

Department Services and Service Levels - Economic Development											
General Fund		Other Funds									
Budget	FTE	Budget	FTE	Revenue offset	Notes	Cost Center	Program/Service	Customer Type	Customers	Current Level of Service (Describe)	
307,690	2					1520	ED Trade Activities	External	Companies, Site Selectors, Brokers, Developers, Architects	Promote Chandler as a quality location to site selectors, companies and real estate professionals through weekly presentations, seventeen sales missions, six trade shows and daily tours. Also includes work with the Greater Phoenix Economic Council.	
\$75,002	0.5					1520	ED Retention & Expansion	External	Existing Chandler Business	Work with at minimum 100 existing companies to ensure their successful operation in Chandler and to encourage them to expand in the community as opposed to relocating into another area, which maintains our employment base and assist in bringing new jobs and new capital investment into the community.	
\$201,835	1.5					1520	ED Outreach	External	Companies, Site Selectors	Work daily with companies and site selectors to ensure Chandler remains competitive and continues to make "short-lists" for real estate projects bringing job growth and capital investment into the community. Work daily with companies through the City process to facilitate a smooth entry into the community.	
\$69,849	0.5					1520	ED Redevelopment	External	Developers, Existing Chandler Business	Promote the Infill Incentive Program weekly to redevelop under-performing areas of Chandler. Work daily with developers, property owners, retailers and companies to determine the viability of existing retail projects and their potential for an alternative reuse. Facilitate the City's grant program to assist in the redevelopment of these areas.	
\$66,010	0.5	\$6,000				1520	ED Multi-layered Marketing	External	Companies, Site Selectors, Brokers	Research, develop, produce and maintain economic development marketing strategies on a daily basis & update materials monthly including profiles, discipline specific brochures, business assistance programs and website to promote Chandler as a viable business advantage community.	

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\$97,647	0.5					1580	Tourism Multilayered Marketing Campaign	External	Chandler Hoteliers and Tourism Stakeholders, Visitors, Arizona Office of Tourism and Valley CVBs	Research, develop, produce and maintain tourism advertisements, brochures, PR updates, videos, specific marketing promotions, FAM tours and assorted websites to promote Chandler as a preferred travel destination. Produce and place approximately 45 print advertisements per year, develop 4 on-line banners, develop 7 new brochures and assorted collateral pieces, produce 2 new tourism video spots per year. Fulfill requests within 3 days for information received in response to advertisements, trade shows, and website inquiries and coordinate the mailing of visitors guides to individual requests, approximately 45,000 pieces a year. Maintain and update 3 tourism websites promoting Chandler as a preferred travel destination.
\$42,461	0.2					1580	Tourism Trade Activities	External	Travel Agents, Tour Operators, Consumers and Chandler Hoteliers	Promote Chandler as a travel destination to travel professionals and consumers via presentations, sales missions, exhibiting at tradeshow, direct mail promotions and responding to inquiries. Also entails working with international Arizona Office of Tourism Representatives on providing Chandler information and updates as well as creating regional and statewide partnerships with Arizona Convention and Visitor Bureaus. Attend 11 travel trade shows per year, 4 sales missions, 2 PR missions, 1 industry conference. Develop 3 direct mail promotions targeting travel trade and/or consumers respectively. Respond to all inquiries within 3 workdays.
\$23,297	0.2					1580	Tourism Outreach	External	Various Tourism agencies, Chandler Hospitality Community, and the City of Chandler	Build relationships with local, regional, national and international travel and tourism professionals including the AZ Office of Tourism, Arizona Tourism Alliance, Arizona PR Roundtable, Arizona Travel Industry Roundtable and similar organizations to promote Chandler as a preferred destination. Annually attend at least 5 Arizona trade and PR roundtables with participating Arizona DMOs, attend 4 consortium meetings with valley CVB CEOs, attend 4 Arizona marketing meetings with Arizona DMOs, attend 6 Mexico marketing planning sessions, host bi-monthly Chandler tourism stakeholder meetings.
\$6,438	0.1					1580	Tourism - ED Development	External	ED Staff, Chandler employers, potential Chandler employers, potential Chandler attractions	Manage special projects as well as collaborating with and assisting economic development staff members to promote the City of Chandler to prospective companies considering locating or expanding in Chandler. With each project there are differing objectives, but most begin with research, exploration, face to face meetings, etc.