

City of Goodyear

INFOCUS

December 2012

Focus on the Future



In this issue:

Home Plate for the Holidays

**Shop Goodyear
for the Holidays**

Water Rates

Spring Training Tickets

Business Registration

Prescription Drug Drop Box

Holiday Schedule



Home Plate for the Holidays

Saturday, Dec. 1, from 5 to 8:30 p.m. at Goodyear Ballpark

Gather together with family and friends to celebrate the season during Home Plate for the Holidays on Dec. 1, from 5 to 8:30 p.m. at Goodyear Ballpark (Estrella Parkway, south of Yuma Road).

The little ones will be thrilled to play in 40 tons of snow.

Enjoy shopping for special holiday gifts on sale by local arts and crafts vendors.

Santa and Mrs. Claus will arrive by fire engine for the official lighting of the holiday tree.

Sing along with school choirs and bands performing favorite holiday songs.

Free parking and admission. Fees for some activities.

For more information, call 623-882-3120 or visit www.goodyearaz.gov/ballpark.



SHOP GOODYEAR FOR THE HOLIDAYS

Don't miss your chance to win great prizes during the **Shop Goodyear for the Holidays** campaign! There are weekly drawings for over \$7,000 in fantastic prizes including \$450 in Westcor and Macy's gift certificates. The Ultimate Grand prizes, a Pandora Bracelet from Osborne Jewelers and a SCUBA Course from Inland Water Divers, will be drawn Dec. 21 – and YOU could be a lucky winner! Just staple a receipt of \$25 or more for food, services or merchandise from any Goodyear retailer to an entry form (available at goodyearaz.gov/shop and at all drop-off locations), and drop it into a **Shop Goodyear for the Holidays** raffle box! You can enter as many times as you like, and you need not be present to win. You have to be at least 18 years old to enter. City employees are not eligible.

Raffle boxes are located at: City Hall (Litchfield & Van Buren), Safeway (Estrella Parkway & Elliot), Safeway (Estrella Parkway & Van Buren), Fry's Marketplace (Sarival & Yuma), Safeway (Litchfield & Indian School).

Thanks to the participating sponsors

- Augie's Sports Grill
- Bake Me A Cake
- Barro's Pizza
- Bengjio
- Buffalo Wild Wings
- Chill's
- Chipotle Mexican Grill
- David Gerrard Salon
- DoLittle's Pet Spa
- Elite Shutters & Blinds
- Fast Signs
- Foot Solutions
- Freddy's Frozen Custard
- Hand & Stone Massage
- Inland Water Divers
- In Stitches!
- Ivy League Dogs
- L.A. Fitness
- Lavender Moon Store
- Macerich/Westcor
- Macy's
- Majerle's
- Osborne Jewelers
- Papa's Bike & Lawn
- Petz Place
- PF Changs
- Planet Beach
- Quality Inn
- Rubio's
- RV Master Techs
- Sherwin Williams
- Skincare Extraordinaire
- Starbucks (on Dysart)
- The UPS Store
- Ultimate Cycles
- Village Inn
- Wilhelm Automotive

Goodyear Mourns Loss of Councilmember Gary Gelzer

The City of Goodyear lost an important member of our team last month when Councilmember Gary Gelzer succumbed to his battle with pancreatic cancer.

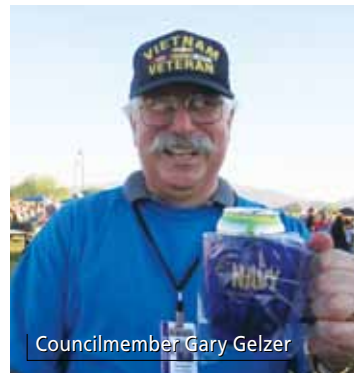
Councilmember Gelzer will be remembered as someone with a passion for public service and for Goodyear. Gary was a knowledgeable, strategic thinker who led many spirited and lively discussions with his colleagues on council.

At the Oct. 22 City Council meeting, the Mayor and Council recognized Gary for his contributions to the City. Mayor Georgia Lord proclaimed Oct. 23 to be Gary Gelzer Day and directed that flags in the City be flown at half staff.

