

SAMPLE City of Goodyear Sports & Tourism Strategy

Executive Summary

As one of the fastest-growing cities in the nation, Goodyear stands at a pivotal moment to elevate its tourism potential. With a solid foundation in professional sports, strong community assets, and unmatched natural surroundings, this strategic plan outlines a path to grow Goodyear into a year-round destination through a coordinated and proactive tourism strategy.

Vision Statement

To establish Goodyear as a premier destination for sports, outdoor adventure, arts and culture, dining, and business travel—enhancing quality of life for residents while generating sustained economic impact.

Strategic Goals

- Enhance Goodyear's visibility as a tourist destination.
- Leverage existing assets to create a year-round visitor economy.
- Establish a centralized structure to lead tourism strategy and execution.
- Drive economic development through tourism-related activities and investment.

Current Tourism Landscape

- Goodyear already engages in tourism through:
 - Spring Training at Goodyear Ballpark (350,000+ annual visitors)
 - A dedicated tourism website: VisitGoodyear.com
 - Marketing campaigns supported by Arizona Office of Tourism (Prop 302 funds)
 - Signature events and cultural festivals
 - Highly recognized facilities like the BMX track
- Challenges Identified:
 - Fragmented and reactive tourism efforts
 - Lack of cohesive, year-round destination marketing
 - Gaps in infrastructure: hotels, event venues, and amenities for longer stays

Key Pillars of Tourism Growth

Sports Tourism

- Expand tournament-hosting capabilities (youth, amateur, adult)
- Explore development of multi-use sports facilities (e.g., I-10 basins)
- Leverage Goodyear Ballpark beyond Spring Training
- Strengthen partnerships with sports organizations and leagues

Outdoor & Nature-Based Recreation

- Promote Estrella Mountain Regional Park and Bullard Wash Trail expansion
- Position Lower Gila River as an eco-tourism hub
- Host outdoor races, wellness events, and adventure challenges

Arts & Culture

- Elevate Goodyear's identity through public art and cultural programming
- Encourage public-private partnerships for future cultural venues
- Support regional collaborations, artist residencies, and cultural exchanges

Dining, Shopping & Entertainment

- Encourage development of experiential retail and dining destinations
- Activate nightlife: live music, patios, and evening events
- Bundle offerings into curated tourism experiences

Conferences & Business Events

- Address the gap in hotel and conference space in the Southwest Valley
- Pursue development of a full-service hotel with meeting facilities
- Position Goodyear as a regional hub for weekday professional travel

Strategic Recommendations

Short-Term (Immediate Implementation-Existing Resources)

- Create an Office of Tourism as a division of the Economic Development Department to centralize leadership and coordination.
- Use existing Prop 302 funds to initiate targeted marketing and outreach.
- Begin stakeholder and private partner engagement
- Focus on small group meetings (50–100 attendees) as hotel inventory grows.

Medium-Term

- Develop and launch a Citywide Destination Marketing Strategy (DMO model).
- Foster partnerships with sports organizations, tourism boards, cultural institutions, and local businesses.
- Explore options for public-private partnerships to invest in key infrastructure.

Long-Term

- Support future opportunity for amenity expansion
 - Event venue (conference hotel, performing arts center)
 - Multi-use sports facilities

Conclusion

Goodyear has a unique opportunity to transform tourism from a seasonal asset into a year-round economic engine. Through deliberate planning, investment, and leadership, we can unlock Goodyear's full potential as a vibrant destination city.