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JUN 26 2014
Chandler
All-America City
2010

MEMORANDUM Economic Development - Council Memo No. ED14-021

DATE: JUNE 9, 2014

TO: MAYOR AND CITY COUNCIL

THRU: RICH DLUGAS, CITY MANAGER *pd*
MARSHA REED, ASSISTANT CITY MANAGER *MR*
CHRISTINE MACKAY, ECONOMIC DEVELOPMENT DIRECTOR *CM*

FROM: KIMBERLY JANES, TOURISM DEVELOPMENT COORDINATOR *KJ*

SUBJECT: SUNNY ARIZONA MARKETING CAMPAIGN AND MEMORANDUM OF UNDERSTANDING WITH THE TEMPE TOURISM OFFICE

RECOMMENDATION: Staff recommends City Council approve the proposed Memorandum of Understanding (MOU) for a joint marketing agreement with the Tempe Tourism Office (TTO) to continue the Sunny Arizona marketing campaign to promote the City of Chandler and the City of Tempe as a single destination and to be largely funded by the Proposition 302 Maricopa County Grant and authorize the City Manager, or his designee, to sign the MOU and related documents as approved by the City Attorney.

BACKGROUND/DISCUSSION: For the past ten years Staff has collaborated with the TTO on the development of a regional, multi-layered marketing campaign referred to as Sunny Arizona. This campaign promotes the two communities as a preferred destination to American Automobile Association (AAA) and Canadian Automobile Association (CAA) members and travel agents in key feeder markets. The joint partnership with the TTO has provided an opportunity to leverage limited marketing dollars and focus promotional activities to individuals who are more likely to visit the metro-Phoenix area and looking for warm climate vacation destinations.

City Staff and the TTO have finalized their FY15 program of work to include 12 print advertisements in AAA member publications, an updated Sunny Arizona Family Guide, participation in three trade shows, four dedicated sales missions, postage for bulk mailings, a joint website presence and media support for hosting journalists, on assignment, to cover Sunny Arizona. The anticipated total for the FY15 campaign is \$130,000 and would be split equally between the two communities, for a total of \$65,000, per city, not including travel expenses for

the sales missions, trade shows, and costs associated with hosting media for familiarization visits to Sunny Arizona.

The TTO manages a checking account, separate from TTO accounts, in the name of Sunny Arizona from which all payments are issued for the joint marketing campaign. This account was opened when Sunny Arizona was initially launched by the participating communities in 2003 and found to be an efficient way of managing the program. All partners pay their share and expenses are monitored by all partners, while invoices and payments are facilitated by the TTO upon mutual agreement. The account is audited by the TTO.

For the bulk of this campaign, the City of Chandler would utilize Maricopa County Prop 302 Grants for all the expenses identified on the attached Excel spreadsheet, for a sum of \$65,000. Travel expenses, and expenses not identified on this sheet would be covered by Chandler's Tourism's Operating budget, solely for Chandler's portion.

Proposition 302 Maricopa County Grant is available to destination marketing organizations within Maricopa County and is administered by the Arizona Office of Tourism. Proposition 302 was passed in November of 2000. The purpose of this grant program is to provide funding for new and expanded tourism marketing activities such as advertising, public relations and travel industry marketing, where the primary function of the project must be tourism promotion. Tourism promotion is defined as the intent to drive overnight visitation to a respective community.

FINANCIAL IMPLICATIONS: Proposition 302 Maricopa County Grant funding in the amount of \$65,000 for the Sunny Arizona marketing plan as approved by the Arizona Office of Tourism.

PROPOSED MOTION: Move City Council approve the Memorandum of Understanding (MOU) for a joint marketing agreement with the Tempe Tourism Office (TTO) to continue the Sunny Arizona marketing campaign to promote the City of Chandler and the City of Tempe as a single destination and to be largely funded by the Proposition 302 Maricopa County Grant and authorize the City Manager, or his designee, to sign the Agreement and related documents as approved by the City Attorney.

ATTACHMENTS: Sunny Arizona MOU with the Tempe Tourism Office
FY2015 Sunny Arizona Marketing Budget
FY2014 Sunny Arizona Family Guide

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (“MOU”) is made and entered into this ___ day of _____, 2014 by and between the City of Chandler, Chandler, Arizona (“the CITY”) and the Tempe Tourism Office, a non-profit organization (“TTO”).

RECITALS:

WHEREAS, TTO is a non-profit organization devoted to marketing Tempe, Arizona to promote the City of Tempe as a desirable leisure and business travel destination.

WHEREAS, TTO’s staff provides information to visitors, media professionals and meeting planners about Tempe hotels, restaurants, entertainment and local points of interest, and

WHEREAS, the CITY and TTO wish to form a joint marketing partnership to leverage limited dollars and resources through a marketing partnership focused on promoting the City of Chandler and the City of Tempe as a single destination referred to as “Sunny Arizona”, and

WHEREAS, thru the Sunny Arizona marketing campaign the CITY through its Economic Development Division, and TTO will target AAA/CAA members and travel agents throughout California, the Midwest, Northeast and Canada via a multi-level marketing campaign, and

WHEREAS, this marketing campaign will include print advertising, digital marketing, brochure development, exhibition at select trade shows, sales missions to AAA/CAA agencies as well as direct media, consumer and trade outreach, and

WHEREAS, CITY staff from the City of Chandler Economic Development and Division and the Tempe Tourism Office have finalized the FY15 program of work, and

WHEREAS, the program of work shall include print advertising, an updated Sunny Arizona Family Guide, participation in three trade shows, three dedicated sales missions, postage for bulk mailings, and

WHEREAS, the anticipated total for the FY15 campaign is \$130,000 which will be split equally between the CITY and TTO.

NOW, THEREFORE, in consideration of the mutual covenants and promises contained in this MOU, TTO and the CITY (the parties) agree as follows:

1. TTO Responsibilities

1.1 Shared responsibility with CITY for creating media plan and the development and implementation of scheduled program of work for the Sunny Arizona campaign on a fiscal year basis.

1.2 Shared responsibility with CITY for creating ads and collateral through a third party design firm.

1.3 Submit signed insertion orders and trade show contracts upon mutual agreement with CITY.

1.4 Receive and process invoices for payment to include advertising, trade show registrations, fulfillment, postage, third party vendors, website maintenance and familiarization tour costs.

1.5 Maintain separate checking account from the TTO that is used only for Sunny Arizona related expenses.

1.6 Provides back up documentation for the program of work to include invoices, tear sheets, proof of implementation along with cleared checks for all work completed during the fiscal year.

1.7 Provides CITY a monthly update of expenses.

1.8 TTO's accountant provides a monthly cash flow account for the Sunny Arizona account.

2. CITY Responsibilities.

2.1 Shared responsibility with TTO for creating media plan and the development and implementation of scheduled program of work for the Sunny Arizona campaign on a fiscal year basis.

2.2 Shared responsibility with TTO for creating ads and collateral through a third party design firm.

3. Term.

3.1 Commencement and Expiration. This MOU will commence upon execution of the parties and expire on July 1, 2015.

3.2 Early Termination. Either party may terminate this MOU at their convenience after providing thirty (30) days written notice. Either party may terminate this MOU early for the failure to comply with the terms of this MOU.

