

CITY COUNCIL AGENDA

MUNICIPAL OPERATIONS CENTER • 399 E LOWER BUCKEYE RD • AVONDALE, AZ 85323

CITY COUNCIL RETREAT

November 3, 2012
8:00 AM

8:00	Breakfast and Conversation	
8:30	Roll Call by City Clerk Welcome and Opening Comments	Mayor Marie Lopez-Rogers Charlie McClendon Lance Decker
	<ul style="list-style-type: none">• Introductions• Review Retreat Agenda• Charter and Objectives for the Retreat	
8:45	Racing "Under the Yellow Flag"	Lance Decker
9:15	Summary of Council Interviews	Participants
10:00	Break	Participants
10:15	Financial Update	Kevin Artz
10:30	Economic Development Update	Dan Davis
10:40	What legacy will we leave for Avondale?	Participants
12:00	Lunch	Participants
12:30	What actions will we take while "Under the Yellow Flag?"	Participants
1:15	What priorities will we promote for the next five years?	Participants
2:15	Break	Participants
2:30	Planning for Action	Participants
3:30	Call for Observers' Comments	Observers
3:45	Wrap-Up	Mayor & Council
	<ul style="list-style-type: none">• Closing Remarks• Meeting Evaluation	Lance Decker
4:00	Adjourn	

Respectfully Submitted,

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.

Notice is hereby given that pursuant to A.R.S. § 1-602.A.9, subject to certain specified statutory exceptions, parents have a right to consent before the State or any of its political subdivisions make a video or audio recording of a minor child. Meetings of the City Council may be audio and/or video recorded and, as a result, proceedings in which children are present may be subject to such recording. Parents, in order to exercise their rights may either file written consent with the City Clerk to such recording, or take personal action to ensure that their child or children are not present when a recording may be made. If a child is present at the time a recording is made, the City will assume that the rights afforded parents pursuant to A.R.S. § 1-602.A.9 have been waived.

De acuerdo con la ley A.R.S. § 1-602.A.9, y sujeto a ciertas excepciones legales, se da aviso que los padres tienen derecho a dar su consentimiento antes de que el Estado o cualquier otra entidad política haga grabaciones de video o audio de un menor de edad. Las juntas del Concejo de la Ciudad pueden ser grabadas y por consecuencia, existe la posibilidad de que si hay menores de edad presentes éstos aparezcan en estos videos o grabaciones de audio. Los padres puedan ejercitar su derecho si presentan su consentimiento por escrito a la Secretaria de la Ciudad, o pueden asegurarse que los niños no estén presentes durante la grabación de la junta. Si hay algún menor de edad presente durante la grabación, la Ciudad dará por entendido que los padres han renunciado sus derechos de acuerdo a la ley contenida A.R.S. § 1-602.A.9.

Economic Development Update

City Council Visioning Session

November 3, 2012

Attraction Focus Areas

- Medical & Healthcare
- Education
- Manufacturing & industrial
- Amateur sports and tourism
- Advanced business services/technology
- City Center

Building Availability

	RBA sq ft	Under Lease	Available	Vacancy Rate	January 2012 Vacancy Rate
Office	908,575	835,174	73,401	8%	NA
Flex/Industrial	1,723,148	1,033,678	689,470	40%	83%
Retail	3,485,726	3,261,751	223,975	6%	12%

Source: CoStar, October 2012

Office

- Leads have been looking for existing buildings
- Typically plug-and-play, business services/call center spaces with intense parking requirements
- Square footages have ranged from 20,000-60,000SF
- Current office availability ranges from 1,195SF to 15,500SF
- Lease rates range from \$7 - \$23/SF/yr



Flex/Industrial



- Activity has increased since January 2012 in all existing buildings

Retail



- Avondale and SW Valley retail has stabilized significantly since 2009 and is starting to see growth
- Avondale was fortunate in that only 2 spaces were caught up in the “big box” bankruptcies that created over 3.5M SF of vacant space across the Valley
- Jimmy Johns
- Taco Bell
- DSW Shoe Warehouse
- Ross

Business Attraction

- 57 potential projects/23 submittals through GPEC since January 2012
- 20 communities competing for the same projects
- Logistics/warehousing/distribution developers starting to construct spec buildings
- Office market continues to churn with limited new locates and relocation activity driven by flight to quality and lower lease rates
- New state incentives are helping
- Constant communication with site selectors and commercial brokers

