

Generative discussion on Challenges/Opportunities

The success or failure of our foundation and its initiatives are tied to the intent and public support of the Chandler City Council. The Chandler Museum, along with the other Cultural & Arts activities in the community should be championed by our elected leadership.

This only happens when there is a sense of importance attached to the history of Chandler from our community at large. To increase support, we will need to cast the net farther and wider.

The demographics have changed since the days of dairy farms and alfalfa fields; we need to understand who our audience is and be able to “speak” to them.

- What is our Value Proposition
- Are we selling anything worth their time and money
- What makes the Chandler Museum special or unique

The research required to develop a Marketing Plan should enable the Foundation to clearly lay out a strategy to identify and embrace high propensity museum and cultural constituents. In this constituency there should be advocates, both private and corporate citizens.

The immediate opportunities lay in the fabric, already woven in what is Chandler. Our unique and interesting history that dates back over a century, through boom-and-bust cycles. Founders and families that had a dream and persevered.

- Dr. Chandler connection with Frank Lloyd Wright revisited with the Organic Architecture + Design organization
- Basha Family impact on Chandler with oral history and rotating art exhibits
- Families that owned Dairy's, Farms & Ranches before they were houses
- Early entrepreneurs - Saba's, Serrano's, Earnhardt's, etc.
- Education and religion and interaction with Gila River Indian Community

The story of how Chandler “got from there to here” is fascinating. How Intel chose an onion field on Williams Field Road to build their first fab in Arizona is on par with the stories of Chandler’s first families. The estimated population in 1980 was 29, 673 - when everyone was home.

Intel wasn’t the first high tech manufacturing company in Chandler. Motorola reigned supreme until, they didn’t. General Instrument was purchased by Microchip Technologies. Rogers Corporation had an early regional presence before they moved their corporate headquarters to Chandler.

The magnitude of semiconductor chip manufacturing in Chandler would not have been possible without infrastructure and high purity gas provided by Air Products.

These stories are important and relevant in our “There to Here” journey. We capture these stories and the story tellers, and celebrate their legacy, we gain new a larger audience and new benefactors.

It may all begin and end with our Value Proposition; something that is embedded in our community, but reaches beyond.