



City Council Work Session
Municipal Court and Council Chambers
14455 W. Van Buren St., Suite B101
Goodyear, AZ 85338
Monday, November 8, 2021
5:00 PM

Mayor
Georgia Lord

Vice Mayor
Brannon Hampton

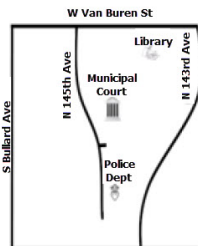
Councilmember
Joe Pizzillo

Councilmember
Sheri Lauritano

Councilmember
Wally Campbell

Councilmember
Bill Stipp

Councilmember
Laura Kaino



PROCEDURES

Pursuant to A.R.S. § 38-431.02, notice is hereby given to the members of the Goodyear City Council and to the general public that the Council of the city of Goodyear will hold a meeting open to the public. Public body members of the city of Goodyear will attend either in person or by telephone conference call and/or video communication. The Goodyear City Council may vote to go into Executive Session, pursuant to A.R.S. § 38-431.03(A)(3), which will not be open to the public, to discuss certain matters. Meetings are conducted in accordance with the City Council Meetings Council Rules of Procedure adopted by Resolution No.2018-1879

THE CITY OF GOODYEAR ENDEAVORS TO MAKE ALL PUBLIC MEETINGS ACCESSIBLE TO PERSONS WITH DISABILITIES. With 48-hour advance notice, special assistance can be provided for sight and/or hearing-impaired persons at this meeting. Reasonable accommodations will be made upon request for persons with disabilities or non-English speaking residents. Please call the City Clerk (623) 882-7830 or Arizona Relay (TDD) 7-1-1 to request an accommodation to participate in this public meeting.

LA CIUDAD DE GOODYEAR PROCURA HACER TODA JUNTA PUBLICA ACCESIBLE A PERSONAS CON DISCAPACIDADES. Con un aviso de 48 horas por adelantado se puede proveer asistencia especial a personas con discapacidades visuales o auditivas durante la junta. Se harán adaptaciones razonables con previa solicitud para personas con discapacidades o para residentes que no hablan inglés. Favor de llamar a la Secretaria Municipal al (623) 882-7830 o Retransmisión de Arizona (TDD) 7-1-1 para solicitar adaptaciones para participar en la junta pública.



City Clerk's Office: 190 N. Litchfield Rd, Goodyear, AZ 85338 (623) 882-7830
www.goodyearaz.gov/cityclerk
City Council Meeting Live Broadcast: <https://www.facebook.com/goodyearazgov/videos>

CALL TO ORDER

ROLL CALL

AGENDA ITEMS FOR DISCUSSION

ALL ITEMS LISTED ARE FOR DISCUSSION ONLY. NO ACTION CAN NOR WILL BE TAKEN.

1. **WESTMARC UPDATE**

Summary

Regional initiatives update from WESTMARC. (Lori Gary, Economic Development Director)

ADJOURNMENT

POSTING VERIFICATION

This agenda was posted on November 3, 2021 at 4:15 p.m. by VM.

ITEM #: 1.
DATE: 11/08/2021
AI #:558



CITY COUNCIL ACTION REPORT

SUBJECT: WESTMARC UPDATE

STAFF PRESENTER(S): Lori Gary Economic Development Director

OTHER PRESENTER(S):

Sintra Hoffman, President & CEO of WESTMARC

Summary

Regional initiatives update from WESTMARC. (Lori Gary, Economic Development Director)

STIPULATIONS

City Council will receive an update from Economic Development and WESTMARC.

FISCAL IMPACT

There is currently no fiscal impact as this work session is for informational purposes. The annual membership agreement and related expenses are programmed into the Economic Development budget.

BACKGROUND AND PREVIOUS ACTIONS

WESTMARC, the Western Maricopa Coalition, is a public-private partnership of the 15 communities, the business community and the educational sector in the West Valley. WESTMARC was formed in 1990 to address important issues facing the West Valley's economic prosperity. Maricopa County is the 4th largest county in the nation and economic forecasts and projections show that 49.5% of the county's growth over the next 25 years will occur in the West Valley. WESTMARC continues to work with regional stakeholders to ensure the West Valley is ready to meet the demands associated with this growth. WESTMARC's three priorities are to: promote the West Valley; Enhance Economic Development; and Increase Member Value.

