



Maricopa County Prop 302 Marketing Program - FY22

Prop 302 Program

- Overview
- Current State
- Recent Developments
- Options
 - Continue with current co-op
 - Find another existing co-op to partner with
 - Apply as an independent DMO or new regional co-op



Program Requirements

- Destination Marketing Organization (DMO) for a city or town within Maricopa County (1-Year)
- Maintain a Tourism Budget of \$123k



Program Steps

- Submit Application
- Request funding
- Identify and submit projects for approval
- Proof of project(s) completion



Staff Recommendation

- Authorize the City Manager to submit an application to the Arizona Office of Tourism (AOT) which would establish the City of Goodyear as the Destination Marketing Organization (DMO) for either ourselves or a new co-op that includes the City of Goodyear and the City of Litchfield Park and authorize all associated budget transfers.