4. Notice. All notices or demand required to be given pursuant to this MOU will be given to the other party in writing, delivered by hand or registered or certified mail, at the address set forth below, or to such other address as the parties may substitute by written notice given in the manner prescribed herein.

In case of CITY:

Kimberly Janes, CHSP
Tourism Development Coordinator
City of Chandler –
Economic Development Division
Chandler Office of Tourism
P. O. Box 4008, MS 416
Chandler, AZ 85225
Phone: 480.782.3037
Fax: 480.782.3040
www.VisitChandler.com
www.Facebook.com/VisitChandler

In case of TTO:

Stephanie Nowack
President and CEO
Tempe Tourism Office
51 W 3rd Street
Tempe, AZ 85281

5. Indemnification.

5.1 Each Party (as “indemnitor”) agrees to indemnify, defend, and hold harmless the other Party (as “indemnitee”) from and against any and all claims, losses, liability, costs, or expenses (including reasonable attorney’s fees, hereinafter collectively referred to as ‘claims’) arising out of bodily injury of any person (including death) or property damage, but only to the extent that such claims which result in vicarious/derivative liability to the indemnitee, are caused by the act, omission, negligence, misconduct, or other fault of the indemnitor, its officers, officials, agents, employees, or volunteers.

5.2 The provisions of this section 6.0 shall survive termination of this MOU.

6. Miscellaneous.

6.1 Entire Agreement. This MOU constitutes the entire understanding of the parties and no representations or agreements, oral or written, made prior to its execution shall vary or modify the terms herein.

6.2 Amendments. Any amendment to or variation from the terms of this MOU shall be in writing and shall become effective only after approval of both parties.

6.3 Cancellation. Each party acknowledges that the other has the right as provided in A.R.S. Section 38-511 to cancel this MOU if, while this MOU or any extension is in effect, any person significantly involved in negotiating, drafting or

securing this MOU on behalf of a party is (i) an employee or agent of the other party in any capacity, or (ii) a consultant to the other party with respect to the subject matter of this MOU.

6.4 Governing Law. This MOU is entered into in Arizona and shall be construed and interpreted under the laws of the State of Arizona.

6.5 Severability. If any provision of this MOU is declared invalid, or illegal or unenforceable, that provision shall be severed from the MOU, and the remaining provisions shall otherwise remain in full force and effect.

6.6 Headings. The headings used in this MOU are inserted for reference purposes only and do not affect the interpretation of the terms and conditions hereof.

6.7 Good Standing Authority. Each of the parties represents and warrants to the other that it is duly formed and validly existing under the law of Arizona and that the individual(s) executing this MOU on behalf of their respective party is authorized and empowered to bind the party on whose behalf each such individual is signing.

6.8 Independent Contractor. TTO is an independent contractor under the MOU. The MOU does not create a principal/agent relationship between the parties and neither party is hereby authorized to incur costs, expenses or other obligations on behalf of the other party.

IN WITNESS WHEREOF, the parties have executed this MOU by signing their names on the day and date first written above.

CITY OF CHANDLER
An Arizona Municipal Corporation

TEMPE TOURISM OFFICE
A non-profit corporation
Tempe, Arizona

By _____
City Manager/designee

By: Stephanie Rowack
Its: President + CEO

ATTEST:

City Clerk

APPROVED AS TO FORM:

City Attorney

Sunny AZ - 14 - 15

Advertising- Print Placement/ Production (magazine, newspaper) & Brochures

Amount Budgeted Amount Spent

1st Insertion

AAA Living (1/3P4C square)	Sept/Oct	option 1 \$19,286.33
AAA Home & Away (1/3P4C square)	Sept/Oct	\$10,961.67
AAA Journeys (1/3P4C square)	Sept/Oct	\$6,178.14

2nd Insertion

AAA Home & Away (1/3P4C square)	Nov/Dec	\$10,961.67
AAA Journeys (1/3P4C square)	Nov/Dec	\$1,451.21

3rd Insertion

AAA Living (1/3P4C square) (AZ Coop)	Jan/Feb	\$10,861.75
AAA Home & Away - SD - (1/3P4C square) (AZ Coop)	Jan/Feb	\$566.66
AAA Home & Away - Full Circ (1/3P4C square)	Jan/Feb	\$10,395.01
AAA Midwest Traveler (1/3P4C square) (AZ Coop)	Jan/Feb	\$2,412.00
AAA World (4"4C)	Jan/Feb	\$8,200.00

4th Insertion

AAA Living (1/3P4C square)	Mar/Apr	\$19,286.33
AAA World (4"4C)	Mar/Apr	\$8,200.00

AAA Reader Service	Jan/Feb	
Constant Contact	(Aug)	\$400.00

SUBTOTAL ADVERTISING - PRINT/ PRODUCTION		\$109,160.77	\$0.00
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Brochure/ Direct Mail Production/ E-blasts

Family Brochure - Design	(Aug)	\$1,000.00
Family Brochure - Printing - 10,000 pieces	(Aug)	\$3,000.00
Print ad - resizing costs	(Aug)	\$500.00

SUBTOTAL BROCHURE/DIRECT MAIL PRODUCTION		\$4,500.00	\$0.00
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Website Development

Sunny Arizona Development - landing page	(July-Sept)	\$5,000.00
Sunny Arizona (50 hour maintenance block)	(Aug)	\$0.00
		\$0.00
Sunny Arizona (web hosting fee)	(Oct-Dec)	\$0.00
		\$0.00
Sunny Arizona (web hosting fee)	(Jan-Mar)	\$0.00
Sunny Arizona (pay-per-click campaign/ mngr.)	(Jan-Feb)	\$0.00
		\$0.00
Sunny Arizona (web hosting fee)	(Apr-Jun)	\$0.00

SUBTOTAL WEBSITE DEVELOPMENT		\$5,000.00	\$0.00
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Travel Agent FAM / Tradeshow / Sales Missions

SPRING - Sunny AZ Media Family Fun FAM - Feb 13-16, 2014 - Airfare	Feb	\$3,000.00
SALES MISSION - NJ/NY/VA - Sept/Oct 2014	Sept	\$0.00
SALES MISSION - Calgary / Edmonton, Alberta, Canada - Aug 2014	Aug	\$0.00
SALES MISSION - Nebraska/Iowa - Nov 2014	Nov	\$0.00
CONSUMER SHOWS - Travel & Adventure - 10x10 corner - Long Beach - Feb 21-22, 2015- prepaid	Feb	\$0.00
CONSUMER SHOWS - Travel & Adventure - 10x10 corner - Santa Clara - Feb 7-8, 2014- prepaid	Jan	\$0.00
CONSUMER SHOWS - Travel & Adventure - 10x10 corner - Chicago - Jan 17-18, 2015- prepaid	Jan	\$0.00

SUBTOTAL TRAVEL AGENT FAM/ TRADESHOWS		\$3,000.00	\$0.00
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Fulfillment - Packet stuffing and delivery

