

A photograph of three people (two men and one woman) smiling and taking a selfie with a smartphone. They are standing in front of a large, vibrant mural. The mural features a stylized mountain range in shades of purple and blue, a bright yellow sky, and a rainbow-colored ground. The woman on the left has long brown hair and wears glasses and a black sweater. The man in the middle has a beard and glasses, wearing a dark blue cardigan over a grey shirt. The man on the right wears a brown beanie and a black sweatshirt with orange and blue accents. The overall mood is cheerful and community-oriented.

ANNUAL REPORT 2019/2020

the DC | DOWNTOWN
CHANDLER



MISSION AND VISION

The Downtown Chandler Community Partnership (DCCP) is a 501(c) 6 not-for-profit corporation whose mission is to mobilize leadership and resources to advance the development of Downtown Chandler as a regional destination for shopping, dining, living, culture and the arts.

BOARD OF DIRECTORS

Peter Sciacca, President
Jamie Hoffman, Vice President
Megan Schmidt, Secretary
Charles Jerkovich, Treasurer

Ed Saba
Davey Saba
Cheryl Tisland
Kim Moyers
Steena Murray
Spike Lawrence

STAFF

Mary Murphy-Bessler, Executive Director
Natasha Stewart, Marketing & Communication





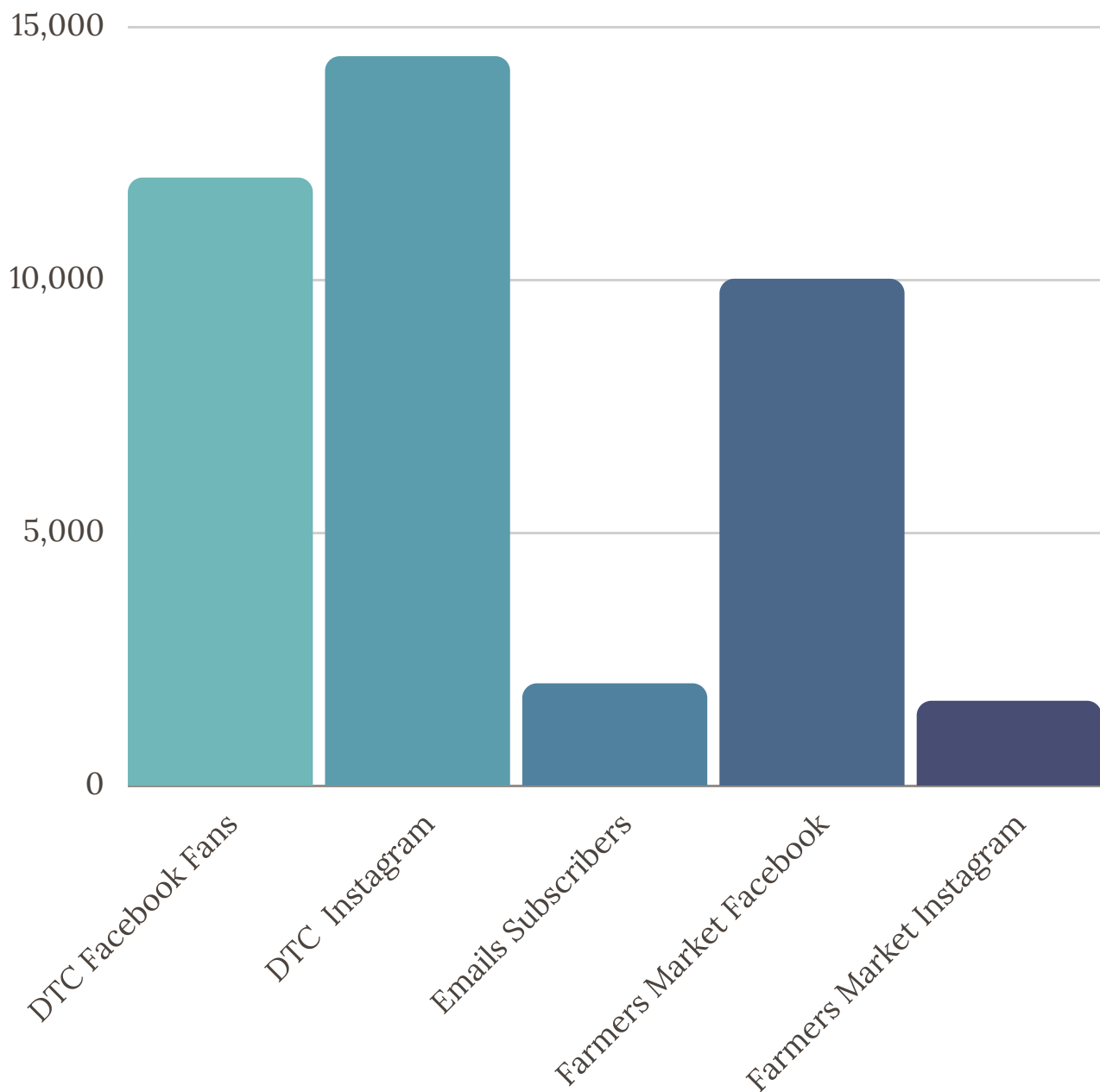
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MARKETING AT A GLANCE

