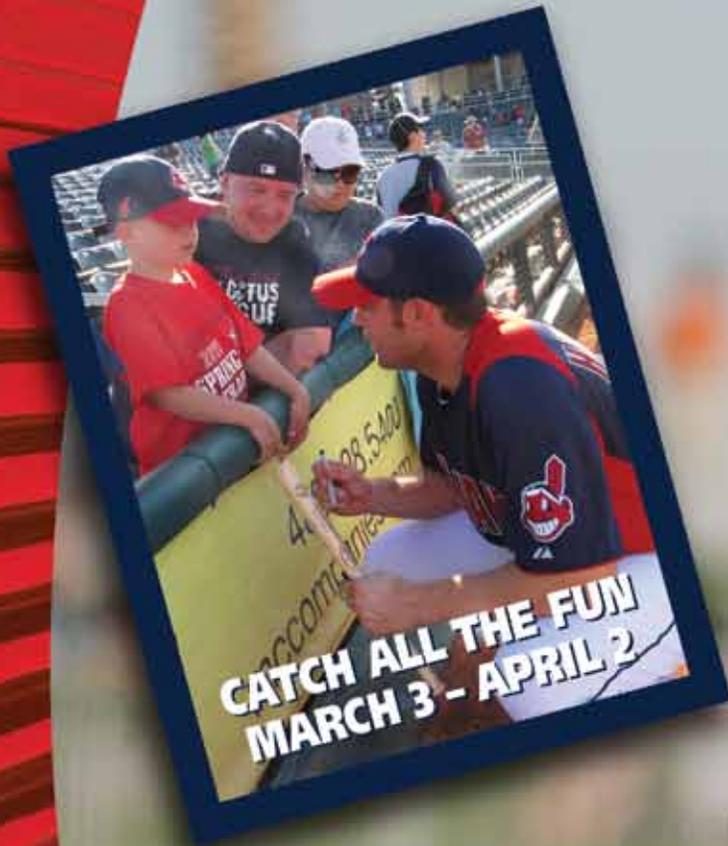


City of Goodyear
INFOCUS

March 2012 Volume 27 / Issue 2

**Spring Training
at Goodyear
Ballpark**
Starts March 3



Look what's inside this issue



How to Get to the Parade and Parking Saturday, February 25

Be sure to come to the Goodyear/Avondale A Tale of Two Cities Parade & Festival Celebrating Arizona's Centennial. There are more than 75 colorful entries! Some road closures will be encountered the morning of the parade from 7 to noon. Please bear with us because it is for the safety of our residents and the parade entrants.

Where to Stand

Spectators are urged to stand only along Thomas Road to view the parade which begins at 10 a.m. at the west end of Thomas. It will proceed east on Thomas to Dysart for about an hour and a half.

Where to Park

Spectators are encouraged to use Indian School Road to reach 137th Avenue to park at St. Thomas Aquinas Church or to reach Dysart Road to enter the Estrella Mountain Community College parking lot. Spectators can also use Palm Valley Boulevard to reach the Palm Valley Elementary School parking lot on 135th Avenue.

Road Restrictions

The YMCA will be closed that morning and its parking lot will not be accessible for parade parking because Thomas Road between Litchfield and Dysart roads will be closed from 7 a.m. to noon. Litchfield Road's northbound lanes will be restricted north of Palm Valley Boulevard and closed from Thomas Road to Indian School Road beginning at 7 a.m. The southbound lanes on Litchfield Road will be open during the parade and throughout the morning.

Thomas Road will be closed to Santa Fe Trail and Dysart Road will be closed south of Thomas at Encanto Boulevard and north of Thomas at Osborn Road from 9 a.m. to noon except for parade and local traffic.



