

*Uniquely
Avondale*

2
0
1
7

Avondale
ANNUAL REPORT



THE AVONDALE STORY

Avondale, Arizona is a community where people share a deep sense of pride in what has been accomplished and how far we have 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. Here, people and businesses are welcomed with open arms and supported in a way that exemplifies a dynamic, intelligent and driven city, ready to take on the future.

2017 ANNUAL REPORT

This document serves as a statement of fulfillment of the City Council's goals in 2017, highlighting many of the achievements and successes of the previous year. This report reflects the City of Avondale's commitment to providing superior services to our constituents, residents, businesses, workers and visitors.

Avondale is **Aspiring. Achieving. Accelerating.**

Avondale City Hall, 11465 W. Civic Center Dr. Avondale, AZ 85323 | (623) 333-1000 | www.AvondaleAZ.gov

 /AZAvondaleNews

© 2018 City of Avondale, Arizona.
All rights reserved.

 @AZAvondaleNews

2017-2018 AVONDALE CITY COUNCIL

FOCUSED VISIONARIES



In Memoriam
Sandi Nielson, Vice Mayor & Council Member
Served 2015-2017



Vice Mayor **Bryan Kilgore**



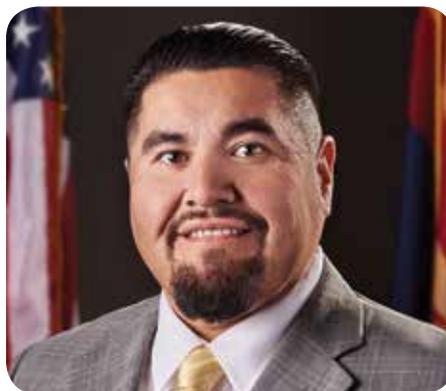
Council Member **Tina Conde**



Council Member **Pat Dennis**



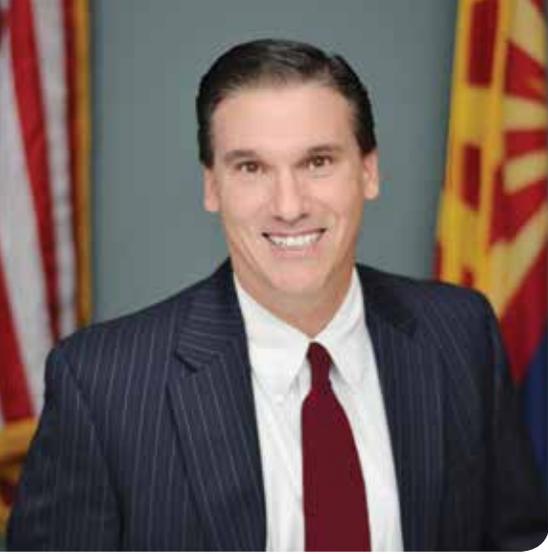
Council Member **Veronica Malone**



Council Member **Mike Pineda**



Council Member **Lorenzo Sierra**



Uniquely Avondale



I am proud to present the 2017 Annual Report to you. This past year provided Avondale with much to celebrate. We were honored to have been the only Arizona city to be recognized as a 2017 All-America City by the National Civic League for the Read On Avondale program. Through a collaboration with Valley of the Sun United Way and the Avondale Elementary School District, Avondale has made great strides in grade-level reading. This recognition is a result of the community coming together to rally around our youngest residents, ensuring that they experience success both in school and in life.

In Avondale, not only do we celebrate our accomplishments, we also take pride in those qualities that help define our identity, making us Uniquely Avondale. From cupcakes to caramel corn, lattes to craft beer, our small business entrepreneurs are successfully growing their businesses. Merchants such as Colados Café and Crepes and 8-Bit Aleworks are experiencing great success. Other small businesses unique to Avondale, such as Universal Cup Coffee and Mae Fine Foods, opened their doors in 2017, and we look forward to witnessing their success.

While we embrace those businesses which make us unique, the city strives to maintain a balance with large businesses that provide employment opportunities for our workforce. With 37% of Maricopa County's healthcare workers living in the West Valley, we continue to build our robust health-tech sector. Legacy Assisted Living, a 150,000 square foot premier assisted living and memory care facility, opens in 2018, bringing approximately 150 jobs to the West Valley. In the Historic Avondale area, Solterra, a two-story assisted senior living facility under construction, is projected to bring an estimated 130 additional jobs to the West Valley.

