

# Uniquely Avondale

## PALETAIS

### La Michoakana





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!**

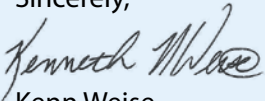
As part of the burgeoning Metropolitan Phoenix area, Avondale has so much to offer. With two NASCAR races at Phoenix Raceway annually, our city attracts tens of thousands of race fans who come to town for a thrilling experience. Avondale is where racing champions are crowned!

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](http://www.DiscoverAvondale.com) for our events listing and join us.

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

Sincerely,

  
Kenn Weise



### Avondale Conference and Visitor Center

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(623) 333-1417

[DiscoverAvondale.com](http://DiscoverAvondale.com)

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#Discover Avondale

[DiscoverAvondale.com](http://DiscoverAvondale.com)

# Discover AVONDALE DINING!

**On the Cover:** When the weather heats up, nothing beats a cold, sweet treat like ice cream or fruity paletas from Paletas la Michoakana in Old Town Avondale! On your quest to #DiscoverAvondale, be sure to visit the many Uniquely Avondale eateries sought out by locals and visitors alike! From award-winning establishments like Eric's Family Barbecue to burger joints like Laura's Burgers that are ranked best in the nation, the choices are endless! In Avondale, you'll discover everything from Mexican restaurants like Café Zamora that have served the area for decades, cozy family-owned bistros like The Pasta Factory, to trendy, fast-casual dining spots with wide appeal, such as Trapper's Sushi, Café Zupas and The Halal Guys.

Our Avondale Dining Guide will take you on a delicious discovery throughout the city! Check out the back cover for details.



Paletas la Michoakana



Eric's Family Barbecue



The Pasta Factory



## WHAT'S Inside

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Photo credit: Getty Images, Racetrack construction circa 1963.

As Avondale commemorates its Diamond Anniversary Year, the city also celebrates the landmarks that have contributed to the success of the city. Phoenix Raceway (PIR) – originally Phoenix International Raceway – is one such important landmark.

Built in 1964 against the backdrop of the beautiful Estrella Mountains, the original road course was 2 miles long and ran both inside and outside of the main oval track. It was built with the goal of being the western home of open wheel racing, replacing the old racing track at the Arizona State Fairgrounds.

NASCAR didn't come onto the scene till 1977 at the track, and in 1988, NASCAR's premier series began racing at PIR, with the first race won by Alan Kulwicki.



We welcome you to learn more about Avondale history.

[www.avondaleaz.gov/75years](http://www.avondaleaz.gov/75years)  
#AvondaleAZ75



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We invite you to visit [avondalez.gov/TheBLVD](http://avondalez.gov/TheBLVD) to learn about other exciting development plans for this area.

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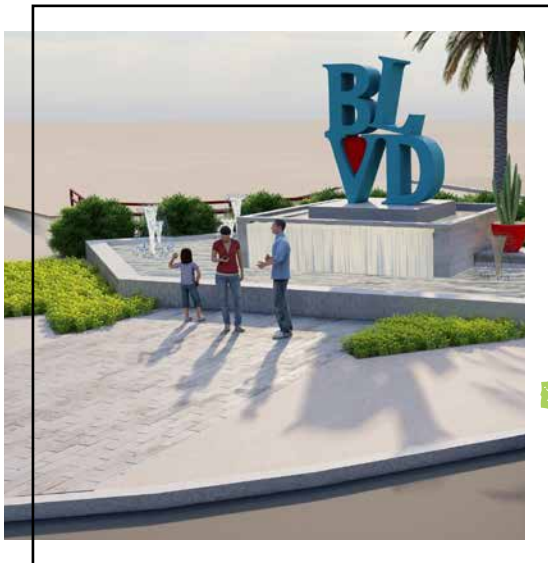
The City recently updated its plan for the area formerly known as the Avondale City Center. Rebranded as The BLVD and located on Avondale Boulevard just off the I-10, this area will be the next destination "hot spot" in the West Valley for shopping, dining, entertainment, living, and employment; a true live/work/play concept. With more than 350 acres for future development, The BLVD will encompass five trendy, pedestrian-friendly district concepts that will be the heart of Avondale.



### SPORTS ON THE BLVD

Located on The BLVD is the Randall McDaniel Sports Complex, home to American Sports Centers-Avondale. The largest indoor multi-sport facility in Arizona, ASC Avondale features 6 volleyball courts, 4 basketball courts, 2 indoor soccer fields, and a 4,000 square foot multi-purpose room.