Superstition Mailing-#1	(Oct)	\$5,000.00	
Superstition Mailing-#3	(Dec)		
Superstition Mailing-#4	(Jan)		
Superstition Mailing-#6	(Mar)		
Superstition Mailing-#7	(Nov)		
Superstition Mailing-#8	(Nov)		
Superstition Mailing-#9	(Dec)		
Superstition Mailing-#10	(Dec)		
Superstition Mailing #11	(Dec)		
Superstition Mailing #12	(Feb)		
Superstition Mailing #13	(Feb)		
Superstition Mailing #14	(Feb)		
Superstition Mailing #15	(Feb)		
Superstition Mailing #16	(Feb)		
Superstition Mailing #17	(Mar)		
Superstition Mailing #18	(Mar)		
Superstition Mailing #19	(Mar)		
Superstition Mailing - Stuffing of packets for in-house mailings	(Aug)		
Superstition Mailing - Printing for Sunny AZ Envelopes	(Oct)		
Superstition Mailing - Letter for travel agent mailing - 2,800 printed	(Feb)		
Superstition Mailing - Canada letters for mailing - 500 printed	(Feb)		
Superstition Mailing- Travel agent mailing - handling for 2,324 pieces	(Mar)		

SUBTOTAL FULFILLMENT		\$5,000.00	\$0.00
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Fulfillment Envelopes

5,000 Envelopes	(Feb)	\$1,300.00	
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SUBTOTAL FULFILLMENT ENVELOPES		\$1,300.00	\$0.00
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Postage

US Postal Service BUDGETED: \$5,000

US Postal Service Mailing #1	(Sep)	\$5,000.00	
US Postal Service Mailing #2	(Sep)		
US Postal Service Mailing #3	(Oct)		
US Postal Service Mailing #4	(Oct)		
US Postal Service Mailing #5	(Nov)		
US Postal Service Mailing #6	(Nov)		
US Postal Service Mailing #7	(Dec)		
US Postal Service Mailing #9	(Dec)		
US Postal Service Mailing #8	(Jan)		
US Postal Service Mailing #10	(Jan)		
US Postal Service Mailing #11	(Feb)		
US Postal Service Mailing #12	(Feb)		
US Postal Service Mailing #13	(Feb)		
US Postal Service Mailing #14	(Feb)		
US Postal Service Mailing #15	(Feb)		
US Postal Service Mailing #16	(Feb)		
US Postal Service Mailing #17	(Mar)		
US Postal Service Mailing #18	(Mar)		
US Postal Service Mailing #19	(Mar)		
US Postal Service Mailing #20	(Mar)		

SUBTOTAL POSTAGE		\$5,000.00	\$0.00
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Bank Charges & Other expenses

SUBTOTAL BANK CHARGES		\$0.00	\$0.00
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TOTAL EXPENSES		\$132,960.77	\$0.00
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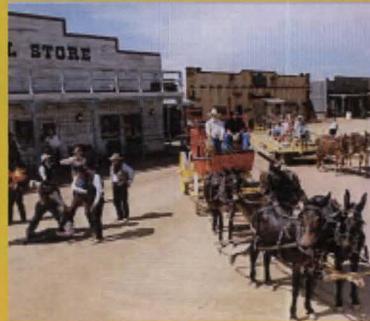
Income

Estimated Funds remaining		\$3,000.00	
Tempe Tourism Office - Payment		\$65,000.00	
City of Chandler - Payment		\$65,000.00	

SUBTOTAL INCOME		\$133,000.00	\$0.00
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SunnyARIZONA

FAMILY GUIDE



SunnyARIZONA
CHANDLER & TEMPE
www.VisitSunnyAZ.com

CHANDLER | TEMPE

CHANDLER | TEMPE

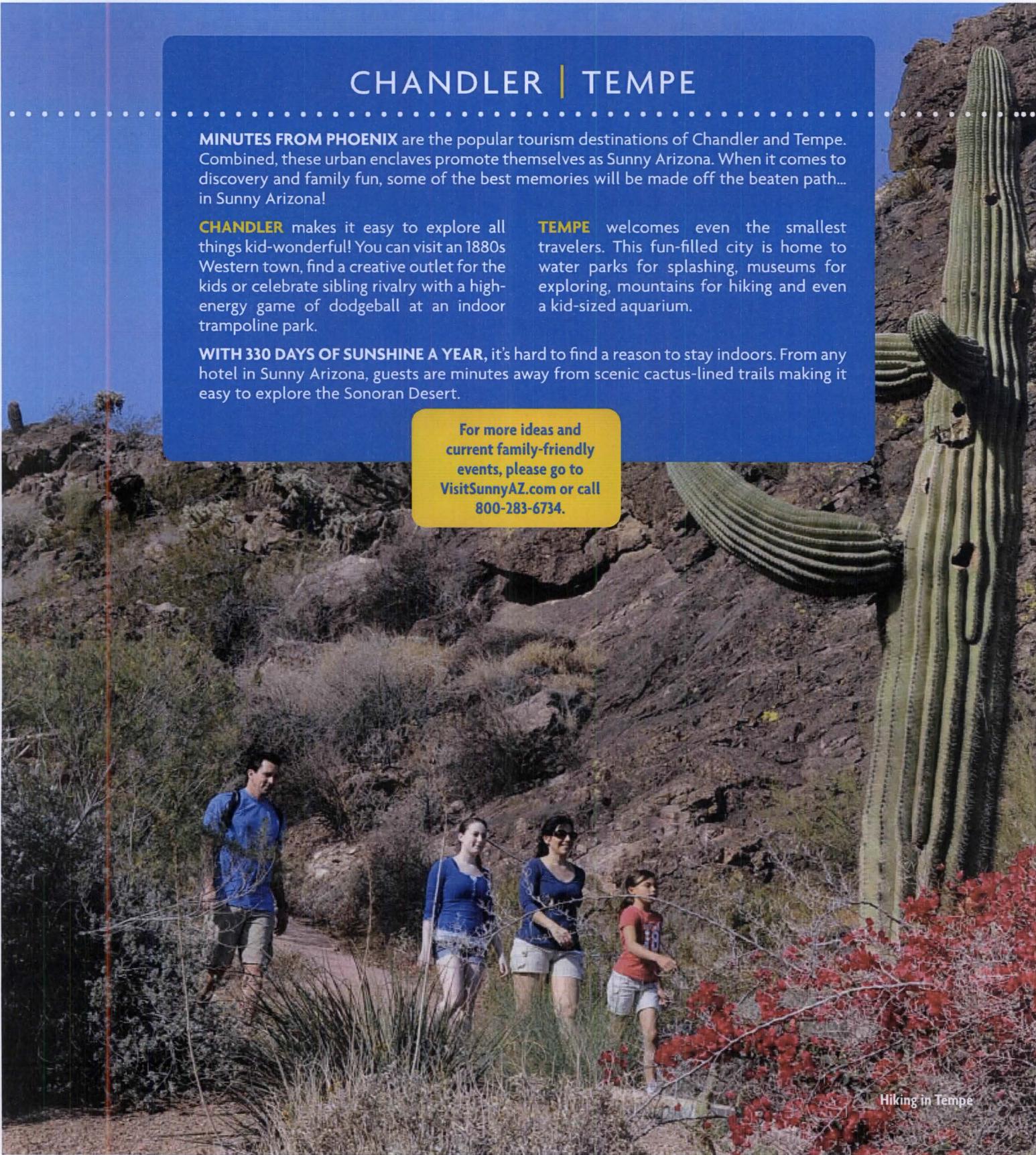
MINUTES FROM PHOENIX are the popular tourism destinations of Chandler and Tempe. Combined, these urban enclaves promote themselves as Sunny Arizona. When it comes to discovery and family fun, some of the best memories will be made off the beaten path... in Sunny Arizona!

