



April 8, 2025

Micah Miranda
Economic Development Director and
Chelsey Faggiano
Economic Development Project Manager
City of Chandler
175 S. Arizona Ave.
Chandler, Arizona 85225

Subject: 2025 Marketing Campaign to Attract Young Families and Professionals Grant

Dear Mr. Miranda and Ms. Faggiano:

Thank you for the submittal of the proposal and grant request presented at the March 11, 2025, Industrial Development Authority (IDA) meeting. The IDA approved the grant request in the amount of \$150,000 that will fund video production and ad-buys as part of a marketing campaign that will target young families and professionals. This campaign will promote the many benefits of living in Chandler, with a focus on education, job growth and career opportunities, community safety, family-friendly recreation amenities and relative neighborhood affordability.

The IDA will pay the grant in Fiscal Year 2025-26 and will cover \$100,000 to fund video and campaign asset production and \$50,000 in funding for digital ad buys. Upon receipt of invoices, please forward them to the IDA for payment. Quarterly progress reports to the IDA will be used to monitor the program success and should begin no later than July 2025.

If you have any questions regarding this letter, please contact Dawn Lang, City of Chandler, Deputy City Manager | CFO at (480) 782-2255 or dawn.lang@chandleraz.gov.

Sincerely,

A handwritten signature in black ink, appearing to read 'Charles Ertl', is written over a circular stamp.

FOR Charles Ertl, President
Chandler Industrial Development Authority

A small, circular handwritten mark or stamp in black ink.

Management Services | Administration

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