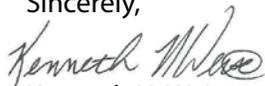
Avondale is proud to have some of the highest occupancy rates across the office, industrial and manufacturing sectors in the last decade. In 2017 Avondale welcomed the opening of the Vitamin Shoppe, a 187,000 square foot west coast distribution facility. With more than 100 employees to celebrate its grand opening, Vitamin Shoppe has continued to out-pace projections and has more than doubled to approximately 240 employees. SanMar, owner of Coldwater Depot Logistics Center, continued to invest in Avondale with a 400,000 square foot building expansion. Filling part of that space will be King Koil, a global leader and manufacturer of high-quality mattresses. This 87,000 square foot location will manufacture mattresses and mattress products and bring nearly 100 new jobs to our community.

Packaging a unique blend of big-city amenities with small-town warmth, Avondale offers an abundance of retail and entertainment options. The trendy, fast-casual retail concept has made for one of the city's strongest segments of growth as Rubio's, El Pollo Loco, Starbucks, and Ahipoke opened for business, adding to the portfolio of appetizing dining-out options along McDowell Road. From a retail perspective, Mor Furniture and Tuesday Morning will open in 2018. Additionally, several hotels plan to call Avondale home, adding hundreds of hotel rooms from brands like Hilton, Marriott and IHG, ready to welcome both business and leisure travelers alike, including the many NASCAR and Indy car fans that flock to the city a few times a year.

Known as the fastest one-mile paved oval, the former Phoenix International Raceway, now known as ISM Raceway, has been undergoing a \$178 million renovation that is sure to enhance the fan experience. Scheduled for completion in Fall 2018, improvements will include enhanced seating, an expanded infield and fan zone, a new pedestrian tunnel and state-of-the-art timing and communication technology throughout the facility.

Avondale continues its commitment to maintaining financial stability as evidenced by the city's AAA bond rating. As a well-run city, we continue to prove ourselves to be a solid investment. Looking toward the future, we remain focused on strategic growth and continue to embrace the qualities that make Avondale a strong and vibrant city – qualities that make us *Uniquely Avondale*.

Sincerely,


Kenneth N. Weise
Mayor

2016-2020 STRATEGIC PLAN

A CITY UNIFIED AROUND A SINGLE VISION TO CREATE A COMMUNITY THAT IS AT ONCE FAMILY FRIENDLY AND ECONOMICALLY PROSPEROUS.

In 2016, the City of Avondale adopted a Strategic Plan, designed with the vision and guidance of the Avondale City Council, and crafted with input from engaged residents, local businesses and key personnel across the city's organization. This plan represents a cohesive and intelligent approach to continuing on the path to building a community that is both family friendly and economically robust.

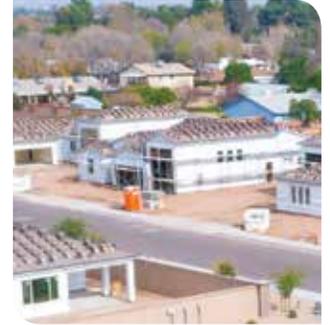
This strategic plan is built on five major initiatives identified as priorities now, and into the immediate future. These initiatives, and the strategic goals and actions they recommend, serve to guide our city's work for the next several years.





FOSTER SUSTAINABLE COMMUNITY DEVELOPMENT

AVONDALE IS COMMITTED TO CREATING A SENSE OF PLACE, A COMMUNITY OF RESIDENTS AND LOCAL BUSINESSES UNIFIED BY PRIDE AND COMMON VALUES.



