

The annual report is presented to you with a twofold purpose. First, this document serves to highlight the achievements and successes of the previous year. The annual report reflects the City of Avondale's commitment to providing superior services to residents, businesses, workers and visitors. It outlines our challenges, accomplishments, budget highlights and fulfillment of the City Council's goals in 2013. Secondly, we are proud to present our aspirations for the future, as we embark on an exciting journey with the launch of the NEW brand for the city.

Our new brand defines who we are,
and how Avondale is a community that is:

Aspiring. **Achieving.** **Accelerating.**

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*Bryan Kilgore
Stephanie Karlin
Vice Mayor Frank Scott
Mayor Marie Lopez Rogers
Ken Weise
Jim McDonald
Charles Vierhout*

PRESENTING
THE NEW BRAND

Avondale™

Aspiring. Achieving. Accelerating.

AVONDALE IS

A COMMUNITY WHERE PEOPLE SHARE A DEEP SENSE OF **PRIDE IN WHAT HAS BEEN ACCOMPLISHED** AND HOW FAR WE'VE COME.

IN AVONDALE,

THERE IS STRONG BELIEF THAT THE BLENDING OF A BROAD SPECTRUM OF CULTURES COMES FROM A **TRUE SENSE OF HARMONY** THROUGHOUT THE COMMUNITY, NOT MERE RHETORIC ABOUT DIVERSITY.

IN AVONDALE,

PEOPLE AND BUSINESSES ARE **WELCOMED** WITH OPEN ARMS AND SUPPORTED IN A WAY THAT EXEMPLIFIES A **PROGRESSIVE, INTELLIGENT CITY** THAT IS BOTH **CARING** AND **DRIVEN**.

IN AVONDALE,

THERE IS A **SENSE OF OPTIMISM** THAT TRANSLATES TO YOUNG FAMILIES, BUSINESSES AND OTHERS SEEKING TO FIND A PLACE THAT GIVES US THE **CONFIDENCE TO ACHIEVE GREATNESS**. THIS IS A CITY OF REMARKABLE POSSIBILITIES, AND TOGETHER, WE ARE ON A COURSE FOR **A BRIGHTER FUTURE**.

WHAT SETS AVONDALE APART

IS THAT WE FIRMLY BELIEVE THAT **ACHIEVEMENT COMES** ABOUT THROUGH OUR **COLLECTIVE SUCCESS** AS A COMMUNITY, IN SUPPORT OF ONE ANOTHER. AVONDALE PROVIDES THE FOUNDATION FOR ALL OF US TO **ACHIEVE OUR RESPECTIVE GOALS AND ASPIRATIONS**.



THE AVONDALE STORY

A Community Defined

By the Hon. Marie Lopez Rogers, Mayor, Avondale, AZ.

The year 2013 was a remarkable year for Avondale. We deliberately set out to define Avondale by asking the questions: What sets one community apart from another? How do residents of a community feel about their quality of life, their neighborhoods, and their future? What does “Avondale” mean to the people who live there, and to those who view it from the outside?

In seeking to define ourselves, we turned to Avondale residents, merchants, business owners, developers, visitors and others with a vested stake in the city and its future. Over a period of several months, we engaged in conversations that entailed lively group discussions, one-on-one meetings, and outreach to more than 20,000 people regarding identity and the future. The story of Avondale comes from its residents, partners and supporters, who spoke with clarity and passion.

Out of these conversations, three words stood out when describing Avondale; *Aspiring, Achieving, Accelerating*. As a lifelong resident, who has served on the Avondale City Council since 1996, I couldn't agree more. I am proud of how far my community has come, and prouder still of the residents who have defined it.

The Avondale Story is this: If you live in or move to Avondale, you'll find a welcoming community that accepts you and will support you and your family. If you bring your business to Avondale, you will find an environment that will stimulate success, along with a community ready to be your first customers. If you invest in Avondale, you have chosen a financially stable, well-run city that has proven to be a solid investment for the future.

