

TOWN OF FOUNTAIN HILLS

Economic Development Third Quarter Update

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Director



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Business Attraction

- Havenly
 - Leasing Phase III
- Honor Health
- Lash A Gogo
- Mathnasium
- Parkview Hair Salon





Business Attraction

- Dutch Bros. (Coming Soon)
- Manny's at Park Place (Coming Soon)
- Spacefit (Coming Soon)
- Veeta's Vegan (Coming Soon)





Business Retention and Expansion

- Relocations
 - A to Z Reruns
 - Desert Title and Tag MVD Services
- Business Retention and Expansion Program
- Downtown Walk
- Shop Local Social Media/Print Campaign

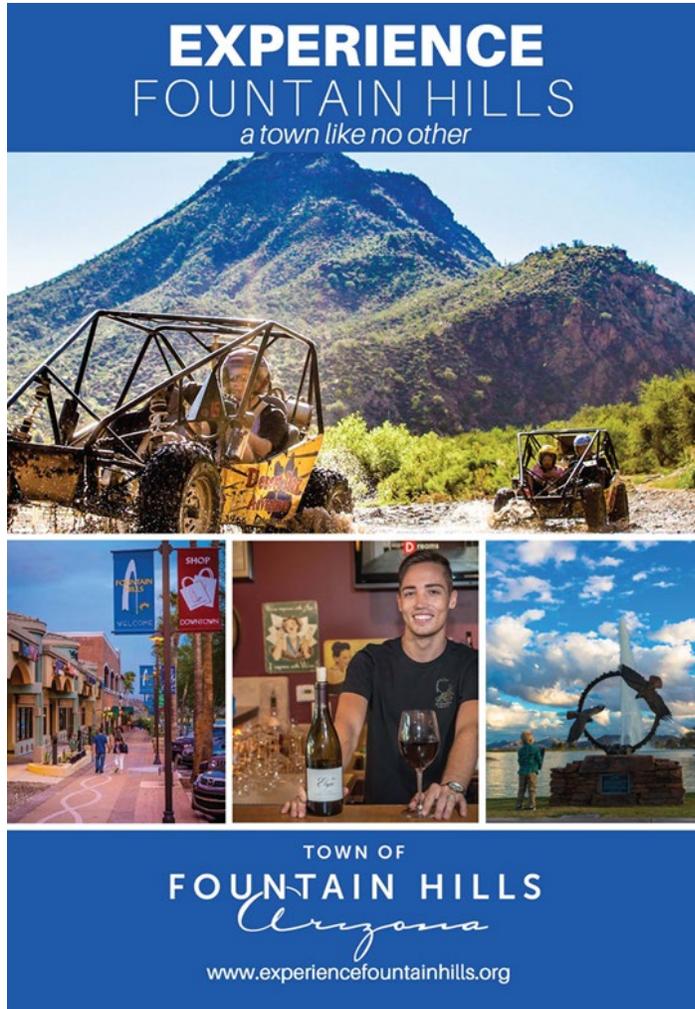




Non-Profit Grant Program

- Deadline: January 24 – April 29, 2022
- 30+ Applications





Advertising

- Fresh, new print ads
- Print/digital ads
 - Waste Management Open
 - Canadian News
 - Play Ball
 - USA Today's Cactus League
 - Scoreboard Advertising
 - PHX Mesa Gateway





Marketing

- Branding/Messaging
 - Businesses
 - Residents
 - Visitors
- Downtown Street Banners





Partnerships

- Arizona Association for Economic Development
- Arizona Small Business Association
- Fort McDowell Yavapai Nation
- Fountain Hills Chamber of Commerce
- Greater Phoenix Economic Council





Tourism

- 50,000 unique page views
 - Home page
 - Events
 - Fountain
- Major Events
 - 8,000 attendees (Irish Fountain Fest)
 - 7,000 attendees (Music Fest)





Tourism (continued)

- Hotel Occupancy: 70+%
- “Stay Fountain Hills” Summer Social Media Campaign



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Questions?



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