

Wrangler NEWS

June 30 - July 13, 2012
Vol. 23, No. 11
Making a big community
a little bit smaller.

Building relationships, 1 pizza at a time

His goal is to satisfy the growing number of devotees who regard Jimmy & Joe's as their all-time favorite pizza place. But there's more to the story, notes Terry Black, who launched the store in 2006 as a labor of love. Now, six years later, his generosity for worthy neighborhood causes has generated an even bigger group of fans.

Details, Page 8.

Wrangler News photo
by Daniel Rasmussen



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GAS SIPPER
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Downtown Chandler

With a new leader comes new vision for the future

By Daniel Rasmussen

Ten years ago, few Valley residents would have considered downtown Chandler a shopping



Jennifer Lindley: Downtown visionary

or dining hotspot.

Thanks in significant part to the Downtown Chandler Community Partnership, or DCCP, the area has been completely revitalized.

DCCP is a non-profit organization that works in conjunction with the city of Chandler to help boost the economic success of the downtown area through branding and marketing. Its mission is to turn downtown into a “regional destination for shopping, dining, living, culture, and the arts.”

About a year ago, Jennifer Lindley, an acknowledged expert in economic development, became the organization’s executive director.

As onetime vice president of East Valley Partnership, a regional development organization, Lindley saw the opportunity to work at a local level as a perfect match to her experience and interests. A former Chandler resident, she knew exactly what changes needed to be made.

“It was a great opportunity for me to be focused on a smaller community, to make a bigger difference,” she said.

Lindley created a rebranding scheme to help give downtown a new

lease on life. She worked with her team on a new logo and website, and created a social media presence to reach new audiences.

“From what we’ve done so far, traffic has definitely increased. There’s more interest than ever before,” she said.

Popular businesses like GangPlank and Ports America have been part of Lindley’s efforts to turn downtown into a business hub and have brought in important daytime business to the area.

The success of the “new downtown” can be seen in the numbers.

Downtown now boasts only two percent retail vacancy. Other Valley cities have about 15 percent.

Even though downtown Chandler is on the rise, it still faces its share of challenges.

Lack of housing downtown means that it has become a destination, rather than a home base. It’s a problem that has plagued downtown Phoenix for years.

Lindley, however, sees it as an obstacle she’s ready to tackle.

“We want to create a community so that people want to be here all the

time,” she said. “We want people to live, work and play downtown.”

Terri Killgore, the city of Chandler’s downtown redevelopment manager, says that her department’s efforts are focused on changing people’s perception of the downtown.

“The area has changed drastically, and if people haven’t been here in 20-30 years, we need to bring them back to show them what’s new,” she said.

So even though it has come a long way, downtown Chandler’s ultimate future remains a vision rather than a reality. Lindley and her team are working on a new signage package to direct potential customers to businesses and restaurants.

Block parties and special events will become more frequent and will be heavily promoted through various social media platforms.

Popular events like the weekly farmers market, monthly art walk and culture-themed events will continue to be on the menu.

To find out more about DCCP and what downtown Chandler has to offer, visit www.downtownchandler.org.

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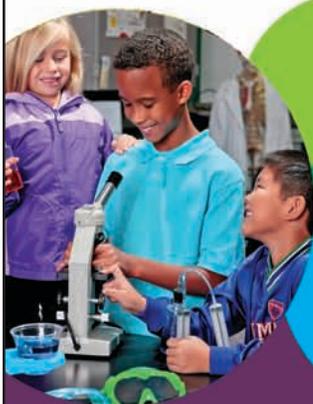
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Despite city-wide drop in cases, auto theft still rampant at mall

By Ashley Provenzano

Though crime rates are dropping in Tempe, the mall at Arizona Mills remains one of the highest crime areas and one of the most likely places to have your car stolen.

According to Tempe police, the city experienced a decrease in all crimes including homicide, rape, robbery, aggravated assault, burglary, larceny, motor-vehicle theft and arson by 41 percent from 2001 to 2011.

Vehicle-theft cases dropped to 550 in 2011 from 3,215 in 2001, according to statistics posted by police. Of the 2011 total, Arizona Mills accounted for 24 reported cases, averaging two vehicles every month, said Officer Richard Fairclough who patrols the area.

The reduction in auto thefts hasn't come without some added vigilance by police, however.

"Tempe's approach to reduce auto-theft numbers has included education campaigns; neighborhood, multi-housing and mall focus; a fusion of operations with technology; and information sharing with other law enforcement agencies to thwart organized syndicates," said Molly Enright, a police spokeswoman.

To enhance the safety of shoppers' vehicles and deter crime, the mall provides a 24-hour video system along with 35 to 40 security guards on vehicle-, foot- and bike-patrol.

"The first use of force is officer presence," Fairclough said.

The average vehicle thief can pop the lock of a car and drive off in about 15 seconds, he said. This makes it hard to tell whether the person entering the vehicle is the owner or not, resulting in most thieves getting away, according to Richard Laux, the second of two officers who patrol the mall area.

Afternoons are the most common time for cars to be broken into, along with dinnertime when most people aren't in the parking lot, say the officers.

There are things shoppers can do to help prevent their car from being stolen.

"(The Club) is probably the best defense against car theft," Laux said.

Clubs are pretty common and cost only about \$25. Laux said The Club is more effective than alarms because a car alarm will go off about 15 times a day in the mall parking lot and no one pays attention because it's so common and easy to accidentally set off. Fairclough said he has

never taken a report on a stolen car that had The Club on it.

The mall also relies on citizens to be on the lookout for suspicious behavior, with officers reporting that most of the thefts that were caught resulted from a citizen call-in.

"We count on citizens to be our partners in preventing crime. Don't make it easy for thieves to take your vehicle in the first place," said Enright.

"Our Crime Prevention Unit offers some common sense tips that can help you avoid becoming a victim," she said.

These include remembering to lock car doors, keeping garages closed, purchasing a steering-wheel device, not leaving valuables visible in a vehicle and etching an ID number for the vehicle on the window glass trim.