Car Show/BBQ Benefits Train Depot Restoration

Goodyear's Arizona Centennial Committee is hosting its second annual Classic Car Show and BBQ on the lawn in front of the Goodyear Ballpark on Saturday, April 21 from 10 a.m. to 3 p.m. More than 100 classic and historic cars will be on display along with a new feature of the event – model train exhibits and a train parts swap meet inside the ballpark. Back by popular demand from last year's event are high school jazz groups that will perform during the entire event. An excellent BBQ lunch will be available for \$10 a plate. For information on entering the car show, call Charlie Miller at 623-734-6011. All proceeds from the event will go to the Centennial Committee for restoration of the historic Litchfield Train Station that welcomed Goodyear Tire & Rubber executives to Goodyear as early as the 1920s.



From the Mayor

Mayor Georgia Lord



Mayor Thanks Citizens For Helping Stop Prison

It's finally over! Just as the INFOCUS was ready to go to press, we found out that the Arizona Department of Corrections (ADOC) is no longer considering Goodyear as a location for a private prison expansion. The ADOC has just reissued its Request for Proposal (RFP) for the private prison expansion and has limited the sites in the RFP to only Florence and Yuma. Perryville Prison Complex is NOT listed as a potential site for expansion as it was in the previous RFP that was canceled in December 2011.

On behalf of the City Council, City management and staff, I would like to thank all of our citizens, businesses, and landowners who came forward and worked together with us to fight against the state putting this prison expansion in Goodyear. The ADOC told us they were inundated with e-mails, cards, letters, and phone calls expressing opposition from concerned citizens and companies in Goodyear. We also appreciate that you contacted your state representatives asking them to put pressure on the ADOC to keep the prison expansion out of Goodyear.

As the City worked diligently to garner support for our position from the entire West Valley, you – the citizens – were actively expressing strong opposition to the Arizona Department of Corrections to expansion of Perryville. Together with State Senator John Nelson, Representatives Jerry Weiers and Steve Montenegro, County Supervisor Max Wilson, other elected officials, WESTMARC, Southwest Valley Chamber of Commerce, and Greater Phoenix Economic Council, we were able to send a strong message that expanding Perryville was not in the best interest of our community.

It proves that when we all work together, we can achieve our goal. Your efforts definitely made the difference in ADOC's decision to exclude Goodyear as a possible site.

Mayor Thanks Well-Wishers

I want to take this opportunity to thank all of you who called, sent cards or flowers, or e-mailed your prayers and well wishes during my recent brief hospitalization. Thankfully, it turned out to be a minor TI incident, but it is a reminder to all of us to call 911 immediately if you have a feeling of extreme dizziness, numbness on one side, a severe headache that comes on quickly, sudden trouble seeing, or an inability to express yourself. These are warning signs and can affect people of all ages. I was very lucky. Hopefully, my experience will help others as well.

Georgia Lord

Council Corner

Vice Mayor Joanne Osborne



Ever since I've been on City Council, it's been a goal of mine to increase tourism to Goodyear and our neighboring cities in the Southwest Valley. Our surrounding area has some beautiful examples of the Sonoran Desert in which we live – especially in the Sierra Estrella Mountains and the nearby White Tank Mountains. Locals and visitors love to hike and mountain bike in the huge regional parks in these mountain ranges. With such wonderful natural amenities and all the other attractions such as PIR, spring training, rodeos, golf courses, and a famous historical resort plus our many restaurants and hotels, it's time to enhance our combined efforts to market this fabulous Sonoran Southwest Valley to bring in outside dollars.

At the Southwest Valley Chamber's annual retreat, it was determined that the Chamber should focus on a regional tourism effort. To that end, the Chamber's Tourism Committee has embarked on the largest visitor study ever undertaken in our area. It is an example of regionalism as its finest because to accomplish this we have created a partnership between ASU, the Southwest Valley and Buckeye chambers, the Arizona Office of Tourism, and the cities of Goodyear, Avondale, Litchfield Park, Buckeye and Tolleson.

The goal of the study is to get an accurate profile of the Southwest Valley visitor and use this data to better market our area to attract more tourists into our restaurants, hotels, and attractions. Simply put, we need to know who's coming to the area today to most effectively attract visitors tomorrow.

