

Meeting Minutes

Industrial Development Authority

Regular Meeting

March 11, 2025 | 7:30 a.m.
Chandler City Council Chambers
88 E. Chicago Street, Chandler, AZ



Call to Order

The meeting was called to order by President Charles Ertl at 7:32 a.m.

Roll Call

Commission Attendance

President Charles Ertl
Vice President William Nolde
Treasurer John Lok
Director Lee Kroll

Staff Attendance

Dawn Lang, Deputy City Manager | CFO
Kristi Smith, Financial Services Director
Julie Goucher, Accounting Senior Manager
Jenny Winkler, Assistant City Attorney
Karla Lange, Management Assistant
Chelsey Faggiano, Economic Development Project Mgr.
Michael Winer, Economic Development Project Mgr.

Other Attendees

Zach Sakas, Bond Counsel, Greenberg Traurig, LLP

Absent

Secretary Shannon Wilson

Scheduled and Unscheduled Public Appearances

None.

Approval of Minutes

1. Treasurer Lok moved to approve the January 14, 2025, Regular Meeting Minutes. Director Kroll seconded the motion. Motion approved unanimously (4-0).

Briefing Items

2. Ms. Goucher presented the Financials for December 2024 and January 2025, attached to these minutes as **Exhibit A**.
3. **Chandler Career Center Grant:** The 2nd Quarter Chandler Career Center Grant was provided to the Board Members for their review, and Ms. Lang noted that all performance goals have been met or exceeded. There were no additional questions from the Board.
4. **Young Family and Professional Attraction Campaign Grant Application Presentation:** Ms. Chelsey Faggiano introduced herself and presented the grant application details via a PowerPoint presentation attached to these minutes as **Exhibit B**.

Responding to Treasurer Lok, Ms. Faggiano reported that the target audience for this campaign will be to young professionals, ages 21-35, graduating college outside of the state of Arizona, who are interested in moving to Chandler and starting a family. Additionally, the campaign will focus on spreading awareness about the great education that Chandler schools have to offer. She continued that the campaign will highlight the affordable cost of living, job opportunities and life style amenities that Chandler offers. Mr. Winer added that data supports decreasing enrollment in the local schools due to an increase in the age of the median population.

Responding to Director Kroll, Ms. Faggiano stated that the Request for Proposal (RFP) to engage the marketing firm for this campaign will be open for all to apply and will not be limited to a Chandler firm. They will be seeking a company that be the best and most affordable for the project. She offered that the project success will be measured by the click-through rate of the online campaign to include the number and location of the

landing page visitors. Long term success will be measured by increasing enrollment rates at the local schools.

5. **Next Twenty Economic Vitality Report Grant Application Presentation:** Mr. Michael Winer introduced himself and presented the grant application details via a PowerPoint presentation attached to these minutes as **Exhibit C**.

Responding to Treasurer Lok, Mr. Winer stated that the output of the project would focus on what the future workforce needs of Chandler look like, where the economy is heading, and how Chandler positions its workforce, in partnership with higher education, to meet those needs in the future.

Responding to President Ertl, Mr. Winer noted that the last Vitality report, completed in 2007, is still referenced, but provided the most value in the first five to ten years after it was completed.

Action Agenda

6. **Discuss and possible approval of the Young Family and Professional Attraction Campaign Grant Application:** Vice President Nolde moved to approve the Young Family and Professional Attraction Grant Application and in connection with such approval, authorize further actions of the officers and agents of the Authority to complete the disbursement and monitoring of the grant. Director Kroll seconded the motion. Motion approved unanimously (4-0). The Board members additionally requested to receive quarterly reports provided by the project team, with a presentation to the Board upon completion of the project.
7. **Discuss and possible approval of the Next Twenty Economic Vitality Report Grant Application:** Vice President Nolde moved to approve the Next Twenty Economic Vitality Report Grant Application and in connection with such approval, authorize further actions of the officers and agents of the Authority to complete the disbursement and monitoring of the grant. Treasurer Lok seconded the motion. Motion approved unanimously (4-0). The Board members additionally requested to receive quarterly reports provided by the project team, with a presentation to the Board upon completion of the project.