CHANDLER makes it easy to explore all things kid-wonderful! You can visit an 1880s Western town, find a creative outlet for the kids or celebrate sibling rivalry with a high-energy game of dodgeball at an indoor trampoline park.

TEMPE welcomes even the smallest travelers. This fun-filled city is home to water parks for splashing, museums for exploring, mountains for hiking and even a kid-sized aquarium.

WITH 330 DAYS OF SUNSHINE A YEAR, it's hard to find a reason to stay indoors. From any hotel in Sunny Arizona, guests are minutes away from scenic cactus-lined trails making it easy to explore the Sonoran Desert.

For more ideas and current family-friendly events, please go to VisitSunnyAZ.com or call 800-283-6734.



Hiking in Tempe

FunPARKS

Enjoy the warm weather in one of the many parks in Sunny Arizona. Here is a sampling of parks in each city. For more options and details, please go to individual websites or go to VisitSunnyAZ.com and click on "Attractions."

Desert Breeze Railroad



Desert Breeze Park and Desert Breeze Railroad
660 N. Desert Breeze Blvd.,
Chandler
480-893-6652
desertbreezerr.com

Kiwanis Community Park
5500 S. Mill Ave., Tempe
480-350-5200
tempe.gov/parks

Kiwanis Community Park



Paseo Vista Recreation Area
NW Corner of McQueen
& Ocotillo Rds., Chandler
480-782-2727
chandleraz.gov/parks

Playtopia at Tumbleweed Park
McQueen & Germann Rds.,
Chandler
chandleraz.gov/parks

Playtopia at Tumbleweed Park



Tempe Town Lake and Tempe Beach Park
80 W. Rio Salado Pkwy., Tempe
480-350-8625
tempe.gov/lake

Veterans Oasis Park and Environmental Education Center
4050 E. Chandler Heights Road
480.782.2890
chandleraz.gov/veterans-oasis

Hours vary for the listings. Please check the website or call before you visit.

Arms Up! THE MIGHTY SAGUARO

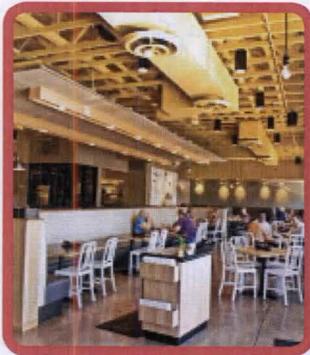
Arizona's stately saguaro is the largest cactus in the United States and can only be found here in the Sonoran Desert. Iconic in its shape due to its many arms, this gentle giant is the symbol of the region and one of many plants in Arizona protected by the Native Plant Protection Act. It can take up to 50 years before the plant blossoms with the beautiful state flower and approximately 75 years before appendages sprout. With the right growing conditions, it is estimated that saguaros can live to be as much as 150-200 years old and grow to be between 40-60 feet tall. So, have your kids do their best impression of our state cactus with arms akimbo or way up high and say "cheese!" (but be careful of the spikes!)

On the cover: Chandler Fashion Center, SEA LIFE Arizona Aquarium, Tempe Town Lake, Rawhide Western Town & Steakhouse at Wild Horse Pass

VisitSunnyAZ.com | 800-283-6734



Kid-Friendly CUISINE



BLD

BLD

1920 W. Germann Rd., Chandler
480-779-8646
bldchandler.com
Short for breakfast, lunch and dinner, BLD serves chef-crafted comfort food in a casual and contemporary neighborhood atmosphere.

China Magic Noodle

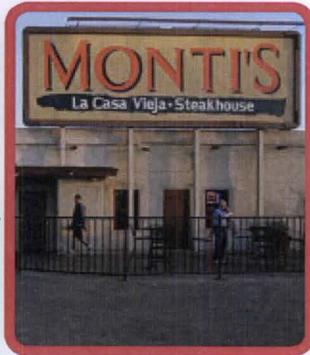
2015 N. Dobson Rd., Chandler
480-786-8002
Specializing in noodles made fresh to order, kids can watch the chef hand pull the noodles behind a large, plate-glass window.

Chino Bandido

1825 W. Chandler Blvd., Chandler
480-889-5990
chinobandido.com
Chinese and Mexican dishes are blended to create one-of-a-kind dishes.

Hangar Café

1725 E. Ryan Rd., Chandler
480-899-6965
Nestled in a former airplane hangar...this is where aviation, food and fun come together! Eat traditional diner favorites for breakfast and lunch kids and small aircraft take off and land.



Monti's La Casa Vieja

Firehouse Subs

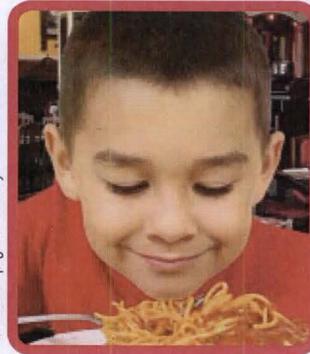
3425 W. Ray Rd., Chandler
480-726-8200
firehousesubs.com
Founded by firemen, Firehouse Subs serves up hearty sandwiches. Kids will appreciate the firehouse décor and the souvenir kid-size hat that comes with their meal.

Macayo's Depot Cantina

300 S. Ash Ave., Tempe
480-966-6677
macayo.com
Family-owned and locally operated, Macayo's Depot Cantina serves fresh authentic Mexican cuisine in a fun, colorful restaurant housed in an former train station.

Monti's La Casa Vieja

100 S. Mill Ave., Tempe
480-967-7594
montis.com
Built in 1871, Monti's La Casa Vieja ("The Old House") has a unique Western atmosphere. The kid's menu features everything from steak to spaghetti to macaroni and cheese.



The Old Spaghetti Factory

NCounter

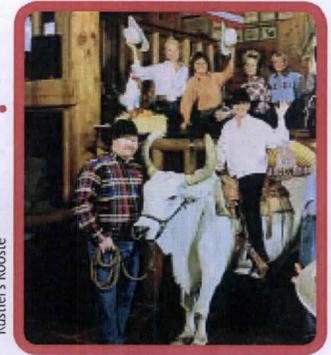
310 S. Mill Ave. #A101, Tempe
480-968-9288
ncounter.com
The family-owned NCounter is known for amazing breakfast and lunch dishes served in a fun, inviting atmosphere in the heart of Tempe's Mill Avenue District.

