

# CITY COUNCIL AGENDA

CITY COUNCIL CHAMBERS . 11465 WEST CIVIC CENTER DRIVE . AVONDALE, AZ 85323

**WORK SESSION**  
**May 9, 2011**  
**6:00 PM**

## CALL TO ORDER BY MAYOR ROGERS

**1 ROLL CALL BY THE CITY CLERK**

**2 MARKET TRENDS FOR INDUSTRIAL AND FLEX COMMERCIAL PROPERTIES**

City Council will receive an overview of the market trends for industrial and flex commercial properties in Avondale and the Phoenix Metropolitan area. For information, discussion and direction.

**3 GREATER PHOENIX ECONOMIC COUNCIL UPDATE**

City Council will receive an update regarding the partnership and activities of the Greater Phoenix Economic Council. For information and discussion only.

**4 AMERICAN SPORTS CENTER – AVONDALE @ THE RANDALL MCDANIEL SPORTS CENTER UPDATE**

City Council will receive an update regarding the operations at the American Sports Center-Avondale. For information and discussion only.

**5 CENTENNIAL FESTIVAL AND PARADE UPDATE**

City Council will receive an update and provide feedback to staff regarding the Avondale celebration events for the State's 2012 Centennial. For information, discussion and direction.

**6 ADJOURNMENT**

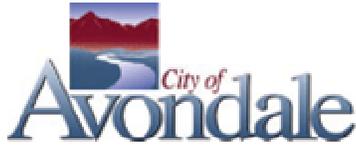
Respectfully submitted,

A handwritten signature in cursive script that reads "Carmen Martinez".

Carmen Martinez  
City Clerk

Individuals with special accessibility needs, including sight or hearing impaired, large print, or interpreter, should contact the City Clerk at 623-333-1200 or TDD 623-333-0010 at least two business days prior to the Council Meeting.

Personas con necesidades especiales de accesibilidad, incluyendo personas con impedimentos de vista u oído, o con necesidad de impresión grande o interprete, deben comunicarse con la Secretaria de la Ciudad at 623-333-1200 o TDD 623-333-0010 cuando menos dos días hábiles antes de la junta del Concejo.



# CITY COUNCIL REPORT

**SUBJECT:**  
Market Trends for Industrial and Flex Commercial  
Properties

**MEETING DATE:**  
May 9, 2011

**TO:** Mayor and Council  
**FROM:** Daniel Davis, Economic Development Director (623) 333-1411  
**THROUGH:** Charlie McClendon, City Manager

**PURPOSE:**

To provide City Council with an overview of the market trends for industrial and flex commercial properties in Avondale and the Phoenix Metropolitan area.

**DISCUSSION:**

Mr. Mike Curley and Ricardo Toris, from the law firm of Earl, Curley & LaGarde, PC and Tony Lydon from Jones, Lang & LaSalle will provide an overview of the market trends in commercial real estate and discuss the recent activity and demand drivers that are occurring throughout the Phoenix area. They will provide their professional observations regarding the expectations and key decision elements that companies focus on when they are looking to expand and/or locate in in a particular market.

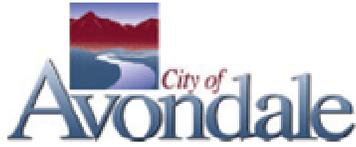
**RECOMMENDATION:**

For information and discussion purposes only.

**ATTACHMENTS:**

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No Attachments Available



# CITY COUNCIL REPORT

**SUBJECT:**  
Greater Phoenix Economic Council Update

**MEETING DATE:**  
May 9, 2011

**TO:** Mayor and Council  
**FROM:** Daniel Davis, Economic Development Director (623) 333-1411  
**THROUGH:** Charlie McClendon, City Manager

**PURPOSE:**

To provide City Council with an update regarding the partnership and activities of the Greater Phoenix Economic Council.

**DISCUSSION:**

Mr. Barry Broome, President and CEO of the Greater Phoenix Economic Council will be available to provide Council with an update regarding business development activities, legislative initiatives, municipal contract renewal, and the coordinated efforts between GPEC and the Arizona Commerce Authority. Mr. Broome will be available to answer questions regarding the value of GPEC to local communities, specifically Avondale.

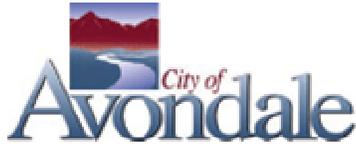
**RECOMMENDATION:**

For information and discussion purposes only.

**ATTACHMENTS:**

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No Attachments Available



# CITY COUNCIL REPORT

**SUBJECT:**

American Sports Center – Avondale @ the Randall  
McDaniel Sports Center Update

**MEETING DATE:**

May 9, 2011

**TO:** Mayor and Council

**FROM:** Daniel Davis, Economic Development Director (623) 333-1411

**THROUGH:** Charlie McClendon, City Manager

**PURPOSE:**

To provide City Council with an update regarding the operations at the American Sports Center-Avondale.

**DISCUSSION:**

Mr. John Shields, General Manger for the American Sports Center (ASC) will provide an update and overview of the programming and operations at the sports facility during the past six (6) months.

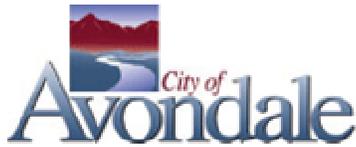
**RECOMMENDATION:**

For information and discussion purposes only.