Member Comments/Announcement

None.

Calendar

The next regular meeting will be held on Tuesday, April 8, 2025, at 7:30 a.m.

Informational Items

None.

Adjourn

The meeting was adjourned at 8:25 a.m.

Charles Ertl, President

Exhibit A

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CHANDLER INDUSTRIAL DEVELOPMENT AUTHORITY
STATEMENT OF NET POSITION
DECEMBER 31, 2024

ASSETS

CURRENT ASSETS:

Cash in bank	\$ 372,188	
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TOTAL CURRENT ASSETS		\$ 372,188
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OTHER ASSETS:

Investments	1,122,326	
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TOTAL OTHER ASSETS		1,122,326
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TOTAL ASSETS		\$ 1,494,514
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LIABILITIES

CURRENT LIABILITIES:

Application deposits	3,000	
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TOTAL CURRENT LIABILITIES		3,000
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TOTAL LIABILITIES		3,000
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CAPITAL:

BEGINNING NET POSITION	\$ 1,325,396	
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Year-to-date change in net position	166,118	
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ENDING NET POSITION		\$ 1,491,514
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CHANDLER INDUSTRIAL DEVELOPMENT AUTHORITY
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN NET POSITION
December 31, 2024

	December 31, 2024	6 Months Ended December 31, 2024
OPERATING REVENUES:		
Annual Admin Fees (Tri-City Baptist Church)	\$ -	\$ -
Annual Admin Fees (Intel)	140,539	140,539
Other Revenue	7,418	10,418
TOTAL INCOME	147,957	150,957
TOTAL OPERATING REVENUES	147,957	150,957
OPERATING EXPENSES:		
Miscellaneous (Account Analysis		
Settlement Bank Charge, IRS Filings)	190	190
Grant Payment	9,100	9,100
TOTAL OPERATING EXPENSES	9,290	9,290
OPERATING INCOME (LOSS)	138,667	141,667
NONOPERATING REVENUE:		
Investment Income (LOSS)-Note 1	4,060	24,451
TOTAL NONOPERATING REVENUE	4,060	24,451
NET CHANGE IN NET POSITION	\$ 142,727	\$ 166,118
Note 1 - Interest Income (Loss) is as follows:		
Realized interest to date	4,060	24,451
Effect of recording investments at amortized cost	-	-

CHANDLER INDUSTRIAL DEVELOPMENT AUTHORITY
STATEMENT OF NET POSITION
JANUARY 31, 2025

ASSETS

CURRENT ASSETS:

Cash in bank	<u>\$ 108,770</u>	
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TOTAL CURRENT ASSETS		<u>\$ 108,770</u>
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OTHER ASSETS:

Investments	<u>1,376,494</u>	
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TOTAL OTHER ASSETS		<u>1,376,494</u>
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TOTAL ASSETS		<u>\$ 1,485,264</u>
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LIABILITIES

CURRENT LIABILITIES:

Application deposits	<u>3,000</u>	
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TOTAL CURRENT LIABILITIES		<u>3,000</u>
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TOTAL LIABILITIES		3,000
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CAPITAL:

BEGINNING NET POSITION	\$ 1,325,396	
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Year-to-date change in net position	<u>156,868</u>	
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ENDING NET POSITION		<u>\$ 1,482,264</u>
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CHANDLER INDUSTRIAL DEVELOPMENT AUTHORITY
STATEMENT OF REVENUES, EXPENDITURES, AND CHANGES IN NET POSITION
January 31, 2025

