

Uniquely Avondale

WHERE CHAMPIONS RACE!

PHOENIX RACEWAY | AVONDALE, AZ





Mayor Kenneth Weise

MESSAGE FROM THE Mayor

Welcome to Avondale! Whether you're in town for a day or longer, whether you are visiting for business or leisure – we aim to make your visit as memorable as possible as you experience all that is *Uniquely Avondale!*

As part of the burgeoning Metropolitan Phoenix area, Avondale has so much to offer. With two NASCAR races at Phoenix Raceway annually, our city attracts tens of thousands of race fans who come to town for a thrilling experience. Avondale is where racing champions are crowned!

We're also home to a robust youth and amateur sports sector. As a young, family-oriented community, we welcome families from out of town who are here to participate in a myriad of regional sports tournaments all year round. For nature lovers, Avondale is home to the Tres Rios riparian habitat, miles of hiking/trails, and waterways for kayaking and canoeing.

While you are here, check out our Dining Guide and visit the many wonderful eateries in Avondale! We also offer festivals and events year-round, so please visit our website www.DiscoverAvondale.com for our events listing and join us.

We hope you will be back to see us again soon!

Sincerely,

Kenneth Weise
Kenn Weise



Avondale Conference and Visitor Center

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#DiscoverAvondale
#DiscoverAvondaleAZ
#PlayHereAvondale
#ExploreHereAvondale



#Discover Avondale

DiscoverAvondale.com

Discover NASCAR IN AVONDALE!

On the Cover: Start your engines! Avondale is proud to be home of Phoenix Raceway, where the NASCAR Championship Weekend happens. In this edition of *Uniquely Avondale*, learn why the raceway in Avondale is such a huge attraction. It's not just race fans from around the country that are coming here. A recent \$178 million renovation of Phoenix Raceway has transformed the venue into a year round destination.



Originally constructed in the 1960s with a 2.5 miles (4.0 km) road course that ran on both the inside and the outside of the main tri-oval, the track is famously known today for its one mile oval. NASCAR began racing at Phoenix International Raceway in 1978; however, it was not until 1988 when NASCAR's premier series, now the NASCAR Cup Series, began racing at the track. The 1990 sports action film *Days of Thunder*, starring Tom Cruise and Nicole Kidman, was filmed at Phoenix Raceway!



WHAT'S Inside

- 2 INSTAGRAMMABLE PLACES
- 4 NASCAR FACTS
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- 12 DISCOVER "OLD TOWN" AVONDALE

Phoenix Raceway Track History



January
1964

Construction on Phoenix Raceway is completed.

February
1977

The first "Copper World Classic" is held in Avondale.

April
1987

Lightning strikes the track's main grandstand, burning the majority of the structure to the ground.

October
1995

Ricky Rudd wins the fall NASCAR Winston cup series race in front of the first 100,000+ crowd at Phoenix Raceway.

March
1996

Scottsdale resident Arie Luyendyk sets a one-lap world record for speed on a true one-mile oval.

Winter
2003

The track installs lights, changing the way racing is seen at the Phoenix raceway.

Visit page 4 to learn more about how Phoenix Raceway has evolved!



Instagrammable Activities in

Avondale

Avondale is close to many sports and entertainment amenities and attractions that the Valley of the Sun has to offer! But did you know that there are also a host of exciting things to do right here in this cool city? See how many of these you can post on your Instagram feed, and be sure to use the hashtag #DiscoverAvondale so that we can follow your fun adventures!

1. Ride a segway at Phoenix Raceway



2. Grab a drink at our local breweries



3. Eat a burger at Laura's Burgers



4. Hike Monument Hill



5. Visit Tres Rios Nature Area



6. Visit Old Town Avondale



7. Enjoy Public art in Avondale



8. Catch some air at the skate track



9. Visit the American Sports Centers



1. Ride a Segway around the track at Phoenix Raceway
There's more than NASCAR races at Phoenix Raceway! Check out the Segway tours offered at the racetrack.

2. Grab a drink at 8-bit Aleworks or Scale & Feather Meadery
Tucked away in an industrial complex are two amazing local brewers of beer & honey wine.