Key stakeholders such as area hotels and attractions like our ballpark are essential to getting the ASU-designed questionnaire out to our visitors. We recently kicked off the year-long study with these stakeholders and look forward to the results next year. You can also help. In the next 12 months, if you have visitors who are staying at a local hotel and/or visiting local attractions, encourage them to fill out the questionnaire should they be asked to participate. Every visitor matters.

Joanne Osborne

Goodyear City Council



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

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

City Council Calendar

Monday, February 27 Regular Meeting – 6 p.m.	Monday, March 12 Meeting Re-scheduled for March 5	Monday, April 9 Regular Meeting – 6 p.m.
Monday, March 5 Work Session – 5:30 p.m.	Monday, March 19 Work Session – 5 p.m.	Monday, April 16 Work Session – 5 p.m.
Monday, March 5 Special Meeting – 6 p.m.	Monday, March 26 Regular Meeting – 6 p.m.	Monday, April 23 Regular Meeting – 6 p.m.

Mall Will Come When Economy Improves

City Manager John F. Fischbach

Macerich recently announced they are once again delaying the building of the Estrella Falls Regional Mall due to an economy that is very slow in its recovery. National lenders are still wary of the Arizona economy which is making it hard for many of the mall's future stores to get the financing at this time that they need. Please don't be disheartened by the mall's delay. Macerich is a very solid company and has assured us that Goodyear will have the next regional mall in the Valley. We will be the retail hub of the Southwest Valley.

I want to assure you that this delay will have no affect on our 2012/13 budget that we are now preparing. As we have prepared early estimates of future years, we have NOT included anticipated revenue from the mall for this very reason – a possible delay. Therefore, it will not create a structural deficit for us as was reported recently in the newspaper. We have spent no money on the mall. In fact, it is Macerich who is spending money. Because of the improvement district that was formed years ago to install the roads and other infrastructure around the mall, Macerich is paying approximately \$3 million a year for their portion of the infrastructure. Because of these payments, it behooves them to build the mall as soon as it is economically feasible.

What can we all do to help? We can help demonstrate the true strength of the Goodyear market to the mall's future retailers and their lenders by supporting the retail already in your neighborhood. The better retail performs in a market, the more desirable it is for retailers to be there. You can help demonstrate that the Southwest Valley is a strong retail market when you keep your sales dollars within your own community as much as possible.

Goodyear Holiday Charity Programs

Fill-A-Need 2011 a Resounding Success!

City staff volunteers, community members and businesses collected more than \$5,000 in cash donations, food, gifts, Christmas trees, and household items that benefited 25 families and 72 children. Additionally, the Fill-A-Need Committee, volunteers, members of the Goodyear Fire Department, members of the PebbleCreek Lady Niner's Golf Club, and Santa, visited Mobile Elementary School and delivered presents and served lunch to 18 families and 52 children.

Sock Monkey Santa Project Benefits Homeless Youth

The Teen Action Council of the Southwest Valley YMCA and many volunteers bested the goal of 250 socks and collected more than 1,000 pairs of socks for the "Sock Trees" at City Hall and the Southwest Valley YMCA in less than a week. They were delivered to the Homeless Youth Connection. There are about 1,400 homeless kids in the West Valley, at least 240 of whom are right here in our community. Brand new socks were at the top of their wish lists. Facebook, Twitter and local newspapers and TV got the word out with donations even coming from out of state. The holidays are over, but the need continues. For information about donating or volunteering, contact Larry Cervarich at the Homeless Youth Connection, 623-374-3747.



Shop Goodyear for the Holidays Most Successful Ever!