Gary was appointed to the Planning & Zoning Commission on Feb. 24, 2003, and served until Dec. 13, 2010 when he was appointed to the City Council. Prior to serving on the Planning & Zoning Commission, he attended almost every Commission meeting, and often made public comments on matters before the Commission. He also served on the 2003 General Plan Advisory Committee, the 2002 Farmland Preservation/Desert Open Space Committee, and the Phoenix-Goodyear Airport Master Plan Committee.

Gary was a retired Navy officer and business executive with a BA in History and an MS in Geography.

Gary is survived by his wife Charlotte.



Councilmember Gary Gelzer

Council Corner



Councilmember Bill Stipp

The holiday season is a time for friends, family and giving back. As 2012 winds down, I would like to take a moment to reflect on the importance of community involvement in building a brighter and more vibrant future for our City.

In October, we saw our citizens' dedication on full display when roughly 4,000 residents came out to celebrate our neighborhoods at "G.A.I.N." and over 400 volunteers lent a helping hand at "Make A Difference Day." The City benefits every day from the hundreds of volunteers filling important roles within various City departments. Our city is stronger because of our community's involvement.

To continue this positive community momentum in November and December, I'd like to suggest another way that you can help our community tremendously. When it comes time to do your holiday shopping, remember to shop local. While this may not seem like much, shopping locally provides so much more than convenience. By making the decision to shop in Goodyear, you take an active role in boosting the businesses of our neighbors and helping our local economy thrive.

Not only do our local businesses benefit, but the City of Goodyear benefits as well. The sales tax generated by retail revenue makes up nearly 30% of the City's operating budget for services such as police, fire, streets, parks, recreation programs, and other essential City functions. When you decide to shop locally, your money circulates back into the community instead of going to one of our neighboring cities.

On behalf of your City Council, I would like to thank you, the amazing citizens of Goodyear, for your devotion to our community. I wish you all a blessed holiday season and a happy new year!

Bill Stipp

Goodyear City Council



Sheri Lauritano, Vice Mayor Joanne Osborne, Mayor Georgia Lord, Joe Pizzillo, Wally Campbell, and Bill Stipp

Council Calendar

December 3 Work Session 5 p.m.	December 10 Work Session 5 p.m.	December 17 Work Session 5 p.m.
December 3 Council Meeting 6 p.m.	December 10 Council Meeting 6 p.m.	January 7 Work Session 5 p.m.

Council meetings and work sessions are held at Goodyear Justice Center, 185 N. 145th Ave. Visit goodyearaz.gov for all public meeting schedules and to watch Council meetings.

From the Mayor



Mayor Georgia Lord

Holidays Brighter in Goodyear as Economy Begins to Buzz

Each year, economists and merchants alike look to holiday shopping sales receipts as an indicator of the health of the economy. They begin to predict the plans of holiday shoppers well before the first chilly day of Fall telling us what we will or won't do when it comes to spending money on holiday gifts and goodies.

But here in Goodyear, we don't need an economist in New York City to tell us how things are going in our city. We only need to look at all of the businesses opening and houses under construction to know that our economy is starting to buzz once again.

The optimism of big and small business owners says a lot about where they think we are headed. The numbers are very encouraging. Since January 2011, some 263 businesses have opened their doors in Goodyear, resulting in a net gain of 82 new retail outlets over the last 22 months.

Small businesses are the lifeblood of our city. They have helped us weather this storm with jobs, sales tax revenue and the confidence that lifts our spirits when new companies open their doors to customers.

We all know that when people feel good about the economy, we all win. Money is spent. Investment dollars flow. And jobs are created. It's a wonderful cycle.

Speaking of jobs, they too are popping up all over Goodyear. And our larger employers are leading the way. Many companies like Aeroturbine, AZZ Galvanizing and Cancer Treatment Centers of America are expanding, adding hundreds of jobs to the mix. Based on the number of inquiries that come into the City each week from interested companies, 2013 is looking pretty good too.

Of course, getting people back to work allows them to get that long-awaited mortgage for a new home or existing house that better suits their needs. Housing permits are showing an increase this year over last year, and are on pace to top 1,000 permits issued for the first time since 2007.