The Old Spaghetti Factory

3155 W. Chandler Blvd., Chandler
480-786-5705
osf.com
Recognized as one of the top ten family friendly restaurant chains in the US by Parents Magazine, this eatery serves complete meals for one low price. ** *The Old Spaghetti Factory offers a gluten free menu.*

Rawhide Western Town & Steakhouse at Wild Horse Pass
5700 W. North Loop Rd., Chandler
480-502-5600
rawhide.com

1880s Steakhouse & Saloon features cowboy portioned comfort food amidst live country Western musical performances.



Rustler's Rooste

Rustler's Rooste

8383 S. 48th St., Phoenix
602-431-6474
rustlersrooste.com
Mountain-top rustic Western setting features live music nightly, indoor waterfall, famous tin slide and rattlesnake appetizer. Kids eat free (one child per adult) from Memorial Day through Labor Day.

U.S. Egg

131 E. Baseline Rd., Tempe
480-831-0070
5840 W. Chandler Blvd., Chandler
480-219-1098
useggrestaurant.com
Best known for their protein pancakes, and family friendly environment, U.S. Egg takes pride in their healthy-minded options, in addition to meals that satisfy anyone's craving.

Wildflower Bread Company

6428 S. McClintock Rd., Tempe
480-838-9773
3111 W. Chandler Blvd., Ste. 1100, Chandler
480-821-8200
wildflowerbread.com
Locally-grown restaurant and artisan bakery featuring sandwiches, salads, pasta, breakfast and a \$3.99 kid's menu. Every Wednesday from 3:30 to 4 p.m., Wildflower offers a complimentary cookie, milk and activity for children.



Dessert & TREATS

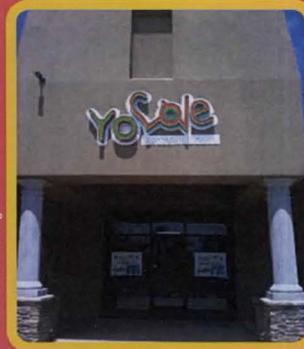
What better time to allow sweets than on vacation? In Sunny Arizona there are some stand-out sweet spots worth checking out with little ones in tow. From prickly pear cactus fruit flavored fudge and fresh, homemade cookies of every sort to the sweet, yummy goodness of a handmade paleta – the options are endless!



Candy Addict



Paletas Betty



Yo Love Frozen Yogurt



Sweeties Candy of Arizona

FROZEN TREATS

Angel Sweet

1900 W. Chandler Blvd., Chandler
480-722-2541
angelsweetgelato.com

The visually stunning display of scrumptious gelato will get your taste buds going and the delicious frozen treats will keep you coming back for more.

Mojo Yogurt

350 S. Mill Ave., Tempe
480-967-0381
2000 E. Rio Salado Pkwy., Tempe
480-968-6493
mojoyogurt.com

Get a healthy dose of positive energy at Mojo Yogurt. This self-serve yogurt spot features more than 20 flavors of fat free yogurt at 39 cents an ounce. Non-dairy options are available.

Paletas Betty

96 W. Boston St., Chandler
480-779-8080
425 S. Mill Ave., Ste. 109, Tempe
paletasbetty.com

Featuring handmade, Mexican paletas (ice and cream pops) made with seasonal ingredients... but the kids will think of them as smoothies on a stick and love the sticker that comes with each paleta. Betty doesn't forget about your furry, four-legged friends and creates special paletas for dogs.

Yo Love Frozen Yogurt

1900 W. Germann Rd., Chandler
480-248-7721
yoloveaz.com

Uniquely Chandler, Yo Love features self-serve frozen yogurt with a wide range of tasty fruits and assorted toppings in an upbeat and inviting atmosphere. Kids of all ages will love writing on the cool, glass divider walls.

CANDY AND FUDGE

Candy Addict

414 S. Mill Ave., Ste. 119, Tempe
480-921-1155, candy-addict.com
Bring your family to Candy Addict for your choice of more than 1,000 varieties of all-time favorites, nostalgic brands, international candies and specialty types, as well as candy-themed novelty gifts and accessories.

Sweeties Candy of Arizona

1050 W. Chandler Blvd., Chandler
480-899-4245
sweetiescandyaz.com
Housing over 75,000 pounds of candy and over 3,000 different types, visitors of all ages will enjoy Sweeties, Arizona's largest and most comprehensive candy store.

CUPCAKES

Sweet Daddy Cupcakes

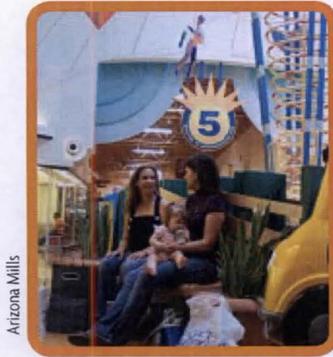
1055 S. Arizona Ave., Chandler
480-855-3334
sweetdaddycupcakes.com
With a focus on pure ingredients, Sweet Daddy Cupcakes is dedicated to making the perfect cupcake every time. Cupcake lovers of all ages are in for a treat while indulging in one of Sweet Daddy's charming creations.

YUMMMM!



VisitSunnyAZ.com | 800-283-6734

CoolSHOPS



Arizona Mills

Arizona Mills
5000 S. Arizona Mills Cir., Tempe
480-491-9700
arizonamills.com
Arizona Mills offers the ultimate shopping experience with a mix of traditional, outlet and value retail stores and entertainment venues such as Last Call by Neiman Marcus, NIKEFactoryStore, GameWorks, Harkins & IMAX Theaters, Rainforest Café, Sea Life Arizona Aquarium.



Build-a-Bear Workshop

Build-a-Bear Workshop
3111 W. Chandler Blvd., Chandler
480-821-5800
buildabear.com
Build-A-Bear Workshop®, Where Best Friends Are Made® - offers an interactive make-your-own stuffed animal retail-entertainment experience featuring over 30 different stuffed animals and numerous accessories for ultimate customization.



Chandler Fashion Center

Chandler Fashion Center
Loop 101 & Price Rd.
480-812-8488
shopchandlerfashioncenter.com
Anchored by Dillard's, Macy's, Nordstrom and Sears, this mall also include 180 specialty shops and eateries, an interactive children's play area and Dancing Waters, a dazzling display of water, lights and music. Be sure to check out story time available at Barnes and Noble every Friday at 10:30 a.m. and Pottery Barn Kids on Tuesdays at 11 a.m.



Casa Paloma

Casa Paloma/Chandler Pavillions
Located between I-10 and 56th Street on Ray Rd.
shopcasapaloma.com
Encounter internationally-known retailers and one of a kind exclusive shops and a number of family friendly restaurants and entertainment.

Disney
3111 W. Chandler Blvd., Chandler
480-812-1661
disneystore.com
Numerous daily events for young Disney enthusiasts include: Trivia, Imagination Little People Parades, Story Times, Showtimes featuring how to do the hot dog dance and lastly, learning how to draw different Disney characters.

LET'S SHOP!

Fun Facts! FOR KIDS

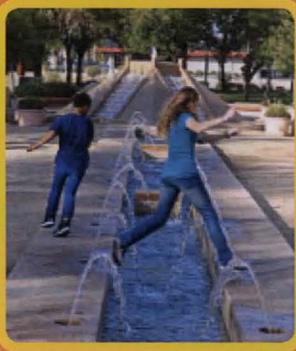
Keep your kids guessing during your entire stay with these fun facts on all things Sunny Arizona!

