



CORE VALUES

EMPATHY

OPTIMISM

INTEGRITY

INNOVATION

ADAPTABILITY

INITIATIVE

Debbie Diveney

Parks & Recreation—Goodyear Ballpark

How long have you worked for the city:

Twelve years.

What do you do:

I am responsible for marketing, tourism, social media and game day presentation for Goodyear Ballpark. I create collateral for the upcoming season, brainstorm promotion ideas, between-inning games and ticket offers, analyze website data, develop content for the video board, design tourism ads and research trends. I love the variety!

What do you find challenging about your job:

Keeping focused, because on game day, it's a lot like the dog in the movie *Up - "Squirrel!"* I am responsible for the announcer, music, video board, scoreboard and promotions team. They all need to be orchestrated perfectly, starting with pregame and during the appropriate inning breaks; there's a lot going on at once!

Favorite thing about working for the city:

Those moments! Seeing a kid get an autograph from his/her favorite player and helping create special experiences and memories for people who come to the ballpark is by far the best part of the job.

Favorite core value:

Adaptability: Game days are a true test of this core value. Thirty games in a row – all well-planned – never go quite according to plan. We live and breathe adaptability at the ballpark.



Fast Facts

What did you want to be when you grew up:

A teacher. Both of my parents were teachers. I am also adjunct faculty at Grand Canyon University, teaching Sports Marketing, and I enjoy educating students on all of the things we do at the ballpark!

Advice for someone looking to enter your field of work:

Do an internship, work hard, job shadow and network. Be willing to start at the bottom and work your way up.

What do you like to do in your spare time:

Spend time with my family, relax in the pool, play the piano, go out to eat and try local craft beers.

