



## Economic Development & Marketing Committee 2013 Work Program

Goal	Tactic/Strategy	First Quarter	Second Quarter	Third Quarter	Fourth Quarter
Enhance the exposure of the ACC, drive business to local businesses.	Work ACC Anthem Days Booth March 9-10.	X			
Enhance promotion of ACC and its events and programs.	Explore creative grass roots marketing efforts for Go Green Recycling Event.	X			
Increase ACC asset exposure and community engagement (AVM, NRPO program).	Explore creative options to market AVM (May event) and NRPO program.		X		
Increase community engagement through social media.	Explore other and viable social media outlets for ACC communications effort.		X		
Commence discussions about marketing/promotion of new Civic Building Opening.	Explore ways to market, promote, and garner media attn. (i.e. pre opening media tour, reception, grand opening, etc.).			X	X
Tie in Anthem 15 year anniversary to Civic Building Grand Opening.	Brainstorm ways ACC can garner exposure for upcoming and opening of new building with anniversary, as well as potential on-going marketing throughout 2014.			X	X

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## Community Council

<b>Economic Development Working Group Goal</b>	<b>Tactic/Strategy</b>	<b>First Quarter</b>	<b>Second Quarter</b>	<b>Third Quarter</b>	<b>Fourth Quarter</b>
	Economic development program overview.	X			
Enhance quality of life in Anthem; drive business to local business.	Review concept for business directory.	X	X		
Promote the creation of quality jobs within Anthem. Establish a business identity.	Brainstorm vision and program for branding of Anthem as a business location.	X	X	X	
Promote the creation of quality jobs within Anthem. Implement a business retention and expansion program.	Brainstorm on benefits of being a business in Anthem.	X	X		
Promote the creation of quality jobs within Anthem. Implement a business retention and expansion program.	Develop annual business visitation program.		X	X	
Promote the creation of quality jobs within Anthem. Establish a business identity.	Discuss creation of Community Profile.		X	X	
Promote the creation of quality jobs within Anthem. Facilitate the attraction of new businesses to Anthem.	Review and comment on Commercial Property Database.		X	X	
Enhance quality of life in Anthem.	Define/collect collateral materials needed for Welcome Center			X	X
Promote the creation of quality jobs within Anthem. Implement a business retention and expansion program.	Define concept for business center.	X	X	X	X
Collaborate with area stakeholders to further Anthem ED efforts.	Collaborate with Chamber on Business Awards Program and Appreciation Night			X	X

*\*Additional: Support 15<sup>th</sup> year anniversary program and evaluation of events.*