Indeed, 2013 was a remarkable year for Avondale. Last year the city's excise bond ratings were upgraded to AA and AA+, which has the effect of lowering our borrowing cost in the future. To quote the bond rating agency: “The stable outlook reflects our view of the city's consistent financial performance supported by very strong management.” This rating can only be achieved by demonstrating a strong balance sheet and sound financial management practices. It demonstrates that Avondale, which has strong general reserve funds, is among the most stable government organizations in the Valley.

Last year was indeed cause for celebration. The city paid off its debt obligation for the Avondale Civic Center, in just ten years. By paying it off ahead of schedule, we saved taxpayers \$84,000 of interest. The city also purchased outright the Avondale Corporate Center office building, where PIR's offices are located, stabilizing tenant leases, and providing a long term building option. Another project paid for outright was the completion of Fire Station 174 at the EMCC campus, which will be fully operational this summer.

Last year also saw the construction and completion of two major projects. Phoenix Children's Hospital, a vital regional medical amenity, opened in March 2013. Coldwater Depot Logistic Center was built, with Conn's occupying about 300,000 square feet. Avondale continued its investment in Avondale City Center with the construction of a transit center. Anderson Institute of Music & Performing Arts constructed a state of the art performing arts center at City Center. The city completed major infrastructure improvements to pave the way for exciting future development around PIR.

Overall, city revenues were 7 percent higher than the previous year. Our retail sector remains very strong; of the 3.5 million square feet of retail space in the city, Avondale's vacancy rate is only 6 percent. New retail in 2013 included Raising Canes, Café Rio, David's Bridal, Men's Warehouse, DSW, and Ross. The Avondale Auto Mall is enjoying great success; 2013 was one of their best sales years since the recession. Fiat moved into its own full-fledged dealership.

In Historic Avondale, we saw a renewed sense of excitement from our Main Street businesses. Merchants joined forces to complement the city's

revitalization efforts, with activities such as monthly Art Walks and a mural painting project. This was the year that the city's landmark housing project, Legacy Avondale, rose from the ground, offering high quality, environmentally- friendly housing opportunities for the neighborhood.

Throughout the year, we brought the community together, with exciting festivals and events such as the Tale of Two Cities Parade & Festival, Tres Rios Nature Festival, and a Veterans Day picnic; monthly City Hall Comes to You gatherings with residents, and youth sports, recreation and activities at our various parks, libraries and facilities.

Indeed, 2013 was a remarkable year for Avondale, with investments in capital improvements and construction, strong retail and continued sound fiscal practices. The city made investments aimed at strengthening our neighborhoods and maintaining a strong quality of life for our residents.

Looking back on all Avondale accomplished last year, I would be remiss if I did not recognize the concerted effort of our wonderful residents and volunteers, our hard-working employees and my visionary colleagues on the City Council.

And although the next exciting chapter is yet to be written, the continued success of Avondale is assured. We ARE the Avondale story – Aspiring, Achieving and Accelerating – ready to take on the future.



AVONDALE STATISTICS

**Source: Nielsen Solution Center*

<15

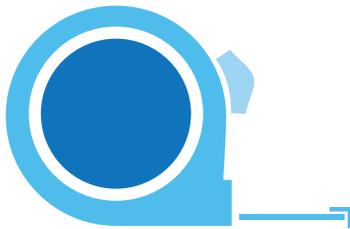
MILES WEST OF
DOWNTOWN PHOENIX,
LOCATED IN MARICOPA
COUNTY, ARIZONA



GENERAL FACTS

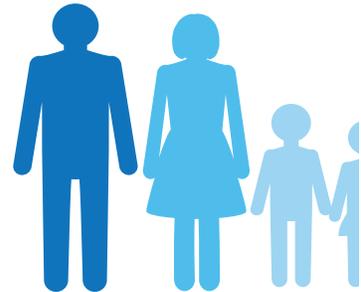
54

SQUARE MILES



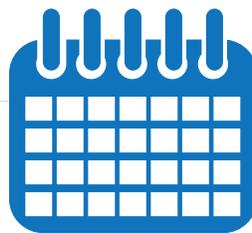
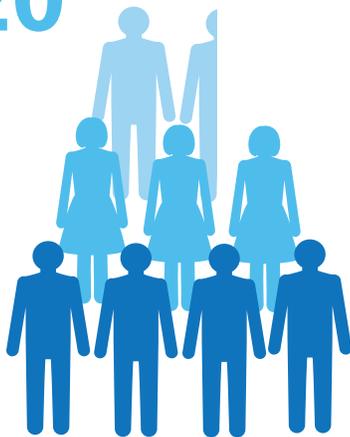
3.30