3. Eat a burger at Laura's Burgers
Voted one of the Best Burgers in the Country!

4. Hike Monument Hill
Learn history & geography while you hike up this hill. On top is a national monument marking Arizona's Initial Point for all land surveys.

5. Chill out at the Tres Rios
The Tres Rios Nature Festival attracts thousands of outdoor enthusiasts to enjoy kayaking, paddle-boarding, fishing, birding and more!

6. Eat a paleta in Old Town Avondale
Local frozen treats, coffee, and pastry shops will tempt your sweet tooth when you visit this charming historic area.

7. Pose with public art
Avondale's public art offerings can be found all around town. Find them, take a selfie, and share the love.

8. Get pumped at the skate track
Festival Fields offers an exciting skate park & pump track for avid skaters or bikers of all ages.

9. Play basketball at American Sports Centers
One of Arizona's largest indoor sports complexes where tournaments happen!

10. Spend a night at our hotels
Avondale's growing hotel offerings can be a home away from home.

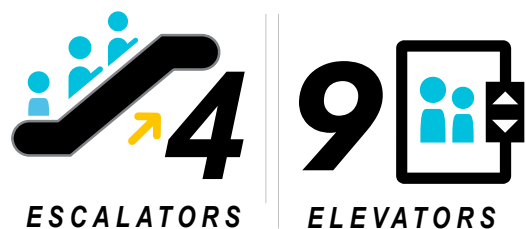
10. Stay the night at our hotels



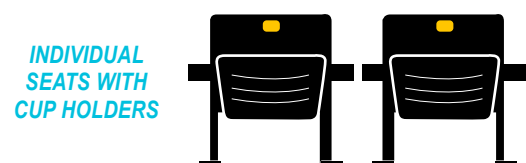
PHOENIX RACEWAY

By the Numbers

Avondale, Arizona | Est. 1964



ENHANCED SEATING



PREMIUM SECTIONS INCLUDE MORE SPACE AND ARM RESTS

2

EXPANDED AND REDESIGNED FAN ENTRANCES CALLED "CANYONS"



UPGRADED ALLY CURVE & SUITES



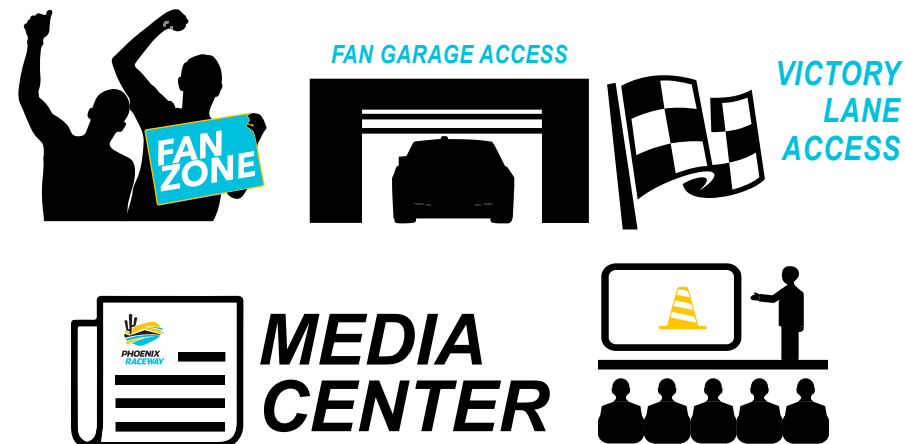
- 51 LUXURY APPOINTED LOUNGE STYLE SUITES
- 11 GARAGE OFFICES LOCATED IN THE MEDIA CENTER
- 3 GARAGE SUITES NASCAR CUP SERIES

PA SYSTEM

THROUGHOUT THE FACILITY INCLUDING TICKET WINDOWS AND ENTRY GATES



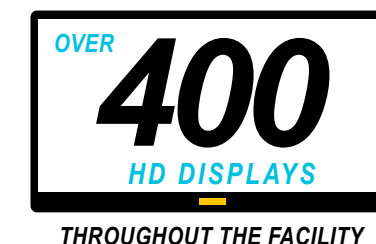
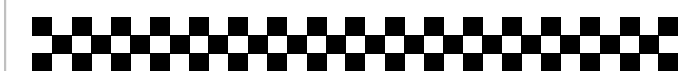
INFIELD EXPERIENCE



EXPANDED MIDWAY

OVER 1/2 MILE

SPANNING FROM CANYON TO CANYON



SUITES MIDWAY FAN ZONE CONCOURSES FOOD COURTS TICKET WINDOWS

To Learn More, Visit: DiscoverAvondale.com

Discover AVONDALE EVENTS & COME OUT TO CELEBRATE!

