Goodyear residents have sustained their success.

"Honestly, it's turned into a community store," Foster said. "We have tons of people that come in regularly, and we get updates on their families and see kids growing and all that kind of stuff. It kind of feels like that's the whole reason we're open, and still open through COVID."

The Fosters' business exemplifies the importance of shopping local. Along with its paints, Grungy Galz sells jewelry, soaps, candles and handmade art, all crafted by local vendors. They all depend on the community, and each other, to keep going.

"It's just not us, per se, that you're supporting. It's a lot of other local artisans," Foster said. "We all depend on that for our families."

RELATIONSHIP BUILDING IS NOT OVERRATED

When she was exploring possible locations for her new restaurant in the West Valley, Tina Beatty did plenty of homework.

She kept arriving at the same conclusion: There was really only one choice.

"We were looking at a lot of different locations, and Goodyear has such a good growth plan," said Beatty, owner of Taco Redempcion, which opened in 2019. "I just really liked the demographics, the income level,

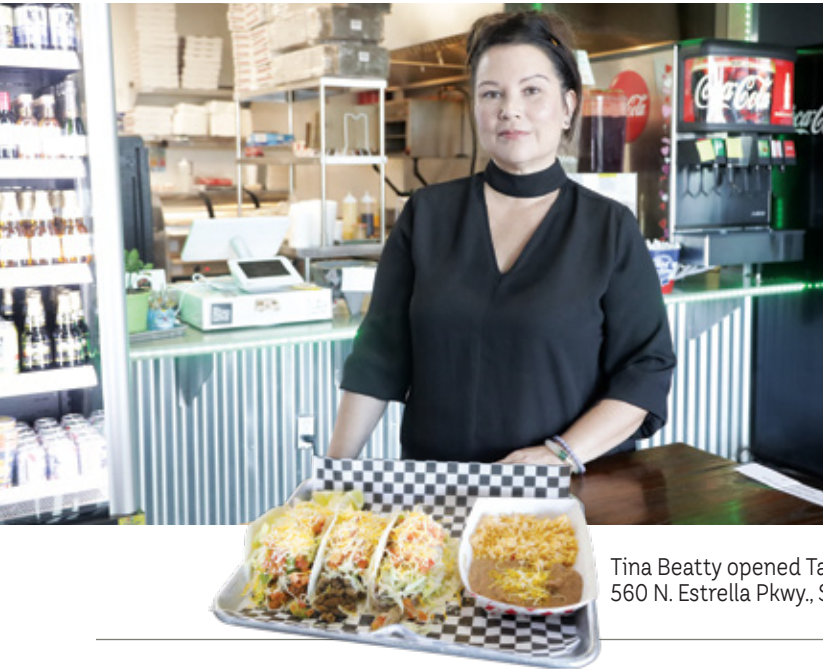
the educational background – all of those things, to me as a business owner, signaled there would be people who would appreciate what we were trying to create."

Beatty's business and marketing background helped get Taco Redempcion off the ground, but she also took advantage of the city's free business classes geared for small business owners.

"It was pertinent around marketing and branding – things that small businesses really need in order to be relevant," Beatty said of the city's Business Builders class. "We were new to Goodyear at the time. It was a really good opportunity to network with small businesses and make those connections."

The knowledge and connections Beatty made allowed her business to not only survive, but thrive during the pandemic, and helped Taco Redempcion build the kind of relationship with Goodyear residents that every small business owner needs in order to experience long-term success.

"I have a lot of colleagues who have businesses in Goodyear, and we all want to see the community prosper and do well, because it affects us personally," said Beatty. "So, we do what we can to help contribute to that success."



Tina Beatty opened Taco Redempcion at 560 N. Estrella Pkwy., Suite #12, in 2019.

LOCALLY-FOCUSED

Sometimes it takes traveling all over the world for work to take the leap of faith to open your own business minutes from home.

In 2020, Rhae Buckley took that leap and opened PrideStaff, a franchised staffing organization in Goodyear.

"I always wanted to do this," said Buckley. "I wanted to do staffing right and thought now is the time."

He admits it hasn't always been easy, especially opening during the peak of the pandemic, but says it's "rewarding."

Don't let franchise businesses fool you. The company name may be nationally known, but like Buckley's office, many are locally owned.

"We're local and locally-focused," said Buckley. "I live in the community, I shop in the community and give back to the community."



Rhae Buckley opened PrideStaff at 432 N. Litchfield Rd., Suite #316, in 2020.