WESTMARC last provided an update to Council in a Communication Item on March 4, 2019.

STAFF ANALYSIS

WESTMARC membership provides opportunities to interact, learn and communicate through asset tours, networking, key issue committees, information sessions and signature events. WESTMARC communicates the region's successes through special events, social media, weekly newsletters, and website exposure. WESTMARC is also a partner of the Greater Maricopa Foreign Trade Zone, serving as the administrator and marketing arm for FTZ Zone #277, which has served as a catalyst for significant development in Goodyear's employment corridors over the past 10 years.

Attachments

WESTMARC Presentation



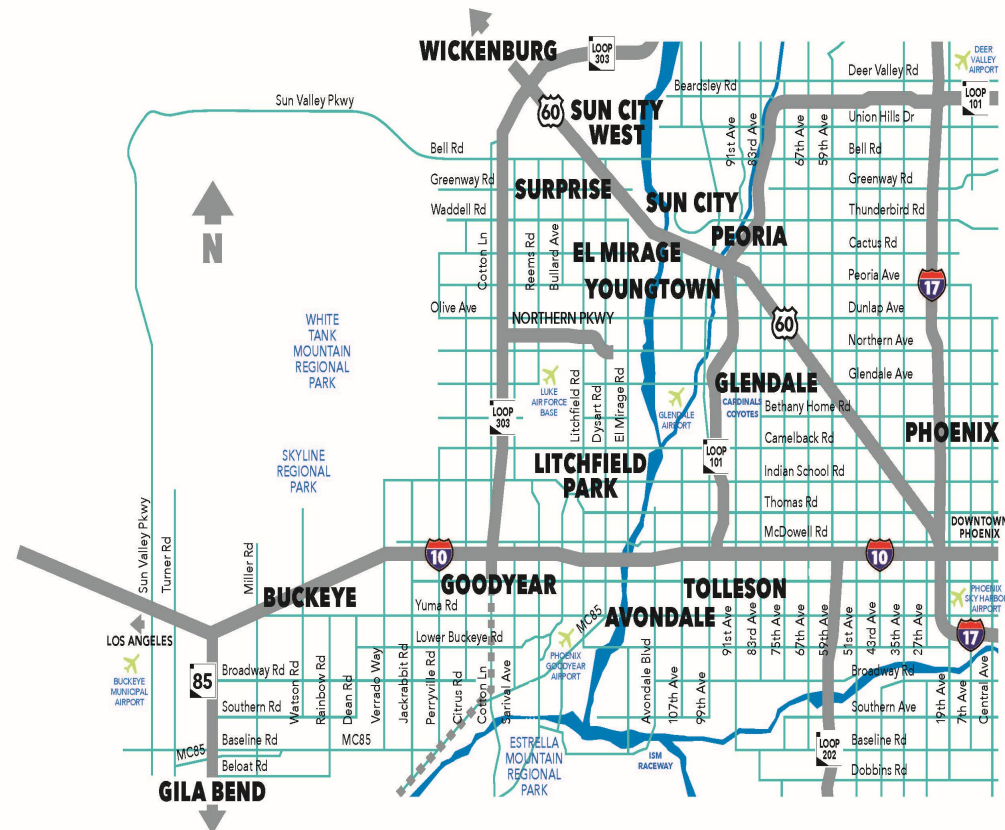
WESTMARC

15 Communities... One Voice

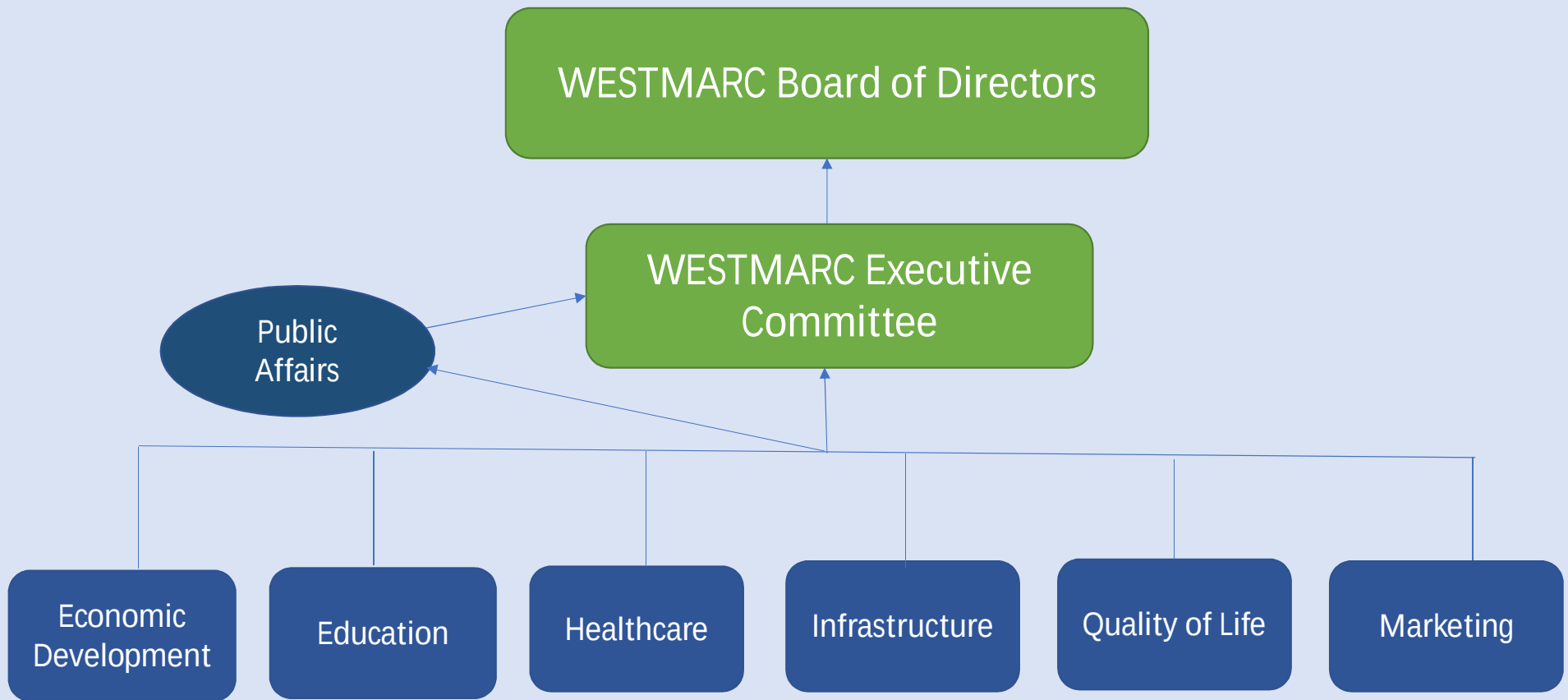
Sintra Hoffman
President and CEO

West Valley Communities

- Avondale
- Buckeye
- El Mirage
- Gila Bend
- Glendale
- Goodyear
- Litchfield Park
- Maricopa County (Unincorporated)
- Peoria
- Phoenix
- Surprise
- Tolleson
- Wickenburg
- Youngtown



WESTMARC ORGANIZATIONAL STRUCTURE



WESTMARC STRATEGIC PLAN

Mission:

Position the West Valley for economic development opportunities and job growth

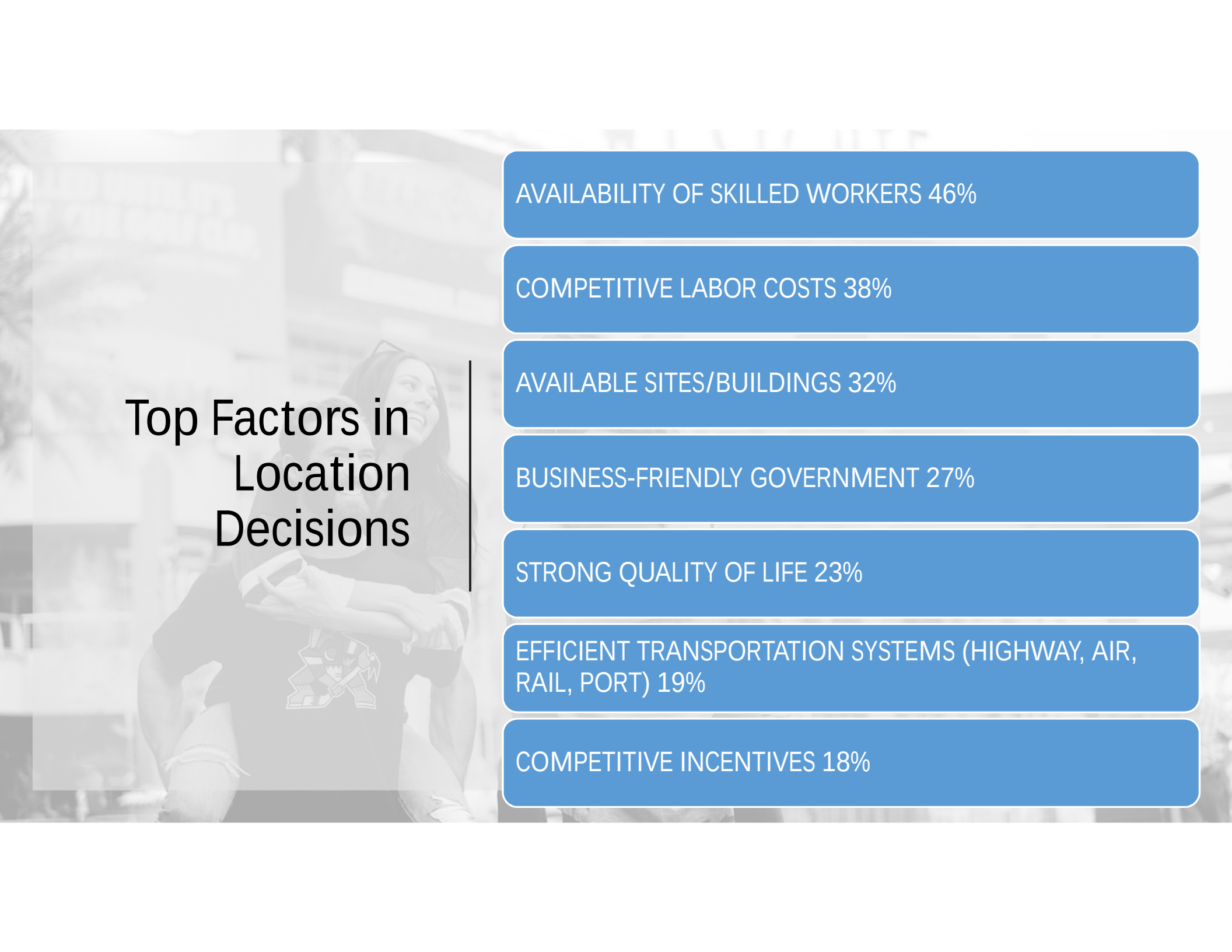


GOALS:

- Promote Talented Workforce
- Promote the Greater Maricopa Foreign Trade Zone
- Increase Member Value
- Communicate the West Valley Message with one voice