Visit www.AvondaleAZ.gov/events for more event details.

OCTOBER



BILLY MOORE DAYS

OCT 14 – OCT 17

Old Town Avondale on Western Avenue
Avondale celebrates its history and heritage during this multi-day festival that includes an exciting carnival, hometown parade, live entertainment, friendly competitions, and food & drinks. Presented by Avondale Toyota.

CYCLE AVONDALE – 1/2 METRIC BIKE RIDE

OCT 24 | 7 AM - 12 PM

Avondale Civic Center (Start/Finish)

(11465 W Civic Center Dr.)

This thrilling 31-mile bicycle ride, presented by Avondale Toyota, takes cyclists of all skill levels on an extended tour through the City of Avondale. A beautiful vantage point of the Estrella Mountains, nearby wetlands, and an exclusive multi-lap ride around the track at Phoenix Raceway makes this a unique experience.



CREEPIN' CRUISE

OCT 28 | 5 PM – 7:30 PM

Phoenix Raceway (7602 Jimmie Johnson Dr.)

Kick off the Halloween weekend with a one-of-a-kind spooktacular experience at Phoenix Raceway, presented by Avondale Toyota. Family-friendly activities, including the Tunnel of Terror and the Haunted Garage, are sure to delight guests of all ages.

NOVEMBER

AVONDALE CHAMPIONSHIP OPEN

NOV 3 | 8 AM – SHOTGUN START

Wigwam Golf Resort (451 N. Old Litchfield Rd.)

26th Annual Golf Tournament in support of the Boys & Girls Club Bob Bové Branch, a Thornwood Legacy (in Avondale). Register at bgcmp.org/avondale-cup.

AVONDALE VETERAN'S DAY CELEBRATION & FUN RUN

NOV 11

Estrella Mountain Community College

(3000 N. Dysart Rd.)

A multifaceted community celebration, presented by Avondale Toyota, honoring our veterans; 5K boot camp style fun run at 8 AM, warriors breakfast at 9 AM, and ceremony at 9:15 AM.

POPPIN' IN THE PARK

NOV 13

Festival Fields Park (101 E. Lower Buckeye Rd.)

Join us for a FREE movie, Cruella, interactive activities, and food truck vendors at the park. Bring chairs or a blanket to sit on and enjoy some great family time.



FAMILY FISHING DERBY

NOV 20

Festival Fields Park (101 E. Lower Buckeye Rd.)

Bring your favorite fishing poles and bait to this FREE event and compete for the title of BEST JUNIOR ANGLER IN AVONDALE!

DECEMBER

WINTERFEST

DEC 4 | 5 – 9 PM

Avondale Civic Center Complex

(11465 W Civic Center Dr.)

Bring the family and make some memories! Avondale turns into a winter wonderland with a visit from Santa, winter snow zone, a holiday light show, entertainment, annual tree lighting, food, and sweet treats.

FEBRUARY

POPPIN' IN THE PARK

FEB 5

Festival Fields Park (101 E. Lower Buckeye Rd.)

Join us for a FREE drive-in-movie, Secret Life of Pets, interactive activities, & food truck vendors at the park.



TRES RIOS NATURE FESTIVAL

FEB 26 – FEB 27

Base & Meridian Wildlife Recreation Area

(7602 S Avondale BLVD)

Enjoy the great outdoors on the river banks at the 18th Annual Spring Tres Rios Nature Festival. A celebration of plants, animals, ecological relationships, and the recreational opportunities of the area. Kid-friendly activities, educational displays, entertainment & various vendors make this a great event for the entire family.

