



IDA Grant Quarterly Update 3

Young
Families and
Professionals
(YFP)
Marketing
Campaign

SUBMITTED TO:
CHANDLER IDA BOARD
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PREPARED BY:
CITY OF CHANDLER
ECONOMIC DEVELOPMENT



Q3 Project Update

YFP Community Attraction Campaign

This is the third quarterly update to the Chandler IDA Board and covers the period of November 2025 through January 2026. The following steps have been taken to advance the project over the past quarter:

- The Request for Proposals (RFP) was issued on Tuesday, January 13 and a Pre-Proposal Conference was held on Wednesday, January 28 to answer questions from those interested in responding. The RFP due date is scheduled for April 21 at 4:00pm local Arizona time.
- Invoices of \$10,000 were sent and paid for by all participating school districts.
- Staff has received existing video/photo assets from stakeholder groups for campaign use and will continue gathering these assets until a marketing agency is selected.
- City staff will continue collaborating with our school district partners, gathering data and insight to help drive campaign messaging and will participate in the evaluation process for identifying the best marketing agency to assist with campaign implementation.

An updated tentative project timeline is provided below for 2026:

	Jan. 26	Feb. 26	Mar. 26	Apr. 26	May 26	June 26	July 26	Aug. 26	Sept. 26	Oct. 26	Nov. 26	Dec. 26
RFP Issued												
Agency Onboarding												
Asset Development												
Campaign Approval												
Campaign Launch												

Questions?

Please contact us if you have questions about the information provided in this quarterly update.



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