Our marketing efforts consist of social media, website, email, print ads, digital ads, kiosks, brochures and banners. In the last six months, we saw a 33% increase in fans on Facebook, a 40% increase on Instagram and a 100% increase in our email subscribers.

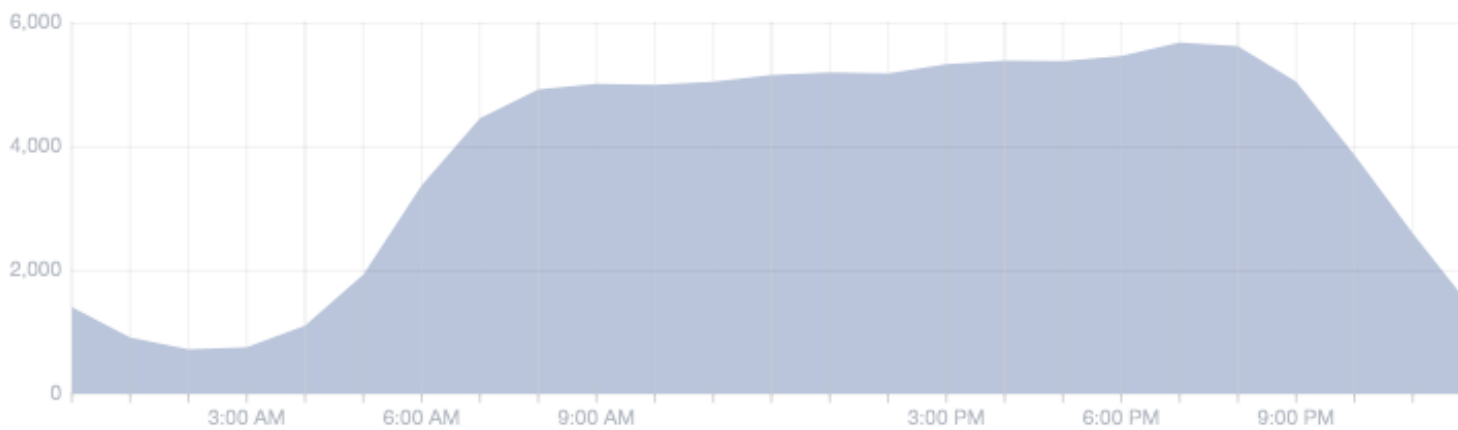


MARKETING AT A GLANCE

Our mission on social media is to tell the story of our "hipstoric" Downtown, spreading brand awareness for Downtown Chandler as a year round destination.