Business Retention

- EMCC Business Retention program
 - Getting started in the next couple of months
 - EMCC vetting interested students
- ShopAvondale! online directory
 - 137 businesses listed
 - Outreach to new businesses that receive business licenses from the City
- Avondale Automall
- Contact with existing businesses



Small Business Development

- Opened Gangplank Avondale in March 2012
 - Great metrics to date
 - Initiatives
 - Gangplank Jr
 - Arduino group
 - Hack nights
 - Community groups using space
 - IT ad hoc committee
- Relationship with Small Business Development Center counselor located at EMCC
 - Share prospects
 - Promote SBDC events/services on ED website and City social media outlets

Challenges

- New office construction not expected to pick up until 2014-15
- Availability of existing space
- Access to capital
- Market reset of property values
- Workforce development

Competitive Advantages

- Council Leadership and financial stability
- 2030 General Plan approved
- Quality of life
- Location and land availability
- Transportation
- State and local incentives
- Foreign Trade Zone

Strategic Initiatives

- Medical/healthcare
 - PCH opening in Spring 2013
- Education/lifelong learning
- Continued organic small business development
- Targeted amateur/youth sports initiative
- Continued implementation of City Center Plan
- Marketing Avondale as the “Community of Choice”

Economic Development Update

City Council Visioning Session

November 3, 2012

Memorandum

TO: Charlie McClendon, City Manager

FROM: Kevin Artz, Finance and Budget Director 

DATE: September 5, 2012

RE: Funding plan for opening NW Fire station

The Finance and Budget Department has worked with the Fire Department and has determined that the most feasible time-frame to open a fully staffed NW Fire Station is July-October 2014. This timeline is based on funding the opening with existing revenues and growth in those revenues over the next two fiscal years. It is not dependent on the annexation of Wigwam Creek to fund the opening of the new station. On-going costs to operate a new station are estimated at \$1.65M per year.

Currently, the Capital Improvement Plan has \$2.0M appropriated in FY 2013-2014 for the construction of the NW Fire Station. The cash is currently available in the fund. The Fire Department projects to begin construction in July 2013 and have the station available for use by January 2014. Funding for the apparatus will be available from a combination of savings in the construction cost (i.e. Construction costs less than \$2.0M), replacement funds, or one-time credits from the on-going revenue reserved to fund the operations of the station.

In the current FY (2012-13), the City's budget allocated \$700,000 of on-going revenue to one-time projects. The intent of this was to reserve the \$700,000 of on-going revenue to fund the future NW station. The plan is also to reserve an additional \$500,000 from the 2013-14 and 2014-15 budget. As a result, by July 2014, there will be \$1.7M of on-going revenue available to fully fund the opening of the NW fire station.

The Fire Department proposes to hire six firefighters (for the budget it will be 3 captains and 3 firefighters) in October 2013, and have them out of the Academy by January 2014, to coincide with the completion of the construction of the station. The Department proposes to operate a two-person crew starting January 2014. From a budgetary standpoint, there will be \$1.2M of on-going revenue available and the on-going-costs will be \$700K for the fiscal year, leaving up-to \$500,000 available for the apparatus purchase.

In July 2014, the Fire Department proposes to hire nine additional firefighters (budget – 3 captains, 3 engineers, and 9 firefighters). They would complete the academy in October,

and the station would be fully staffed and operational in October 2014. If there is on-going funding available in FY13-14 (from the \$1.2M) it may be possible to hire the additional staff in April, and fully staff the station in July 2014. This determination would be made once the construction and apparatus costs have been finalized, to determine if there is additional on-going funding remaining in the FY13-14 budget.

At this time, the annexation of Wigwam creek is still an unknown, and it is not possible to accurately predict when additional revenues would become available. As long as there isn't another significant drop in City revenues, staff believes the funding plan addressed above is feasible. When the additional revenue from the annexation is received, it would be available as on-going revenue, and would allow Management and Council to address other funding needs in the community.