DID YOU KNOW?

- More rain falls on the Sonoran Desert than any other desert on Earth. It averages 3 to 16 inches of rain a year.
- Valentine's Day has another meaning in Arizona. Arizona became the 48th state on February 14, 1912.
- Arizona was founded on the "5 C's" – can you name them? Cotton, Copper, Cattle, Citrus, Climate
- Tempe Town Lake holds nearly one billion gallons of water when full.
- Arizona's state colors are blue and gold – and plenty of gold was found here in the 1880s Gold Rush Days!
- The popular Ostrich Festival in Chandler celebrates the city's colorful early history of ostrich ranching, which included raising these unusual creatures for their stylish and expensive plumes.
- The official state tree is the Palo Verde, which translates to "green stick." Look for trees with green trunks and limbs when you're touring our state.



Downtown Chandler



Downtown Chandler

Located on Arizona Avenue between Chandler Blvd. and Frye Rd.
480-855-3539
downtownchandler.com
Art galleries, boutiques, and special events abound in this vibrant shopping district featuring 100+ businesses and over 20 award-winning, locally operated eateries.

The LEGO Store



**The LEGO Store
Chandler Fashion Center**

3111 W. Chandler Blvd., Chandler
480-899-0228
stores.lego.com/en-us/Chandler/events.aspx
The First Tuesday of the month, Lego has Mini Model Builds where children ages 6-14 take home their project free of charge! While supplies last.

Mill Avenue District



Mill Avenue District

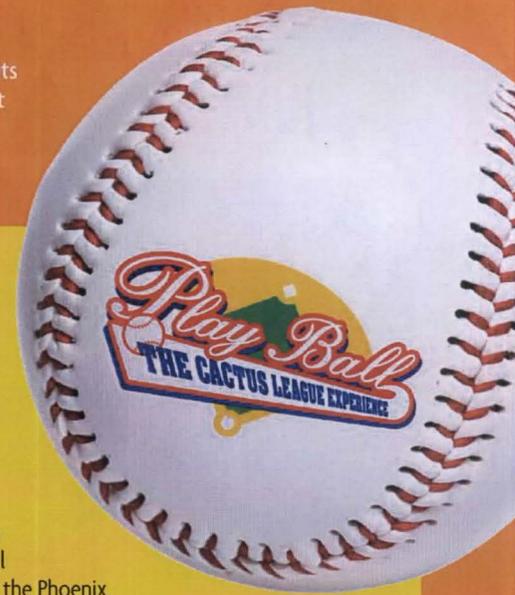
Mill Avenue, located between College and Farmer Avenues, University Dr. and Tempe Town Lake
480-355-6060
millavenue.com
Mill Avenue District is the original walkable urban downtown district with more than 100+ restaurants and retailers and hiking at "A" Mountain.

Tempe Marketplace



Tempe Marketplace

2000 E. Rio Salado Pkwy. #1150, Tempe
480-966-9338
tempemarketplace.com
Tempe Marketplace delivers an interactive shopping, dining and entertainment experience in a vibrant, high-energy outdoor setting, including live music on the weekends, a movie theater and a splash pad for children.



Spring Fever!
SPRING TRAINING
IN SUNNY AZ

Baseball fans across the country flock to Arizona every March to watch the boys of summer play ball! The Cactus League Baseball Association plays host to 15 MLB teams at stadiums throughout the Phoenix metropolitan area. Staying in Sunny AZ makes it easy to access the stadiums, especially Hohokam Park in Mesa, Tempe Diablo Stadium in Tempe and Phoenix Municipal Stadium. For ticket information and the season schedule visit CactusLeague.com.

VisitSunnyAZ.com | 800-283-6734

Family **ATTRACTIONS**



Airworx

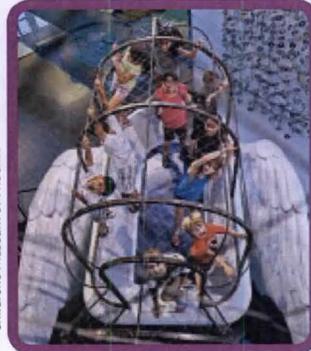
Airworx
4960 W. Ray Rd., Chandler
480-775-3800
airworx.us
Enjoy 27,000 square feet of continuous trampoline entertainment center for the whole family.



Arizona Science Center

Arizona Science Center
600 E. Washington St., Phoenix
602-716-2000
azscience.org
With five galleries, an IMAX theater, the Dorrance Planetarium and over 300 hands-on exhibits – this is an excellent outing for your up-and-coming scientist.

BOWLING:
AMF McRay Plaza Lanes
3825 W. Ray Rd., Chandler
480-899-2171
amf.com/mcrazplazalanes



Children's Museum of Phoenix

AMF Tempe Village Lanes
4407 S. Rural Rd., Tempe
480-831-5322
amf.com/tempevillagelanes
AMF Lanes are the perfect places for some friendly competition or to hang out with friends and family without keeping score. Both locations offer 32 lanes, a bar/lounge area, and arcade games.



Desert Botanical Garden

Children's Museum of Phoenix
215 N. 7th St., Phoenix
602-253-0501
childrensmuseumofphoenix.org
Kids can get creative in the Art Studio or travel through the Noodle Forest at this museum full of hands-on fun.

Desert Botanical Garden
1201 N. Galvin Pkwy., Phoenix
480-941-1225, dbg.org
Featuring five thematic trails, a seasonal Butterfly Pavilion each fall and spring and flashlight tours in the summer – there are numerous activities and events that highlight native plants and cacti.

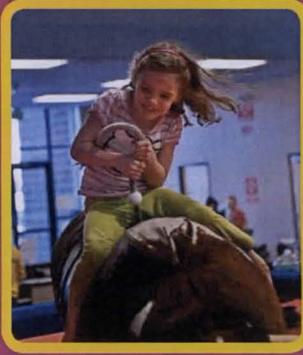
JUMP!



Did you know?

- There are more than 5,000 sea creatures at SEA LIFE Arizona Aquarium. Don't miss Ziva, the first rescued sea turtle in Arizona. She was injured when she was struck by a boat off the coast of Florida. Rehabilitated at the Georgia Sea Turtle Center on Jekyll Island, Ziva has happily lived in her new home since March 2012.
- Take a hike in the middle of downtown Tempe at "A" Mountain. This quick hike provides views of desert vegetation, ancient petroglyphs and bird's eye views of the lake, Tempe's iconic Mill Avenue and the ASU campus. The gold cement "A" on this landmark stands for Arizona State University.
- The Chandler Veterans Oasis Park is perfect for young birders! With riparian areas, a 5-acre lake and native vegetation, this park attracts more than 135 bird species. Pick up a free bird checklist at the neighboring Environmental Education Center (EEC).
- Downtown Chandler's holiday Tumbleweed Tree is an annual tradition that began in 1957 and involves up to 2000 tumbleweeds, 65 pounds of glitter and thousands of lights. The official tree lighting ceremony is the first Saturday in December.
- The unique Monkey Village makes the Phoenix Zoo the only zoo in the U.S. where you can walk through a common squirrel monkey exhibit.

jumpstreet



GameWorks

5000 Arizona Mills Cir. #669, Tempe
480-839-4263
gameworks.com
GameWorks, located inside Arizona Mills, offers the best games and attractions in the world.