	January 31, 2025	7 Months Ended January 31, 2025
OPERATING REVENUES:		
Annual Admin Fees (Intel)	\$ -	\$ 140,539
Other Revenue		10,418
	<u>-</u>	<u>150,957</u>
TOTAL INCOME	<u>-</u>	<u>150,957</u>
TOTAL OPERATING REVENUES	<u>-</u>	<u>150,957</u>
OPERATING EXPENSES:		
Refunded Admin Fees	\$ 6,000	\$ 6,000
Legal Fees	7,418	7,418
Miscellaneous (Account Analysis		
Settlement Bank Charge, IRS Filings)		190
Grant Payment	-	9,100
	<u>13,418</u>	<u>22,708</u>
TOTAL OPERATING EXPENSES	<u>13,418</u>	<u>22,708</u>
OPERATING INCOME (LOSS)	<u>(13,418)</u>	<u>128,249</u>
NONOPERATING REVENUE:		
Investment Income (LOSS)-Note 1	4,168	28,619
	<u>4,168</u>	<u>28,619</u>
TOTAL NONOPERATING REVENUE	<u>4,168</u>	<u>28,619</u>
NET CHANGE IN NET POSITION	<u>\$ (9,250)</u>	<u>\$ 156,868</u>

Note 1 - Interest Income (Loss) is as follows:

Realized interest to date	4,168	28,619
Effect of recording investments at amortized cost	-	-

Exhibit B

DRAFT

Young Family and Professional Attraction Campaign

IDA Grant Application | March 2025 |



IDA Grant Request

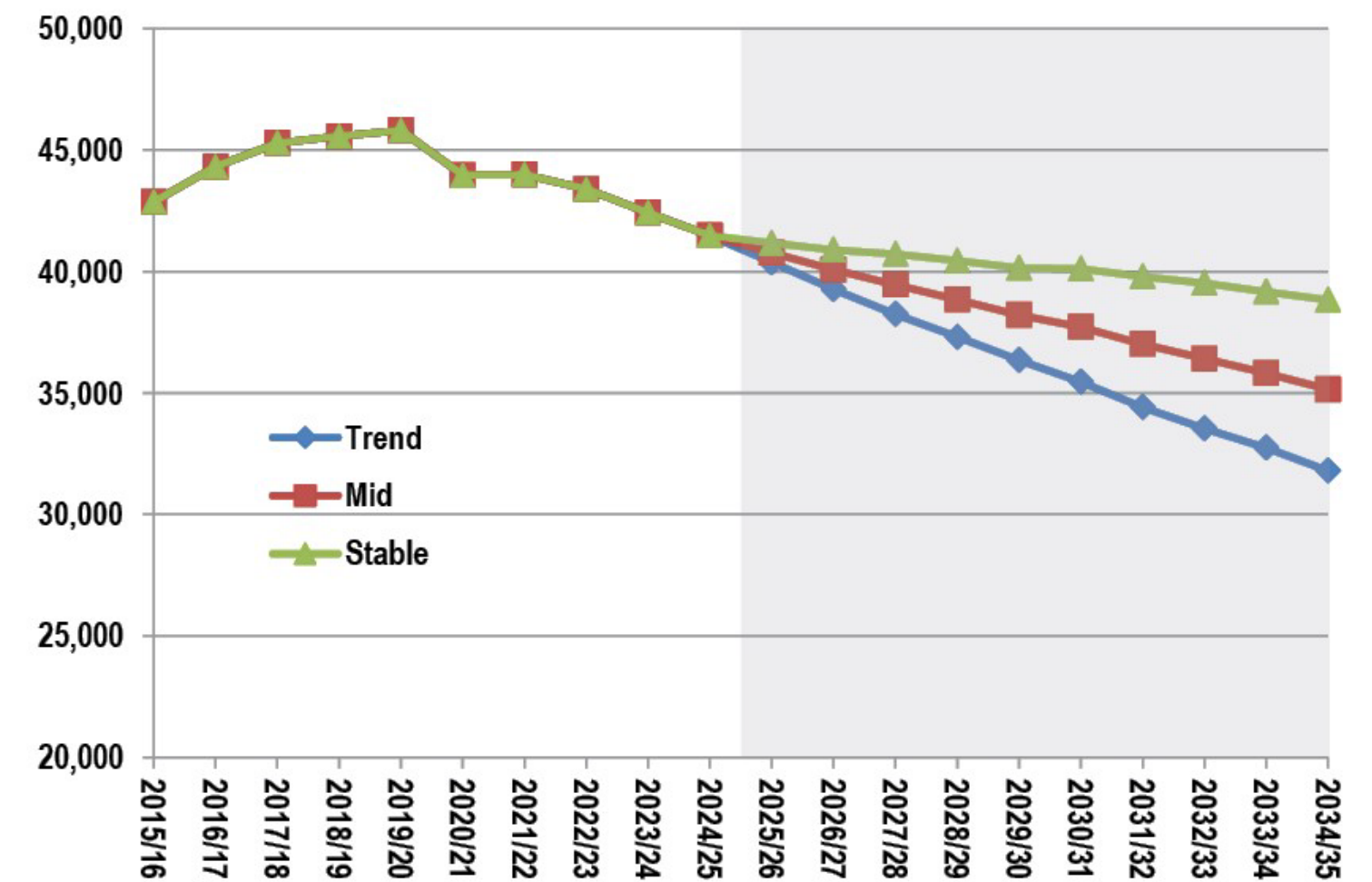
- The City of Chandler's Economic Development Division is requesting a \$150,000 grant award to launch a marketing campaign to attract young families and professionals to Chandler.
- The city would contract with a full-service marketing agency to plan and execute a multi-channel campaign.
- The campaign would promote the many benefits of living in Chandler in collaboration with our school districts.