Paying it Forward; From One Young Entrepreneur to Another;

FROM NOVICE ENTREPRENEUR TO LEADING AND INSPIRING OTHERS



Cassy Loseke, founder of Controlled Chaos Consulting, learned the basic foundation of growing her home-based business at Goodyear's InnovationHub

When Cassy Loseke moved to Goodyear nearly five years ago, she knew she wanted to grow her home-based business. What she didn't know is how one decision to do just that would propel her business and lead her to motivate and inspire other young entrepreneurs.

"I believe I found out about the city's InnovationHub in the InFocus magazine," said Loseke. The InnovationHub

@ GoodyearAZ, located inside of the Goodyear Library, is a place where inventors, entrepreneurs and small businesses can collaborate, network, expand on their ideas and receive one-on-one

mentoring. Loseke decided to take a series of classes at the InnovationHub.

"It was so beneficial. It taught me the basics that people often skip, like how to create a business model," said Loseke. "I made connections with people and learned so much, even outside of the formal discussion."

Those connections have turned into great friends and business collaborators. She talks to them regularly to bounce ideas off of them, ask questions and stay inspired. She's even collaborated with some of them on business projects. Now, she is paying it forward, serving as a mentor for a non-profit that helps inspire and guide young entrepreneurs.

"Without the people I have met in Goodyear's business community, I probably wouldn't be this far along in my business," said Loseke. "I probably would have quit a long time ago."

GRANTS Now Available to Support Goodyear Small Businesses

We love our business community and want all of the businesses in Goodyear to thrive! Small businesses were some of the hardest hit during the pandemic, and the city has two new grant programs to help them bounce back. The Goodyear City Council approved to use funds from the American Rescue Plan Act to provide relief and technical assistance to Goodyear's small businesses severely affected by the COVID-19 pandemic.

Small businesses can learn more about these assistance and reimbursement opportunities at developgoodyearaz.com.

Help us spread the word and reach out to your favorite mom-and-pop shops and home-based businesses in Goodyear to make sure they know about these new programs!

GYRElevates

SMALL BUSINESS STARTUP SCHOOL

AT

 THE
INNOVATIONhub
@ goodyearaz

Are You Considering Starting Your Own Business?

Set yourself up for success!

Register for this **FREE** series of facilitated workshops for anyone taking the leap to small business ownership.

Four 3-hour classes | Every other **Saturday** | 9 a.m. to noon

Jan. 8 – Jan. 22 – Feb. 5 – Feb. 19

Sign up today at developgoodyearaz.com/InnovationHub

Shopping Local Benefits the Entire Community

THREE REASONS TO CHOOSE LOCAL THIS HOLIDAY SEASON



1

Success breeds success

Goodyear is one of the fastest growing cities in the country, with a current population of more than 101,000! As more people choose to call Goodyear home, more businesses and restaurants will follow. Local entrepreneurs, boutiques and other small businesses are thriving, and there's more on the way.

2

Strengthens our community

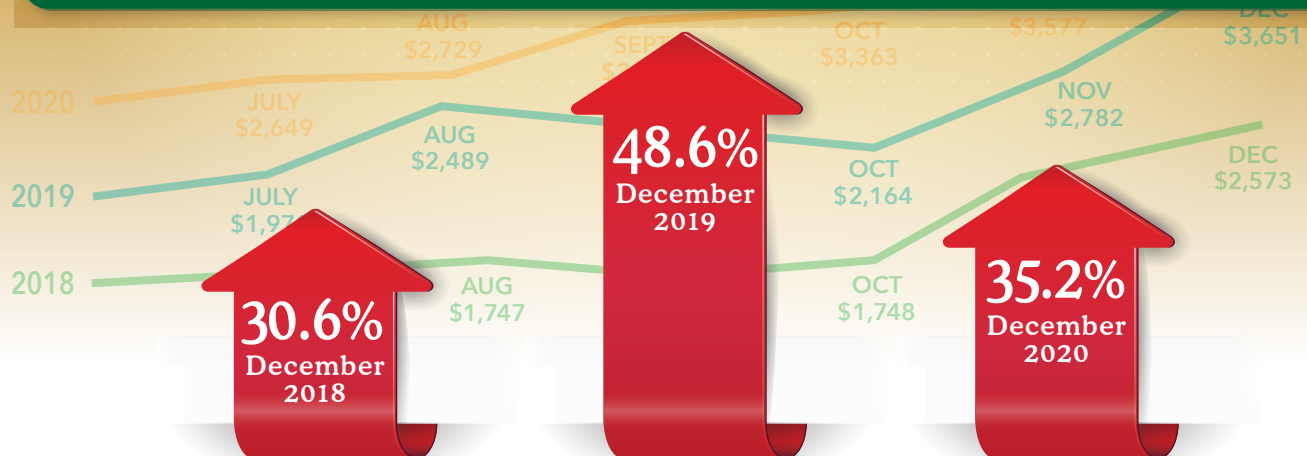
Small businesses often hire Goodyear residents, offer specialized local or regional items unique to the area and contribute to local causes. They also provide gathering places where neighbors can socialize and connect with each other.