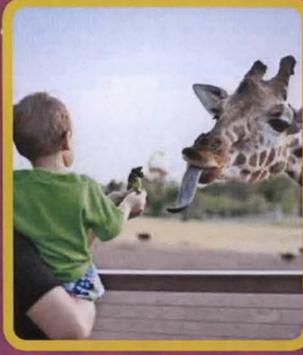
Great Play of Chandler

2855 W. Ray Rd., Chandler
480-726-7529
greatplay.com
At Great Play of Chandler, the goal is for every child to get active and develop a love for physical activity that will last for a lifetime. Children ages 6 months to 5th grade mature motor skills, fitness, and coordination through instruction and organized play in an interactive arena.

Harkins IMAX Theater – Arizona Mills

5000 Arizona Mills Cir. #667, Tempe
480-820-0387
harkinstheatres.com/
harkinsimax.aspx
Treat your senses to the most powerful and involving movie experience yet created.

Phoenix Zoo



jumpstreet

455 E. Warner Rd., Chandler
480-270-8008
gotjump.com
Enjoy this indoor trampoline park where you can not only jump on the trampolines, but bounce off the walls. Families may even want to indulge in a challenging game of trampoline dodge ball.

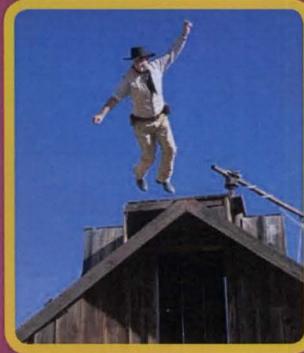
Koli Equestrian Center

5594 Wild Horse Pass Blvd., Chandler
602-796-3495,
koliequestrian.com
Within miles of Downtown Phoenix, Take in the stunning landscape of the Sonoran Desert while horseback riding through the Gila River Indian Reservation trails at Koli Equestrian Center. Trot alongside a group of fellow riders and a qualified wrangler while experiencing a taste of the Old West.

Makutu's Island

6919 W. Ray Rd., Chandler
480-344-3742
makutuisland.com
A 20,000 square foot, multi-level indoor family fun center perfect for energy-burning fun!

Rawhide Western Town & Steakhouse



MVP Zone

2460 E. Germann Rd., Chandler
480-857-6000
mvpzoneaz.com
MVP Zone offers batting practice for both baseball and softball players who are looking to hone their skills on Ultimate Trainer 300 multi-pitching machine. This facility is unique in that each cage can be customized to each batter with the option to change the machine to baseball or softball, four different speeds per cage, and higher or lower pitches based on the individual batter's needs.

Phoenix Zoo

455 N. Galvin Pkwy., Phoenix
602-273-1341
phoenixzoo.org
Recognized as one of the top 5 zoos in the nation for kids by Child Magazine, the zoo's exhibits are home to more than 1,100 animals. Daily activities include a safari train, petting zoo, Monkey Village and more.

SEA LIFE Arizona Aquarium



Rawhide Western Town & Steakhouse at Wild Horse Pass

5700 W. North Loop Rd., Chandler
480-502-5600
rawhide.com
1880s Western town featuring cowboy stunt shows, gun-fights, desert train rides, country music and specialty shops.

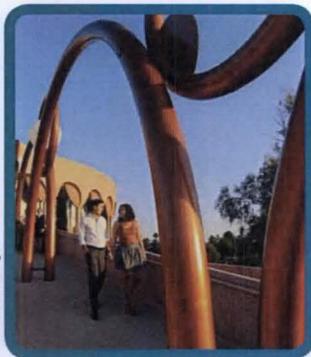
SEA LIFE Arizona Aquarium

5000 Arizona Mills Cir., Tempe
480-478-7600
visitsealife.com/Arizona/
SEA LIFE Arizona is an aquarium built specifically for kids that transports visitors into the amazing ocean world providing close encounters with a vast array of creatures.

Stratum Laser Tag

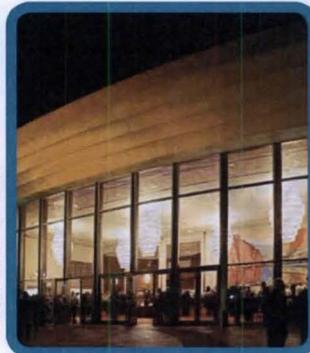
1455 S. Stapley Dr., Mesa
480-545-5500
stratumhq.com
Stratum Laser Tag is the world's largest laser tag arena featuring a giant labyrinth with 90 towers, bridges and ramps, 15 different levels and heights up to 20 feet with an intense sound system, light show and interactive targets.

Theatre, Dance & CULTURAL VENUES



ASU Gammage

ASU Gammage
Mill Ave. and Apache Blvd., Tempe
480-965-3434
asugammage.com
ASU Gammage, designed by Frank Lloyd Wright, is among the largest university-based presenters of performing arts in the world. It is the home theater of Progressive Broadway Across America - Arizona series.



Chandler Center for the Arts

Chandler Center for the Arts
250 N. Arizona Ave., Chandler
480-782-2680
chandlercenter.org
The facility features three theatres and an exhibition gallery and offers many artistic programs that inspire and motivate young people.



Childsplay

Childsplay
900 S. Mitchell Dr., Tempe
480-921-5700
childsplayaz.org
Childsplay is Arizona's award-winning professional theatre company for young audiences and families, performing in the Tempe Center for the Arts.

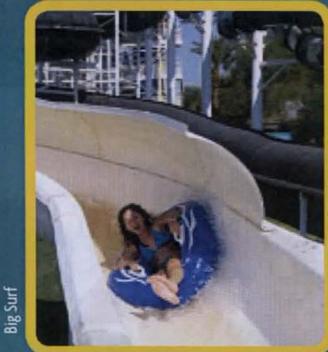
Curious? ABOUT CRITTERS & CRAWLERS

From rattlesnakes and scorpions to tarantulas and gila monsters it's possible (but not likely) that you will stumble upon one of these desert dwellers during your journey. Take caution when taking in

the curious creatures that call our Arizona desert home. Below are recommendations for experiencing Arizona's wildlife during your desert explorations:

- Be early, quiet and patient. Moving slowly and quietly will allow you to see wildlife displays you'll otherwise miss.
- After animals are spotted, don't alarm them. Talk quietly; move slowly and never directly toward an animal.
- Teach your kids to leave rocks alone and only move them with their feet, not hands! Scorpions seeking a bit of cool in the desert often reside underneath large rocks and boulders.
- Allow animals to eat their natural foods – never feed wild animals.
- If you see a rattlesnake along a trail, it will warn you to stay away. Listen for their distinct rattle and do not approach. Most rattlesnakes are not generally sitting about in the open and can easily be avoided.
- Learn the secrets of the desert on a flashlight tour at Desert Botanical Garden from May-September. Take a self-paced stroll on the main trail after dark to see how the desert comes to life at night.
- Visit the Arizona Trail at the Phoenix Zoo to discover more about javelinas, quail, rattlesnakes and other desert dwellers.
- Explore the 113 acres of wetland at Veterans Oasis Park, habitat to the diverse plants and wildlife of the Sonoran Desert. Search for wildlife during a self-guided tour of this beautiful park.