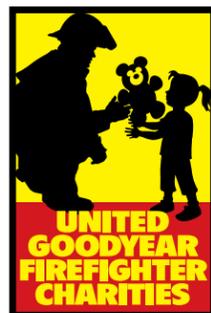
THANK YOU to all who participated in this year's Shop Goodyear program and spending your dollars in Goodyear! More than \$312,000 in receipts were collected this year along with nearly 6,000 entries. Prizes valued at more than \$7,200 were donated by local businesses and were awarded to 145 winners of weekly drawings, 11 grand prize winners, and one ultimate grand prize winner who took home a Pandora Bracelet from Osborne Jewelers valued at \$500.

SHOP GOODYEAR FOR THE HOLIDAYS

New Life Center Families "Adopted" at the Holidays

Thanks to the efforts of United Goodyear Firefighter Charities and Local 4005, New Life Center residents enjoyed some Christmas cheer when Goodyear's Old Red fire engine arrived with Santa, Mrs. Claus, and an elf who presented every boy, girl, and mom with a stocking stuffed with goodies. The firefighters and Local 4005 also stocked the center's shelves with hundreds of toiletries like shampoo, conditioner, tooth brushes and paste, soap, and hand sanitizer. New Life Center is the West Valley's only domestic violence shelter where mothers and children can turn for help. Often arriving with only the clothes they are wearing, these families find shelter, toiletries, clothing, employment assistance, and a safe environment at the center. New Life Center's staff members were instrumental in coordinating and planning this event.

new life CENTER
a refuge from domestic violence



Spring Training Season is Here!

Join us for Opening Day, March 3 at 1:05 p.m. to see Goodyear's very own Cleveland Indians and Cincinnati Reds. Don't miss out on this fun-filled day of festivities.



Souvenir Cup

What's new this year? For 2012, it's all about value, and the best deal in the Cactus League can be found right here in Goodyear! Goodyear Ballpark is proud to announce its Loyalty Souvenir Cup Program this season. Purchase a souvenir cup for \$5 and refill it as many times as you like – all season long – for just \$1 per soft drink refill.

Family 4 Pack

Take the whole family out to a game for food and fun with a Family 4 Pack. For just \$40, you'll get 4 berm tickets, 4 hot dogs, 4 small sodas, and 4 bags of chips! Or, for \$48, you can get a 4 pack that includes seats right next to the free Estrella Falls Kids Zone – complete with inflatable activities and kid-sized wiffle ball field. If you have picky eaters, you may substitute a peanut butter and jelly Uncrustable for the hot dog. Additional tickets may be purchased at the prorated price.

Run the Bases, Autographs, and Fan Day

Back by popular demand: kids run the bases after every Saturday and Sunday game (sponsored by Hilgers Orthodontics and Hilgers Pediatric Dentistry). Seniors stroll the bases on Tuesdays post-game. Autograph Days are pre-game on Opening Day, March 7, 12, 14 (1:05 p.m. only), 19, 26, and 28. Fan Appreciation Day is March 30, which means there will be great giveaways every inning!

Fireworks and Sundae Fun Days

New this season: enjoy post-game fireworks on March 16, 22, 23, and 31. Join us for Sundae Fun Days – all kids receive a voucher for a free McDonald's sundae!

Morning Workouts

Want to see how the players get ready for the big game? Stop by the Reds and Indians Development Complex fields and catch a morning workout. Players are there from 9:15 a.m. through noon daily, and you don't need a ticket – it's free to watch.



GOODYEAR BALLPARK
AND RECREATIONAL COMPLEX

1933 S. Ballpark Way
Estrella Parkway,
south of Yuma Road
goodyearaz.gov/ballpark
623-882-3120

Sun	Mon	Tue	Wed	Thur	Fri	Sat
March/April 2012						3 CLE 1:05
4 CIN 1:05	5 CLE 1:05	6 KC 1:05	7 SD 1:05	8 LAA 1:05	9 KC 1:05	10 SD 2:05
11 LAA 1:05	12 ARI 1:05	13 TEX 1:05	14 SD 1:05 LAD 7:05	15 CWS 1:05	16 COL 7:05	17 CIN 1:05
18 ARI 1:05	19 LAD 1:05	20 SEA 1:05	21 SF 1:05	22 TEX 7:05	23 LAA 7:05	24 SF 1:05
25 CHI 1:05 1 CWS 1:05	26 MIL 1:05 2 CIN 12:05	27 CHI 1:05	28 LAA 1:05	29 COL 1:05	30 CLE 1:05	31 TEX 7:05