Indeed, we see all around us the growing confidence in Goodyear's economy. The jobs, the investments and the new home permits have combined to make the holiday season bright no matter the economists' predictions. Shoppers hitting our stores in droves would only be the bow on an already awesome holiday present.

Georgia Lord

Goodyear's Focus on the Future



Goodyear Economy Buzzing Jobs and Housing Confidence Credited

Corporate Business Interest in Goodyear Strong, Job Growth Continues

Every week, companies from across the United States inquire about Goodyear as a possible home for expanded or relocated business operations. Business executives know Goodyear will work with them to bring good jobs to the community, shoring up neighborhoods and increasing revenues to maintain quality City services.

Existing businesses continue to grow as well. Aeroturbine mechanics work on jet aircraft for a variety of clients. Eighteen months ago, the company employed 50 people at the Phoenix-Goodyear Airport. Today, 200 workers service planes at their facility. That number may grow to 250 workers over the next year.

Another company, AZZ Galvanizing, has landed major contracts with solar energy manufacturers, allowing it to double its workforce in the last twelve months.

And Cancer Treatment Centers of America recently decided to move its corporate information technology operation to Goodyear, purchasing three buildings on Auto Drive. The decision will bring 100 new jobs to the area.

Goodyear Ready to Lure F35 Support Businesses

The new F35 fighter jet will bring new jobs and income to the Valley when the mission comes to Luke Air Force Base. But the 21st Century war plane also will bring with it the need for support businesses that would be a perfect fit at the Phoenix-Goodyear Airport.

Plans are underway to make sure companies that support the F35 mission know they can locate at the airport and be just minutes away from the base. The Pentagon requires all support services be no more than 250 miles from any Joint Strike Force operation.

"Goodyear is minutes, not miles, from the base," said Goodyear Mayor Georgia Lord. "We believe that gives us a big advantage with companies that now must bring their business to our region," she added.

Local Business Drives Recovery

Everyone agrees that small businesses are the lifeblood of any community. In Goodyear, small businesses have been leading our economic recovery. For the second year in a row, small businesses have been filling store fronts and available buildings, resulting in a net increase of new retail enterprises in our community.

Since January 2012, 110 new businesses have opened their doors, while 58 have closed, for a net increase of 52 new businesses, with two months left in the year! In 2011, small businesses again led the way, with 153 opening and 123 closing, for another net increase of 30 new businesses.

New Homes Going Up in Goodyear

New home construction is picking up steam in Goodyear. In fact, if demand for new home construction permits continues at the current pace, the 2012 total could exceed one-thousand for the first time since 2007.

Through September, the City has issued 752 permits, up 59% from 472 permits issued during the first nine months of 2011.



Phoenix-Goodyear Airport



Cancer Treatment Centers of America



F35, Luke Air Force Base



Goodyear Ballpark

Numbers Show Goodyear on the Way Up!

New Year Brings Drop in City Food Tax

Grocery shopping in Goodyear will cost less starting New Year's Day. That's when Goodyear's food tax will drop from 2.25% to 2%, making the cost of a trip to the grocery store cheaper for people shopping in the City. The drop in the food tax is the second in as many years. The savings will amount to about \$13 a year for a shopper spending an average of \$100 a week on groceries.

Construction and Retail Sales Tax Collections Improving

The sale of construction materials in Goodyear is on the rise, as is the sale of retail goods based on the latest sales tax collection reports in the City. For the first two months of the fiscal year, beginning July 1, 2012, construction sales tax collections have surpassed last year's number, marking a 33% increase over the same period in 2011. Likewise, retail sales taxes have increased 7.4% when compared against 2011 figures. Both are good signs and reason for all of us to be cautiously optimistic about the future of our local economy.

Venida Deal Gets Even Lower Bank Interest Rate

It's one thing to think you have made a good deal when buying real estate. It's quite another to have a bank support your plan with a lower than expected interest rate on the loan. That's exactly what happened with the City's purchase of the Venida Business Park complex for an expanded public library, university and City office space.

When municipal planners first considered the cost of buying the \$12.2 million campus, they estimated the loan to buy five buildings and 11 acres of land would cost about 4%. But when the deal was finalized, the rate offered by the lender was much lower, a favorable 2.6% for ten years.

"The lower interest rate shows the bank's confidence in the deal," said Goodyear City Manager Brian Dalke.