When our fans are online and engaging with content.

TIMES



Top Post Categories:

- Restaurant Openings
- Blogs
- Restaurant / Business Announcements
- Specials / Deals
- Live Entertainment



STRATEGY

- Updated email templates
- Strong calls to action
- Mix of restaurant, retail and hotels/venues
- Revive Farmers Market social presence

MARKETING AT A GLANCE

As part of our contract with the City of Chandler, we updated the Downtown Directory Kiosks twice a year to reflect the most recent business changes. We also added signage for Friday Night Live, the Farmers Market and Channel Your Chill, a campaign launched each June to highlight ways to stay cool in the Downtown during summer.



We released a Spring/Summer and Fall/Winter version of the Downtown brochure. The brochure lists the Downtown businesses by category and provided a map identifying the businesses and parking locations. These brochures are distributed to all businesses and handed out to visitors as they interact with our Clean Team Ambassadors.

FRIDAY NIGHT LIVE

This free, family-friendly event celebrates Downtown Chandler as the premiere live entertainment scene in the Valley.



3rd Friday of every month
through May from 6 - 9 p.m.
Dr. A.J. Chandler Park West

March 20 - Pearl Ridge
April 17 - Sugarbeet
May 15 - Shallow Water

downtownchandler.org/fridaynightlive

Find Your Zen

Yoga in the Park!
Free, 45 minute all level class
Every Saturday 10 a.m. through May
Dr. A.J. Chandler Park West
Bring your mat, water and sunscreen

Yoga on the Square
Free, 45 minute all level class
Every Wednesday and 6 p.m. through April
New September 2020 through 2021
Bring your mat or towel and for \$2

Follow us for more information
on future events, new businesses
and giveaways.



@DowntownChandler



FARMERS MARKET
DOWNTOWN CHANDLER

Dr. A.J. Chandler Park West
Saturdays through May 2020
9:00 A.M. - 10:00 P.M.
Free Yoga in the Park @ 10 A.M.
through May

June through September
Saturdays 7 A.M. - 10:30 A.M.

FIRST
PARKING

- CITY HALL PARKING GARAGE - Anytime
- OVERSTREET PARKING GARAGE - Anytime
- THE JOHNATHAN GARAGE
After 5 P.M. on weekdays and All Day on weekends
- THE ALEXANDER GARAGE
After 5 P.M. on weekdays and All Day on weekends
- OREGON STREET PARKING GARAGE - Anytime

LOOK FOR THIS "P" WHEN DRIVING

DOWNTOWNCHANDLER.ORG

DOWNTOWN CHANDLER



MERCHANT MAP AND
INFORMATION
SPRING / SUMMER 2020



STAKEHOLDER OUTREACH

When COVID-19 caused the shut down of businesses and events in Downtown Chandler, we knew our focus had to immediately shift. Our response was to facilitate pertinent information to our businesses via emails and telephone.

Email: Through the use of one-off emails, we were able to communicate key information from the Governor and City of Chandler, including Executive Orders, Mayoral proclamations, services like the Economic Development business aid, the 30-minute parking sign installations and Dine in the Park initiatives.

The monthly Downtown Update stakeholder email is distributed to our Downtown businesses, and has been a valuable resource during this time. We've shared information on support loans and assistance programs, reopening guidelines, safety guidelines, and webinars through partners, including the Chamber of Commerce and City of Chandler grant programs.

Total emails sent: 41

Virtual Stakeholder Meetings: Although we couldn't physically be together, we held 6 **Zoom meetings** for both stakeholders and the DCCP Board of Directors to stay in touch and up to date on the latest happenings. These meetings were recorded and sent out in recap emails for those who couldn't attend.

Check-ins: Following CDC protocols, we frequently stopped into our businesses to speak with both owners and employees to see how they were doing, share information regarding executive orders and solicit their ideas.