APRIL

EGGSTRAVAGANZA

(2 days, 2 locations)

APRIL 1 | 5 PM - 8:20 PM

Mountain View Park (201 E. Mountain View Rd.)

APRIL 2 | 9 AM - 12:30 PM

City Hall (11465 W. Civic Center Dr.)

Join the Bunny & his friends in a hunt for eggs throughout Avondale. Bring your camera. The Bunny will be available for pictures. Pre-register at www.AvondaleAZ.gov/rec. Space is limited.

KIDFEST

APRIL 9

Friendship Park (12325 W. McDowell Rd.)

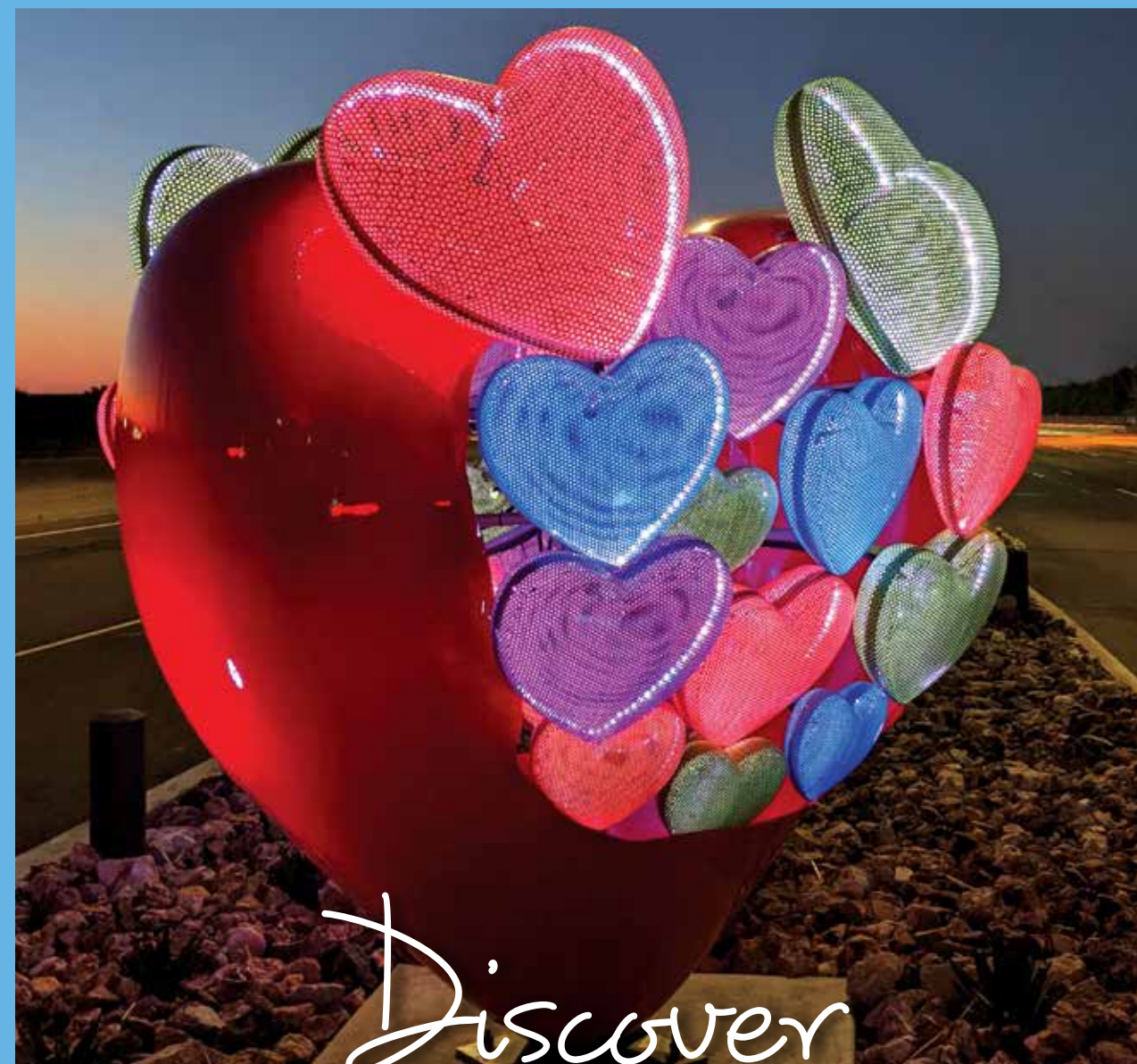
Bring the entire family to experience some adrenaline pumping, hi-flying, fantastic fun. Games & activities for all ages, delicious food from a variety of food trucks, and entertainment your family will love at KidFest.