ASC hosts a wide variety of leagues, classes, and clinics for athletes of all ages. On the weekends, you'll see a combination of regional tournaments, leagues, and special events throughout the year.



### WHAT'S ON THE BLVD

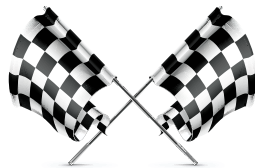
Stay tuned for all kinds of exciting development poised to arrive at the BLVD.

From coffee shops and trendy eateries to upscale apartments and day spas, life on The BLVD will be complemented with welcoming water features and lush gathering spaces. Come for the day, or stay at one of four hotels at The BLVD.



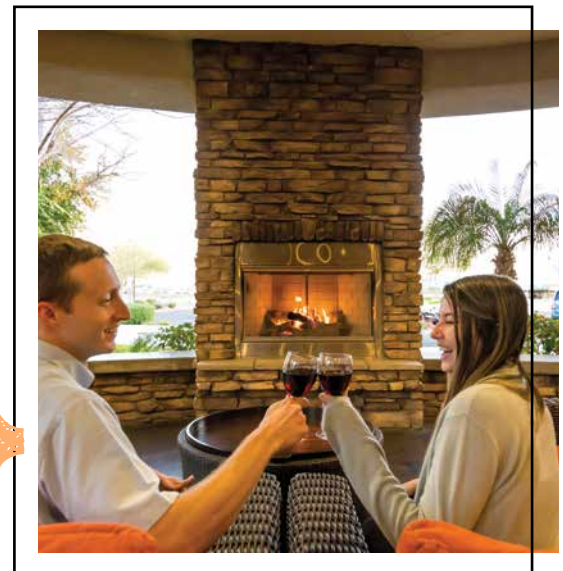
### CHECKERED CROSSWALKS ON THE BLVD

Checkered crosswalks can be found along Avondale Boulevard, as well as other parts of the city. These roadway features highlight Avondale's strong relationship to Phoenix Raceway, which will host the NASCAR Championship Series the weekend of November 5-7, 2021. Tens of thousands of race fans will drive through The BLVD to get to the racetrack to attend the races or to experience the many new community events that the track now hosts.



### STAYING ON THE BLVD

The BLVD provides many options for visitors to come and stay, with four hotels located here. Joining the Hilton and Homewood Suites is Residence Inn by Marriott, and My Place Hotels. Experience the hospitality of the staff, who strive to make guests feel right at home.





Avondale celebrates its semisesquicentennial year (*say that fast five times!*) in 2021.

**In other words, it's the city's 75th year or Diamond Anniversary!**

So much has changed since Avondale's founding father, William "Billy" G. Moore, arrived in Arizona in the late 1860s, settling near the Agua Fria River in 1880, and calling it "Coldwater, Arizona," after the river that flowed through. Back then, Coldwater was just a general store and stage stop near the Agua Fria River crossing. The city took its name from "Avondale Ranch," where the post office was established in 1896. The main street, which we know today as Western Avenue in the heart of "Old Town" – spurred the area's growth, leading to the incorporation of Avondale in 1946.

## OLD TOWN CHARM

As the area of "Old Town" grew, development consisted of a conglomeration of styles and architecture along Western Avenue typical of small western towns, with ranching, the railroad and cotton farming as main industries. The area has an eclectic look, yet also preserves the historic business district and safeguards opportunities for small, independent businesses to thrive today. Avondale is proud that the roots of our city are still strong in the area; many of the residential streets bear the names of the families that first established here, such as Aragon, Hill and Madden. Western Avenue is a pedestrian-friendly zone featuring locally-owned small businesses, unique and award winning restaurants, cultural and urban art, and eclectic building-scapes that run the stretch from Central Avenue to Dysart Road. Government buildings such as the modern Sam Garcia Western Avenue Library, a fire station, police substation, parks and plazas are a hub for an area that boasts so much charm today. Over the years, the City has partnered with business owners to give several historic buildings a facelift with new façade improvements, while staying true to the street's uniquely Avondale character.