The new library is expected to open next year. Franklin Pierce University already is holding classes at the leased space. And ground is set to break soon on a new 9-1-1 Emergency Call Center on the property.

Goodyear Ballpark Voted Best of Phoenix

Goodyear Ballpark is setting records and taking names as our hometown Spring Training venue prepares to celebrate its fifth anniversary season in 2013. More than 136,000 fans came to see the Cleveland Indians and Cincinnati Reds battle their Cactus League rivals in pre-season play, setting new ballpark records in ticket sales and attendance. In addition, gross revenue for the 2012 spring training season was up 22%, or \$800 thousand over last year.

With these results, it is no wonder that *Phoenix New Times* readers voted Goodyear Ballpark as the "Best Place to See a Spring Training Game" in 2012 – the second time in three years the ballpark has won the honor!

Don't miss your chance to help set new records in 2013. Tickets go on sale Dec. 15. Visit www.goodyearaz.gov/ballpark.

Library Expansion, 9-1-1 Call Center Update

Expanded Library Set to Debut Next Year

Goodyear residents will be able to enjoy a larger Maricopa County Branch Library thanks to the City's recent purchase of the Venida Business Park on Van Buren Street. Work already is underway on the design of the library space, expected to more than triple the amount of area dedicated to your favorite library services and programs. The library will expand from 1,800 square feet to more than 6,700 square feet.

The new library will offer more computer stations for public use, materials like audio books and DVDs available for check-out, an early learning station loaded with literacy programs to help parents teach their kids how to read, and an area where job seekers can get on a computer to write resumes, scan documents and make copies.

"This expansion will make our library an even better place for residents to relax, read and learn," said Goodyear Mayor Georgia Lord.

Franklin Pierce University Moves to New Complex

Students at Franklin Pierce University are flocking to the Venida Business Park for classes in the new City complex even as work crews scramble to outfit buildings with classrooms, laboratories and meeting spaces. The university began to move from space near Goodyear City Hall into its new location almost immediately following the City's purchase of the Venida property.

The initial plan is for the school to occupy about 15,000 square feet of the complex, paying rent to Goodyear for the space.

"The university has big plans for Goodyear and that is good for all of our residents," said City Manager Brian Dalke.

Modern 9-1-1 Call Center to Break Ground

Police and fire response to emergency calls in Goodyear will be improved when construction is complete on a modern 9-1-1 call center planned for the Venida Business Park complex. Crews will break ground on the \$3.3 million facility in January with work expected to be complete by the end of 2013.

Today, dispatchers are crammed into space that once was the garage of an old Goodyear fire station, leaving little room for modern equipment or expansion of work stations to handle increasing call volumes. The center will be located on land that was part of the Venida purchase, situated at the south end of the five-building campus.

Rates for Water and Sewer Increase January, 2013 for Customers South of I-10 Only

Water and sewer rates are changing. The utility bill for a typical residential customer who uses 8,000 gallons per month will increase in January 2013 by about \$5.17 per month. This increase is the last in a series approved by the City Council in May 2009. The changes were adopted to allow the City to keep up with the increasing cost of water resources, water treatment, power and chemicals.

Customers pay for the volume of water used each month, based on a four-tier system. Beginning in January, the cost of the least expensive tier will decrease by 28 cents per 1,000 gallons. Very high water users will be charged the same rate as in 2012. Sewer charges will increase 88 cents per 1,000 gallons for all customers.

In addition to volume charges, customers pay base fees for water and sewer. These base fees, increasing for all customers, help ensure the City's water systems operate properly and efficiently today and long into the future. The base rates fund the cost for operations which include water treatment, storage, and distribution costs as well as the cost for timely infrastructure replacement and investment. The amount of increase depends on the size of meter. Check your utility bill for details.

Starting in December, the utility bill will be user-friendly and have a new, vibrant look. Visit goodyearaz.gov Hot Topics to find out more!