INDIANS.COM



reds.com

Purchase Tickets

In person:
Goodyear Ballpark, Great American Ball Park, Progressive Field, Indians Team Shops, and select Ticketmaster outlets in Phoenix

By phone: 800-745-3000

Online: Indians.com or Reds.com

Ticket Office Hours:

Monday – Friday: 9 a.m. to 5 p.m.
Saturdays: 10 a.m. to 2 p.m.
Game Days: 9 a.m. until half-hour after game

Team Shop

10 a.m. to 4 p.m., on game days



Come Celebrate ZIZZY's Birthday!

March 11, 2012
Free ice cream sundae vouchers for children ages 12 and under, courtesy of McDonald's. Come see ZIZZY's friends, your favorite mascots from our local sports teams!

Spring Training Charity Game March 5

The Indians and Reds play each other for a special Spring Training charity game on Monday, March 5 at 1:05 p.m.

Proceeds benefit the Homeless Youth Connection and Arizona in ACTION.

Catch the excitement and help some great local charities.

Goodyear Joins the Race

Join the chase as the "One for Water" 4-Miler race begins on Saturday, March 10 at Rio Vista Community Park, at 8866 W. Thunderbird Rd., Peoria (1/4 mile west of Loop 101, north of Thunderbird Road). Registration and sign-in begins at 7 a.m., and the race starts at 8 a.m. The 4-Miler race offers a fast course, desert scenery, prizes, food, and a "tank chaser" to beat a running toilet. After the awards ceremony, a Family Fun Festival with food, kid's activities, leak-fixing demos, and music will top off a memorable day.



This event builds awareness for fixing leaks to increase water efficiency. Leaky "Loo" McFlapper, the event's life-sized running toilet mascot, is a reminder that running toilets are only funny when they are mascots. Race organizers from Arizona Municipal Water Users Association take fixing leaks seriously and hope that you will join them at this national award-winning event. For more information, visit www.fixaleakweekaz.com.

Fix a Leak NOW!

Last year 240 customers called the City to investigate sudden drastic increases in water usage. Many of the problems turned out to be leaks in irrigation systems that raised monthly water usage by up to 200,000 gallons higher than the customers' average, and bumped their monthly water bills by as much as \$1,000. Learn how to fix household leaks before one puts your home under water. Find useful tips at Tres Rios Nature Festival on March 10-11 or One for Water 4-Miler Race on March 10. Register for Irrigation Troubleshooting Class March 14 or find tips on the Fix a Leak Week page at www.goodyearaz.gov/h2o365.



Before You Drain the Pool for Repairs, Remember...

- You will be billed for the cost of all water used to re-fill the pool.
- You may drain water from your pool ONLY to your landscape or the sewer clean-out in your yard. If the cleanout is not accessible, one must be installed before the pool is drained. Allowing wastewater to run off your property violates City ordinances and federal storm water law, and could result in a substantial fine.
- A permit must be requested before you drain your pool. The permit is free, call 623-932-3010.
- To save money on your year-round sewer charges, drain your pool AFTER your March water bill arrives.
- Visit www.goodyearaz.gov/h2o365 for more information.

Loop 303/I-10 Interchange Update

Sarival Avenue and Citrus Road will be closed in both directions to through traffic between McDowell Road and Van Buren Street early March through late summer 2012 as part of the Loop 303/I-10 Interchange construction. Crews will be constructing a half-diamond interchange at Sarival Avenue and Citrus Road. The new interchanges are expected to be open this summer. Cotton Lane may be used as an alternative. There will be local traffic access at Citrus Road and Sarival Avenue, using Van Buren Street. I-10 will remain open, but restrictions may be needed at times. Construction activity may occur 24 hours per day, seven days per week.