**ATTACHMENTS:**

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No Attachments Available



# CITY COUNCIL REPORT

**SUBJECT:**  
Centennial Festival and Parade Update

**MEETING DATE:**  
May 9, 2011

**TO:** Mayor and Council  
**FROM:** Christopher Reams, Director of Parks, Recreation & Libraries (623) 333-2412  
**THROUGH:** Charlie McClendon, City Manager

**PURPOSE:**

Staff is requesting City Council's feedback on the Avondale celebration events for the State's 2012 Centennial.

**BACKGROUND:**

Arizona will celebrate 100 years of Statehood on Feb. 14, 2012. The state has several events planned. Cities around the state will also be marking this historic year with a host of centennial celebrations that will take place throughout the year. Avondale is seeking the Council's input and guidance regarding our city's contribution as part of the centennial celebration.

At the April 11 council budget work session, Council authorized the inclusion of \$73,505 in the proposed budget for events related to the state centennial. Staff is seeking direction and feedback on the Centennial Parade & Festival. Staff will also develop a series of smaller events and activities to commemorate the Centennial, including:

- Monument Hill Trail Grand Opening Celebration
- Goodyear Farms Cemetery awareness
- Miscellaneous smaller events at the libraries, community center etc. that will be funded as either cost recovery events or events related to scheduled programming.

**DISCUSSION:**

**Centennial Parade & Festival**

The economic downturn of the previous three years of budget required difficult reductions in expenditures resulting in the City Council's decision to eliminate a special events coordinator position and suspend most of special events. Only those events that are cost recoverable or Council directed have been continued (for example, Veterans Day, Memorial Day and Daddy/Daughter Dance.) One of the major special events canceled was the annual Billy Moore Days. Council has expressed a desire to bring back a parade in 2012.

Staff has had preliminary discussions with staff from the City of Goodyear on partnering on a Centennial Parade that will go through both cities. Among the benefits to a joint parade is that the two cities would share staff resources (event planning, police, street closures etc.) and associated costs. Goodyear has indicated a \$25,000 commitment to the parade. Another benefit of a shared, jointly-marketed, regional parade is that it would attract a larger audience and has the potential to attract more sponsorships, high quality parade entries, and more volunteers. Although Billy Moore Heritage Days typically took place in the Fall, the proposed date for this parade is Saturday Feb. 11, just prior to the actual Centennial on Feb. 14, 2012. The parade would be billed as a Centennial parade; however, the spirit and history of Billy Moore Days could be easily incorporated through special floats and parade entries that pay tribute to Avondale's roots and its founder. Staff from

Avondale and Goodyear explored three potential routes along our shared city boundary for this parade and examined the pros and cons for each:

1. Thomas Road -- from Dysart Road near Estrella Mountain Community College in Avondale to Litchfield Road in Goodyear. This is the preferred route for the following reasons: Good staging/de-staging potential; scenic route that goes through both Avondale and Goodyear; potential for both cities to host after-parade activities at EMCC and/or Goodyear Community Park; minimal impact to local area businesses and traffic. This route provides ample parking and excellent viewing sites. Staff identified the need to work with a few main stakeholders to ensure minimal disruption to their operations. These include EMCC; St. Thomas Aquinas Church; the Southwest Valley YMCA; the surrounding subdivisions (including Palm Valley, Fulton Estates, Corte Sierra ), and Dysart Commons commercial plaza as a parade staging venue.
2. Western Avenue - from Litchfield Road to Dysart Road. This has historically been the route for the Billy Moore Heritage Days Parade, and as such, has great sentimental value for the Old Town neighborhood and longtime residents of the area who have fond memories of the parade along this route. Staging is acceptable at either end of the route (in the past, Goodyear utilized the Lockheed-Martin facility and the parade ended at Coldwater Park). Traditionally, reaction by local businesses to this route is mixed - some merchants welcome the parade, while others have reacted negatively to street closures.
3. Van Buren Street from Litchfield Road to Dysart Road - this route is not recommended due to the lack of staging venues and the impact that street closures would have on numerous businesses.

**Council direction requested:**

Staff is seeking Council's direction on partnering with the City of Goodyear on a joint parade, and preferred route. Both cities are planning to incorporate after-parade events, such as a festival, carnival or cook-off, within our respective cities.

**Other Centennial Events**

As Council is aware, the Avondale Centennial Committee has identified two main projects for the Centennial. With assistance and support from key stakeholders, staff has successfully sought and obtained grant funding for the construction of a trail leading to the top of Monument Hill. A special celebration to mark the completion of the trail and highlight the important historical significance of this Avondale landmark will be planned for Spring 2012.

Another designated Avondale Centennial project is the historic Goodyear Farms Cemetery, which the city took over from SunCor last year. The State Centennial is an excellent opportunity to raise awareness of this historical cemetery in Avondale, and for the city to work with volunteer groups such as the Ballet Folklorico Esperanza, which organizes annual cemetery clean ups.

Avondale will also take the opportunity to highlight the city's contribution to the state's history over the past 100 years through exhibitions, displays, story times and events at our various city facilities such as the libraries and the community center.

**BUDGETARY IMPACT:**

Program funds are included as part of the proposed FY 2011 - 2012 annual budget.

**RECOMMENDATION:**

Staff seeks council direction and approval of one of the following three routes:

1. Thomas Road - Joint parade with the City of Goodyear
2. Western Avenue - City of Avondale only
3. Van Buren - City of Avondale only

## ATTACHMENTS:

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No Attachments Available