STRATEGIC GOALS:

- ▶ ENCOURAGE DEVELOPMENT OF BUSINESSES IN HEALTHCARE, TECHNOLOGY, AND ADVANCED MANUFACTURING
- ▶ MAINTAIN AND EXPAND QUALITY INFRASTRUCTURE
- ▶ IMPROVE CONNECTIVITY TO CITY AMENITIES
- ▶ ENSURE CITY HAS FINANCIAL CAPACITIES TO SUPPORT DEVELOPMENT
- ▶ ENCOURAGE BUILD-OUT IN RESIDENTIAL HOUSING OPPORTUNITIES THAT SUPPORT DIVERSE HOUSING OPTIONS
- ▶ MAINTAIN COMMUNITY SAFETY FOR BUSINESSES AND RESIDENTS



CREATE & SUPPORT DIVERSE RECREATION & EDUCATION OPPORTUNITIES

AVONDALE PROVIDES RESIDENTS WITH THE ABILITY TO CONNECT WITH AMENITIES, BUSINESSES AND THEIR COMMUNITY, ENHANCING THE OPPORTUNITY TO LIVE, WORK AND ENJOY A HEALTHY LIFESTYLE.



STRATEGIC GOALS:

- ▶ BE KNOWN | PROMOTE AVONDALE
- ▶ DEVELOP AND EXPAND SPORTS, ENTERTAINMENT AND HOSPITALITY THROUGH COMMUNITY PARTNERSHIPS, PRIVATE, AND CITY FACILITIES
- ▶ PROVIDE MULTI-GENERATIONAL RECREATION EVENTS AND PROGRAMS
- ▶ ESTABLISH CREATIVE COMMUNITY SPACES THROUGHOUT THE CITY



ADVOCATE FOR AND SUPPORT COMMUNITY-ORIENTED LIFELONG LEARNING OPPORTUNITIES

AVONDALE WILL CONTINUE TO FOSTER AN ENVIRONMENT WHERE EDUCATION IS A DEFINING VALUE AND LEARNING OPPORTUNITIES ABOUND FOR RESIDENTS OF ALL AGES.



STRATEGIC GOALS:

- ▶ STRENGTHEN EDUCATION AND FAITH-BASED PARTNERSHIPS
- ▶ EXPAND EMPLOYMENT OPPORTUNITIES TO RESIDENTS THROUGH JOB TRAINING AND PLACEMENT PROGRAM
- ▶ PROMOTE AND SUPPORT SCHOOL READINESS FOR AVONDALE CHILDREN



ENCOURAGE & SUPPORT CREATIVE INNOVATION IN DEVELOPMENT & SERVICE DELIVERY

THE CITY WILL CONTINUE TO SERVE AS A MODEL OF INNOVATIVE, EFFICIENT, AND RESPONSIVE GOVERNMENT.

STRATEGIC GOALS:

- ▶ IMPROVE INTERNAL AND EXTERNAL CUSTOMER SERVICE DELIVERY
- ▶ EXPAND FINANCIAL TOOLBOX BY LEVERAGING FUNDING SOURCES AND INCENTIVES
- ▶ ENCOURAGE A FLEXIBLE ENVIRONMENT RESPONSIVE TO MARKET TRENDS



CREATE A CONNECTED COMMUNITY

THE CITY WILL WORK DIRECTLY AND CLOSELY WITH OUR CITIZENS TO DEVISE AND IMPLEMENT PROGRAMS THAT WORK.

STRATEGIC GOALS:

- ▶ PROMOTE COMMUNITY ENGAGEMENT THROUGH CIVIC EDUCATION
- ▶ PROVIDE OUTLETS FOR RESIDENTS AND BUSINESSES TO ENGAGE IN VOLUNTEER SERVICE OPPORTUNITIES
- ▶ USE TECHNOLOGY TO CONNECT RESIDENTS TO BUSINESS, GOVERNMENT, AND COMMUNITY OPPORTUNITIES



2017 All-America City



National Civic League honored Avondale with this designation for demonstrating civic engagement by helping young children achieve grade-level reading proficiency and early school success.

www.AvondaleAZ.gov

Aspiring. Achieving. Accelerating.