Vehicle return rates vary depending on the reason for theft.

Fairclough said most vehicles stolen for the purpose of smuggling are not usually recovered because they are burned to get rid of the evidence. Cars stolen for joyrides,

however, are usually found with damage; others are taken for the sole purpose of the car's parts. Those are sometimes found, but often stripped to a shell.

Ashley Provenzano is a student in the Walter Cronkite School of Journalism at Arizona State University.



— Wrangler News photo

Teens' water drive

Two south Tempe teens, Sean and David Ewen, were profiled in the last issue of *Wrangler News* for their campaign to help needy and homeless families survive the blistering summer months. With the help of their mom, the boys began gathering cases of water to donate to Tempe Community Action Agency.

Together, the Ewen family, along with the help of Windy City Cafe, report the campaign has collected nearly 100 cases.

Note: For any who would like to donate but are unable to take bottled-water donations to the Windy City drop-off point on Elliot Road just east of McClintock, send an email to clayton.klapper@wranglernews.com and Clayton or a member of the Ewen family will pick it up.

SUMMER BLAHS? NOT FOR THESE KIDS

Kyrene schools are offering a full schedule of vacation-time activities at locations around town. Registration for Summer Academy continues through Thursday, July 5. For yet another option, Kids Club Camps convene during flexible hours, days or weeks. Sign-ups for either program are available at www.kyrene.org/commedfhb or by phone at 480-541-1500.

Wrangler News photo feature by Jennifer Pillen Banks



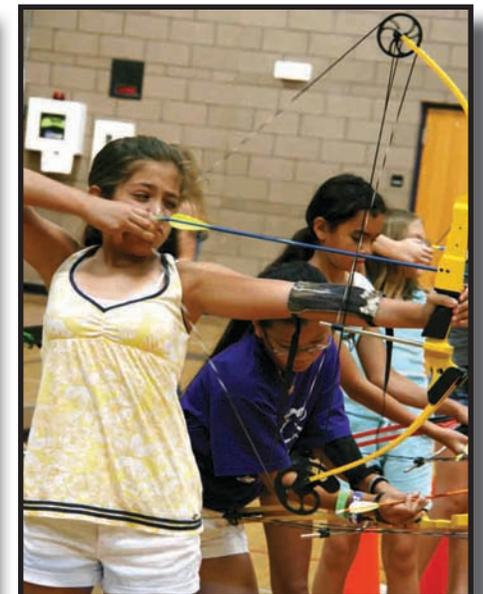
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Speed stacking and archery help the kids improve their coordination

The making of a STAR

Kyrene program brings a surprising new appeal to the once dreaded notion of summer school

Story & photo by
Jennifer Pillen Banks

At first glance, the STAR program, with its cool math and science projects, field trip and time for play and sports, sounds like a typical summer camp.

But taking a closer look, Success Through Academic Reform, nicknamed STAR, is not the usual camp, nor does it include the typical camp-goer.

“Many of the students that come to STAR are not the ones that are going to volunteer to go to extra school,” said Khalid Jenkins, program coordinator and a prevention specialist with the Kyrene School District.

Students, who may be struggling socially, behaviorally, emotionally, or academically, are often recommended for the program by teachers, administrators and parents.

“Harding says he’s had several appreciative parents come up to him amazed by the change in their students . . . But he tells them . . . I didn’t do anything. The kids did it.”

But while many initially don’t want to be in summer school, that often changes as the weeks go on, said Jenkins.

In fact, some end up enjoying the camp so much that they ask to come back the next year—and the next, even returning in some cases for all four years of their eligibility.

While considered a camp, the program is nearly as long as a regular school day and is broken into periods for math, language arts, science and character education. Many of the students, said Jenkins, “need that extra structure and the academic work during the summer as well.”

Atypical, however, is that each day begins and ends with non-competitive group problem-solving and team-building as part of Project Adventure Initiatives.

The initiatives span 16 days, starting with simple challenges, such as games to learn their peers’ names, to more difficult ones, such as moving the entire class from one “island”—a three-by-four-foot wooden platform—to another, using only a four-by-four-inch by eight-foot beam. They can’t touch the ground or anything else, and if the beam tips and students fall into the “water,” they must start over.

Sometimes they’re down to one or two people when they mess up, said Robert Harding, who’s been a Kyrene teacher for 18 years and helped initiate Kyrene’s STAR Program in 2000 as part of a Safe Schools Grant. No matter how close they are, he makes them start over.

“We want to frustrate them and bring out that emotion because then you’re dealing with the issues that appear when they’re under stress,” said Harding. “You see how they treat each other and where they struggle when they hit adversity.”

During the first week, Harding has the students come up with their own rules to

follow, which this year in his class includes no “No put downs,” “Stay focused” and “Everyone must participate and do so safely,” among others.

After each challenge, the classes “debrief,” which Harding describes as “the really important part of the whole process.”

They discuss how easy or hard the task was, what strategies they used, which were successful, which of their self-imposed rules worked and which they failed to follow, and why the result of the task, such as learning classmates’ names or figuring out how to problem-solve as a group, might be important in their regular classrooms and beyond.

They also talk about what it would be like if everyone followed their rules—in their classrooms, homes, and communities—and most quickly agree it would be pretty nice. But many are also quick to point out that not everyone in their lives will follow these rules.

“One of the things we try to get across to them is the fact that [they] can’t control what other people do and say,” said Harding. He tells them, “You can only control how you respond to what they do and say to you. You can’t change people.”

Project Adventures Initiatives culminates in a field trip to a high-ropes adventure course, where students walk on high wires and leap for trapeze handles, among other potentially terrifying activities, while 30 to 40 feet in the air.

And it’s their peers who support them with safety ropes, not the teachers. “They’re learning to trust each other,” said Harding, which can be enormously beneficial when they leave the program.

“They have to use a lot of community to overcome fear and learn a lot about themselves. What we’ve found is that if they can climb and do the higher level activities, we start to see that the things in school that might be scary to them, like a term paper or a big test, they’re not so scary anymore because they’ve been able to do amazing things during that day of climbing,” said Harding.