GOAL:
Promote
Talented
Workforce



Top Factors in Location Decisions

AVAILABILITY OF SKILLED WORKERS 46%

COMPETITIVE LABOR COSTS 38%

AVAILABLE SITES/BUILDINGS 32%

BUSINESS-FRIENDLY GOVERNMENT 27%

STRONG QUALITY OF LIFE 23%

EFFICIENT TRANSPORTATION SYSTEMS (HIGHWAY, AIR,
RAIL, PORT) 19%

COMPETITIVE INCENTIVES 18%

West Valley Pipeline Regional Workforce Development Strategy



Data



Consultant



Stakeholder Outreach



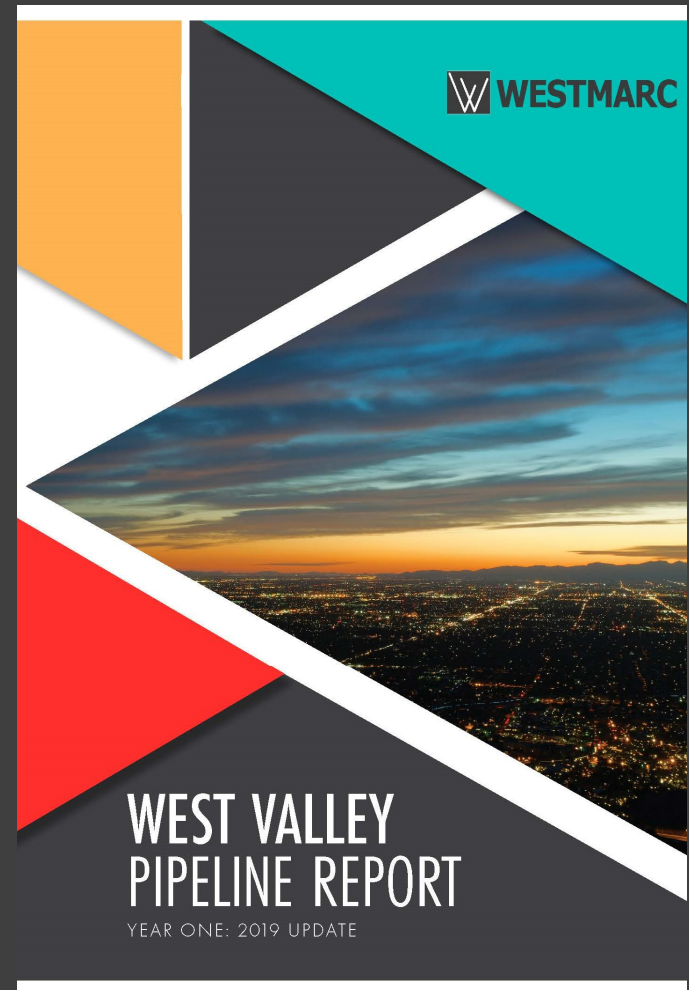
West Valley Pipeline



Action

Three Pillars

1. Marketing
2. Industry Partnerships
3. Outreach



West Valley Target Industry Sectors



Advanced Business Services



Advanced Manufacturing



Aerospace and Aviation



Health Services



Information Technology



Transportation and Logistics

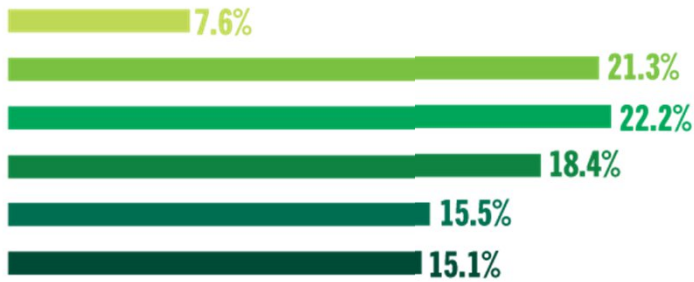
GOAL 2:
Market the
West Valley
with
One Voice

1,735,306
WEST VALLEY



4,885,176
METRO PHOENIX

More than a third of Phoenix metro residents live in the West Valley

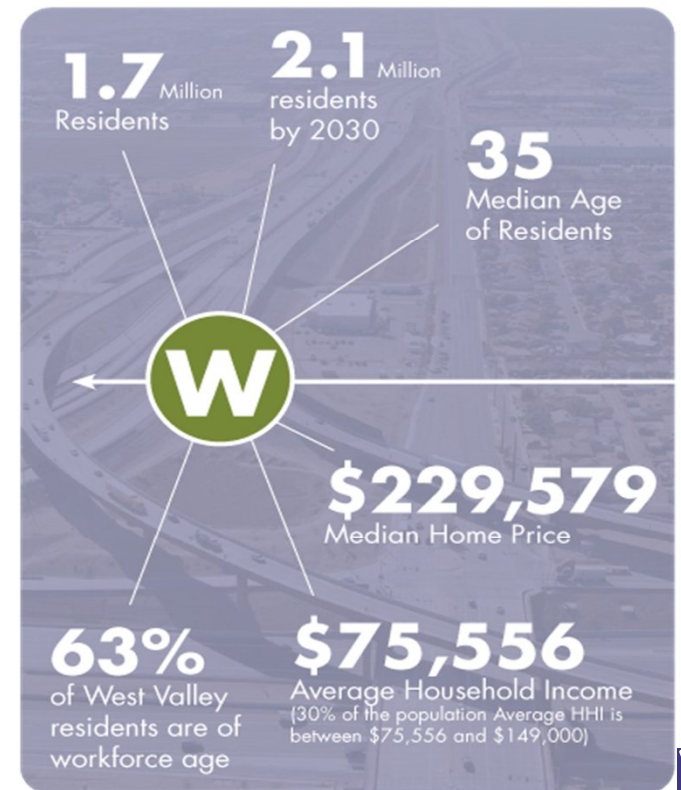


WEST VALLEY POPULATION BY AGE



West Valley Highest Level of Educational Attainment	
22.8% BACHELOR'S+	33.6% SOME COLLEGE
27.4% HIGH SCHOOL	
Student Enrollment	
Grand Canyon University	22,000*
Glendale Community College	18,054*
Estrella Mountain Community College	10,120*
Arizona State University, West	4,445
West Valley Rio Salado College	2,752
Ottawa University	1,434

*Fall 2019 Estimates. All others are Fall 2018 Estimates.