AVERAGE
HOUSEHOLD
SIZE*



83,420

ESTIMATED
POPULATION*



1946

YEAR OF
INCORPORATION



\$64,289

AVERAGE HOUSEHOLD
INCOME*

31.7

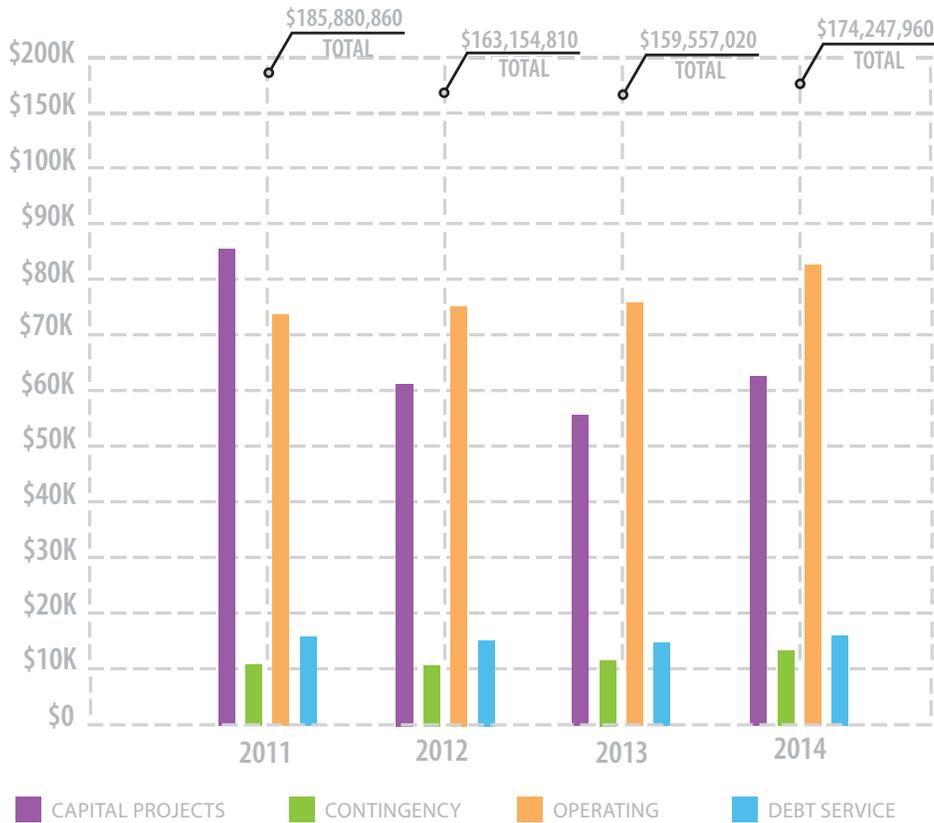
YEARS =
AVERAGE AGE*



FINANCIAL INFORMATION

As of June 2013

ANNUAL BUDGET COMPARISON

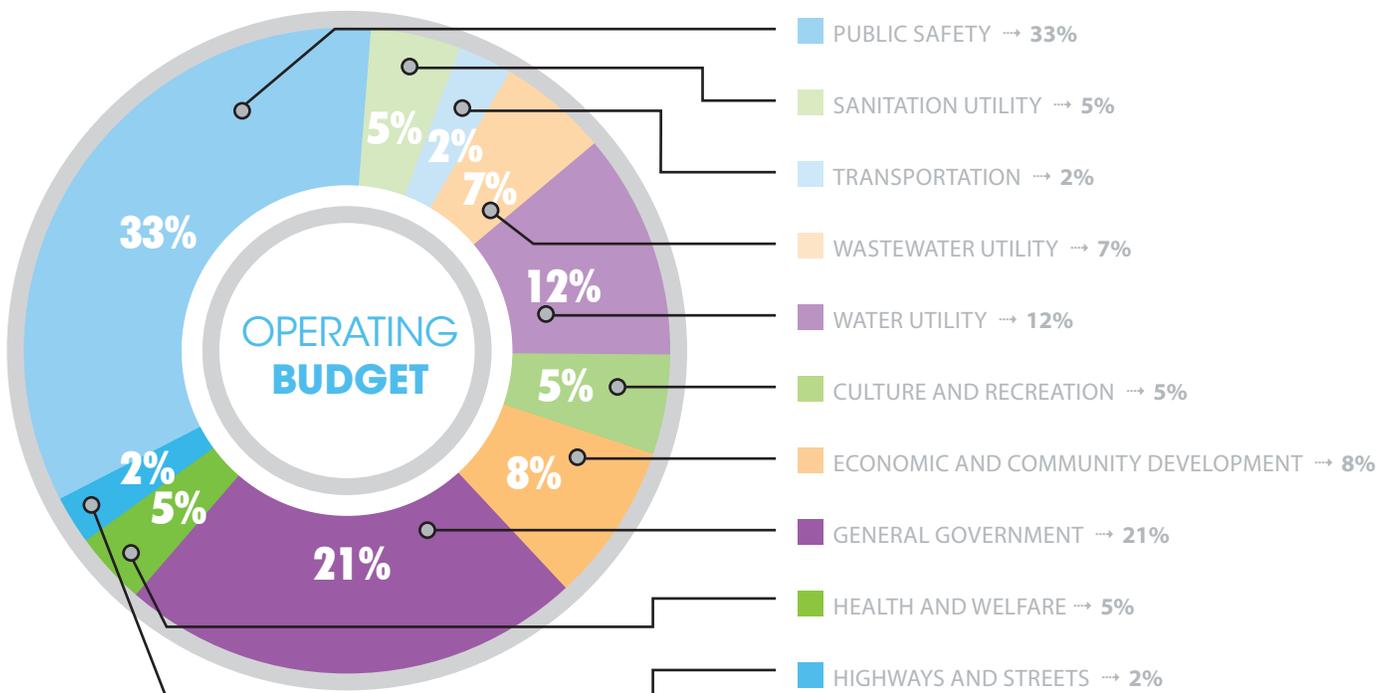


The City of Avondale's annual budget for fiscal year 2013-2014 totals \$174,247,960 which is 9.2% above prior year.

The increase from the FY2013 total budget includes \$6.6 million for capital improvements.

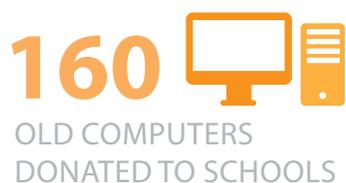
Additional increases include funding for 17 net positions which includes 15 fire positions to staff the Northwest Public Safety Facility.

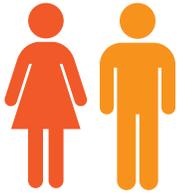
The budget continues to balance stable, recurring revenue sources with ongoing operations. Avondale has continued to remain conservative in estimating budgets while still providing citizens the level of services they expect.





AVONDALE IS A **WELCOMING COMMUNITY** THAT PROVIDES PEOPLE FROM A WIDE RANGE OF BACKGROUNDS **A PLACE TO FULFILL THEIR DREAMS**. THERE IS A COMMUNITY-WIDE EFFORT TO SUPPORT EDUCATION, LOCAL BUSINESSES, AND EACH OTHER AS AVONDALE MOVES FORWARD. THOSE WHO LIVE HERE BELIEVE THAT THEY HAVE **UNLIMITED POTENTIAL**.





