

IDA Grant Status Update

Young Families and Professionals (YFP) Marketing Campaign

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

CHANDLER arizona

Project Update

YFP Community Attraction Campaign

This update covers the period of February 2026 through October 2026.

As background for newer members, this campaign is a multichannel marketing effort to attract young families and professionals to Chandler, helping address demographic trends that could affect the city's labor force, consumer spending, municipal revenues, and school enrollment. It is funded by a one-time $150,000 grant from the Chandler IDA and $10,000 from each of our four school district partners: Chandler Unified, Kyrene, Mesa Unified, and Tempe Union.

The following steps have been taken to advance the project this year:

- The RFP closed on April 21, and 17 proposals were received. An evaluation committee of City staff and school district partners reviewed the submissions and interviewed top three finalists. Eddy Alexander, a full-service marketing agency, was selected to develop and execute the campaign.

- The professional services agreement with Eddy Alexander goes before City Council for a Study Session on Monday, October 12, and final approval on Thursday, October 15. It has an initial one-year term with up to four one-year renewal options, contingent on funding. Upon approval, the campaign will officially begin in November 2026.

- The first phase is a 10-week discovery period that includes stakeholder workshops, leadership interviews with each partner, competitor benchmarking, and a regional brand audit. This phase will define target audiences, markets, and channels, and will produce a Stakeholder Insights Report.

- Performance will be tracked through website analytics, advertising performance, video engagement, and referral data from participating school districts. Specific targets will be set during the discovery phase, baseline data will be established at the public launch, and results will be reported before any renewal option is exercised. Demographic shifts will be tracked as a long-term indicator over multiple years.

Questions?

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



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