Base Rate Changes for Residential Water and Sewer				
Water		Meter Size	Sewer	
2012	2013		2012	2013
\$10.05	\$10.23	3/4"	\$18.96	\$21.12
\$12.74	\$14.14	1"	\$28.02	\$32.41
\$19.74	\$22.86	1-1/2"	\$34.61	\$39.94

Volume Charges for Residents with 3/4" Meter			
Monthly Water Volume Charge	2012	2013	
0 – 6,000 gallons	\$1.46	\$1.18	
6,001 – 12,000 gallons	\$2.92	\$2.36	
12,001 – 30,000 gallons	\$4.38	\$3.54	
Over 30,000 gallons	\$5.69	\$5.69	
Monthly Sewer Volume Charge	2012	2013	
Per thousand gallons	\$4.90	\$5.78	

Flat rate sanitation charges (\$22.80) and taxes also appear on your bill. Charges for customers outside Goodyear city limits are 25% greater than for those inside city limits. For detailed rate information, visit www.goodyearaz.gov/rates.

Spring Training Tickets Make Great Stocking Stuffers

Tickets to a Cincinnati Reds or Cleveland Indians Spring Training baseball game at Goodyear Ballpark don't take up much room in a stocking on Christmas morning, but they will provide more than enough memories for the baseball fanatics on your holiday gift list.

Single game tickets go on sale Saturday, Dec. 15 at 10 a.m. Arizona time. There are many ways to buy tickets that day. The Goodyear Ballpark ticket office will be open from 10 a.m. until 2 p.m. Fans can also buy tickets by visiting either www.reds.com or www.indians.com or by calling 1-800-745-3000.



Business Registration Due December 31, 2012

It's time for all Goodyear businesses, including home-based businesses, to renew their registration with the City and pay the mandatory \$75 annual permit fee. Exemptions are available for non-profit organizations, churches, schools, and vendors who sell only at special events in Goodyear.

Goodyear's registered businesses enjoy many benefits, including a presence on the City's website where coupons, specials, deals, discounts, and job openings can be listed. This advertising and promotional service is free, and reaches an estimated 65,000 web page visitors each month. Businesses are also mentioned online in the visitor section listing and locator maps sections, along with details and company information. Other City-sponsored events include: Mayor & City Manager's Roundtable Series, Small Business Summits, Protect Your Business Program, economic development news and information, recruitment information regarding new business, job postings, and other employment opportunities.

The \$75 annual permit fee is due December 31, but a grace period is in effect until January 31. Failure to register and pay the permit fee can result in fines of up to \$500.

Mail or hand-deliver new registration and/or renewal forms with the \$75 fee; cash, money orders and checks made payable to City of Goodyear Business Permit Registration, 190 N. Litchfield Rd., Goodyear, AZ 85338. Download registration forms at www.goodyearaz.gov. Online registration is not available.

Drop Box for Prescriptions Safer Way to Clean Medicine Cabinet



Cleaning out the medicine cabinet just got safer with the installation of a secure drop box for your expired, unused or unwanted prescription medicines at the Goodyear Police Administrative Building, located at 145 N. 175th Avenue.

Throwing prescription drugs in the trash or down the sink represents a hazard to the community. If not properly handled, the drugs can be abused by teens or adults, or they can pollute the environment.

"This container gives residents an easy, safe and anonymous way to throw out old prescriptions," said Goodyear Police Chief Jerry Geier.

People who drop off medications are encouraged to remove or "black out" their personal information from the prescription labels. Participants may dispose of medication in its original container or by removing the medication from its container and disposing of it directly into the disposal box. All of the medications collected from this program are destroyed by incineration.

Allowed for Disposal

All expired, unused or unwanted controlled, non-controlled, and over the counter medications. Liquid products, such as cough syrup, should remain sealed in their original container.

Prohibited

Syringes, intravenous solutions, injectables, illegal substances such as marijuana or methamphetamines, personal/business mail and general trash items.

For more information, contact the Goodyear Police Department Community Services Unit at 623-932-1220.

Volunteers Make a Difference



Special thanks to all who participated in the fifth annual Make a Difference Day on Oct. 27. More than 400 volunteers worked on 16 projects throughout Goodyear as part of the 2012 Make A Difference Day event, including high school and college students, Eagle Scouts, employees of local businesses, and members of area churches.



Litchfield Park Plans Underpass, May Close Litchfield Road for Two Months

Plans by the City of Litchfield Park to build a pedestrian underpass on the north side of the intersection of Litchfield Road and Wigwam Boulevard may result in a full closure of Litchfield Road north of Wigwam Boulevard for two months beginning in January.