56

MEMBERS ON THE CITY'S
18 BOARDS, COMMISSIONS &
COMMITTEES



325

KIDS SERVED AT ANNUAL
POLICE DEPARTMENT
CASHION CHRISTMAS EVENT



238,702

SQUARE YARDS OF
ROADWAY RESURFACED,
EQUIVALENT TO 37
FOOTBALL FIELDS



52,789

PEOPLE SERVED AT
CARE1ST AVONDALE
RESOURCE &
HOUSING CENTER



12,478

CASES FILED IN
AVONDALE CITY COURT

480



RESIDENTS
ATTENDED
LANDSCAPE
WATER
CONSERVATION
CLASSES



100

PEOPLE ATTENDED THE 1ST
AVONDALE EDUCATION SUMMIT



23

KIDS TOOK PART IN SHOP
WITH A COP HOLIDAY
PROGRAM



ASPIRING



81

FLOATS IN THE TALE OF TWO
CITIES PARADE



5,310

PASSPORT APPLICATIONS
PROCESSED, RAISING \$154,148
IN REVENUE FOR THE CITY

2,000



RESIDENTS & STAKEHOLDERS
PARTICIPATED IN REBRANDING PROCESS



AVONDALE HAS DEMONSTRATED THAT IT CAN **RAISE FAMILIES, SUPPORT BUSINESS SUCCESS** AND **PROVIDE** A WIDE RANGE OF **EDUCATIONAL OPPORTUNITIES** FOR ITS RESIDENTS. OUR COMMUNITY COMPRISES HEALTH CARE PROFESSIONALS, TECH START-UPS, INDEPENDENT BUSINESS OWNERS, EDUCATORS, PRIVATE/PUBLIC SECTOR PROFESSIONALS, ASPIRING STUDENTS, AND MORE. THERE IS A SENSE OF **ACHIEVEMENT SPREAD THROUGHOUT THE COMMUNITY**, INSPIRING EVERYONE, INCLUDING OUR YOUTH, TO GO AFTER WHAT THEY WANT AND BE WHOM THEY WANT TO BE.



#1

DIGITAL CITY COMMUNITY IN AMERICA BY THE CENTER FOR DIGITAL GOVERNMENT

10



YEAR MILESTONE REACHED BY AVONDALE RECYCLING PROGRAM

27,507

RECYCLE CANS INSPECTED



\$80,000

ALLOCATED TO 17 NONPROFIT AGENCIES SERVICING AVONDALE

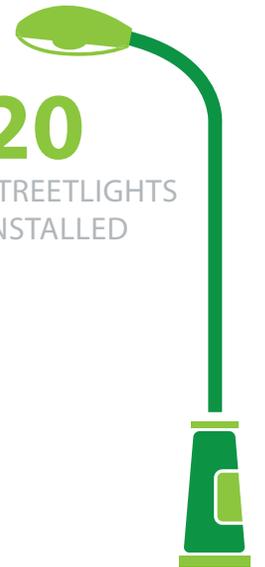


4,800

TONS OF TRASH RECYCLED

20

STREETLIGHTS INSTALLED



2%

DECREASE IN CRIME, ATTRIBUTED TO COMMUNITY ACTION TEAM POLICING

7,200



HOURS OF SERVICE BY VOLUNTEERS IN POLICE SERVICE



300

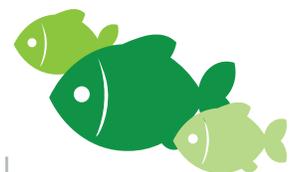
ATTENDED ANNUAL HEALTH AND RESOURCE FAIR