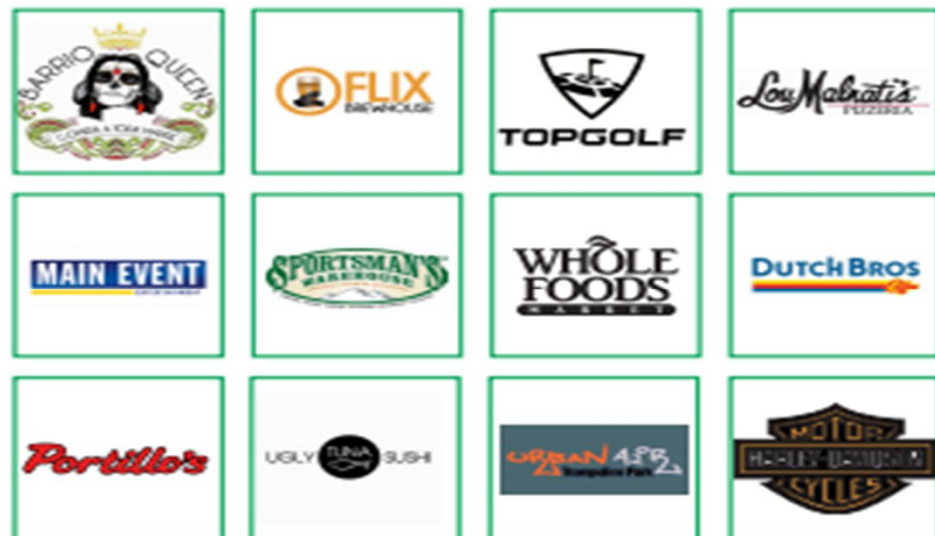


KEY INDUSTRIES



Source: Maricopa Association of Governments, 2019.

RETAILERS EXPANDING IN THE WEST VALLEY



KEY EMPLOYERS

Employer	Employees	Employer	Employees
US Department of the Air Force	7,150	Empereon Marketing	800
Walmart	3,520	Rousseau Farming Company	740
Banner Health	3,000	Albertsons Companies	720
State of Arizona	2,090	Chewy.com	700
JBS	1,150	Atlas Retail Services	670
AAA Arizona	1,070	Western Regional Medical Center	670
City of Peoria	1,030	Costco Wholesale	650
Large E-Commerce User	980	Subzero Freezer Co	570
Papa John's Salad Produce	960	Ace Building Maintenance Co	530
Humana	940	Home Depot	530
Macy's	940	Fry's Food Stores	510
Midwestern University	880	Friendship Retirement Community	500
Maricopa County Community College District	860	Progressive Leasing	500
Honeywell	830	Pepsico	480

Source: Maricopa Association of Governments, 2019.

WEST VALLEY ASSETS



PRIME LOCATION



MAJOR ATTRACTIONS

- Westgate Entertainment District
- Ak-Chin Pavilion Amphitheater
- Wildlife World Zoo, Aquarium & Safari Park
- Tanger Outlets
- Desert Diamond West Valley Casino
- Topgolf
- Vee Quiva Casino
- Wigwam Resort & Spa
- Desert Caballeros Western Museum (Smithsonian Affiliate)
- P83 Entertainment District
- Castle Hot Springs Resort



SPORTING EVENTS

- Five MLB Spring Training Stadiums:
 - Goodyear Ballpark (Indians & Reds)
 - Peoria Sports Complex (Mariners & Padres)
 - Camelback Ranch (White Sox & Dodgers)
 - Surprise Stadium (Rangers & Royals)
 - Maryvale Baseball Park (Brewers)
- State Farm Stadium (Arizona Cardinals)
- Gila River Arena (Phoenix Coyotes)
- Phoenix Raceway (host to NASCAR)