Campaign Importance

- Proactively counteract demographic trends impacting our community, such as aging population and low birth rate.
- School enrollment is projected to decline and there has already been some discussion of the possibility of school closures.
- On a city level, slower growth and an aging population could affect future labor force availability, consumer spending, service expectations, and sustainability of municipal revenue streams.

Chandler Unified School District Enrollment Projection



Source: Applied Economics, 2024. Presented at Oct. 23, 2024 CUSD Governing Board Meeting.

Campaign Overview

- This multi-channel campaign would include:



Short and
Long-form
Videos



Digital
and Print
Ads



Social Media
Posts and
Ads



Campaign messaging
to highlight the many
advantages of living,
working, and raising a
family in Chandler.

- *Items to Note:*
 - This is very a niche audience we are looking to reach.
 - Market research conducted by the selected marketing agency will help inform where this campaign ultimately lives and who exactly sees it.

Project Team

Economic Development Division:

- Project oversight



Chelsey Faggiano

Economic Development
Project Manager



Micah Miranda

Economic Development
Director

Contracted Marketing Agency:

- Serve as the lead in planning overall campaign strategy and execution

Additional Stakeholders Include:

- Schools serving our community such as:
 - Chandler Unified School District
 - Mesa Public Schools
 - Kyrene Elementary School District

Project Timeline

- Upon notification of IDA grant award, the city will work quickly to issue a request for proposal to identify a qualified marketing agency to help strategize and execute this campaign.
- It is expected that this campaign will span several years as it is focused on a challenge that cannot be fully address in the near-term.

	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.
IDA Grant Awarded												
RFP Developed/Issued												
Agency Onboarding												
Asset Development												
Campaign Approval												
Campaign Launch												

Funding Breakdown

- The \$150,000 in grant funding requested would be used for video production and to launch the campaign utilizing digital ad buys.
- IDA grant funding is only being sought for the initial year what is anticipated to be a multi-year project.

	Video and Campaign Asset Production	Digital Ad Buys	Total
Funding Requested	\$100,000	\$50,000	\$150,000

Thank you! Questions?



Exhibit C

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Next Twenty Economic Vitality Report