While the math, language arts and science classes are traditional, the assignments are not. In science, for example, teams of students must often solve a problem with limited supplies, such as creating a self-propelled car with only Styrofoam cups, a straw, a balloon and a couple of pieces of tape. For another assignment they had to construct a protective container for a raw egg before dropping it from progressively

higher elevations. The emphasis in these assignments is as much on problem-solving and collaboration as it is on propulsion, inertia or gravity.

One of the assignments for language arts includes writing a letter to a parent or teacher that discusses what their challenges and struggles were the previous year, what they’ve learned about how their behavior affects others, and how they’ll apply what they’ve learned next year when they go back to school. Many read their letters at the program’s graduation ceremony.

This year’s program also included a community service element, for which



students, through the Kyrene Resource Center, helped create hygiene kits for homeless families.

“This is really good for the students who struggle with empathy,” said Jenkins.

The program is open to incoming students fifth grade through eighth grade. Those entering fifth grade participate in the STAR Junior program, which doesn’t require them to change classrooms throughout the day.

Harding says he’s had several appreciative parents come up to him later amazed by the change in their students after going through STAR.

But he tells them, simply, “Well, I didn’t do anything. [The kids] did it.”

For a lot of these kids, Harding said, they learn differently, have different needs, and “haven’t really experienced a lot of success in their lives. This is an opportunity to turn things around for them and get them thinking differently.”

Carr-Tenney celebrates 90-year mark in Tempe

By Aften Anaya

Carr-Tenney Mortuary, one of Tempe's oldest businesses, celebrates 90 years as a member of the Tempe Chamber of Commerce next month, an occasion that will provide a remarkable historic centerpiece for the chamber's annual luncheon on July 13.

Launching the business in 1905 when Tempe was far from the booming city it is today, Edward and Margaret Carr became the first funeral-service providers in what was then the rural east Valley.

Along with the growth of the community, Carr-Tenney adapted to the ever-changing surroundings, which contributed to the company's longevity and prosperity. The couple's children, Lawrence and E.P., took over in 1945, and the mortuary has continued to thrive ever since.

After the Carrs retired in 1981, the business was sold to Bud Tenney, who continued to follow the same commitment to community and service as had the previous owners.

During its tenure in Tempe, Carr-Tenney has provided funeral services to such community members as Barry Goldwater, Gov. Pyle and Ladimar Kwiatkowski of Wallace and Ladmo fame.

Today, Carr-Tenney remains involved in the Tempe community. Recently, staff members lent their time to a DUI-prevention program with the Tempe Police and Fire departments at Marcos de Niza High School. Carr-Tenney also sponsored a blood drive last month.

The public is invited to honor Carr-Tenney, as well as other longstanding chamber members and the incoming and outgoing chamber leadership, at the annual recognition event, scheduled 11:30 a.m. to 1:30 p.m. at Tempe Mission Palms.

To register and for full details, visit www.tempechamber.org

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Cover story

No. 1 goal of popular pizzeria: Building relationships

By Daniel Rasmussen

It's hard to believe it's been only six years since Jimmy & Joe's Pizzeria opened at the end of the strip mall at Ray and McClintock roads.

Actually, it's hard to believe there was a life *without* Jimmy & Joe's.

Since its opening in 2006, it's become the social hub of the neighborhood. It started as a popular spot with Corona's lunch crowd, but since then it's become so much more.

Now, elementary school kids are growing up on Jimmy & Joe's pizza. Many teens score their first job there. Little League teams bring their photos to post on the wall. The little pizza place has brought a suburban neighborhood a lot closer together.

So, when a neighborhood needed to grieve, it only made sense for Jimmy & Joe's to be there to help.

On June 27, Jimmy & Joe's hosted a fundraiser for the Butwin family, who tragically lost their lives earlier this month.

The store donated 30 percent of every purchase to a fund that will help give the Butwins a proper burial in Israel.

"This neighborhood is one big family," said Jimmy & Joe's Pizzeria founder Terry Black.

"We don't know everyone, but when someone in the

family is in need, we want to be the ones who help."

Black, along with his daughter Amy and wife Mary, wanted to open a place that could become *the* neighborhood pizzeria.

At a time when opening a family-owned business came with its share of challenges, they were one of the few who made it. Black says that since 2006, 13 pizzerias have gone out of business within a three-mile radius of Jimmy & Joe's.

However, the Blacks seem keenly aware that they wouldn't be where they are without the help of the community, and they make it a point to give back any way they can.

Jimmy & Joe's hosts six to eight fundraisers a month for sports teams, school organizations and church groups. They have donated around \$17,000 to the community annually for the past four years.

"It's a labor of love," said Mary Black. "We have been so blessed; we want to give back to everyone who's made it possible."

A few years ago, a young student at a local elementary school asked if Black could reward her teacher after a particularly challenging year.

Black gave a \$25 gift card to every teacher at the school.

Fundraising has also been a way for the pizzeria to attract customers who either live out of the area or who do not come in very frequently, Black says.

"It's a labor of love. We have been so blessed; we want to give back to everyone who's made it possible."

— Mary Black

Word of mouth helped pave the way for the Jimmy & Joe's Mesa location that opened in 2010 and is now becoming a pivotal part of that area.

Black says a new Ahwatukee location near Mountain Pointe High School is in the works, with an opening penciled in for November.

Black hopes to continue building the sense of community with each new location.

"It's the relationships we make that are the most rewarding thing for us," he said.