PUBLIC OUTREACH

As important as our communication to stakeholders is our communication to the public. We knew we had to be a vital resource for communicating business changes and offerings, as well as sharing ideas for ways to support our Downtown businesses while staying safe.

Website: Dedicated **Dining & Retail Guide** showcasing the latest business openings, hours and menus. This was updated daily and then as needed once the "Stay at Home" order ended.

Social media: **Daily posts** promoting businesses, blogs and the latest orders from the City/County/Governor

Downtown Dish: The Downtown Dish is monthly email newsletter that is sent out to the public. This newsletter contains information on special events, business offerings and blog posts.

Emails: In addition to the monthly Downtown Dish newsletter, we sent out **20 emails** promoting specials, openings, the latest Executive orders and fun features.

Blogs: We created **17 blog posts** with ideas for date night, ways to stay busy, online gift ideas, how to plan a virtual wedding, etc. Our goal was to share how people can still enjoy the offerings of Downtown Chandler while at home. As events improved, we began noting businesses offering dine-in and to-go to allow individuals the chance to self select what is best for them.

KEEP IT LOCAL SHIRTS

To further support Downtown Chandler businesses, the DCCP partnered with a local t-shirt company to create three Downtown Chandler branded shirt designs. The shirts are sold online and displayed in retailers like Sibley's West to attract visitors.

When a customer purchases a shirt, they may select a Downtown business they wish to support. The business then receives \$10 from each purchase directly to their bank account.

We promoted the shirts on our marketing channels and asked the businesses to do the same. **As of September, \$500 in sales went back to the Downtown businesses.**

Show Your Local Love!



Now more than ever, the small businesses in Downtown Chandler need your support. We've created a way for you to show your love and look good doing it!

These exclusive shirts are now available for purchase. \$10 from every t-shirt in this collection will go directly to your favorite restaurant, retailer or business. Just select who you'd like to support from the product page and we'll take it from there.

What are you waiting for you?! Time to get your hands on one or all of them.

[Start Shopping](#)

FARMERS MARKET

The Downtown Chandler Farmers Market is a year-round market that takes place in Dr. A.J. Chandler Park West from 9 a.m. - 1 p.m. The Market accepts WICS and the Double Up Food Bucks program so that families from all backgrounds can enjoy high-quality food. We offer a wide variety of produce, gourmet food and artisan creations. On average, we see 300 individuals at each market.

To enhance the Market, we offer free Yoga in the Park every Saturday at 10 a.m. from October - May. This free, 45-minute all levels class is a great way to get out and enjoy the beautiful Arizona weather. On average, we receive 30 participants each class.



OKTOBERFEST

The DCCP partnered with SanTan Brewing Co. and Steve Levine Entertainment on Oktoberfest, a two day family-friendly event in Dr. A.J. Chandler Park Stage Plaza. The event featured festive foods, games, brews, live music and carnival rides. The DCCP was the non-profit beneficiary for the event, which allowed funds to be redistributed back into the Downtown through our organization.



CHANDLORE

Chandlore tells the story or folklore, if you will, of our beloved Downtown and city of Chandler. We partnered with the Chandler History Museum to celebrate a few quirky characters from the past who made an impact in the history books. improvMANIA then helped us bring these characters to life with live performances in Burst of Butterflies, Sibley's West, Sabas and the San Marcos Hotel.

Characters included Fritz & Emmy Werner, who were known for their large and, sometimes controversial for the times, themed parties at the San Marcos Hotel for Chandler's elite. We also featured Sam Soldinger, a Holocaust survivor, businessman and operations manager for Harry Winston's diamond plant with ties to the former bank vault now located in SanTan Brewery.

A live banjo trio and a barbershop quartet were dispersed in the historic square for passersby.

A new and exciting addition to this year's performance was Johnny Hot Shot, who gave us a stellar gun show and demonstrated rope tricks from the old west.