6 NEW FIREFIGHTERS HIRED IN PREPARATION OF NEW FIRE STATION OPENING

3,000

ATTENDEES AT TRES RIOS NATURE FESTIVAL





2.1 BILLION

GALLONS OF WATER TREATED AT WATER RECLAMATION FACILITY

51

POUNDS OF PLASTIC BAGS DIVERTED FROM THE WASTE STREAM THROUGH CITY RECYCLING STATIONS



30,398

CODE INSPECTIONS CONDUCTED



12

"CITY HALL COMES TO YOU" EVENTS HOSTED

9,548

POUNDS OF FOOD COLLECTED AT THE 5TH ANNUAL SCHOOL SPIRIT HOLIDAY FOOD DRIVE



132

VOLUNTEERS RALLIED TO PAINT 6 HOMES ON MAKE A DIFFERENCE DAY



ACHIEVING



480,000

VISITORS TO THE 200 ACRES OF PARKS

2,784

 HYDRANTS

24,657

 WATER METERS

7,135

 WATER VALVES

MAINTAINED BY PUBLIC WORKS STAFF



240

TONS OF GREEN WASTE DIVERTED FROM THE WASTE STREAM THROUGH THE GREEN WASTE PILOT PROGRAM



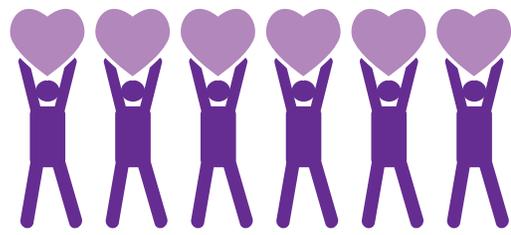


WE ARE A COMMUNITY THAT TAKES PRIDE IN OUR DIVERSE CULTURES, BACKGROUNDS AND SKILLS. AVONDALE IS **POISED TO GROW AND PROSPER**. THE NOTIONS OF ASPIRING AND ACHIEVING COME TOGETHER TO SHOW **A COMMUNITY ON THE MOVE**. A PROGRESSIVE COMMUNITY, AVONDALE IS WELL PREPARED TO TAKE ON DEVELOPMENT AND GROWTH, AND IS POSITIONED TO BREAK GROUND ON MANY NEW FRONTIERS. THE **CONTINUED SUCCESS OF AVONDALE IS ASSURED**.



57

TEENS HIRED BY AVONDALE FOR SUMMER EMPLOYMENT



6

YOUTH LEADERS FROM AVONDALE YOUTH ADVISORY COMMISSION REPRESENTED IN WASHINGTON DC AT CONGRESSIONAL CITIES CONFERENCE

160

TEENS PARTICIPATED IN VOICE OF YOUTH TEENS SUMMIT



\$15,000

IN SPONSORSHIPS RAISED TO ENHANCE CITY EVENTS



15,930

KIDS AT HOPE IN AVONDALE



144

SPECIAL OLYMPIC BASKETBALL ATHLETES COMPETED AT AMERICAN SPORTS CENTER



\$16,772

RAISED BY HOSTING THE ANNUAL MAYOR'S GOLF CHALLENGE TO BENEFIT THE TRI-CITY BOYS AND GIRLS CLUB



1,540

BUSINESS LICENSES ISSUED



5,315

ILLEGAL SIGNS REMOVED FROM THE RIGHT AWAY

4,160

MISDEMEANOR ARRESTS MADE BY AVONDALE POLICE

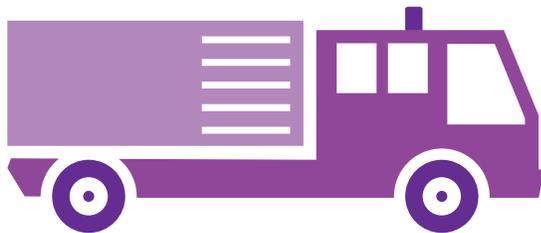
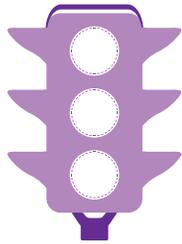


536

FELONY ARRESTS MADE BY AVONDALE POLICE

5,426

TRAFFIC CITATIONS MADE BY AVONDALE POLICE

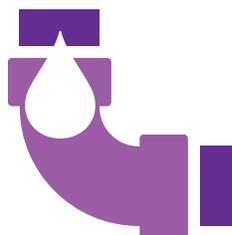


1 NEW FIRE-RESCUE BRUSH UTILITY TRUCK TO SERVICE THE CITY AND PIR



8,000

SQUARE FEET OF SIDEWALK REPLACED



4,700

LINEAR FEET OF 8 INCH WATERLINE INSTALLED

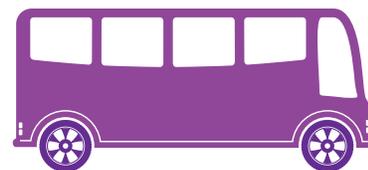


ACCELERATING



\$84,000

SAVED BY PAYING OFF BONDS EARLY FOR AVONDALE CITY HALL COMPLEX



157,834

RIDERS RODE THE ZOOM CIRCULATOR

2013 Advisory Board, Commission and Committee Members

The City of Avondale's 2013 Board, Commission and Committee Members are **AWESOME** individuals who **HAVE** made a difference.