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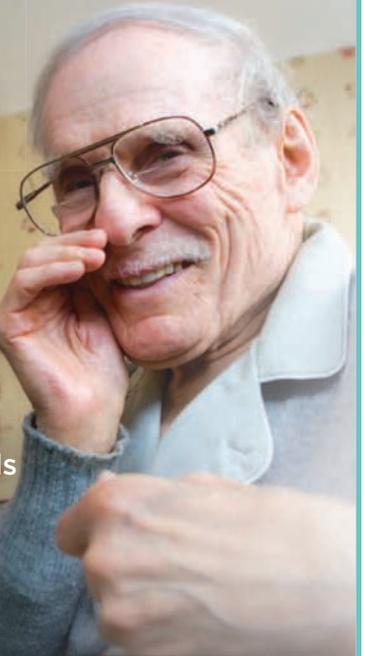


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For more information on Ida or any other students call **Lori - 480-251-9346**. STS Foundation, a local Scottsdale Exchange Program, has been promoting Student Exchange in the Valley for over 20 years.

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Diversions

With M.V. Moorhead

A guide to what's entertaining in and around the Kyrene Corridor

Pixar's 'Brave' no cookie-cutter cutie

The newest Disney princess, Merida, loves to ride her horse and shoot arrows, often at the same time. She has wild red curls and a puckish smirk, and she climbs cliffs in a way that I hope the young audience members of Disney/Pixar's *Brave* don't try to imitate.



M.V. Moorhead

Merida, voiced by Kelly MacDonald, takes after her father Fergus (Billy Connolly), a feudal lord in medieval Scotland.

He's a good-natured, boyish braggart who loves to retell the tale of how he lost his leg defending his family against the monstrous bear Mor'du. Merida gets along famously with him, and with her swashbucklingly mischievous triplet brothers, but not so much with her civilized mother Elinor (Emma Thompson), who's trying to

prepare her for a peace-making arranged marriage to one of three princes from neighboring kingdoms.

Said princes are not a very prepossessing lot, and Merida isn't ready to get married in any case, so she and

her mother clash. In despair, and led through the forest by Will-o'-the-wisps to a witch (Julie Walters), she bargains with the old lady for a spell to "change" her mother, and...

Well, you know how trusting witches usually goes, especially in medieval Scotland. The only thing that really irked me about *Brave* was that Merida seemed too easy a mark for the crone, but I guess she hadn't read the same stories that I have. Things don't work out nearly as grimly for Merida and her family as they do for the hero of Shakespeare's *Scottish Play*, but they're still in for plenty of trouble.

Merida's gullibility aside, *Brave* seems to me very nearly an instant classic—almost, though not quite, the peer of the peerless *Up*. Like that film and all the Pixar efforts, it's a dazzling piece of cinematic showmanship, and is, maybe, a little less antiseptic than the others.

I don't mean by this that it's remotely realistic—nobody could suggest that this well-swept environment reflects, either hygienically or in terms of life options, the real medieval world. It's a modern, middle-class girl's fantasy of medieval life. But there is, somehow, a richness, an earthiness of color and texture to *Brave* that the other Pixar films, by design, didn't have.

The movie's people seem pungently human as well. The men, with their gnarled, bushy mugs and irregular physiques, have a comic grandeur, and Merida's round, mirthful face has a real-girl beauty that the other, more generic Disney princesses can't claim.

The plot of *Brave* was concocted by veteran animation writer/director Brenda Chapman and fiddled with by several other hands, including director Mark Andrews. It eventually takes a fanciful supernatural turn, involving both Merida's mom and the triplets, that seems off-the-wall at first, but in the end is entirely coherent and emotionally



satisfying.

It's often been noted that the heroines (and heroes) of Disney films rarely have strong mothers, if they have mothers at all. But *Brave* hinges on a difficult, complicated mother-daughter relationship, with fault on both sides, and this conflict leads to a climactic stretch that's both highly exciting and moving.

For all the skill of its narrative, however, what's most remarkable about *Brave* is that Disney finally really did it—finally gave their audience a genuinely independent-minded Princess. Merida isn't some cookie-cutter cutie who makes a lot of noise about wanting freedom or adventure while the plot hustles her toward some square-jawed Prince. Merida's motivation is exactly the opposite: She's trying to *keep the Princes away*, at least for a while.

Two other notes: First, Mor'du the Bear was a little scary for both the nine-year-old and the 10-year-old in whose company I saw *Brave*.

These scenes didn't seem at all as harsh as the witch stuff in *Snow White and the Seven Dwarves* to me, but parents be forewarned.

Second, don't be late, as *Brave* is preceded by a short called *La Luna* that you don't want to miss.

A 'Blizzard' in July; local DQ features a new summer treat

Summer treats help Valley residents survive the heat, and a perfect place to enjoy a refreshing break is the Dairy Queen at Rural and Elliot roads.

Owner Bill Slazek says the July Blizzard feature, a new Chocolate Candy Shop Treat, will satisfy the most discriminating chocolate cravings.

According to Slazek, it's a delectable blend of assorted mini chocolates filled with hazelnut crème, fudge and caramel blended with dark, decadent cocoa fudge and creamy vanilla soft serve. Hours are 10:30 a.m.-10:30 p.m. M-F, 'til 11 Saturdays, 10:30 Sundays.

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BCS decision

A much needed game changer for college football

Commentary by Clayton Klapper

Few moments in sports history go down as game changers.

In 1921 a Pittsburgh radio station, KDKA, broadcast the first-ever sporting event on radio. It was a no-decision boxing match, but no matter the outcome it marked the change of an era for fans and for teams.

In 1947 Major League Baseball allowed the first African-American baseball player to play for the Brooklyn Dodgers, a monumental act in the civil rights movement.

In 1961 the ABA added a three-point line to add excitement to the game of basketball, a move that has since ignited the league.

Now, in 2012, after longtime pressure from fans, college football implemented a playoff system to include four teams, which, starting in 2014, will play for the title of national champion.

So what does this mean for the Fiesta Bowl, and the Insight Bowl (now the Valley of the Sun Bowl), who both play here in the Valley?

Alan Young, chief of staff for the Fiesta Bowl, has been a member of our community for decades and has confidence that these changes will increase the competition in two of college football's biggest bowl games.

"Between two bowl games, Valley football fans will be treated to two of the most important games annually in the post season," Young said. "The average fan will still get to enjoy all of the events tied to the games—the parade, the Tempe block party, and pre-game parties."