AVONDALE POINTS OF INTEREST



1 | ISM Raceway



2 | Randall Mc Daniel Sports Complex



3 | Festival Fields



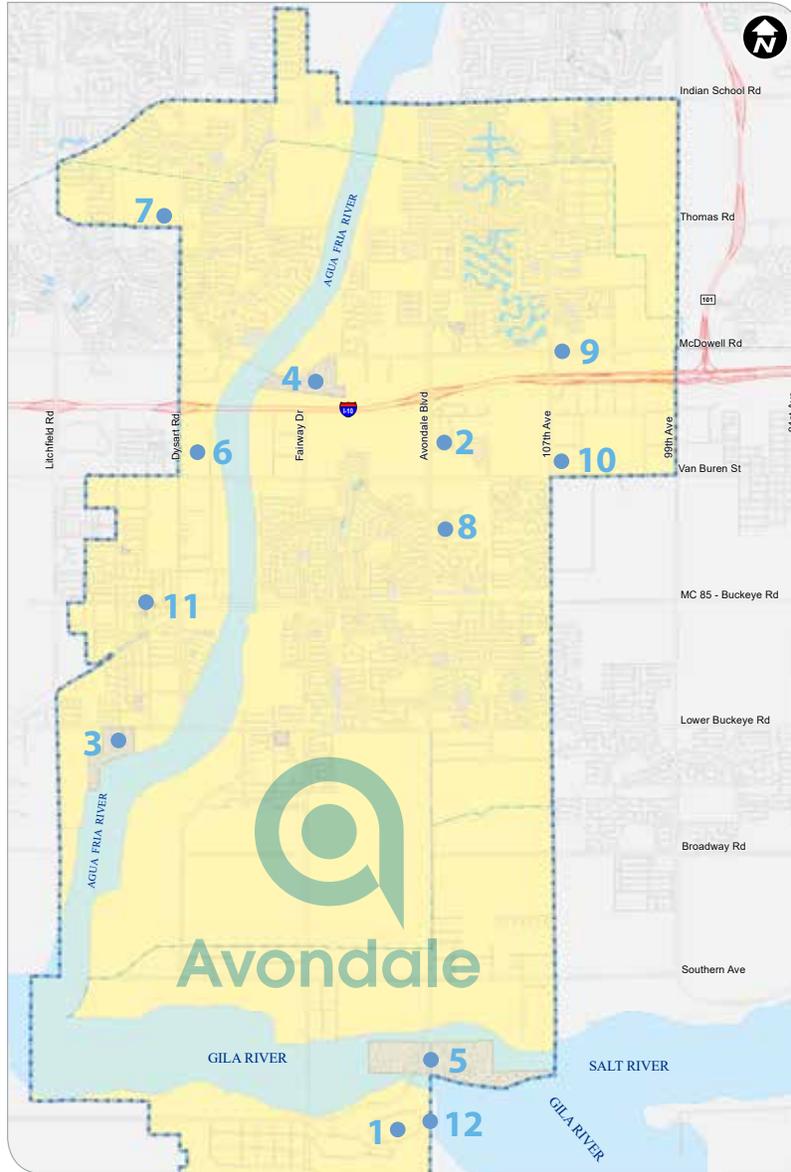
4 | Friendship Park



5 | Tres Rios Corridor / Base & Meridian Wildlife Area



6 | Coldwater Depot Logistics Center



7 | Estrella Mountain Community College



8 | Civic Center Campus



9 | Health-Tech Corridor



10 | Universal Technical Institute



11 | Historic Avondale



12 | Monument Hill



83,644

POPULATION
(2017 ESRI)