Firestation #4
Funding Plan
9/5/2012

FY 2012-2013

Appropriations	700,000	
Allocated to OT projects	<u>700,000</u>	OT
Balance FY 2012-13	<u>\$ -</u>	

FY 2013-2014

Appropriations	1,200,000	
10/1/2013 3 Captains	241,333	OG
3 Firefighters	159,062	OG
Direct operating	262,500	OG
6/1/2014 Apperatus	500,000	OT
Total	<u>1,162,894</u>	
Balance FY 2013-14	<u>\$ 37,106</u>	

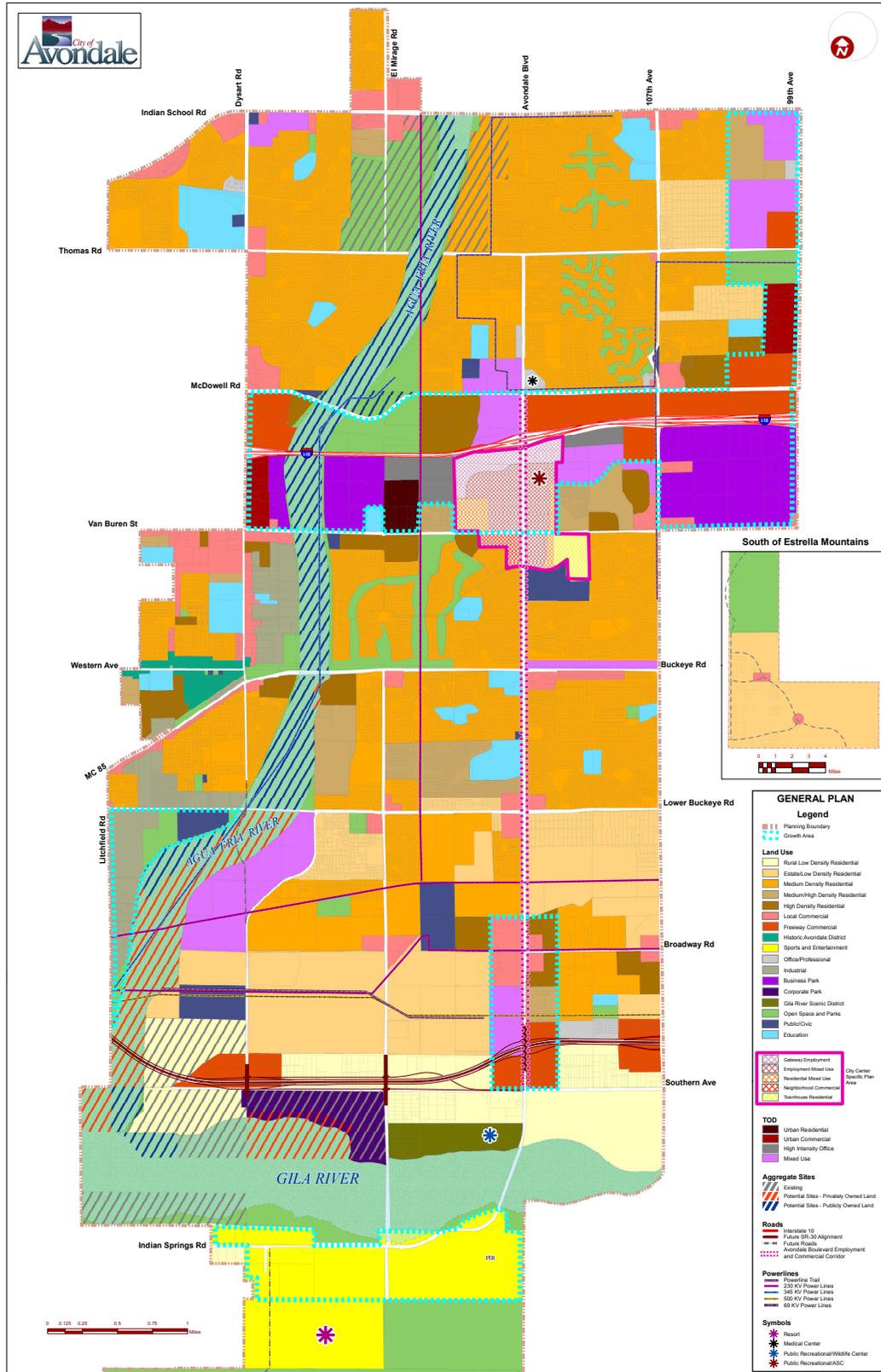
FY 2014-15

Appropriations	1,700,000	
7/1/2014 3 Captains	321,777	OG
3 Engineers	279,831	OG
9 firefighters	636,246	OG
direct operating	350,000	OG
Total	<u>1,587,854</u>	
Balance 2014-15	<u>\$ 112,146</u>	



MAPS

LAND USE



LAND USE - SOUTH PLANNING AREA

