



# Council Update Economic Development Office of Tourism





# RECAP

- FY25 Strategic Plan Item
- Council Direction June 2025
  - Establish an Office of Tourism
    - No Additional Budget Allocation
  - Leverage Prop 302 funds
  - Stakeholder and Partner Engagement
  - Focus on “Small Group Meetings” Market





# PROGRESS UPDATE

- Established the Goodyear Office of Tourism
  - Created as a Division of Economic Development Department
  - Designated as the Official Destination Marketing Organization (DMO)
- Leveraged Prop 302 Funds - Programmed for FY26
  - Tourism Promotion and Marketing ONLY (example: no administrative or personnel costs)
  - Spring Training Focus





# PROGRESS UPDATE

- Stakeholder & Partner Engagement
  - Arizona Office of Tourism (AOT)
  - Arizona Lodging & Tourism Association (AzLTA)
  - Other Destination Marketing/Management Organizations (DMOs), Convention & Visitor Bureaus (CVBs)
  - Other City Departments-Parks, Ballpark





# PROGRESS UPDATE

- Stakeholder & Partner Engagement
  - Goodyear Tourism Quarterly Roundtable
    - October 2025 & January 2026
    - Attendees: Goodyear's Hospitality Industry
- Target Small-Group Meetings Market
  - Interest by Tourism Roundtable Group
  - Business Opportunities Identified for 2026





# ADDITIONAL PROGRESS

- Application for Official Arizona Visitor Information Center (AVIC) Designation
- Research & Benchmark Data
  - Performance Metrics
- Marketing & Brand Development
  - New Logo
  - New Dining Collateral
  - Website Development Underway





## NEXT STEPS

- Develop Consumer Tourism Function
- Strengthen Visitor Infrastructure
- Create Dedicated Marketing Program
- Cultivate Signature Tourism Experiences





## NEXT STEPS

- Hire a Tourism Position
- Allocate Marketing Budget





## Council Discussion

# Questions & Discussion