3

What happens in Goodyear stays in Goodyear

At least when it comes to sales tax. City sales taxes are one of the largest sources of revenue for the city of Goodyear. The more people shop, dine and play in Goodyear, the more tax dollars the city has to return to the community as services, such as police and fire, parks and planning and development.

Each December, as holiday shopping spikes, the city sees an increase in retail sales tax. Those dollars go into the city's General Fund to pay for important city services.



This chart shows how much the retail sales tax increases each December compared to the average of other months in the year.

DID YOU KNOW?

Even some purchases you make online contribute to the city's sales tax. Anyone who lives in Goodyear and orders something online will pay the city's sales tax just as if they were making the purchase in-person. Additionally, anyone who lives anywhere in Arizona and orders something online that is received and fulfilled by a facility in Goodyear will pay the city's sales tax as well.

For a list of local shops and eateries, visit developgoodyearaz.com.

YOUR TOP BUSINESS PICKS ARE IN!

In our previous retail surveys, you told us the businesses you want in Goodyear and now 20 of them are here or will be coming soon!

Those businesses include: Salad and Go, Shooter's World, State 48 Brewery, ALDI, Babbo Italian Eatery, Café Rio, Culver's and more soon to be announced!

Hearing what your favorite shopping, dining and entertainment options are helps the city know which companies to pursue and it also lets the retailers know they are highly desired in Goodyear.

Ultimately, restaurants and retailers open in areas that best fit their needs and specific business model. So, while the city can't force a business to come to Goodyear, it can choose which businesses to recruit. Understanding what you want helps the Economic Development team in its recruitment efforts with business owners, site selectors and real estate brokers to target the most desired companies.

Top restaurant picks

The Cheesecake Factory
BJ's Restaurant & Brewhouse
Non-Chain / Independent /
Locally Owned

Top entertainment picks

Topgolf
Dave & Buster's
Bowling alley

Top retailer picks

Macy's
Costco Wholesale
Nordstrom &
Nordstrom Rack

**Top grocery store picks**

Trader Joe's
Whole Foods Market
Sprouts Farmers Market



To learn more about
the survey, visit
developgoodyearaz.com

Celebrate Responsibly this Holiday Season

'Tis the season to be merry and bright and celebrate SAFELY! The Goodyear Police Department urges everyone to enjoy the holidays safely and responsibly. If alcohol is part of your holiday celebration, plan ahead and assign a designated driver or call a ride share service or taxi.

The number of deadly car crashes due to alcohol spikes dramatically around Christmas and New Year's. The Goodyear Police Department takes an

active role in the West Valley DUI Task Force, which will be out enforcing traffic laws throughout the holiday season, with zero tolerance. Expect to see more enforcement on the roads.



Did you know?

Source: MADD.org

- About one-third of all drivers arrested or convicted of DUI are repeat offenders.
- The average person metabolizes alcohol at the rate of about one drink per hour.
- Only time will sober a person up. Drinking strong coffee, exercising or taking a cold shower will not help.
- Impairment is not determined by the type of drink, but rather by the amount of alcohol consumed over time.
- Driving under the influence is the number one cause of death on U.S. roadways.

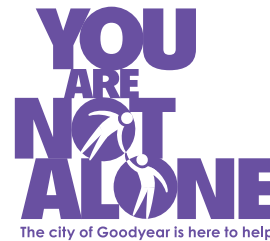
The Goodyear Police Department wants you to return home safely to your family, and have a happy holiday season!

Here for You EVERY DAY



Life challenges don't take a break for the holidays. In fact, the holidays can be a lonely time for some, and Goodyear wants you to know that you don't have to get through it alone.

