

FY25-27

Parks & Recreation Department Strategic Plan Accomplishments



Evaluate Phasing of Bullard Wash Trail

As part of the Bullard Wash Trail Extension, phasing options were presented to council and the project is currently in design with expected completion by 2028.



Implement the Excessive Heat Plan

Developed and implemented a heat illness prevention program to ensure the safety of the department's field workers during extreme heat. In 2024, Parks & Recreation experienced a 50% reduction in heat illness incidents, and in 2025, no heat-related injuries were reported.



Goodyear Community Park Improvements

Design for the Goodyear Community Park improvements kicked off in June 2025. The project will include improvements to park lighting, tot lots, splash pad, ramada areas, relocating the dog park and general site improvements. Construction is expected to be completed in FY26.



Evaluate the Sports and Tourism Strategy

Economic Development and the Parks & Recreation Department presented a recommended tourism strategy to Council on June 16, 2025. Council was supportive of moving forward with the following short-term goals:

- 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.