54

SQUARE MILES



1946

YEAR OF
INCORPORATION



30

MEDIAN AGE



10

CITY PARKS



54.1%

COLLEGE
EDUCATED
WORKFORCE



252

NEW HOME STARTS
IN 2016



193,102

TRAFFIC COUNTS
ON I-10 PER DAY

AVONDALE BY THE NUMBERS



AVONDALE *Invests* ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



3,114

ACTIVE BUSINESS LICENSES



252

NEW HOUSING PERMITS ISSUED



13

GRADUATES FROM THE 2017 AVONDALE CITIZENS' LEADERSHIP ACADEMY



22

GRADUATES OF CITIZENS' POLICE ACADEMY



AVONDALE *Gives Back* ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

1,721

INDIVIDUALS WERE SERVED THROUGH THE COMMUNITY ACTION PROGRAM



\$104,436

PLEGGED BY EMPLOYEES FOR VALLEY OF THE SUN UNITED WAY

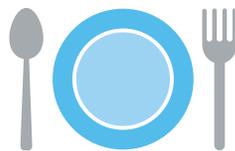
\$100,000

ALLOCATED TO NON-PROFITS THROUGH THE COMMUNITY ASSISTANCE PROGRAM



63,541

PEOPLE SERVED AT CARE1ST AVONDALE RESOURCE CENTER THAT PROVIDES SERVICES THROUGH 54 NONPROFIT ORGANIZATIONS



33,797

MEALS SERVED AT THE SENIOR CENTER

\$60,000

IN SPONSORSHIPS RAISED TO ENHANCE CITY EVENTS



AVONDALE *Celebrates* ★ ★ ★ ★ ★ ★ ★ ★ ★ ★



350,000+

RACE FANS WELCOMED TO AVONDALE DURING 2 NASCAR WEEKENDS AND 1 INDY WEEKEND AT ISM



14

LARGE-SCALE FAMILY FRIENDLY COMMUNITY EVENTS, INCLUDING A PARADE AND MULTI-DAY NATURE FESTIVAL

AVONDALE BY THE NUMBERS



PROUDLY *Serving* THE Community ★ ★ ★ ★ ★ ★

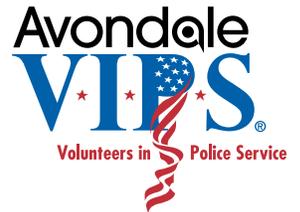


576

CITY EMPLOYEES WHO TAKE PRIDE IN SERVING THE PEOPLE OF AVONDALE

30

VOLUNTEERS IN POLICE SERVICES (VIPS)



56

MEMBERS SERVED ON THE CITY'S 16 BOARDS, COMMISSIONS AND COMMITTEES



10,560

HOURS OF SERVICE BY VOLUNTEERS IN POLICE SERVICES (VIPS)



