

Exhibit B



Downtown Chandler Community Partnership 2023-24 Work Plan

1. Marketing and Promotion

A. Promotional Events/Programs

- Seasonal Events and Promotions: Winter, Spring, Summer, Fall
- Events: Farmers Market and extending to a Summer Market, Sippin' Santa's, Brunch Crawl, Sugarland, Wedding Walk, Prancer's Pajama Party, Dive-in Movies,
- Holiday campaign
- Small Business Saturday
- Holiday Décor/Seasonal Lighting
- Event Partnerships – Fine Arts and Wine Festival, Beer. Bourbon. BBQ.
- Serve on City Special Events Committee

B. Downtown Marketing and Communications

- Downtown map/brochures kept current and regularly updated
- Seasonal Promotional Campaigns- Channel Your Chill, Stay & Play
- Brand Campaign – Downtown Live!
- Monthly Newsletters – Downtown Update (Stakeholders) and Downtown Dish (public)
- Special Event Notifications/communications
- Website kept current and regularly updated
- Promote downtown parking options, both surface and garage
- Social media to include Facebook, Instagram, Tik Tok
- Kiosks/banners kept current and regularly updated
- Collaborative marketing with downtown businesses
- Online event calendar kept current regularly updated
- Assist City in Communication efforts with Downtown Businesses and Property Owners

2. Safety and Beautification

- Clean Team Services - minimum of 40 hours
- Ambassador Program 2-3-month pilot program on the weekends during high visitor season.

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- Provide flower planting in pots along colonnade area and intersection of Frye and AZ. Ave/Boston/AZ Ave as needed. Collaboration of planting along Arizona Avenue twice a year or as needed.
- Add flags in planters throughout downtown during patriotic holidays.
- Replace and update roof top lighting.
- Partner with various groups to incorporate arts in the downtown, The Athena Project (incorporate multicultural arts)
- Partner with the City's Homeless Navigation team to report incidents and/or concerns.
- Potentially adding pressure washing as needed in areas not currently treated by the City.

3. Downtown Management

- 6-Downtown Stakeholders Meetings
- Minimum 9 Board Meetings
- Strategic Plan
- Annual Satisfaction survey
- Monthly Financials
- Bi-annual audit (odd years)
- Annual Meeting
- Annual Report
- DCCP Workplan
- DCCP Budget
- EMSD Renewal
- Advocate for Downtown projects, businesses and property owners
- Liaison between stakeholders/City
- Attend various meetings/celebrations
- Fundraising efforts for Special Programs/Projects