## ROOTS

During the early part of Arizona's statehood, vast acres of farm fields sprung to life in this part of the valley. During World War I, the demand for cotton surged in the United States. This led to expansive use of land for cotton farming in the Southwest Valley, bringing thousands of migrant workers from Mexico to turn the arid desert into suitable crops to supply the demand from US federal government. Amid this early growth, a pandemic struck, resulting in lives lost from the 1918 Spanish Flu. A cemetery was established by Goodyear Farms to bury the farmworkers and their families who died from the flu. The historical Goodyear Farms Cemetery today is cared for by the City of Avondale, which is committed to preserving the history of the pioneers who transformed the desert area into agricultural fields. Each year, the city teams up with Ballet Folklorico Esperanza to host a Dia de Los Muertos celebration to honor those who are buried at the cemetery.

## HISTORY – THE "HEART" OF ARIZONA

The United States was acquired from Mexico in 1854. The historical reference of Gadsden Purchase included lands south of the Gila River and west of the Rio Grande where the US federal government wanted to build a transcontinental railroad along a deep southern route. The US government, in order to establish Arizona territory, marked the land accordingly from a high point just south of the Gila River, known today as Monument Hill. This point was not only the northern boundary of Mexico, but eventually became the starting point for surveys when Arizona was established as a state. Numerous round USGS markers, and an artistic "X" top this hill, mark the spot of this site, which is listed in the National Register of Historic Places. Monument Hill is adjacent to Phoenix Raceway, and the Base & Meridian Wildlife area, in the southern part of the city. There are awesome views of the confluence of the Salt and Gila Rivers, Estrella Mountains and downtown Phoenix from atop the official midpoint of the entire state.



Avondale's unique charm and special history will be shared and celebrated throughout this Diamond Anniversary year. Follow #UniquelyAvondale on Facebook, to learn more as we spotlight Avondale, in celebration of 75 years as a City.

# Discover AVONDALE EVENTS & COME OUT TO CELEBRATE!

Visit [www.AvondaleAZ.gov/events](http://www.AvondaleAZ.gov/events) for more event details.

## APRIL

### EGGSTRAVAGANZA

(3 days, 3 locations)

**APRIL 1 | 5 - 8:30 PM**

Donnie Hale Park (10857 4th St.)

**APRIL 2 | 5 - 8:30 PM**

Mountain View (201 E. Mountain View Rd.)

**APRIL 3 | 9 AM - 12:30 PM**

City Hall (11465 W. Civic Center Dr.)

Join the Bunny and 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](http://www.AvondaleAZ.gov/rec). Space is limited.



### KIDFEST

**APRIL 10 | 10 AM - 1 PM**

Friendship Park (12325 W. McDowell Rd.)

Bring the entire family to experience some adrenaline pumping, hi-flying, fantastic fun. A fun run for the kids, trike races, a zipline for all ages, delicious food from a variety of food trucks, and entertainment are just some activities your family will encounter at KidFest.

### "FANTASTIC BEASTS: THE CRIMES OF GRINDELWALD" MOVIE NIGHT

**APRIL 10 | 7:15 PM**

Friendship Park (12325 W. McDowell Rd.)

Gather your family and friends and join us for more KidFest activities with movie night at the park! Bring chairs or a blanket to sit on and your favorite movie snacks.

### FOOD TRUCK FRIDAY

**APRIL 23 | 5 - 8:30 PM**

Friendship Park (12325 W. McDowell Rd.)

Kick off the weekend by enjoying delicious dishes from a variety of local food trucks at the park. Families can enjoy a nice evening picnic at the park or bring dinner back home. Food vendors will be on site for food, beverage and dessert purchase.

## MAY



### AVONDALE FIESTA

**MAY 1 | 6 - 10 PM**

Historic Avondale on Western Avenue

Celebrate the rich heritage of the community, honoring Cinco De Mayo with exciting entertainment, a hot pepper eating contest, and the best Mexican cuisine in the valley.

### "JURASSIC WORLD" MOVIE NIGHT

**MAY 8 | 7:15 PM**

Donnie Hall Park (10857 4th St.)

Make it a family night and join us for this PG-13 action-adventure movie! Bring chairs or a blanket to sit on and your favorite movie munchies.

### FOOD TRUCK FRIDAY

**MAY 28 | 6 - 9 PM**

Friendship Park (12325 W. McDowell Rd.)

Celebrate the weekend with a tasty treat. Families can enjoy a nice evening picnic at the park or bring dinner back home. Food vendors will be on site for food, beverage and dessert purchase.

### MEMORIAL DAY CEREMONY

**MAY 31 | 6:30 - 7:30 PM**

City Hall (11465 W. Civic Center Dr.)