Behind THE Scenes ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

718

LIBRARY PROGRAMS OFFERED



12,634

IN ATTENDANCE AT AVONDALE PUBLIC LIBRARY EVENTS



1,067.15

TONS OF GREEN WASTE COMPOSTED/RECYCLED



236,692

VISITS TO CITY WEBSITE



194,904

RIDERS RODE THE ZOOM

6,267

AVONDALE STUDENTS WERE TAUGHT ABOUT WATER CONSERVATION



214

HOMEOWNERS EDUCATED AT WATER-SAVING LANDSCAPE CLASSES



600,000

VISITORS TO THE 200 ACRES OF PARKS



8,824

CASES FILED IN AVONDALE CITY COURT

717,640

SQ. YARDS OF ROADWAY RESURFACED OR TREATED



23,722

WATER METERS



7,470

WATER VALVES



2,797

HYDRANTS

MAINTAINED BY PUBLIC WORKS STAFF

\$273,684

TOTAL GENERATED FROM PASSPORTS



9,378

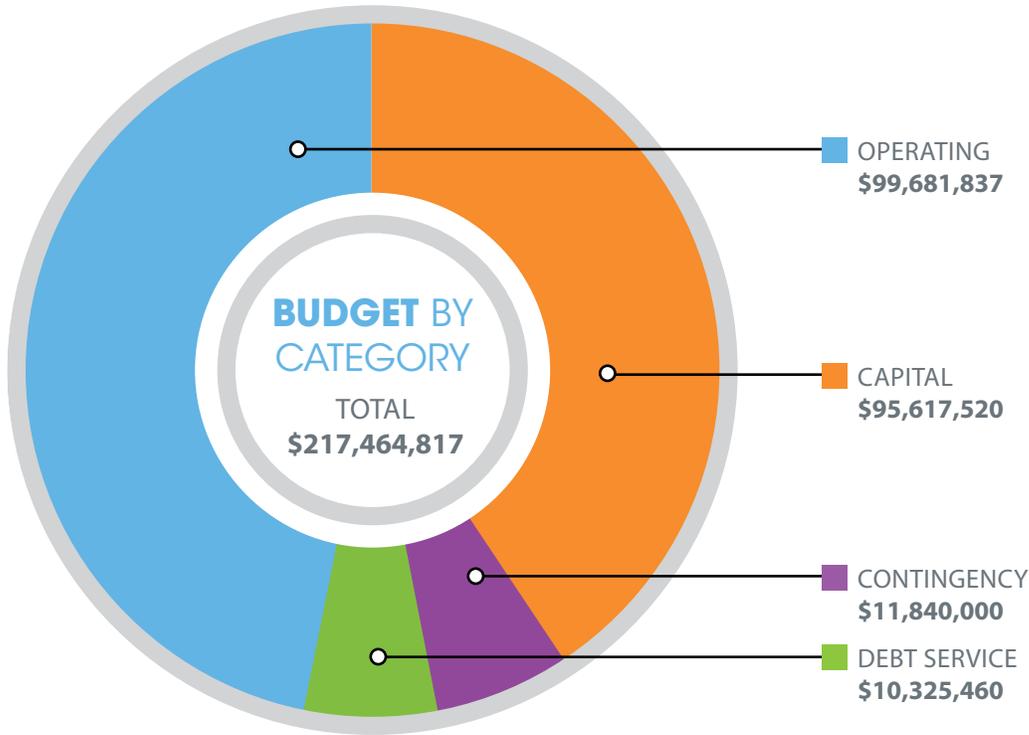
PASSPORT APPLICATIONS PROCESSED



11,008

FIRE-MEDICAL RESPONSES FOR SERVICE

FINANCIAL INFORMATION

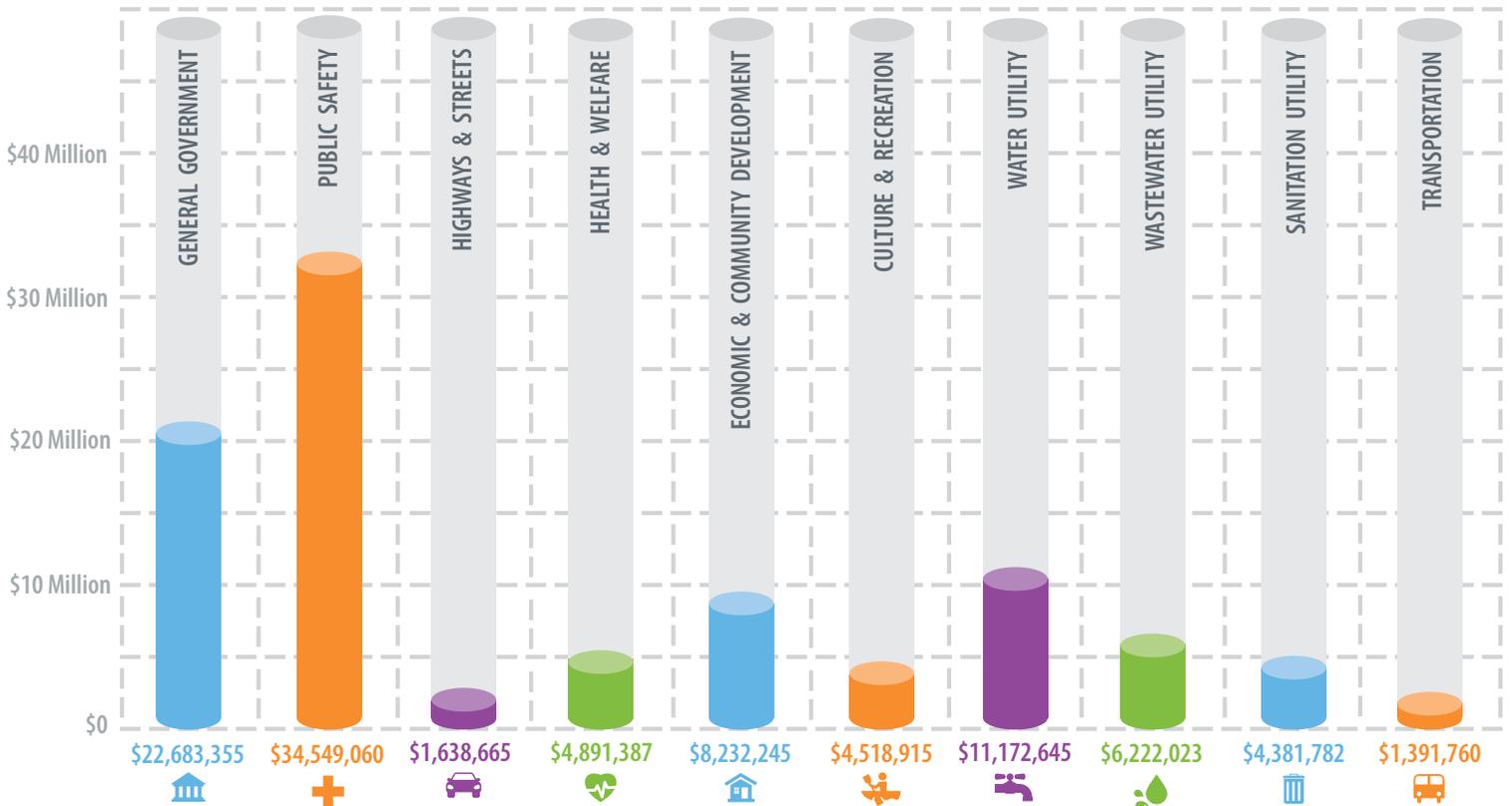


The City of Avondale's annual budget for fiscal year 2017 - 2018 totals \$217,464,817.

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

2017 - 2018 OPERATING BUDGET BY FUNCTION

TOTAL \$99,681,837



Thank You

2017 Advisory Board, Commission and Committee Members

As a resident of Avondale, you make a real difference in helping to share the future of our community.

BOARD OF ADJUSTMENT

- ★ Thomas Forwith
- ★ Mandy Neat
- ★ Sean Scibienski
- ★ Melissa Valdez