IDA Grant Application | March 2025 |



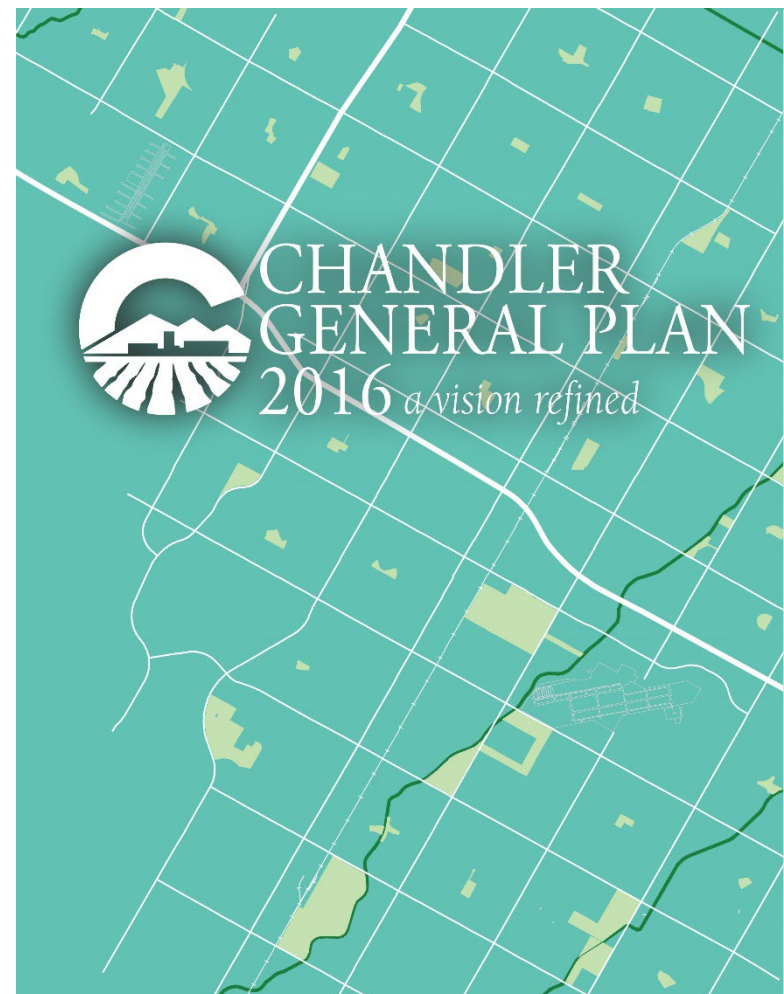
IDA Grant Request

- The City of Chandler's Economic Development Division is requesting a \$150,000 grant award from the Chandler IDA Board to prepare a 20-year economic vitality plan.
- The city would contract with Arizona State University (ASU) to prepare the Next Twenty Economic Vitality Report.
- The report would address multiple topics critical to Chandler's future economic prosperity.



Long-Term Planning

- The Next Twenty Economic Vitality Report would complement long-term planning efforts being undertaken for the 2026 Chandler General Plan Update.

The image shows the cover of the Chandler General Plan 2016. It features a teal background with a white grid pattern. On the left, there is a circular logo with a stylized mountain and sun. The text "CHANDLER GENERAL PLAN 2016" is prominently displayed in white, with the tagline "a vision refined" in a smaller font below it.

