

MINUTES OF THE ECONOMIC DEVELOPMENT ADVISORY BOARD OF THE CITY OF CHANDLER,
ARIZONA, WEDNESDAY, FEBRUARY 9, 2022, HELD VIRTUALLY VIA WEBEX.

Board Present:

Ryan Nouis, Chairman
Micah Miranda, Secretary
Cecilia Ashe, Boardmember
Aric Bopp, Boardmember
Chase Farnsworth, Boardmember
Terry Locke, Boardmember
Karla Moran, Boardmember
Brent Menzel, Boardmember
David Moss, Boardmember
Ryan Smith, Boardmember
Mike Spangenberg, Boardmember
Larissa Spraker, Boardmember
Julie Trujillo, Boardmember
Nick Woodruff, Boardmember
Kari Zurn, Boardmember
Terri Kimble, Ex-Officio
Joshua Wright, Ex-Officio

Board Absent:

Jonvieve Bryant, Vice-Chairman

Others Present

Kevin Hartke, Mayor
Kimberly Janes, Tourism Program Manager
Chelsey Faggiano, Economic Development Specialist
Michael Winer, Economic Development Specialist
Odette Moore, Economic Development Research Analyst
Kristen Williams, Tourism Marketing Coordinator
Stephanie Romero, Public Information Officer

1. Call to Order/Roll Call
Mr. Ryan Nouis called the meeting to order at 8:33 a.m.
2. Approval of Minutes
Ms. Cecilia Ashe made a motion to approve the minutes from Wednesday, September 15, 2021. The motion was seconded by Mr. Chase Farnsworth. Minutes approved unanimously.
3. Unscheduled Public Appearances
None
4. Scheduled Public Appearances
None

5. Briefing Items

A. City of Chandler 21-23 Strategic Framework

Mayor Kevin Hartke provided the board with an overview of the Mayor and Council 2021-23 Strategic Framework.

Mayor Hartke briefly touched on what the City is doing to make progress in each of the focus areas, which include: Economic Vitality, Innovation and Technology, Mobility, Neighborhoods, and Quality of Life.

B. West Chandler Branding and Marketing Initiative

Micah Miranda provided an overview of the West Chandler Branding and Marketing Initiative.

Mr. Miranda began by providing high-level information on the West Chandler employment corridor, stating it is a 7 square-mile area that contains 636 businesses, 29,090 jobs, 9,685 housing units and 23,183 residents.

He continued by sharing more detailed information on West Chandler's employment base, commercial real estate market, and opportunities for continued growth within the area.

Mr. Miranda noted the I-10 Broadway Curve Project – a multi-year road improvement project – will impact business activity in the area. He said the Economic Development team is coordinating with the Arizona Department of Transportation and Chandler businesses in the area to ensure they have the resources needed to operate effectively during all phases of construction.

He then shifted to the West Chandler place branding initiative, which started in Fall 2020 with outreach to key stakeholders. Meetings were held to discuss the area, benefits of place branding and ways to distinguish the area from Tempe and Phoenix. Mr. Miranda said the stakeholder group's feedback was that signage and focused marketing would be impactful ways to promote and distinguish the West Chandler area.

He said the City decided to install West Chandler signage, working with custom sign builder YESCO. To date, seven of nine planned signs have been installed at major intersections throughout the area. He mentioned that the signs won the Arizona Sign Association's 2021 Monument Sign Design award.

Mr. Miranda then asked Chelsey Faggiano to provide the board with an update on the West Chandler marketing action plan and how it connects to the place branding efforts.

Ms. Faggiano started by sharing the marketing action plan goals, including:

- Maintaining an attractive, viable employment corridor through bi-annual area updates/tours with real estate brokers and community partners.
- Developing a brand identity to help position the area to attract new employers in targeted industries through digital marketing campaigns and key messaging focused on the advantages of doing business in the West Chandler area.
- Strengthening the area's image among residents, workers, and visitors by publishing informative content to dedicated social media platforms.

Ms. Faggiano then described marketing activities that have taken place since the launch of the West Chandler Branding initiative:

- Establishing a West Chandler landing page on the City website and Visit Chandler website, which received more than 720 visits over two months.
- Digital billboard ads on I-10, which were displayed from November 29th to January 9th and generated more than 4 million impressions.
- Print Ads in local publications to encourage their readers to make a stop in West Chandler.
- Geo-targeted and boosted social media posts promoting the advantages of doing business in West Chandler.
- Editorials in City-owned media, most notably the CityScope newsletter which reaches a total of 84,947 Chandler households.
- Online social media giveaways to encourage residents to patronize West Chandler businesses. The three giveaways featured gift cards to 16 different businesses and received over 890 entries, reaching over 8,200 Instagram accounts.

Ms. Faggiano opened the discussion up for questions.

Mr. Chase Farnsworth asked how the City assesses the potential impacts of business attraction and expansion projects. Mr. Miranda said the City looks at capital investment, job creation, and wages. He added that staff uses this information to conduct an economic and fiscal impact analysis, which provides a summary of estimated benefits to the City.

Mr. Nouis asked about infrastructure/utility upgrades in West Chandler that would be needed for continued growth. Mr. Miranda responded that the City is evaluating upgrades to aging utility infrastructure to best support existing and planned projects.

Mr. Miranda concluded by saying the City is open to feedback on the West Chandler branding initiative. He asked that board members email himself or Ms. Faggiano if they would like to share any thoughts or recommendations.

C. Tourism Update

Kimberly Janes, Tourism Manager, provided an update on Tourism activity in Chandler.

Ms. Janes shared the following information:

- There is a total of 3,872 total hotel rooms in Chandler;
- A quarter million additional hotels room nights were booked in 2021 compared to 2020. She said 2021 outpaced 2019 in total rooms sold.
- Visit Chandler performance measurements:
 - Visit Chandler met with over 200 meeting planners
 - A summer campaign through Expedia resulted in 5,900 rooms booked across 30 Chandler hotels
 - Visit Chandler was recognized as a reader's choice award recipient for Smart Meetings 2021 Platinum Choice CVB awards
 - VisitChandler.com website traffic in 2021 nearly doubled compared to 2020 and was 54.8% higher than 2019.
- Visit Chandler applied for the Visit Arizona Initiative Grants Program in collaboration with Chandler hoteliers. The application was focused on supporting Chandler hotels by broadcasting messaging to meeting professionals and potential visitors via digital campaigns, videos, blogs, social media, and direct business outreach. Visit Chandler's application was approved, and one-time funding will be provided by the Arizona Office of Tourism to execute the marketing initiative.

Ms. Janes then gave an overview of a 360/3D virtual tour experience that will be implemented as part of the campaign to help showcase Chandler.

6. Action Items

None

7. Advisory Boardmember Comments

None

8. Next Meeting

Mr. Nouis announced that the next meeting date has not been determined and that City staff will follow up to inform the board.

9. Adjournment

Mr. Nouis adjourned the meeting at 9:31 a.m.

Respectfully Submitted,

Ryan Nouis, Chairperson

Micah Miranda, Board Secretary