



STAFF REPORT
ECONOMIC DEVELOPMENT DEPARTMENT

Date: November 1, 2016
To: Mayor and City Council
From: Jeanine Jerkovic, Economic Development Director
Re: Bell Road Project Celebration Update

Introduction

City Council has requested an update from the Economic Development Department regarding any planned celebratory activities or promotions anticipated for the reopening of Bell Road following a full intersection closure for the past eight months due to the overpass project construction.

A November 21, 2016 celebration event is planned for the dual purpose of (1) thanking the local businesses, residents and shoppers and (2) to promote holiday shopping at the Bell-Grand intersection. Staff is exploring locations for the event within the Bell and Grand commercial area.

An associated event cost of approximately \$10,000 has been estimated to cover event equipment rentals, advertising, promotional items, refreshments and other related expenses and has already been budgeted as part of the marketing and programming costs planned by Economic Development at the start of the project.

Additional support activities may also be planned for the duration of the intersection construction, anticipated for completion at the end of February 2017.

Background

The Arizona Department of Transportation (ADOT) has announced to Council that the expected reopening of the Bell Road portion of the intersection will be November 22, 2016, and in response, staff promptly began planning support activities in recognition of the businesses, residents and shoppers whose courteousness and patience has been appreciated by the City of Surprise and its partners.

In order to alleviate projected economic impacts at the Bell and Grand intersection associated with the temporary closure of Bell Road over the past eight months, the Economic Development Department has worked in partnership with the Surprise Regional Chamber of Commerce on delivering an extensive business education program as well as an award-winning Shop Local/Shop Bell and Grand campaign.

On March 15, 2016, Council approved a budget request to utilize \$50,000 from contingency funding for the Bell and Grand Shop Local campaign. \$32,710 has been utilized for the implementation of the Surprise Regional Chamber of Commerce Shop Local Marketing Campaign, with an additional \$3,000 allocated for an extension of the Shop Surprise campaign over the summer months. \$10,000 has been budgeted for event costs.

Staff Comments

While the full Bell and Grand project construction is not anticipated to be completed at this time until late February 2017, it is important to host a celebratory event to mark the milestone of the Bell Road overpass completion in November for two important reasons:

1. It is important to recognize and thank the businesses, residents and shoppers who have collaborated with the challenges of the full intersection closure over the past eight months, and
2. The marketing and promotion of the opening of Bell Road to consumers, in particular with the immediately pending holiday season, continues to be valuable to the businesses impacted by the construction.

A thank you celebration the day prior to the opening of the Bell Road portion of the intersection in addition to associated holiday seasonal partnerships through the remaining construction are envisioned as necessary to the success of the intersection overall.

Recommendation

None

Attachments

Presentation