BOARD OF ADJUSTMENT

- Arnold Knack
- Joseph Mosca
- Lorenzo Sierra
- Joseph Sindle
- David Sours

CAPITAL IMPROVEMENT PLAN CITIZENS' COMMITTEE

- Lisa Amos
- Angela Cotera
- Jason Earp
- Tamy Harmon
- Victor Saromo
- David Scanlon
- Sean Scibienski
- Lorenzo Sierra
- Roy Taniguchi

CITIZEN CORPS COUNCIL

- Jessica Bagget
- Randy Clawson
- Ron Deadman
- Yvonne Hopper
- James Lewis
- Brandon Newman
- Debbie Ray
- Jeffrey Stachmus
- Roy Taniguchi
- Robert Wooten

CORRECTION OFFICERS RETIREMENT PENSION BOARD

- Michael Long
- James Plymesser
- Alvin Ramirez
- Chad Smith

ENERGY ENVIRONMENT AND NATURAL RESOURCES COMMISSION

- Lisa Amos
- Jonathan Beretta
- Angela Cotera
- Caitlin Gilmore
- Pearletta Ramos
- Lorenzo Sierra
- Chad Smith
- Roy Taniguchi
- Russell VanLeuven
- William Williams

FIRE PUBLIC SAFETY RETIREMENT PENSION BOARD

- Nate Franco
- David Iwanski
- Debra Lageschulte
- Gary Siler

INDUSTRIAL DEVELOPMENT AUTHORITY

- Betty Lynch
- Candace Price

LIBRARY ADVISORY BOARD

- Angela Cardone
- Nancy Gaspar
- Tamy Harmon
- Maureen Lambright
- Sharron O'Bannon
- Victor Saromo
- David Scanlon

MUNICIPAL ART COMMITTEE

- Angela Cardone
- Michael Demlong
- Bryan Kilgore
- Maureen Lambright
- Candace Price
- Vinsaint Saromo
- Lesa Schuur
- Jean Stahl
- Carin Vierhout

MUNICIPAL DEVELOPMENT CORPORATION

- Raymond W. Bedoya
- William Luque
- Betty Lynch

NEIGHBORHOOD AND FAMILY SERVICES COMMISSION

- Louise Battaglia
- Rosalie Baldonado
- Grace Carrillo
- Yvonne Hopper
- Brenda Holt
- Tina LaBlanc
- Nancy Montini-Robinson
- Olivia Pineda
- Ametrice Robinson
- Sean Scibienski
- Joseph Sindle
- Jean Stahl

PARKS AND RECREATION ADVISORY BOARD

- Donald Buth
- Jason Earp
- David Iwanski
- Yvette Long
- Pearlette Ramos
- Chad Smith
- Walter Spencer IV
- Tammy Wallace

PERSONNEL BOARD OF APPEALS

- Jonathan Beretta
- Mike Demlong
- Yvette Long
- Arnold Knack
- Ametrice Robinson

PLANNING COMMISSION

- Lisa Amos
- Grace Carrillo
- Angela Cotera
- Michael Demlong
- Michael Long
- Olivia Pineda
- Kevin Kugler
- Sean Scibienski

POLICE PUBLIC SAFETY RETIREMENT PENSION FUND BOARD

- David Iwanski
- Matthew Hintz
- Debra Lageschulte
- Matthew O'Halloran

RISK MANAGEMENT TRUST FUND BOARD

- Caroline Assmann
- Betty Lynch
- Jim McDonald
- Carmen Rodriguez

VOLUNTEER FIRE DEPARTMENT PENSION BOARD

- Kevin Artz
- Bill Bedoya

YOUTH ADVISORY COMMISSION

- Kristopher Cunningham
- Jennifer Martinez
- Joe Mauricio
- Caitlin Gilmore
- Sabrina Kwak
- Jorge Madrigal
- Alondra Perez
- Ashley Small
- Roman Sierra
- Stephanie Tupas
- Delaney Vandervort
- Gabe Zamora

THANK YOU FOR YOUR SERVICE

JIM BUSTER
CITY COUNCIL MEMBER
SERVICE 2005-2014

CHARLES MCCLENDON
CITY MANAGER
SERVICE 2004-2014

THANK YOU!



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