ADOT appreciates your patience during construction of the Loop 303/I-10 Interchange, which will conclude in fall 2014. For more information, visit www.valleyfreeways.com/loop303.

Shorter Wait Times on Side Streets

A recent study identified a reduction in traffic volumes that has allowed traffic signals on Litchfield Road from Wigwam Boulevard to Van Buren Street to run with shorter cycle lengths for most of the day on weekdays. The shorter cycle lengths are already reducing average wait time on side streets, while still allowing vehicles to progress through traffic signals on Litchfield Road. The City also implemented traffic signal coordination on McDowell Road between Litchfield Road and Palm Valley Cornerstone which is making it easier for motorists to progress through multiple traffic signals while driving the speed limit.



Goodyear obtained approximately \$25,000 in traffic count data through a grant opportunity with the Maricopa Association of Governments, and this data has been used to conduct a study that resulted in changing the traffic signal timing on Litchfield Road and McDowell Road.

Library Events February/March 2012

Preschool Story Time (ages 3 - 5)
Please check with the library for dates and location.

Craft Activity (ages 4 - 8)
Wednesdays, February 22, March 7 and 21 at 3:30 p.m., Goodyear Branch Library, 250 N. Litchfield Rd., Suite 185

Book Discussion Group for Adults
Mondays, February 27 and March 26 at 1 p.m., Goodyear City Hall, 190 N. Litchfield Rd., Room 117. Stop by the library to pick up copies of the selections. You're invited to bring your lunch.



Youth Commission Accepting Applications

High school students, or students who will be in high school next year, are encouraged to apply for the Goodyear Youth Commission. Learn about your local government, become engaged in civic activities, and become a voice for youth in the City. Youth Commission members meet monthly.

For more information, e-mail parrish.spisz@goodyearaz.gov or visit www.goodyearaz.gov/youthcommission.

Boards and Commissions Application Form Online

If you've ever wanted to become involved in local government, consider filling out an online application to serve on one of the City's many boards, commissions or committees. You may be interested in the arts, neighborhood safety, crisis response, graffiti control, working with youth groups, holiday and seasonal events, or having a hand in the ever-changing vision for the community. Go to www.goodyearaz.gov and click the link for the "Boards and Commissions Application Form" page. Applications are accepted throughout the year. Just let us know about your areas of interest, fill out and submit the form, and join the many citizens who contribute their time and talents to making Goodyear the wonderful city it is.



HOA Academy Save the Date!

Learn how homeowner associations work and how yours can operate more efficiently during the Southwest Valley HOA Academy Spring Seminar Series. This two-part Saturday series, taught by attorneys from Mulcahy Law Firm, P.C., is offered from 8:30 a.m. to noon on April 21 and 28, at Goodyear City Hall in Room 117, 190 N. Litchfield Rd. This program is designed for individuals living in communities with an HOA and presented by Goodyear, Avondale and Buckeye. The cost is just \$5 per session, and includes refreshments. Space is limited. For more information on this series or registration, call Goodyear Neighborhood Services at 623-882-7801.



"Follow" and "Like" the City on YouTube, Facebook, and Twitter

Goodyear has joined the world of social media! Go to Facebook and Twitter and enter "GoodyearAZGov" to "Follow" or "Like" the City of Goodyear. To see the City's latest videos, go to YouTube.com and enter CityofGoodyearAZ.