Honoring those who have served with memorial exhibits, a musical tribute, and Flag Ceremony dedicated to the men and women who lost their lives in service of this great nation.

## JUNE

### FOOD TRUCK FRIDAY

**JUNE 25 | 6 - 9 PM**

Friendship Park (12325 W. McDowell Rd.)

Experience a variety of delicious dishes from local food trucks. Enjoy a nice family evening picnic at the park, or grab-and-go an easy dinner. Food vendors will be on site for food, beverage and dessert purchase.

## JULY



### AVONDALE LIGHT UP THE SKY 4TH OF JULY CELEBRATION

**JULY 4 | 5 - 10 PM**

Festival Fields Park (101 E. Lower Buckeye Rd)

Celebrate America's Freedom with an evening of food and festivities including a grand finale of beautiful fireworks lighting up the night sky.

### FOOD TRUCK FRIDAY

**JULY 23 | 6 - 9 PM**

Friendship Park (12325 W. McDowell Rd.)

Treat yourself to a "no cook night." Picnic at the park, or take it go. Food trucks will be on site for food, beverage and dessert purchase.

## AUGUST

### FOOD TRUCK FRIDAY

**AUGUST 27 | 6 - 9 PM**

Friendship Park (12325 W. McDowell Rd.)

Local food trucks bring dinner and treats to the park. Enjoy a family evening picnic at the park or bring dinner back home to enjoy. Food vendors will be on site for food, beverage and dessert purchase.

## SEPTEMBER

### "MOANA" MOVIE NIGHT

**SEPTEMBER 11 | 7:15 PM**

Friendship Park (12325 W. McDowell Rd.)

Gather your family and friends and join us for movie night! Bring chairs or a blanket to sit on and your favorite movie snacks.

### FOOD TRUCK FRIDAY

**SEPTEMBER 24 | 6 - 9 PM**

Friendship Park (12325 W. McDowell Rd.)

A variety of local food trucks deliver your favorite eats to the park. Dine alfresco in the park or take it to go. Food vendors will be on site for food, beverage and dessert purchase.





# Discover

## FEATURE POINTS OF INTEREST



**1 | Valley Golf Center**  
12247 W Indian School Road



**2 | Uptown Jungle**  
1725 N Dysart Rd



**3 | Friendship Park**  
12325 W McDowell Rd



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



**5 | Harkins Theatres Gateway Pavilions** | 10250 W McDowell Rd



**6 | Main Event Avondale**  
10315 W McDowell Road



**7 | D-Bat Avondale**  
1050 N Fairway Drive



**8 | Randall McDaniel Sports Complex**  
765 N 114th Ave



**9 | Coldwater Golf Club**  
100 N Clubhouse Dr



**10 | Bowlero Avondale**  
1425 N Central Ave



**11 | Old Town Avondale**  
Western/Central Ave



**12 | Festival Fields Park**  
101 E Lower Buckeye Rd



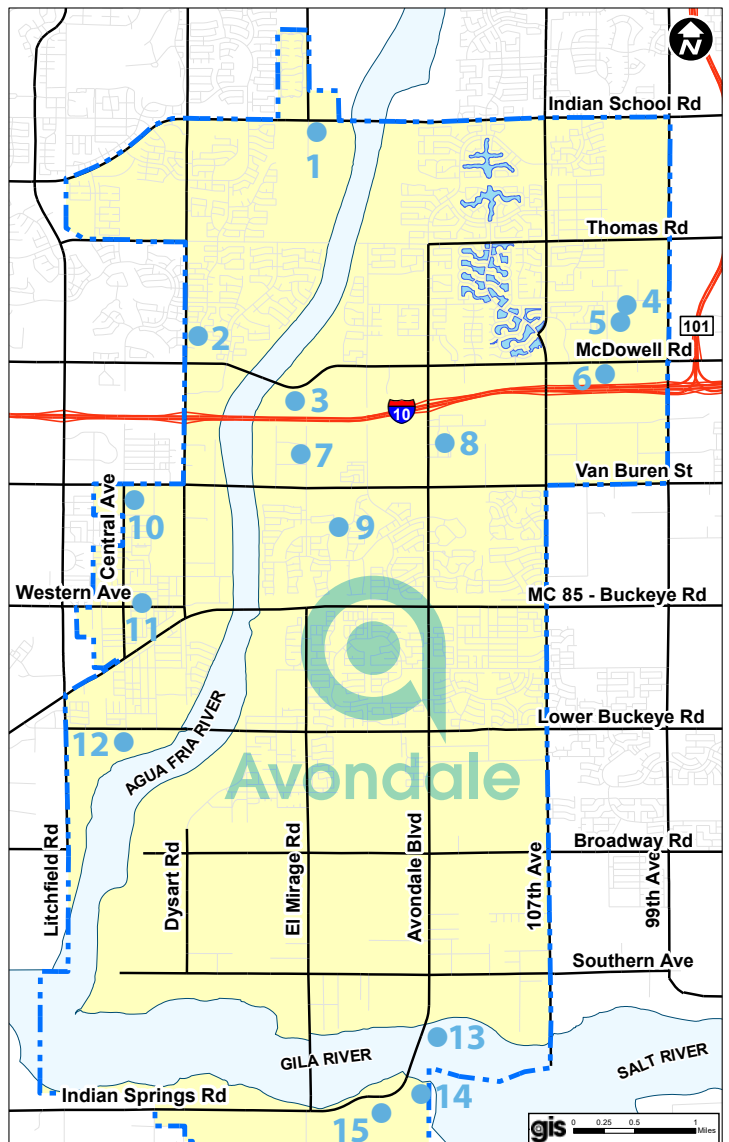
**13 | Tres Rios Corridor / Base & Meridian Wildlife Area**  
7602 Jimmie Johnson Dr