Average attendance: 200 people



SMALL BUSINESS SATURDAY

Small Business Saturday is a universal day for supporting small business. In addition to sharing what our businesses were doing in-store and online via our social channels, website, blogs and email newsletters, we hosted the King's Carolers who strolled the Downtown singing and had the 76th Street Band outside of Blue Planet in the historic square. We also created custom bookmarks for our retailers to give away with each purchase that explained the benefits of shopping small.



SIPPIN' SANTAS PUB CRAWL

One of your favorite events and ours too, Sippin' Santas garnered 800 attendees this year who flocked to the Downtown for a day of fun, live music and drink specials. We had 18 bars/restaurants participate, each offering a \$4 specialty themed drink. Costumes were highly encouraged. This event is fundraiser to support the DCCP programming offerings.

In addition to Sippin' Santas, we decked the Downtown with holiday selfie stations, a Candyland selfie sleigh, nutcrackers, candy canes, a walkthrough ornament and holiday lights on both the West and East sides of the Downtown. These attractions were centrally located so that people could come down at any time to snap their photos. We found many people were taking their Christmas photos inside the walkthrough ornament too.



FRIDAY NIGHT LIVE

At our last Annual Celebration, we told you about Friday Night Live, our brand-new signature event that celebrates Downtown Chandler as the premiere live entertainment scene in the valley. The event itself originally consisted of 8 in-person concerts on the third Friday of every month, October – May in Dr. A.J. Chandler Park West with musical acts from around the valley.

We kicked off the concert series in October of 2019 with Rock Lobster, a well-known classic 70/80s cover band who drew about 800 people throughout the course of the evening. It was incredible to see various ages groups singing and dancing together!

We continued with performances from Desert Dixie, The Rave, The Uptown Angels and the Phoenix Boys Choir over Christmas, and Mogollon. Each time we received a wonderful community response of about 400 people.

During the show, we made announcements to promote the opportunities for live entertainment in our entertainment venues, retail specials and events happening that weekend. Our goal in branding the event was to encourage people to come down to shop and grab a bite to eat, enjoy the concert then head back to our businesses for more food, drink and music.



FRIDAY NIGHT LIVE

When the "Stay at Home" executive order was issued, we still had three Friday Night Live concerts in the pipeline. Knowing the importance of music, we decided to transition to a virtual format to provide a source for free entertainment. We worked closely with our partners at Entertainment Solutions to book talent for each Friday through May, making a total **10 virtual shows**.

Virtual Friday Night Live featured previously scheduled artists on our lineup, including Desert Dixie, Pearl Ridge, the Uptown Angels and Sugabeat. We also gave our businesses the opportunity to sponsor an evening to help promote their offerings. Bourbon Jacks, Murphy's Law, QuartHaus and West Alley all took advantage of this.

On average, each concert received **400+ views per show**, plus additional views afterward. These recordings may be viewed at downtownhandler.org/fridaynightlive.



Friday Night Live Featuring Sugabeat



Friday Night Live Featuring The Uptown Angels



Friday Night Live Featuring The Rave



Friday Night Live Sponsored by QuartHaus



ADVERTISING / PR

In September of 2019, the DCCP hired Evolve Public Relations to help promote Friday Night Live across the Valley. When we switched to a virtual format in April of 2020, Evolve pivoted their strategy to alert media that this was something that could be enjoyed at home for free during quarantine.

In addition, Evolve helped us promote our businesses by sharing takeout/delivery options, holiday specials, online shopping and family meal deals with local media.

Coverage included AZ Big Media, iHeart Radio; COX; KTAR; Arizona Foothills Magazine; FOX 10 Phoenix; Chandler Community Impact Magazine; SanTan Sun News; My Local News; ABC 15; and the Ahwatukee Foothill News.

We also had **four live media hits on ABC 15 (73,000 viewers per month) and one on 12 News & AZ Central (2M viewers per month)**. During the ABC 15 segments, we had team members from Mingle + Graze and SanTan Brewing speak about their offerings and ways they are giving back to the community.