AVONDALE FIESTA

APRIL 30

Historic Avondale on Western Avenue

Celebrate the rich heritage of the community at this Cinco De Mayo themed event while dining on authentic Mexican cuisine, relaxing at the Beer Garden, & enjoying the sights, sounds & festivities. Dancing, entertainment, music & fun.



Discover
ART
Everywhere

On your quest to Discover Avondale, keep an eye out for public art found throughout the city. From colorful murals in Old Town to whimsical sculptures in the parks & the iconic heart that lights up Avondale Boulevard at night, you'll discover an identity that is Uniquely Avondale!

Photographer Credit: Sharon Denke



Discover FEATURE POINTS OF INTEREST



1 | Harkins Theatres Gateway Pavilions 10250 W McDowell Rd

Grab a big bag of popcorn before settling in to enjoy the latest movie screenings at this popular multi-plex movie theatre.



2 | Uptown Jungle 1725 N Dysart Rd

Let Uptown Jungle take the hassle out of birthday party planning! Book a party date and let the kids explore and climb to their hearts' content at this house of fun.



3 | Bowlero Avondale 1425 N Central Ave

Old Town Avondale hot spot for bowling, leagues, birthday & corporate parties, an arcade, food and fun!



4 | Friendship Park 12325 W McDowell Rd

A community park with softball, baseball Little League ball fields, nine soccer/multi-use fields, walking trails, picnic ramadas, tennis courts, a splash pad, fishing pond, 3 playgrounds, a dog park & Japanese Garden.



5 | D-Bat Avondale 1050 N Fairway Drive

Batter up! In addition to private baseball and softball lessons, D-Bat's pitching machines with real baseballs and softballs are a sure hit for ball players of all levels. Check out the pro-shop or ask about camps and clinics!



6 | Main Event Avondale 10315 W McDowell Road

Main Event Avondale is more than just 26 lanes of state-of-the-art bowling, gravity ropes and over 100 games. It is one of the best venues for birthday parties, group events and team building activities.



7 | Phoenix Raceway 7602 Jimmie Johnson Dr

Home of the NASCAR Championship Weekend for 3 years in a row! This state of the art racing facility has 2 NASCAR races annually, as well as year-round activities & Segway tours.



8 | Randall McDaniel Sports Complex 765 N 114th Ave

Home to the American Sports Centers, Avondale. One of the largest indoor multi-sport facilities in Arizona, this complex hosts leagues, classes, tournaments, & clinics for all ages!



9 | Coldwater Golf Club 100 N Clubhouse Dr

The Forrest Richardson-designed golf course offers design features that will challenge players of all skill levels & inspire golfers to play on the course often!



10 | The Room Escape Games 10210 W McDowell Rd, #100

The Room Escape Games in a one stop shop for escape room entertainment. Private and special event space is available, as well as event catering.



11 | Monument Hill | 7602 Jimmie Johnson Dr (parking access is adjacent to Raceway)

On top of this landmark is a historical monument marking the state's "Initial Point," the basis for all official surveys in Arizona since 1865! Views overlook Tres Rios and Phoenix Raceway.



12 | West Valley Golf Center 12247 W Indian School Road

Named a top 50 Driving Range by Golf Range Association of America. The West Valley Gold Center was also named one of Americas 100 Best Clubfitters by Golf Digest Magazine. This facility offers a 10,000 square foot store.



13 | Tres Rios Corridor / Base & Meridian Wildlife Area 602 Jimmie Johnson Dr

Known as the Tres Rios, this confluence of the Gila, Salt and Agua Fria rivers is home to many unique plants, animals, birds and ecological wonders. It also provides for a variety of recreational opportunities! Don't forget to visit the Tres Rios Nature Festival, held annually in the Spring!