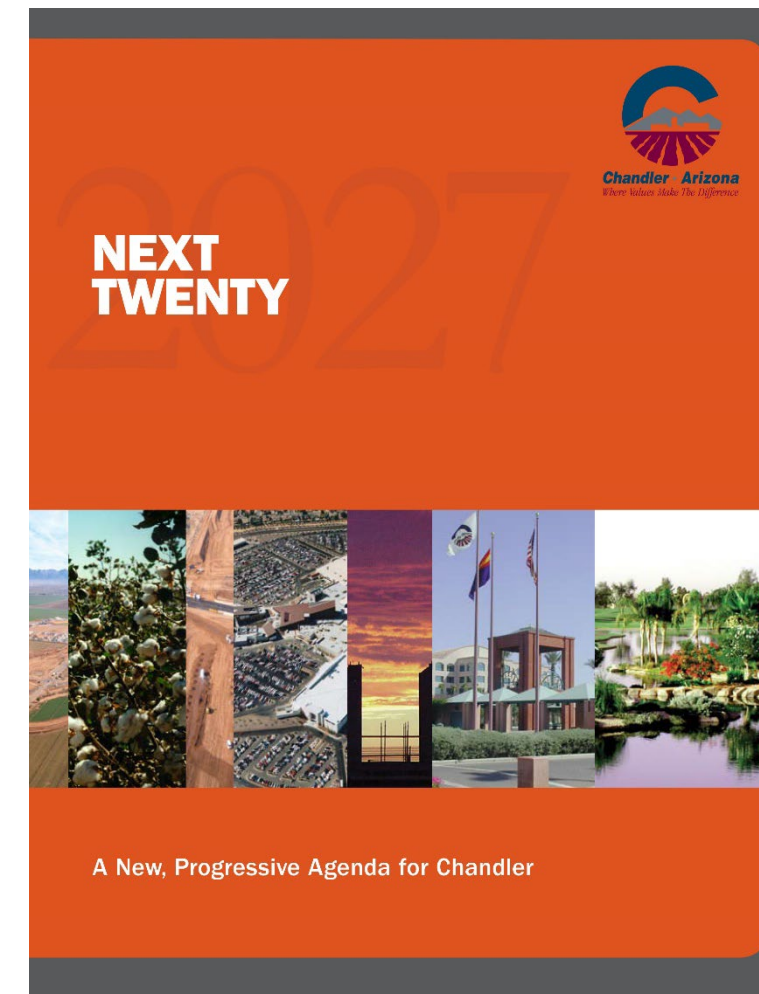
State law to update every 10 years

Planning document

Last updated 2016

Update process kicking off now

Adoption in 2026

The image shows the cover of the Next Twenty report. It has an orange background. At the top right is the Chandler Arizona logo. The text "NEXT TWENTY" is in large, bold, white letters. Below this is a horizontal strip of five small images: a field of crops, a stadium, a sunset, a city building, and a park. At the bottom, it says "A New, Progressive Agenda for Chandler".

City initiated project

More of an economic development focus

Published in 2007

20-year outlook

Update needed for next era of growth

Long-Term Planning

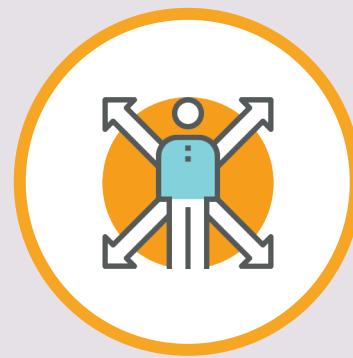
- The Next Twenty Economic Vitality Report is an opportunity to:



Envision
Chandler's
future



Think
about big
issues



Consider
different
scenarios



Bring
together
Stakeholders



Develop
strategies &
action items

- There will be stakeholder meetings and IDA Board will be invited to participate.

Project Team

- **Economic Development Division:**

- Project oversight



Michael Winer

Economic Development
Project Manager



Micah Miranda

Economic Development
Director

- **ASU Seidman Research Institute:**

- Lead consultant
- Business research and economic consulting services group within ASU since 1985
- Extensive list of clients

- **Thunderbird School of Global Management:**

- Foreign direct investment (FDI) strategy and implementation plan
- 4 – 6 students in Global Challenge Lab
- Consulting project for master's program

Project Timeline

- Upon notification of IDA grant award, the city will contract with the ASU Seidman Research Institute and confirm participation in Thunderbird’s Global Challenge Lab.
- It is anticipated the report will take approximately six months to complete from the July 2025 project start date. A draft version will be presented to the IDA Board.

	Mar.	Apr.	May	June	July	Aug.	Sep.	Oct.	Nov.	Dec.	Jan.	Feb.
IDA Grant Awarded												
Contract Preparation												
Seidman Work												
Thunderbird GCL												
Draft Presentation												
Final Report												

Funding Breakdown

- The \$150,000 in grant funding would cover the contract with ASU's Seidman Research Institute and financial obligations for participation in Thunderbird's Global Challenge Lab (e.g., student transportation for on-site visits).
- A draft scope of services with Seidman cost estimates has already been developed.

	ASU Seidman Research Institute Contract	Thunderbird Global Challenge Lab Expenses	Total
Funding Requested	\$145,000	\$5,000	\$150,000

Thank you! Questions?