Fourth of July Sale is On.

azcentral.

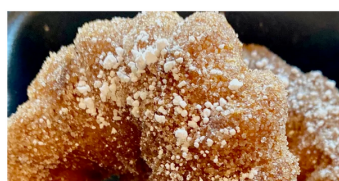
Local Sports Things To Do Business Politics Nation / World Travel Obituaries E-Edition

Mingle+ Graze

Get a dinner for (\$99) that includes an artisanal cheese and charcuterie board, seasonal crudité box with hummus, salad, herb-crusted beef roast with horseradish cream sauce and pan jus, pasta salad, dinner rolls and Camilla's chocolate cake. A snack box for 4 is also available (\$50). Pre-orders will be taken through May 7, with pickup 11 a.m.-1 p.m. May 10.

Details: 48 S San Marcos Place, Chandler. 480-726-2264, mingleandgraze.com.

Serrano's Mexican Restaurants



Hidden House

Feasts that serve 4 (\$90-\$125) come with salad, choice of sides and dessert. Featured main entrées are seared duck breast, pepper crusted hanger steak and pan seared chicken breast. Orders must be placed at least four hours in advance.

Details: 159 W. Commonwealth Ave., Chandler. 480-275-5525, hiddenhouseaz.com.

Serrano's Mexican Restaurants



A taco kit-to-go from Serrano's Mexican Restaurants. (Photo: Serrano's Mexican Restaurants)

Five to-go family packs (\$39.99) are available to feed 6-8 or 8-10. Choose from the taco, burrito, enchilada, nachos and taco salad packs. All come with the appropriate fixings and sides including salsa, chips or bean dip. There's also a quesadilla pack (\$7.99) that comes with 12 homemade tortillas and 16 ounces of shredded cheese.

Details: 141 S. Arizona Ave., Chandler. 480-899-3318. Also, 22703 S. Ellsworth Road, Queen Creek. 480-987-0192. Other locations at serranosaz.com.

Ghett'Yo Taco

Several deals are available ranging from breakfast to dinner. Among them are the Rise 'N'Dine (\$17.99) that feeds 3-6 with tacos filled with eggs and potato, bacon or chorizo and comes with chips and salsa, and the El Jefe (\$99.99) that feeds 6-12 with assorted tacos, sliders, cilantro-lime rice, house pinto beans, chips and salsa, fries, mini churros, flan plus six alcoholic drinks and six non-alcoholic drinks.

Details: 241 S. Oregon St., Chandler. 480-726-9654, ghettiotaco.com.

BEAUTIFICATION

As part of our safety and beautification initiative, we contract through **Block By Block** to have the **Clean Team** maintain the Downtown. In addition to keeping the Downtown free of debris, graffiti and trash, the Clean Team interacts with visitors to the Downtown by answering questions and handing out brochures.

Block By Block has always held the health and safety of their employees as well as the general public of up most importance. In response to COVID-19, BBB immediately instituted updates to their training and everyday best practices as it pertains to cleaning based on CDC recommendations.

Training videos included:

- Coronavirus Awareness
- CDC guidelines for making/wearing cloth face mask
- Cleaning and Disinfecting your workplace
- Managing stress and anxiety
- Preparing your Household

Updated best practices included:

Use of a general-purpose cleaner plus disinfectant on trash cans, benches, cross walk buttons, door handles and handrails.



THE FUTURE

We continue to work closely with our partners at the City of Chandler, Chandler Chamber of Commerce and the Downtown Chandler business owners to keep a clear line of communication on changes and implementations coming down from the Governor and City itself.

The DCCP is evaluating the status of planned fall events and coming up with innovative ways to enhance current placemaking efforts for the holiday season. Small Business Saturday will be a big event, with plans for a virtual campaign and hopefully in-person activities.