WaterParks&POOLS



Big Surf

Big Surf

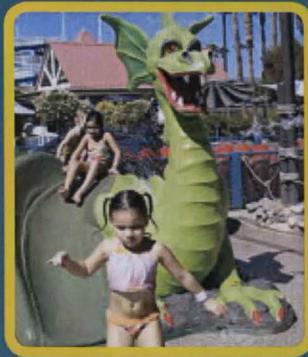
1500 N. McClintock Dr., Tempe
480-994-2297, bigsurffun.com
This oasis of good clean fun offers a full mix of rides for the entire family. Try Waikiki Beach, America's original wave pool, thrilling speed slides and Captain Cooks Landing for your little ones.

WATER PARKS & POOLS

**Chandler Aquatic Centers,
Pools and Splash Pads**
480-782-2733
480-722-2752
chandleraz.gov/aquatics



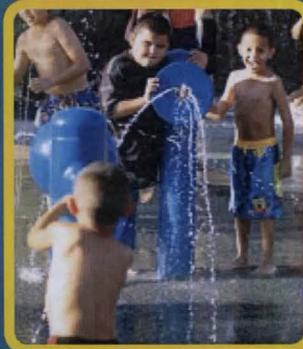
Chandler Aquatic Center



Golfland/SunSplash

Tempe Pools and Splash Pads

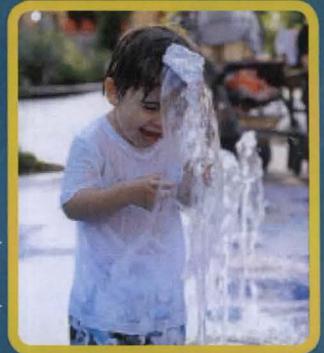
480-350-5200
tempe.gov/pools
In addition to hotel pools, there are lots of places to stay cool during our warmer months. Check out the many pools and splash pads in Chandler and Tempe. Admission is either free or a very reasonable cost. Visit the websites for list addresses, hours and other helpful information.



Splash Playground at Tempe Beach Park

Golfland/SunSplash

155 W. Hampton Ave., Mesa
480-834-8319
golfland.com/mesa
Featuring the giant Thunder Bay Wavepool and an assortment of waterslides. For little swimmers, visit the toddler pool with attractions and lazy river. Also on site are three miniature golf courses, bumper boat arena and indoor arcade.



Tempe Marketplace

Splash Playground at Tempe Beach Park

80 W. Rio Salado Pkwy., Tempe
480-350-5200, tempe.gov/lake
Splash Playground at Tempe Beach Park lets children cool off and have fun at Tempe Town Lake. Free admission; open May – Sept.

SK8R BOY

Skate Parks/SKATING RINKS

**Chandler Bike Park
at Espie Park**
450 E. Knox Rd., Chandler
480-782-2727
chandleraz.gov/parks

**Chandler Skate Park
at the Snedigar Sportsplex**
4500 S. Basha Rd., Chandler
480-782-2640
chandleraz.gov/parks

Polar Ice Chandler
7225 W. Harrison St., Chandler
480-598-9400, polaricechandler.com

USA's Skateland
1101 W. Ray Rd., Chandler
480-917-9444
skatelandchandler.com

Xtreme Air Jump 'N Skate Park
910 E. Pecos, Chandler
480-409-4555
xtremeairjumpandskatepark.com



VisitSunnyAZ.com | 800-283-6734

Museums & GALLERIES

Arizona Historical Society Museum



Arizona Historical Society Museum at Papago Park

1300 N. College Ave., Tempe
480-929-9499
arizonahistoricalmuseum.org
The museum brings stories to life through engaging exhibits, hands-on and multimedia displays and children's activities. Playball! The Cactus League Experience Exhibit will be on display through March 2013.

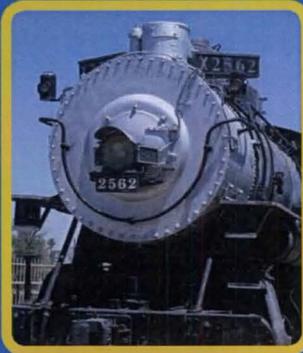
Arizona Museum for Youth

35 N. Robson St., Mesa
480-644-2467
arizonamuseumforyouth.com
Museum dedicated to art and children. Don't miss ArtVille, an experiential play place designed for young crawlers to curious toddlers who keep busy in a town built to cultivate awareness of color, line, shape and texture.

Arizona Museum of Natural History

53 N. Macdonald, Mesa
480-644-2230
azmnh.org
Attractions include the three-story Dinosaur Mountain, Dinosaur Hall, Native Peoples Gallery, Territorial Jail Cells, Gold panning, Historic Courtyard, Arizona Highways Magazine Gallery and more.

Arizona Railway Museum



Arizona Railway Museum

330 E. Ryan Rd., Chandler
480-821-1108
azrymuseum.org
Calling all train lovers! This museum displays locomotives, passenger cars and freight equipment related to the railways of past. Please check the website for seasonal hours of operation.

Chandler Museum

300 S. Chandler Village Drive, Chandler
480-782-2717
chandlermuseum.org
The Chandler Museum has a rich collection of artifacts, photographs, archival materials, and oral histories documenting Chandler's diverse history.

Hall of Flame Fire Museum



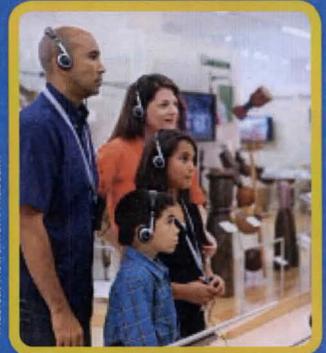
Hall of Flame Fire Museum

6101 E. Van Buren St., Phoenix
602-275-3473
hallofflame.org
National Firefighting Hall of Heroes with over 90 classic pieces of firefighting apparatus on display, dating from 1725 to 1960. Fire safety exhibits, games and activities for kids.

Musical Instrument Museum

4725 E. Mayo Blvd., Phoenix
480-478-6000
themim.org
The world's first global musical instrument museum celebrates the world's cultures as expressed through music. Families will enjoy the Experience Gallery where you can play unique instruments from all corners of the world.

Musical Instrument Museum



Tempe History Museum

809 E. Southern Ave., Tempe
480-350-5100
tempe.gov/museum
The unique history of Tempe is dramatically staged through a variety of media and an interactive children's gallery.

Tumbleweed Ranch

2250 S. McQueen Rd., Chandler
480-782-2874
chandleraz.gov/default.aspx?pageid=625
Located at Tumbleweed Park, Tumbleweed Ranch is a window to the past, showcasing historic homes, buildings and farming equipment that depict what life was like in the early 20th century.

TOOT!



VisitSunnyAZ.com | 800-283-6734