Under the new playoff system, the Fiesta Bowl will become one of six venues that will rotate a semi-final playoff game, between two of the top four teams, who will be playing for the right to play in the National Championship. That means that every three years the Fiesta Bowl will host a semi-final game. They will still have a bowl game the other two years, as well.

"We have been meeting with college administrators, and the BCS to expose the benefits of our community, stadium, volunteers and sponsors," Young said. "Our stance is that we know what we have here in the Fiesta Bowl, but we benefit from the motto of 'What is good for college football is good for the Fiesta Bowl.'"

As for the National Championship game, cities will have the chance to bid on the game, just like the Super Bowl host is now determined. It is unclear as of yet if cities who are hosting a semi-final game will be able to host the National Championship game as well.

Alan Young, a 25-year volunteer with the Fiesta Bowl committee, has been with the board of directors for 10 of those years, and has since become the chief of staff. He became involved with the Fiesta Bowl after his pharmaceutical company, Flexall, became a sponsor of the Fiesta Bowl and Young was asked to become a board member.

The committee itself works year round to manage fundraisers and community events surrounding the bowl game. When Young started, the Fiesta Bowl had just become involved in college football.

"It has been amazing to see, in the past 25 to 40 years, the Fiesta Bowl go from brand-new to one of the premier bowls in the game. Likewise, the Valley of the Sun Bowl

has gone from almost out of business to one of the big time match-ups between the Big-10 and the Big-12," Young said.

Fans have called for a playoff change for many years, something bowl committees were hesitant to put into place.

"The concern was, with a 16-team playoff system, bowls who were not given a playoff game would suffer from a lack of relevancy," Young said.

With the new playoff system, fans get what they asked for, but at the same time teams who could have made an argument for a chance in the National Championship will still be playing in bowl games like the Valley of the Sun Bowl.

Many critics of the new system say that it is only a stepping stone for a longer playoff system. However, with a 12 year agreement set to be signed by those involved, an expansion of the playoff system any time soon would be hard to accomplish.

"The new system is 12 years in length, so after that maybe if fans and administrators feel expanding past four needs to happen, then it will be discussed," Young said.

The arguments for and against a playoff system can be made viably. The regular season means much more with only the top two getting a chance for the National Championship, because just one regular season loss could mean the end of a season.

Every game counts. On the contrary, teams who go undefeated are left out of a playoff in the old system, with no chance at being crowned champion, though they were perfect. If you're a smaller school which enters with no chance at reaching the ultimate goal, why play?

The impact the new system will have on the Tempe area and the Valley in general is a perfect example of how the playoff system as a whole will affect the game.

The Valley will still have two strong bowl games and arguably one of the quickest-growing bowl games in

football in the Valley of the Sun Bowl.

Arizona will still have one of the top games of the year every season and will host a semi-final game once every three years. The quality of games brought in will be just as good, and arguably better, while the chance to host the National Championship is still in the works.

The reality is that with virtually every sport across the globe having a playoff system, college football was behind in times.

Implementing a four-team playoff keeps both small and big bowls happy, while giving fans what they asked for—more hope that their team may be crowned champion.

Hopefully Bud Selig, commissioner of Major League Baseball, can take a page from the BCS' book and think a little harder about instant replay, which is bound to be the next major change in the world of sports.




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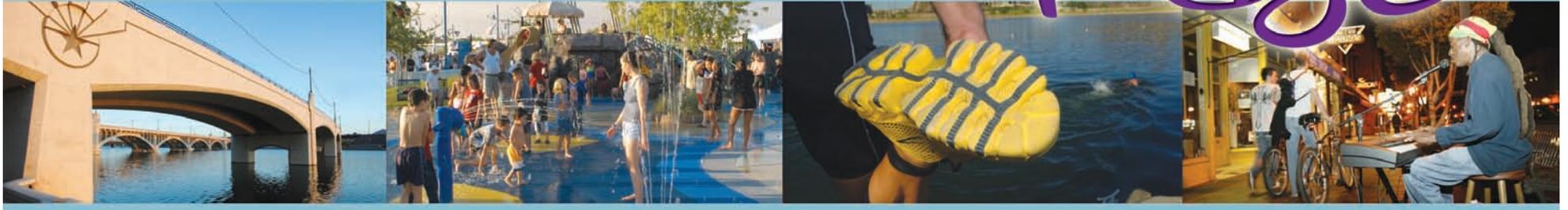
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Have a question? Need to report an issue? Just remember: Tempe 311



Do you spot some graffiti on a nearby wall? Is there a streetlight that just went out in your neighborhood? Do you want to ask a question about your recycling service? The City of Tempe has got you covered on these and many other topics through one of the state's first centralized call centers. We call it Tempe 311 and it truly is One Call to City Hall.

Tempe 311, the city's Customer Relations Center, provides a fast and easy way for community members to connect with their city, making life easier and providing greater value and service. Residents no longer need to search for the right number to call. On weekdays 7 a.m.-5 p.m., all they need to remember are seven digits: 480-350-4311. Specially trained employees have access to information on just about any area of the city – and if they don't know the answer, they will rapidly find the people who do. The system also streamlines the process for getting requests for service to city employees in the field, making resolution of issues even faster.

But Tempe 311 isn't just a call center. Community members can also submit requests and questions via an online form at www.tempe.gov/311.

Starting in July, they can also use a new mobile phone application to request service.

It is important to note that residents should continue to reach the Tempe Police Department in these two ways: 911 for emergencies; and 480-350-8311 for reports of issues like minor property crimes and loud parties.

Eventually, Tempe hopes other Maricopa County communities will join a regional 311 effort that would allow anyone in any part of the county to call 311 and get directed to the community they need.

American Express no longer offered as city payment option

In an effort to reduce city expenditures related to credit card processing fees, the City of Tempe is no longer offering American Express as a payment option.

