

Tourism & Recreation Council Committee

Chair: Mark Mitchell; Member: Ben Arredondo

2007 Work Plan

Tourism

- Work with Tempe Convention and Visitors Bureau (TCVB) and top ASU decision makers to bring technical conferences, association meetings, etc. to Tempe
- Identify and work with the top business leaders to bring business meetings and conferences to Tempe
- Facilitate the development of additional hotels in the downtown and Rio Salado area
- Attract additional hotel and conference facilities to Tempe
- Continue relationship with US Airways to encourage business opportunities
- Develop relationships with Greater Phoenix Economic Council (GPEC) and East Valley Partnership to bring new business opportunities to Tempe
- Work with Arizona Department of Tourism to promote Tempe and the region

Amateur Sports

- Develop, implement and execute plans for Insight Bowl and help promote the game in Tempe
- Work with ASU to enhance and expand community use of ASU facilities (i.e. Sun Devil Stadium, Wells Fargo Arena, etc.) for youth and amateur sports programs, including Senior Olympics, Arizona State Games and similar programs
- Develop and implement cost-effective youth and amateur sports facilities
- Develop relationship with Arizona Sports and Tourism Authority (AZSTA) to bring more youth and amateur sports to Tempe
- Continue relationship with Tempe Sports Authority
- Enhance Spring Training and capture community benefits from Diablo Stadium improvements and presence of Los Angeles Angels of Anaheim
- Continue efforts to bring sporting events to Tempe i.e. Rock 'n' Roll Marathon, Ironman
- Improve regional parks, including Warner-Hardy Sports Complex, Kiwanis Park Rio Salado Park area
- improve city-wide recreation programs