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



**15 | Phoenix Raceway**  
7602 Jimmie Johnson Dr



For more *Uniquely Avondale* fun activities and events, please visit [DiscoverAvondale.com](http://DiscoverAvondale.com)





## LOWER GILA RIVER COLLABORATIVE

Did you know City of Avondale is part of the Lower Gila River Collaborative (LGRC), a growing cooperative effort to restore natural resources along the lower Gila River, which will improve access to nature-based recreation, and promote the river as an amenity in the West Valley?

The lower Gila River stretches from West Phoenix, east to the historic Gillespie Dam Bridge, providing opportunities for bird watching, fishing, kayaking, and more. Every year in February, Avondale hosts the Tres Rios Nature Festival at Base and Meridian Wildlife Area to celebrate this ecologically-rich desert waterway. LGRC is increasing these kinds of opportunities for communities to get to know their backyard river, while improving wildlife habitat and restoring river flows. Among the biggest challenges that the partners are taking on is invasive salt cedar, a Mediterranean tree species that drastically alters the flow and function of the river.

The LGRC invites the public to participate in restoration and stewardship. Explore opportunities by viewing the newly unveiled website on this initiative, [www.lowergilariver.net](http://www.lowergilariver.net). Learn more, get involved – visit the online event calendar, sign up for volunteer opportunities, and attend upcoming meetings.

*When traveling Arizona's spectacular landscapes and unique destinations, or even when exploring closer to home -- preserve what is natural, and Leave No Trace.*



# 7 PRINCIPLES OF LEAVE NO TRACE

<p><b>PLAN AHEAD &amp; PREPARE</b></p>  <p>Be prepared! Remember food and water, and clothes to protect you from cold, heat and rain.</p>	<p><b>TRAVEL &amp; CAMP ON DURABLE SURFACES</b></p>  <p>Walk and ride on designated trails to protect trailside plants. Camp only on existing or designated campsites to avoid damaging vegetation.</p>	<p><b>TRASH YOUR TRASH</b></p>  <p>Pack it in, Pack it out. Put litter—even crumbs, peels and cores—in garbage bags and carry it home.</p>
<p><b>LEAVE WHAT YOU FIND</b></p>  <p>Leave plants, rocks and historical items as you find them so others can enjoy them.</p>	<p><b>BE CAREFUL WITH FIRE</b></p>  <p>Use a camp stove for cooking. Stoves are easier to cook on and create less impact than a fire.</p>	<p><b>RESPECT WILDLIFE</b></p>  <p>Observe wildlife from a distance and never approach, feed or follow them.</p>
<p><b>SHARE THE TRAIL</b></p>  <p>Be considerate when passing others on the trail.</p>		





LEAVE NO TRACE CENTER FOR OUTDOOR ETHICS



**NASCAR**  
**CHAMPIONSHIP**  
WEEKEND  
PHOENIX

[phoenixraceway.com](http://phoenixraceway.com)

**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.

*Dates are subject to change.*

# 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



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