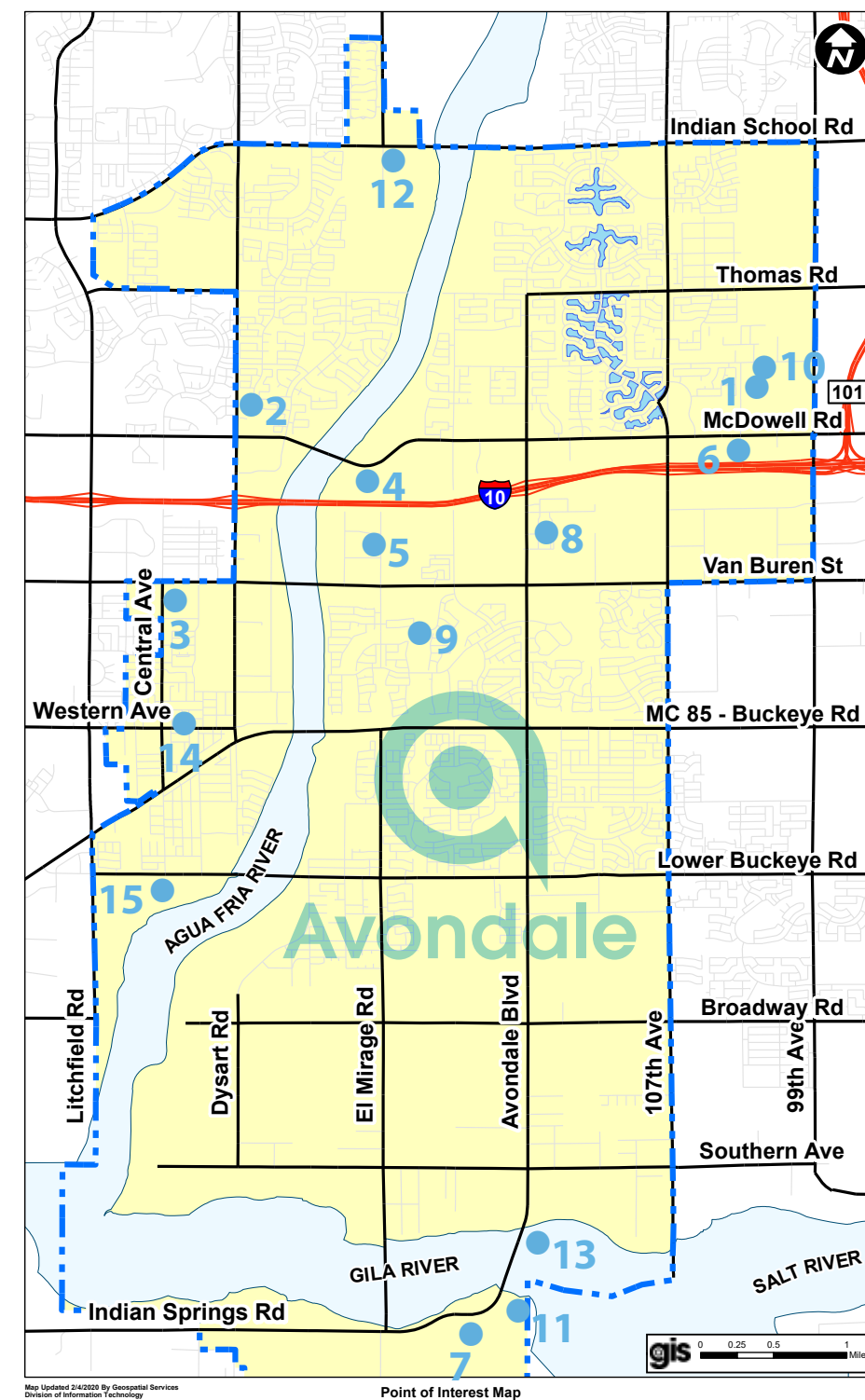
14 | Old Town Avondale Western/Central Ave

Enjoy the charm of Avondale's historic core, home to festivals and events. This walkable area features mom-and-pop restaurants offering authentic Mexican food and treats; coffee shops and bakeries, and a two story public library. Murals bring a splash of color to the area!