The full closure of Litchfield Road will impact Goodyear residents who use the busy route to get to Luke Air Force Base and other points to the north of Wigwam Boulevard. Litchfield Park will establish detour routes during the road closure. There is a chance traffic control plans could change and the public would be notified immediately should that happen.

It should be noted that Wigwam Boulevard will remain open in both directions during the project, as will Litchfield Road south of Wigwam Boulevard.

The Arizona Department of Transportation is managing the project for the City of Litchfield Park. The full closure of Litchfield Road north of Wigwam Boulevard will allow the project to be completed sooner.

For more information, please contact ADOT at 1-855-712-8530 or Projects@azdot.gov.

Waste Management Donates to Goodyear Volunteer Programs



At the October 22, 2012 City Council meeting, Mr. William Black, Public Sector Solutions Manager representing the Waste Management Corporate Giving Program, presented a check for \$6,550 to the City of Goodyear for equipment and supplies for the Adopt a Street and Adopt a Park programs. Left to right: Evelyn Howell, Mayor Georgia Lord, William Black, Judi Switaneck, City Manager Brian Dalke, Christine McMurdy, and Willy Elizondo.

Holiday Schedule

Christmas

Tuesday, December 25, 2012

City Offices Closed

New Year's Day

Tuesday, January 1, 2013

City Offices Closed

Sanitation Collection:

Tuesday, Dec. 25, Christmas Day: Trash and recycling container collection service and curbside bulk trash collection service will be shifted to one day later than your normal collection day following Tuesday, Dec. 25, Christmas Day. Monday collections will not be affected.

Tuesday, Jan. 1, New Year's Day: Trash and recycling container collection service and curbside bulk trash collection service will be shifted to one day later than your normal collection day following Tuesday, Jan. 1, New Year's Day. Monday collections will not be affected.

Visit www.goodyearaz.gov/trash or call Goodyear Environmental Services at 623-932-3010 for more information.

Tree Recycling

Four conveniently located recycling drop-off sites will accept trees from Dec. 24, 2012 through Jan. 5, 2013, 24 hours a day. Please remove all decorations, tree stands and lighting. Trees are chipped and used for mulch and ground cover for a local farm. Please call Goodyear Environmental Services at 623-932-3010 or visit goodyearaz.gov/trash for more information.

City Park adjacent to Estrella Mountain High School
12795 S. Estrella Parkway, 85338

Eagle's Nest side of PebbleCreek community
3645 N. Clubhouse Drive, 85395

Palm Valley Park
13133 W. Monte Vista Rd., 85395

Goodyear Ballpark parking lot
at corner of Goodyear Boulevard and Estrella Parkway
(south of Yuma Road), 85338



Library Events

November/December 2012

Goodyear Branch Library
250 N. Litchfield Rd., Suite 185
Maricopa County Libraries: 602-652-3000

Book Discussion Group for Adults "Wuthering Heights"

Nov. 26, 1 to 2 p.m.
Goodyear City Hall,
Room 117
190 N. Litchfield Rd.

Preschool Story Time

Nov. 27, 10 to 10:30 a.m.
Goodyear City Hall,
Room 117
190 N. Litchfield Rd.

After School is Cool

Nov. 28, Dec. 12, 3:30 to 4:30 p.m.
Goodyear Branch Library
250 N. Litchfield Rd., Suite 185

Drop-in activities for elementary school students.

Baby Time (ages 0 - 18 months)

Nov. 30, 10:30 to 11 a.m.
Goodyear Branch Library
250 N. Litchfield Rd.

Parents and caregivers help baby explore their senses through books, music and movement.

Book Discussion Group for Adults "Bossypants" by Tina Fey

Dec. 17, 1 to 2 p.m.
Goodyear City Hall, Room 117
190 N. Litchfield Rd.



City of Goodyear INFOCUS

December 2012

Volume 27 - Issue 8

Editor: Romina Khananisho

Writers: Robert Johnson, Christine McMurdy, Michael Leone

Graphic Designer: Michael Leone

City of Goodyear website: www.goodyearaz.gov



City of Goodyear AZ Government



@goodyearazgov