Goodyear residents can get help in tough times from GoodyearCares, a resource offered by the city. Residents can get help with paying utility bills and rent or mortgage, with putting food on the table and even with income tax preparation. There are also special programs available for veterans and people with disabilities by visiting goodyearaz.gov/help, by calling 623-882-7801 or by emailing goodyearcares@goodyearaz.gov.



You Are Not Alone (YANA) is a free program offered by the Goodyear Police Department. This program provides regular phone calls and home visits to seniors who have

limited family or community contacts. Seniors can also call the YANA program for help finding specific services and resources. Learn more about YANA and register for assistance at goodyearaz.gov/YANA, or call 623-882-7539.

SLIPS, TRIPS AND FALLS!

Nobody wants to take a spill during the holiday season, but it's often a time of year when rescuers see an increase in these preventable accidents. Keep these safety tips in mind when decorating:



Trees and other decorations should not block doorways or walking paths.



Keep three points of contact on the ladder, be it two hands and one foot or two feet and one hand.



Never stand on chairs, tables or surfaces with wheels.



Source: U.S. Consumer Product Safety Commission

Your Questions Answered

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

There is a drone that routinely flies over my house, is it on my private property? — Susan

Private property does not extend limitlessly to the airspace above a home or backyard, so drones can fly in this space. Arizona law does not identify a precise altitude at which private property ends. If a drone is flying at low altitude within your backyard with the purpose of harassing you or your pets, and/or if it is photographing or video recording, please call the Goodyear Police Department at **623-932-1220**. You can also report concerns with low-flying drones to the FAA Scottsdale Flight Standards District Office at **480-284-4450**.

ULTIMATE OUTDOOR PLAY



Looking for a spot to enjoy the beautiful weather? Come check out the new 30-acre community park at the Goodyear Recreation Campus. There's something for all ages and abilities, including multi-level play structures, turf to run or sit on, climbing areas, a zipline, sensory panels, a unique circular swing set and a dedicated spot for younger kids.

For more info, including the latest rec campus activities, passes and reservations:

 420 S. Estrella Pkwy.
 goodyearaz.gov/reccampus
 623-882-7525
 gyrec@goodyearaz.gov

GY@WORK

CORE VALUES

EMPATHY

OPTIMISM

INTEGRITY

INNOVATION

ADAPTABILITY

INITIATIVE



City Manager Julie Karins joins Patrick and the fire recruits for a day of training, which includes putting out a car fire! View it now at



Goodyearaz.gov/YouTube

Click on the
On the Job with Julie playlist

Patrick Doyle Fire Department

What do you do for the city?

I work with a crew of firefighters responding to emergency calls throughout our community. I also just finished working with nine other fire captains, from departments across the West Valley, to train 34 recruit firefighters.

What's your favorite thing about working for the city?

There's so many opportunities in the city and so many areas to get involved. It's also great to work for a department that's willing to look outside of the box to find answers to problems.



What's That in Goodyear?



Babbo Italian Eatery
15705 W. McDowell Rd.
Now Open!

AZRC Hobbies
15671 W. Roosevelt St. #101
Now Open!

Christian Brothers Automotive
16800 W. Yuma Rd.
Opening in December!

Learn more about the businesses coming to Goodyear at developgoodyearaz.com.

Green is the way to go!

Which of these items does not belong in the recycle bin?



newspaper



glass bottle



plastic plate



chip bag



Correct answer: The chip bag, because of the oil coating on the inside of the bag.

Use the Recycle Right Wizard to find out if an item is recyclable: goodyearaz.gov/recycle

With Christmas and New Year's Day falling on Saturday, your trash, recycling and bulk pickup will not be affected by these holidays this year. For more information on your trash day, visit goodyearaz.gov/trash or call 623-882-7887.

Drawing the Line

The line where public property ends and private property begins is often obvious – on the surface. It's a little less obvious when we're talking about boundaries underground, and who is responsible for what. You might not be aware, but the general rule of thumb is if it's from the sidewalk to your home, you, the homeowner, is responsible for repairs, not the city. Tree roots can damage the water and sewer lines coming into your home. That's why it's always smart to

keep trees away from underground utility lines. If you have a water main break, you may notice unusually high water usage on your bill. Typically homeowners insurance does not cover a leak in your water line, but there are some home warranty companies that offer coverage. If you have noticed a sudden, unexplained increase in your water bill, please contact the city's Customer Service Department to potentially schedule an onsite check at 623-882-7887 or visit goodyearaz.gov/water.





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



Have a safe, wonderful holiday season!



Merry Christmas



Happy Hanukkah



Happy Kwanzaa