15 | Festival Fields Park 101 E Lower Buckeye Rd

With its oversized ramada, Festivals Fields is the place to gather and celebrate! Other amenities include a skate part and pump track, splash pad, softball, baseball fields and multi-use fields, four pickleball courts, two basketball courts, a large community fishing pond, a dog park and smaller picnic ramadas.



For more *Uniquely Avondale* fun activities and events, please visit
DiscoverAvondale.com



CELEBRATE THE **THREE RIVERS**

Discover the Tres Rios Nature Festival



Fishing? Check.
Birdwatching? Check.
Canoeing & paddle-boarding?
Check and check!

If you're looking for an event that has appeal to every member of your family, look no further than the Tres Rios Nature Festival.

For nearly 2 decades, nature lovers have flocked to the annual weekend-long Spring event held at this unique riparian gem in Avondale.

Known as the Tres Rios, this confluence of the Gila, Salt and Agua Fria rivers is home to many unique plants, animals, birds and ecological wonders. It also provides for a variety of recreational opportunities!

Festival attendees come to see wildlife up close; go hiking, fishing, canoeing or zip lining; try a hand at stand up paddle boarding, mountain biking, and archery; bird-watch, and learn all about the unique ecology to this area.

Experts in wildlife topics are there to answer questions and share information about their organizations. These include Sonoran Audubon, Arizona Game & Fish, AZ Herpetological Society and Arizona Audubon, to name a few.

Kids also learn and use Science, Technology, Engineering, Art & Mathematics (STEAM) at the Tres Rios Nature Festival, which is a Signature Event of the Arizona SciTech Festival.

Festival goers are invited to bring fishing gear. Free access to canoes, kayaks & paddle boards to explore the waterways of the safe and wildlife friendly river, are also provided at the event.

Hang out in the beer garden located on the bridge over the river with a perfect view of the stage to listen to the pickin' tunes of Blue Grass musicians, country acts or renown folk performance groups. Burgers, BBQ, and fry bread are some of the food options to feed the appetite that you build up participating in all of the fun outdoor activities.

February 26th – 27th, 2022

Admission is always free. The event takes place at the Base and Meridian Wildlife Area, located adjacent to Phoenix Raceway in Avondale. Five miles south of I-10 on Avondale Boulevard (7602 Jimmie Johnson Dr., Avondale, AZ 85323).



DID YOU KNOW?

The Tres Rios area is designated as a significant birding corridor by the National Audubon Society! Maricopa County is both a haven for birds and heaven for birders, with over 450 bird species!

