

Downtown Chandler Community Partnership (DCCP) Grant

Not to Exceed \$47,000 Approved June 3, 2020

Final Report

Final report updates the Industrial Development Authority Board on the final status of the project, the amount and use of funds in support of market research relating to the projects impact on downtown businesses and its mission. Quarterly reports received dates: September 1, December 1, March 1, June 1, September 1 Final Report.



In July of 2021, the DCCP launched a new website at www.downtownchandler.org. The website was built around the strategic recommendations from Bright Brothers Strategy Group, including branding and language that reflects the personas we wish to attract to Downtown Chandler.

The website also boasts new business listings with mapping capabilities and information such as hours, phone number and an "about" section. There is a new calendar of events and call-outs for news/announcements. Our businesses can submit their own events and information, as well as receive training on the marketing personas through a special link.

Within one month of launching, the website received 6,000 new page views, a 150% increase from the previous month. We're pleased to report that our grant project is now complete.

Bright Brothers Strategy Group Marketing Study + Persona Creation: \$35,000
Cost for Development: \$12,000
Total Grant Funding: \$47,000

We would like to thank the Industrial Development Authority for their support of the DCCP and Downtown Chandler small business community.

Welcome Downtown

Downtown Chandler is a vibrant community featuring eclectic shops, enticing restaurants, and exciting events throughout the year. From fine art to popular breweries, you can find it all here.

AUG

10

Tuesday

DCCP Stakeholders Meeting

3pm - 4pm | The Alexander

AUG

17

Tuesday

DCCP Board of Directors Meeting

3pm - 5pm | The Alexander

SEP

21

Tuesday

DCCP Board of Directors Meeting

3pm - 5pm | The Alexander

OCT

2

Saturday

Downtown Chandler Farmers Market

9am - 1pm



Food and Family Fuel West Alley BBQ



Summer Skin Secrets with Lauren Snow Beauty



Pie Snob now open in Downtown Chandler



Best Craft Beer in Downtown Chandler

EVENT CALENDAR

DINING DIRECTORY