MasterCard, Visa and Discover are still accepted. The change applies to payments made at the Tempe Municipal Court and at Tempe community centers, as well as to water, wastewater and solid waste/refuse customers.

The change is effective July 1; utilities customers who have set up recurring payments on American Express will need to transition to another card type online or by phone at 480-350-8361.

For more information on the citywide change, call the Accounting Division at 480-350-8972.



Hayden Flour Mill reopening celebration reset to Oct. 5

Tempe will reopen the Hayden Flour Mill on Friday, Oct. 5, with a community celebration worthy of one of the city's best-loved icons.

The grounds of the mill have been restored as an event venue, a recreation site and an interpretive museum.

The site includes a stage and concert lawn, as well as a small grove of trees for shady picnics.

From 5-10 p.m. on Oct. 5, there will be a free grand opening event with music and family activities.

The Hayden Flour Mill is located at the southeast corner of Mill Avenue and Rio Salado Parkway. For more information, visit www.tempe.gov/haydenflourmill.

Awards recognize Tempe Neighbors of Year

Each year, the City of Tempe celebrates residents who build community and inspire others to be more involved.

Some of those residents were honored by the Mayor and City Council, along with fellow neighbors, at the April 28 Neighborhood Workshop and Awards:

Russ Courtney, Raintree Estates Neighborhood Association – Received a Neighbor of the Year Award for his leadership in forming an association.

Courtney has fostered a community of caring neighbors who host social activities, communicate regularly through email and a neighborhood newsletter, and support charitable organizations.

He never misses neighborhood event planning meetings and frequently serves as emcee.

Chris Rowley, Maple Ash Neighborhood Association (MANA) – Winner of the Chuck Malpede Neighbor of the Year Award, Rowley was recognized for his consummate neighborliness and willingness to assist fellow residents with physically demanding jobs like digging trenches and working a backhoe.

He has contributed his metal-working skills to help MANA complete two flood irrigation standpipe projects. Rowley has reforested his own front yard and assisted with numerous tree planting projects throughout the neighborhood, making it greener and cooler for all to enjoy.

In addition, three residences and one alley area were recognized for improving the community:

- Ben Funke and Cory Martinez (Golden Shovel Award)

- Zaworksi Residence (Golden Shovel Award)
- Maple Ash Standpipes (Golden Shovel Award)
- Joanne Johnson and John Sanborn (Alley Upkeep Award)

The 2012 Neighborhood Workshop and Awards was a morning event held at the Tempe History Museum, featuring the awards and workshops on topics ranging from What's Happening in Downtown Tempe to a mini Community Emergency Response Training (CERT) and a community building through art opportunity which provided an excellent, relaxing networking opportunity.

To see event pictures or for more information about the resources available through Neighborhood Services, visit www.tempe.gov/neighborhoods or call 480-350-8234.



An evening celebration on Tempe Town Lake.

Net proceeds will benefit Kiwanis Club of Tempe Children's Charities

61st Annual Fireworks Spectacular

The best fireworks show in the valley will feature a fabulous display shot from the historic Mill Avenue Bridge. This spectacular family show will be choreographed to patriotic and classical music. Come out and watch the brilliant colors reflected off Tempe Town Lake.

Attractions include:

Wells Fargo Hot Summer Nights Stage will host a variety of bands beginning at 5:00 p.m. and will have special entertainment on the hour.

Family Fun Fest will offer a free inflatable village for all ages with a variety of rides, rock climbing wall, and more!

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Sally's BBQ VIP Garden

Tickets are available to the public for \$60 each for an adult and \$30 for children 5-12 years old, plus applicable service charges. Children younger than 5 years old are FREE but do not receive a meal. Ticket includes a seat in a misted area for your comfort, Sally's BBQ dinner, 2 drink tickets and a great view of the fireworks show. Limited tickets available. Seating is first come, first serve.

Important Information

Gates open at 5 p.m. First come, first served on lawn seating. Blankets and portable chairs welcome. Only manufacturer's sealed containers of water (1 gallon/ per person) allowed inside the venue. No firearms, knives or other weapons allowed. The use of Consumer Fireworks is illegal in the City of Tempe. The use of novelty fireworks including sparklers are prohibited inside Tempe Beach Park. No food, coolers or pop up tents. No skates, bicycles or skateboards. For the health and safety of our guests, only permitted service animals allowed in the event. All persons and bags are subject to search.

Ticket Information

Children 12 & younger are FREE. Show a current Military ID and admission is FREE. Adult tickets, day of show sold at the gate - \$8 each or 2 for \$15. Tickets will be sold at the gates until park reaches capacity, pre-sale tickets will be honored all night.

City of Tempe outlets- Advance general admission tickets are available for \$5 until July 3rd. Please visit the website at www.tempe4th.com for locations.

Fry's - Advance general admission tickets are available for \$6 through all valley Fry's stores, visit our website at www.Tempe4th.com for Fry's store locations.

Sally's BBQ VIP Garden - Tickets which are \$60 for adults and \$30 for children plus applicable service charges can be purchased through www.tempe4th.com or by calling 480-306-5845. You can also purchase \$6 (plus applicable service charge) general admission tickets.

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Tempe budget preparations wind down as council casts its vote on 2012-13 property-tax level, rates

Staff reports

Budget planning for Tempe's 2012-13 fiscal year was due to wind down June 28 with a final City Council vote, including the councilmembers' decision on the city's property-tax level and rate.

The fiscal year begins July 1.

Economic recovery is coming to Tempe as predicted, say officials, with monthly sales tax revenues improving modestly. Yet the city is planning carefully for the coming fiscal year, noted staff involved in the budget process.

Plans revolve around two separate aspects of the budget: operating budgets like the general, transit, golf and other funds that pay for day-to-day operations and the capital improvement program, which uses secondary property taxes to repay bonds that cover the costs of repair and construction projects.

Capital Improvement Program — If the 2012-13 levy is held steady, as the council was expected to approve, the city of Tempe portion of the property tax bill on a median-value home will decrease in 2013 from what it was in 2012.

