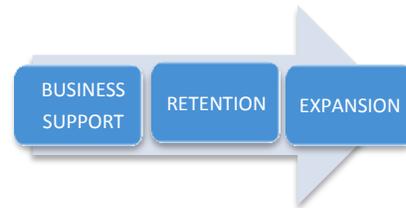


anthem

community council

Economic Development Committee 2016 Work Plan



BUSINESS SUPPORT	RETENTION	EXPANSION
<p>Increase communication efforts, transparency</p> <ul style="list-style-type: none"> + "Starter Kit" on OAA for prospective businesses + Welcome new businesses packet with checklist + Strengthen relationship w/ CDRAC, Business Services + Dedicate time to developing business content on OAA + Partnership with the Anthem Area Chamber to increase education and awareness of roles of both entities 	<p>Business Roundtable event – build momentum</p> <ul style="list-style-type: none"> + Build off of September 2015 event to offer three times per year; twice with a focused topic, once as a general session + Increase communication, levels of trust, transparency by communicating in an on-going manner with attendees 	<p>Connect with game-changers for outreach</p> <ul style="list-style-type: none"> + Connect with Arizona Commerce Authority, Greater Phoenix Economic Council and commercial real estate agents to have a local and more regional voice + Conduct targeted outreach with information about Anthem to commercial brokers + Offer new resident packets and maps (for a fee) to residential real estate agents in the community
<p>Increase knowledge of ongoing recognition</p> <ul style="list-style-type: none"> + Trick-or-Treat for an Anthem Sweet event (Oct.) – transition to Anthem Area Chamber, offer support + Business Awards/Reception (Dec.) + Groundbreakings, ribbon cuttings (with Chamber) + Increase awareness of sponsorship opportunities 	<p>Direct Business Consulting/Speakers Bureau</p> <ul style="list-style-type: none"> + Offer series of education programs in Business Center with focused topics (social media, business plan, budgeting) + Help small businesses grow/stay in business with business plan, marketing, budgeting resources + Create a list of speakers from area business for programs 	<p>Marketing collateral for recruiting business</p> <ul style="list-style-type: none"> + Include Vision Plan, Community Profile and streamline information for commercial brokers + Take lead from new resident outreach packets – provide information on business pages of website + Create a "Send me info" form on website for prospects + Gather and use data/statistics to the extent feasible
<p>Increase business communication relationships</p> <ul style="list-style-type: none"> + Meetings with current business owners/managers + Survey, feedback opportunities + Increase number of businesses receiving eNews + Speak at networking events/functions + Investigate a "Shop Local" campaign/branding effort 	<p>Increase participation at local events</p> <ul style="list-style-type: none"> + Increase # of local booth registrations at Anthem Days + Increase # of local business event sponsorships + Communicate with businesses to hold events/specials at their locations during high traffic times, special events + Provide opportunities via FB events for businesses to promote themselves (i.e. Autumnfest, T-or-T events) 	<p>Continue to support filling of current vacancies</p> <p>Work with commercial brokers and plaza owners to fill:</p> <ul style="list-style-type: none"> + Venture Court Professional Plaza + Hagen/Safeway space + 3715 W. Anthem Way (across from Civic Building) + Main thoroughfare-facing storefronts + Explore "day demographic" opportunities (i.e. college)
<p>Economic Development "database" on website</p> <ul style="list-style-type: none"> + Make information about commercial space for rent/sale available/visible on website by working collaboratively with the chamber 	<p>Special events outreach</p> <ul style="list-style-type: none"> + Create packets for special events participants (softball tournaments, etc.) with business information to drive traffic 	<p>Continued support of west side businesses</p> <ul style="list-style-type: none"> + Research support mechanisms from the City of Phoenix + Information to Circle Mountain Ranch new owners + Explore/advocate for bus line to expand to Anthem