CAPITAL IMPROVEMENT PLAN CITIZENS' COMMITTEE

- ★ Jim McDonald
- ★ Linda Merritt
- ★ Mandy Neat
- ★ Curtis Nielson
- ★ Dan Rauscher
- ★ Bradley Ruggles
- ★ Martina Torres
- ★ Ana Bell Villa

CORRECTION OFFICERS RETIREMENT PENSION BOARD

- ★ Lisa Amos
- ★ Jason Armstrong
- ★ Bradley Knight
- ★ Gloria Solorio

ENERGY ENVIRONMENT AND NATURAL RESOURCES

- ★ Lisa Amos
- ★ Arnaud Irakoze
- ★ Linsay Kothe
- ★ Linda Merritt
- ★ Curtis Nielson
- ★ Frank Palacio
- ★ Dan Rauscher
- ★ Josephina Schrepfer
- ★ Troy Timmons
- ★ Russell VanLeuven

FIRE PUBLIC SAFETY RETIREMENT PENSION BOARD

- ★ Lisa Amos
- ★ Wendall Davidson
- ★ David Iwanski
- ★ Evan Titterington
- ★ Josh Wilson

INDUSTRIAL DEVELOPMENT AUTHORITY

- ★ Michael Long
- ★ Curtis Nielson

JUDICIAL ADVISORY BOARD

- ★ Hon. Joseph Kreamer
- ★ Hon. Maria Brewer
- ★ David R. Fuller
- ★ Michael Long
- ★ Edward Maldonado
- ★ Michelle Molina
- ★ Allan Switalski

MUNICIPAL ART COMMITTEE

- ★ John Chavez
- ★ Josephine Crump
- ★ John Kubasco
- ★ Irene Marquez
- ★ Bernadette Mills
- ★ Josephina Schrepfer
- ★ Lesa Schuur

MUNICIPAL DEVELOPMENT CORPORATION

- ★ Raymond W. Bedoya
- ★ Michael Long

NEIGHBORHOOD AND FAMILY SERVICES COMMISSION

- ★ Glenn Coleman
- ★ Yvonne Hopper
- ★ David Iwanski
- ★ Irene Marquez
- ★ Oliver Morrison
- ★ Kristopher Ortega
- ★ Fabian Prado
- ★ Delores Robinson
- ★ Bradley Ruggles
- ★ Melissa Valdez