That's because, in 2011-12, the Maricopa County Assessor's Office valued the median Tempe single-family home at \$149,500, resulting in the city's property tax on that home being set at \$267.05 at the current rate of \$1.79 per \$100 of assessed valuation.

In 2012-13, the value of the median single-family home in Tempe will drop to \$124,500, so the city's property tax on the median home next year will be reduced to \$266.60 if the new rate ends up as expected at \$2.14.

Tempe residents have been reminded that their own tax bills could increase or decrease based on the assessed values assigned to their specific properties by the Assessor's Office.

The proposal adheres to a council policy set last year to keep the total property tax bill — also known as the property tax levy — on existing properties relatively constant from year to year. That policy mandates that the city can never increase the annual levy on existing properties by more than the Consumer Price Index rate of inflation, which is currently 2.7 percent for 2012-13. For next year, the council is considering a lower-than-allowed 2 percent.

How Tempe reports its CIP budget is different this year, which accounts for a new way of looking at the city's overall funding process.

In 2011-12, the CIP was noted as \$49.3 million; for 2012-13, it is \$124.2 million.

That is not because Tempe is undertaking a variety of new projects, rather that it now intends to re-appropriate each year any CIP funds that were previously approved by council but not spent in the prior year.

Tempe budget planners say they believe it is more transparent for those projects to come before the council again each year.

Operating budgets — Leading to the June 28 vote, the City Council on June 14 approved operating budgets for the coming fiscal year which, including all funds, totals \$470.9 million.

Observers who have followed the planning process for new Tempe's budget may note that the 2012-13 amount is more than the \$363.3 million operating budget in 2010-11. Officials explain, however, that there are a few reasons for the increase, including that Tempe is using part of its fund balance to pay off \$74 million in debt earlier than expected in order to save money in interest down the road.

In addition, the city is now noting, for accuracy's sake, any grants, donations or restricted funds that it receives as part of the operating budget.

Tempe is cutting 3 percent from the General Fund budgets over the next several years in anticipation of the July 2014 expiration of the temporary two-tenths of a cent sales tax approved by voters in May 2010. For 2012-13, that cut is \$5.2 million, to be made through reductions in departmental budgets, with no impact to city services.

In the Transit Fund, the 2012-13 fiscal year is the last in a three-year budget-balancing plan to restore that fund to long-term health. The city has cut \$3 million from that budget and plans to retire \$54 million in debt earlier than expected.

For more details on the 2012-13 budget, visit www.tempe.gov/budgetplan.

Bus service could gain Valley-wide scope, oversight

Unifying the Valley's bus routes and the inter-agency oversight that guides transit planning throughout metro Phoenix may be getting closer to reality.

Tempe Councilmember Shana Ellis is helping to steer the process.

In a move to help create a fully integrated regional transit system in the Valley, the city of Tempe and Valley Metro RPTA are exploring a "scout" program for bus service unification.

The program would move Tempe closer to unifying Tempe's bus operations with the Regional Public Transportation Authority. The intent, said an agency spokeswoman, is to operate regional buses more efficiently, achieve cost savings and improve service.

Tempe operates 19 bus routes

Bus

From Page 14

(including Local, Express, Flash and Orbit) from a bus operations facility on Rio Salado Parkway in Tempe; RPTA operates 22 Local and Express routes from an operations facility on Greenfield Road in Mesa.

Combined, Tempe and RPTA provide nearly 45 percent of the region's bus service, noted Ellis.

"With the expiration of both agencies' individual bus-operations contracts

approaching, this creates an opportunity to consider whether unification between Tempe and RPTA will provide a more cost effective and efficient bus system for our residents," said Ellis, who also is an RPTA board member.

Much of the savings potential stems from increasing the number of bus routes based out of the more centrally located East Valley Bus Operations Maintenance Facility in Tempe.

Additionally, the Tempe facility has maintenance capacity for 250 buses; RPTA's Mesa facility can accommodate up to 150.

Unifying is designed also to create

opportunities for reducing duplicative contractor staff by consolidating functions, combining auxiliary contracts such as those for fuel supply and fuel station maintenance, and improving operational and security coordination.

In addition to greater efficiency, planners hope that higher service quality would demonstrate a measure of success as the unification effort proceeds.

Sports Notebook with Alex Zener returns July 14 with a wrap-up of last season's high-school wins and what they mean for the coming athletic season.



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Fishing is one of the big draws at Desert Breeze Park in west Chandler.

Desert Breeze Park gets a well-deserved face lift

Desert Breeze Park, a focal point of west Chandler's growth over the past 20 years and a "crown jewel" of the city's parks and recreation planning efforts, is sporting a bright new look.

Mayor Jay Tibshraeny and members of the Chandler City Council are scheduled to mark the completion of a major renovation project at the park during ceremonies at 9 a.m. Saturday, June 30.

The public is welcome to attend the celebration, which will take place near the southwest corner of the park's lake.

"This has been one of the most popular parks in our system," said Development and Operations Manager Mickey Ohland. And, he says, its users have played a major

role in helping to guide the latest set of improvements.

Envisioned during the late 1980s, the park at one time was the only major public facility west of the Price/101 freeway.

"It was a crown jewel of our park system, and it remains that way," said Ohland.

Although it has always been heavily utilized, with its lake, train and other amenities, Ohland said a sampling of users helped lead the way toward the latest round of improvements.

"People told us they'd like to see better lake access, more shade—things like that."

Desert Breeze Park is in the square mile bordered by Chandler Boulevard,

McClintock, Ray and Rural roads. It was constructed in 1989, and quickly became one of the city's most used recreation facilities because of its wide range of amenities.

The park features an urban fishing lake, splash pad, large picnic ramadas, tennis and volleyball courts, and baseball and soccer fields.

Other phases were constructed over the years, which added more open space, sports fields and a hummingbird habitat. The park encompasses 47.3 acres, with 2.5 acres of undeveloped space.

Recently completed renovations included the addition of park lighting, furniture, shade structures and disability-accommodating pathways around and to the lake.