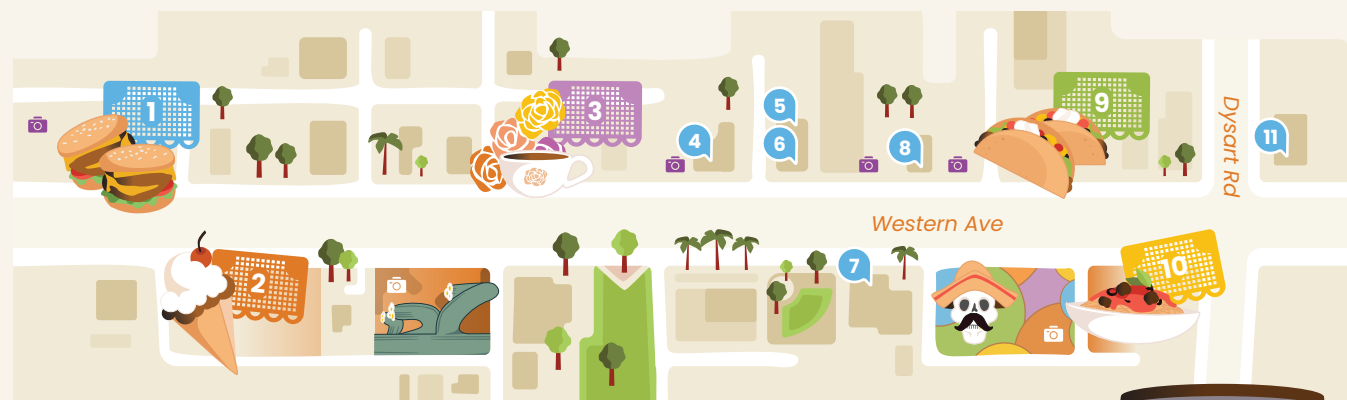




The heart of Old Town is Western Avenue, a pedestrian friendly street featuring eclectic building-scapes covered in murals that run the stretch from Central Avenue to Dysart Road. As the historic core of Avondale, it is a part of the Valley that holds a truly nostalgic charm. Originally named Coldwater, Avondale started out as a stagecoach stop in the early days. Western Avenue is the hub for the long-running Billy Moore Days Parade, cultural festivals and car shows. If you're in search of

dining options, Old Town boasts an wide array of family owned eateries along Western Avenue and surrounding areas. Whether it's pasta-licious Italian cuisine, Mexican favorites like enchiladas and mini tacos, award winning burgers and good ole comfort food, you'll find it here. You'll also find fresh baked sweet breads, fruity paletas (popsicles) and cold brew coffee and smoothies.

To Learn More, Visit: DiscoverAvondale.com



- | | | |
|--|--|--|
| 1. Laura's Burgers & More
60 E Western Ave | 4. Rosendo's Taco Shop
314 E Western Ave | 8. Taqueria La Jacky
532 E Western Ave |
| 2. Paletas La Michoakana
105 E Western Ave | 5. Aroma Mocha Coffee AZ
506 E Western Ave, #103 | 9. Café Zamora
606 E Western Ave |
| 3. Casita Kahlo
308 E Western Ave | 6. Mi Panaderia
506 E Western Ave, #101 | 10. The Pasta Factory
701 E Western Ave |
| | 7. Whiskey on Western
613 E Western Ave | 11. Carolina's Mexican Food
27 N Dysart Rd |



phoenixraceway.com

Dates are subject to change.

LUCAS OIL 150

Friday, November 5, 2021, 5:00 PM

Don't miss the kickoff to the 2021 NASCAR Championship Weekend as the NASCAR Camping World Truck Series Champion is decided during the Lucas Oil 150.

ARIZONA LOTTERY 100

Saturday, November 6, 2021, TBD

The ARCA Menards Series returns to the desert for the West Series Championship race. Saturday will feature a doubleheader with both the ARCA Menards Series and the NASCAR Xfinity Series on the schedule. See who takes home The ARCA Menards West Series Championship.

NASCAR XFINITY SERIES CHAMPIONSHIP RACE

Saturday, November 6, 2021, 5:30 PM

Witness the future stars of NASCAR battle for the 2021 NASCAR Xfinity Series Championship at Phoenix Raceway.

NASCAR CUP SERIES CHAMPIONSHIP RACE

Sunday, November 7, 2021, 1:00 PM

The NASCAR Cup Series Championship returns to Phoenix Raceway in 2021. Four drivers will put it all on the line for the NASCAR Champion title. You don't want to miss it.

RUOFF MORTGAGE 500 WEEKEND

March 11th - March 13th, 2022

Phoenix Raceway's 2022 racing season opens on Friday, March 11, when the ARCA Menards Series returns to the iconic, one-mile doglegged oval, setting the stage for the NASCAR Xfinity Series on Saturday, March 12, and the Ruoff Mortgage 500 on Sunday, March 13.

NASCAR CHAMPIONSHIP WEEKEND

November 4th-November 6, 2022

The Valley of the Sun will host the final weekend of the NASCAR season, scheduled for Nov. 4-6, 2022 for a third consecutive season.

Avondale Dining Guide

DINE IN | TAKE OUT | DELIVERY

FAVORITE CHAINS, UNIQUELY AVONDALE TREASURES & OTHER CULINARY DELIGHTS



USE OUR EASY ACCESS QR CODE!



1. Open Camera App
2. QR Code appears in the viewfinder
3. Tap the notification to open the link



CITY OF AVONDALE
OFFICE OF ECONOMIC DEVELOPMENT

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(623) 333-1400 | AvondaleEDGE.com