PLANNING COMMISSION

- ★ Tina Marie Conde
- ★ Kevin Kugler
- ★ Michelle Molina
- ★ Kristopher Ortega
- ★ Olivia Pineda
- ★ Pearlette Ramos
- ★ Gloria Solorio
- ★ Troy Timmons
- ★ Russell Van Leuven

POLICE PUBLIC SAFETY RETIREMENT PENSION BOARD

- ★ Stephen Alt
- ★ Lisa Amos
- ★ Wendall Davidson
- ★ David Iwanski
- ★ David Jones

PARKS, RECREATION AND LIBRARIES ADVISORY BOARD

- ★ Lynn Cheatham
- ★ Glenn Coleman
- ★ Katherine Hall
- ★ Chris Hazelton
- ★ Glen Hein
- ★ Michelle Molina
- ★ Dan Rauscher
- ★ Ana Bell Villa

RISK MANAGEMENT TRUST FUND BOARD

- ★ Bryan Kilgore
- ★ Linda Merritt
- ★ Pearlette Ramos
- ★ Sean Scibienski

AVONDALE YOUTH ADVISORY COMMISSION

- ★ Ulysses Altamirano
- ★ Santiago Chavez
- ★ Elizabeth De La Cruz
- ★ Michelle Dirzo
- ★ Simone Foster
- ★ Narmeen Ghazawneh
- ★ Adriana Gillespie
- ★ Christopher Gomez
- ★ Ricardo(Ricky)Gomez
- ★ Andrea Hernandez
- ★ Litzy Hernandez
- ★ Daisy Medrano
- ★ Edrick Vazquez
- ★ Elaine Villano

VOLUNTEER FIRE DEPARTMENT RETIREMENT PENSION BOARD

- ★ Bill Bedoya

This list includes all citizens who were members of Avondale's Boards, Commissions and Committees at any time during 2017 and does not necessarily reflect current rosters.



2017 Accomplishments

Our Employees are...

Aspiring. Achieving. Accelerating.

- ★ **Cheryl Covert, Economic Development Chairman's Recognition** – WestMARC
- ★ **Chris Lopez, Gabe Zimmerman Leadership Award for Outstanding Public Service** – Arizona City /County Management Association & Center for the Future of Arizona
- ★ **Leonard Moreno, Operations Supervisor of the Year** – Arizona Water Association
- ★ **Manuel Rios, Officer of the Year** – Raceway Elks Lodge

Avondale is...

Aspiring. Achieving. Accelerating.

- ★ **Annual Report, National Silver Circle Award** – 3CMA
- ★ **Billy Moore Days, Event of the Year** – AzTEC
- ★ **Billy Moore Days, Silver Honor Print Advertisement** - AzTEC
- ★ **Distinguished Budget** – Gov't Finance Officer Association
- ★ **Playful City USA** – Kaboom
- ★ **Read On Avondale, Distinguished All-America City** – National Civic League
- ★ **Street Tree Master Plan, Best Ordinance** – American Planning Association/AZ Chapter
- ★ **Designated Tree City USA** – The Arbor Day Foundation
- ★ **Tres Rios Festival, Best Radio Advertisement** – AzTEC

Thank You

TO OUR 2017 SPECIAL EVENT SPONSORS

Abrazo West Campus	Avenidas Funeral Chapel	Desert Diamond West Valley Casino	Thunderbolt Recycling	Sam's Club Avondale	Standard Construction Company, Inc.
American Sports Center	Boot Barn Avondale	Estrella Mountain Community College	Montoya, Lucero & Pastor	Shamrock Foods Warehouse	T-Mobile
Anderson Institute of Music & Performing Arts	Cleveland Indians	EPS Group	Next Care/Urgent Care	Sonoran Audubon	United Way
APS	Copper Springs Hospital	First Things First	Palm Valley Dentistry	Southwest Valley Chamber	West Valley Pediatric Dentistry & Orthodontics
Arizona Game & Fish	Cox Communications	Haydon Construction/J2 Engineering	PetSmart Charities	Sportsmans Warehouse Avondale	Whataburger
Atoz Rentals	Crescent Crown	ISM Raceway	Pot of Gold	SRP	
	Cross Fit Fury	Luke AFB,	REI		