PARKS & RECREATION

- Skyline Regional Park
- White Tank Mountain Regional Park
- Estrella Mountain Regional Park
- Lake Pleasant Regional Park
- 50+ Golf Courses

THE WEST VALLEY SECRET SAUCE



OPEN COMMUNITY

- Open to diversity
- Open to newcomers
- Open to new trends
- Welcoming



COHESIVE COMMUNITY

- Connected
- Engaged
- Collaborative
- Supportive



WESTMARC
2019



**Redefining
a region**





AzBusiness

**Experience
The West Valley**
Greater Phoenix, Arizona



15 Communities... One Voice







**WHY
WEST
VALLEY
METRO PHOENIX**



36%
of healthcare workers
in Maricopa County
live in the West Valley.

INTERSTATE 10 – MEDICAL, ADVANCED MANUFACTURING & SUPPLY CHAIN, RETAIL/ RESTAURANTS/LIFESTYLE CENTERS

Interstate 10 (I-10) is one of only three transcontinental routes connecting both east and west coasts of the U.S. and providing access to international ports of entry, making this an ideal trade corridor for many businesses.

Diverse uses along the West Valley segment range from retail to healthcare, office, manufacturing and supply chain employment. I-10 connects to other freeways making it a strategic economic spine in the region, and specifically the West Valley of Greater Phoenix.

Traversing the region, I-10 brings opportunities to Buckeye — one of the

fastest-growing cities in the nation, with strategic connections to Mexico via SR-85. Connecting to Loop 303 has opened a ripe opportunity for household named companies in advanced manufacturing and supply chain for the cities of Goodyear and Glendale. Bullard Avenue, south of I-10, is tied up as Goodyear's Technology Corridor.

A well-planned healthcare corridor stretches nearly 10 miles from Phoenix, west through Avondale, Goodyear and Buckeye, with major healthcare facilities and Fortune 500 companies. The West Valley is home to 36% of Maricopa County's healthcare workforce.

Phoenix and Tolleson maximize freeway frontage with manufacturing and supply chain uses. Strategic connections to I-17 and Loop 202 connect the West Valley to northern and southern Arizona trade opportunities.



INTERSTATE 10 OPPORTUNITIES

- Advanced Business Services
- Advanced Manufacturing and Supply Chain
- Healthcare
- Technology
- Retail/Restaurants/Lifestyle Centers

Medical

- 1 — Buckeye Banner Health Center
- 2 — Cancer Treatment Centers of America (CTCA)
- 3 — Abrazo West Campus
Adelante Healthcare
Center for Autism and Related Disorders
Estrella Women's Health Center
Goodyear Medical Plaza
- 4 — Akos Medical Campus
Clearsky Health
Copper Springs Mental Health Facility
Integrated Medical Services (IMS)
Phoenix Children's Hospital
- 5 — Banner Estrella Medical Center



**ALL ROADS
LEAD TO THE
WEST VALLEY**

Greater Phoenix Region



Business

- 6 — GSQ Goodyear - Class A Office by Globe Corp.
- 7 — Bullard Tech Corridor -
• Amazon's Robotic Facility
• Compass Datacenters
• Vantage Data Centers
- 8 — Amazon fulfillment center
Carvana
Knight-Swift Transportation headquarters
Pepsi/Gatorade
PetSmart fulfillment center
Target fulfillment center
Tyson Foods
- 9 — South Mountain Technology Corridor