Volunteer Profile

Alex Kohli has served on the Goodyear Arts and Culture Commission as a charter member since 2007, and currently chairs the organization. An Emmy Award-winning animator, Kohli holds a Bachelor in Fine Arts in Filmmaking and owns Kohli Marketing Design, which provides animation, print, packaging, and branding services. Alex brings his expertise to projects that have greatly benefited the City, including serving on the artist selection panel for Goodyear Park and Ride, animating the logo for the City's Leading Edge video, designing a poster illustrating public art, and working with a local elementary school on art projects. He lives with his family in Estrella, where he embraces the novelty of his comparatively new neighborhood. Kohli began volunteering soon after moving to Goodyear in 2004. He has lived in eight other states, all of which had narratives of their own long before he arrived. "Goodyear is so young and diverse," Kohli said. "It's exciting to be part of discovering this City's story and personality. I'm enjoying watching Goodyear grow into itself." To learn more about Kohli's design work, visit www.kohlidesign.com.





Tres Rios Nature and Earth Festival

Tres Rios Nature and Earth Festival returns to Estrella Mountain Regional Park from 9 a.m. to 4 p.m. on March 10 and 11, 2012. This popular “Three Rivers” outdoor festival highlights the rich diversity of wildlife, habitat, history, and culture of the Gila River corridor.

Enjoy an up-close look at local wildlife, fishing, bird-watching, canoeing, and hiking tours. This family-friendly festival features a special Children’s Nature and Fun Zone with hands-on activities, a recycling fashion show, live entertainment, and food for sale.

Don’t miss the “Recycling” Fashion Show, 11:30 a.m. on March 10, where the search will be on for America’s Next Top “Recycling” Model showing off this season’s “trashiest” outfit created from recyclable materials. All youngsters from kindergarteners through sixth graders are eligible to enter this free competition.

The event is free, with a \$3 per vehicle entrance fee charged by the park. There may be a small charge for some children’s rides. For more information, call 623-932-2260 or visit tresriosnaturefestival.com. Estrella Mountain Regional Park is located at 14805 W. Vineyard Ave., Goodyear, AZ 85338, south of I-10 just off Estrella Parkway and Vineyard Avenue. 🌿



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Fifth Annual Skatefest Presented by Chipotle Mexican Grill

Stop by the Goodyear Community Park Skatepark from 11 a.m. to 2 p.m. on Saturday, March 10, at 3025 N. Litchfield Rd., for the Fifth Annual Skatefest. FREE admission and participation. There will be demonstrations by professional and semi-pro skateboarders, open skating with pros (helmets required), raffles, free t-shirts to the first 100 people, vendors, and food.

The Chipotle Mexican Grill at Litchfield and McDowell roads in Goodyear will host a post-event party immediately after Skatefest with all participants receiving a free burrito during the party. Chipotle will also be offering a text-to-win promotion leading up to the event with chances to win a Chipotle branded skateboard and other prizes. Cowtown Skateboards, a local skate-industry favorite, is sponsoring a “Best Trick” contest. Barro’s Pizza of Goodyear, the year-round sponsor of our “Helmet Rewards,” will sponsor the “Best Helmet” contest, presenting the winner with a pizza party for eight. For information, contact Colleen Martel at 623-882-7513 or colleen.martel@goodyearaz.gov. 🌿



Phoenix Symphony Returns to Goodyear in May

The beautiful lakeside amphitheatre at Estrella will again be the setting when the Phoenix Symphony returns to Goodyear for the 101th year in a row on Sunday, May 20. Popular movie scores by the famous composer John Williams will be the theme of this year’s event. Gates will open at 4 p.m. The Symphonic Winds will perform at 5 p.m. and the Phoenix Symphony at 7 p.m. Pack a picnic, bring a blanket or lawn chairs and enjoy an evening of popular music under a canopy of stars. No alcohol, glass, or pets allowed. Wine, soda, and food will be sold at the event. A Kids Zone will keep the children entertained before the concert begins. A fireworks show over the lake will follow the concert.



General admission blanket/lawn chair seating is \$20 adult/\$15 student/\$15 Goodyear resident, \$5 (ages 10 and under). Down front VIP table seating is \$75 per person and includes hors d’oeuvres and a buffet dinner. General admission tickets are available at the gate. To learn how to purchase General Admission or VIP tickets in advance, please go to www.wvfac.org. 🌿