Park landscaping was improved with additional trees and plants, the conversion of some turf areas to decomposed granite and irrigation-system improvements. Edge Construction was the contractor for the work at a low bid cost of \$646,934.87.

Questions about the Desert Breeze Park renovation project can be directed to Ohland at 480-782-2743.

Chandler Regional project update

Construction crews at Chandler Regional Medical Center have finished work on retention piping and a relocated oxygen line to the Morrison Building, according to the hospital's latest progress update.

SRP underground conduits are being installed to accommodate the tower's new power feeds, and grading and street light work is progressing on schedule. Crews also have work on an underground fire line to the new tower.

Upcoming are installation of new and relocated street lights and work on Frye Road which includes lane restrictions and traffic control.



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Briefs

D'Backs host baseball camp

Tempe Sports Complex will be the site of a baseball camp being hosted by the Arizona Diamondbacks July 23-27.

The camp is open to boys and girls ages 6-14 and costs \$175 for the entire week. The camp is led by D-backs Baseball Academy coaches.

Information: 800-821-7152.

New Big Lots opening

Officials representing a newly remodeled Big Lots Store in Lake Country Village at Baseline and Rural roads, Tempe, presented a check for \$2,500 to Vernice Sharpe, principal of Carminati Elementary School, during grand

opening ceremonies June 29.

Chandler crisis team recruits sought

Recruits are being sought for the Chandler Fire Department's Crisis Response unit, a group of trained professionals, college interns and volunteers who support the department's social service efforts.

A required July 10 orientation will include an overview of the Crisis Response program, the Fire Department's service philosophy, and a question-and-answer-session. Applicants must be age 21 or older. A similar recruitment effort in April attracted 18 applicants, with nine selected to serve.

Crisis Response volunteers partner with certified social workers and Chandler public safety personnel to provide practical support, referral services and emotional assistance to individuals and families who have experienced traumatic events. Information: 480-782-2120 or email to chandlerfire@chandleraz.gov.



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Shopping locally helps keep city's economy healthy

Commentary by Rick Heumann

In the past few years, Chandler has supported a campaign called *Invest Wisely, Shop Chandler* to encourage people to spend their dollars at retail stores and restaurants within our city limits. The initiative was meant to help strengthen our local economy and maintain the quality of life we have come to enjoy.

Our local economy is heavily reliant on sales-tax revenue generated by transactions that occur within our city boundaries. The revenue from every dollar spent in Chandler helps support core municipal services such as police and fire protection, parks and recreation programs, road improvements and much more.

On the other hand, online purchases with out-of-state companies bring us no benefit at all.

That's one of the reasons it remains important for us to continue helping independent businesses in our community. They are the backbone of Arizona's economy.

Also, independent businesses tend to reinvest more of their dollars in the community by contracting with local suppliers. This may not be the case with chain stores that don't typically rely on local goods and services and send a large percentage of their profits back to corporate headquarters, often in other states. Numerous studies illustrate a multiplier effect for shopping at community-based stores. When we spend \$100 at a local independent store, \$40 to \$45 gets filtered back into the community. In a chain business, \$10 to \$15 comes back.

Numbers aside, patronizing small businesses also builds civic pride and community involvement. Residents are more likely to stay in a community if they feel connected to it. There's nothing like a shop owner who knows his clients by name and has the expertise to provide for their needs.

When such ties with the business community exist, people are more likely to volunteer, vote, attend events and contribute to charities.

These concepts are not new to us, but it is easy to fall into the temptation of shopping at the last minute at large retail stores or online.

The city of Chandler and the nonprofit agency Local First have created websites designed to remind residents of the importance of shopping locally. The sites www.chandleraz.gov/shop and www.localfirstaz.com provide business directories and other tools to help make informed consumer decisions.

This summer, when we're out and about, let's make a concerted effort to patronize retail stores and restaurants. Our collective contributions help our community retain the quality of life that we have enjoyed—and want to continue enjoying.

Chandler Councilmember Heumann lives in west Chandler.

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Good neighbors

Chris Rowley, third from left, winner of Tempe's annual Chuck Malpede Neighbor of the Year award, receives his plaque from Mayor Hugh Hallman and Councilmembers Robin Arredondo-Savage, Joel Navarro, Mark Mitchell (city's new mayor) and Corey Woods. See full story on Page 12.

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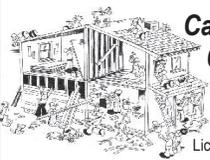
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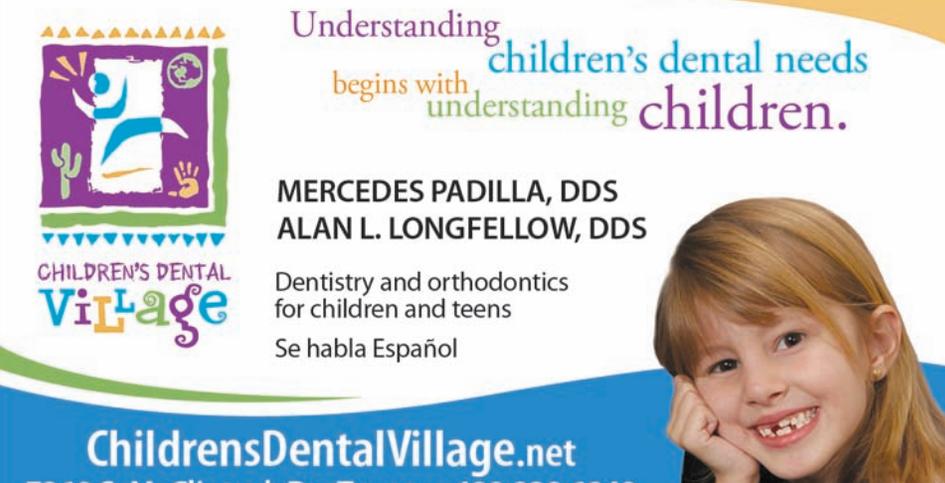
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