REGIONAL PARTNERS

Arizona Commerce Authority
GPEC
Lead Generators

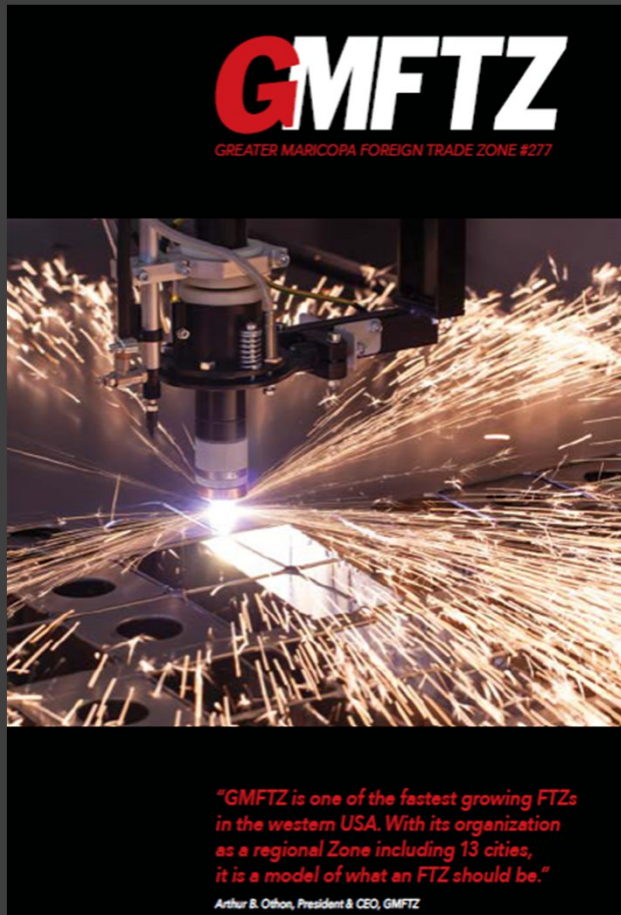
Data
Partners:

CBRE
MAG

WESTMARC
Data Analytics
West Valley Pipeline
Regional Marketing
GMFTZ #277

East Valley Partnership
Coordination on regional issues
Governor's Office
Resources

Greater Maricopa Foreign Trade Zone



- FTZ Zone #277
- 10 Years of Growth
- Companies: 16
- Jobs Creation: 14,716
- Capital Investment: \$2.4 billion
- Direct Construction Sales Tax Revenues: \$252,540,600

GOAL: 3

- Increase
Member
Value



Regional Marketing



Networking Events



Health Care Career Expos



Class A Attraction Strategy



Special Topic Forums and Webinars



Leadership Opportunities

What Have You
Done For Me
Lately?

LEADERSHIP OPPORTUNITIES



Brand Exposure: Regional Awareness January 2020 – October 2021

- Social Media Exposure 3,618 impressions
- Weekly Newsletters: 16,216 impressions
 - West Valley Highlights
 - West Valley Gems- Month of August
- Special Events
 - Governor's State of the State Address
 - Best of the West
 - WESTMARC Board of Director's Annual Retreat





Networking Events

- Governor's Lunch
- Annual Business Meeting
- Economic Development Summit
- Legislative Breakfast
- Healthcare Summit
- Annual Golf Classic
- Best of the West Awards Dinner





Career Expos

- 261 Registrants
- 172 Attendees
- 99 Nurses
 - 69 BSN
 - 27 Masters Degree
 - 1 Doctoral candidate

Brought to you by:

Avondale



WEST VALLEY TECHNOLOGY SUMMIT
THRIVING IN DISRUPTION

Educational Forums:

Tech Summit

Opportunity Zone

West Valley Hot Topic Series (Hybrid)



WEST VALLEY: OPEN FOR BUSINESS VIRTUAL TOURS



If You Can't Be There in Person, Be there Virtually!

The West Valley continues to be the place of growth in the Phoenix Metro region. The first quarter of 2020 started strong. While the immediate future remains uncertain, economists are presenting an optimistic future. Construction remains strong with many existing projects on a continued path to completion. It is increasingly important to keep these projects in the forefront of the business and brokerage community. For these reasons, WESTMARC has created a virtual tour platform to highlight West Valley projects currently under construction.

Virtual Tour Dates: The Third Tuesday of Every Month

Time: 1:00 pm - 2:00 pm

If you would like to suggest a tour site, please contact Kimberly Jordan at kjordan@westmarc.org.

To register for current Virtual Tours, please visit www.westmarc.org

Alamar – Brookfield Properties

Buckeye Healthcare

City of Glendale – Industrial Corridor

Fields At Verrado

Flight Goodyear

Fourplex Investment Group

Globe Corporation – Class A Office

Venn/AKOS

83 Market Place

Park West

Greater Maricopa Foreign Trade Zone

Village At Prasada

Sterling Grove – Toll Brothers

2022 Initiatives:

- Emerging Leaders Program
- Diversity and Inclusion
- Regional Homelessness Planning
- Emerging Leaders Program
- FAFSA Awareness (Education)





WESTMARC

15 Communities... One Voice

Contact Us!

Sintra Hoffman - shoffman@westmarc.org

623.680.0645