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**Chandler • Arizona**  
*Where Values Make The Difference*

**MEMORANDUM - Economic Development – Council Memo No. ED10-013**

**DATE:** November 6, 2009

**TO:** MAYOR AND CITY COUNCIL

**THRU:** W. MARK PENTZ, CITY MANAGER  
PAT MCDERMOTT, ASSISTANT CITY MANAGER  
CHRISTINE MACKAY, ECONOMIC DEVELOPMENT DIRECTOR

**FROM:** REBECCA HOWE, ECONOMIC DEVELOPMENT RESEARCH ASSISTANT

**SUBJECT:** SHOP CHANDLER SEARCH PAGE

As part of the Shop Chandler program and to further encourage shopping locally, which will assist in boosting Chandler's jobs, economy and tax base, Economic Development, with cooperation from Information Technology (IT) and Communications and Public Affairs (CAPA), has developed internally a new on-line tool to assist people in shopping Chandler. Similar to familiar Web searches such as "Dex Online", "Google Maps" and others, staff has created our own Shop Chandler search site to allow Chandler businesses to be easily found.

Using Economic Development's company database, Shop Chandler Search represents one of the most comprehensive list of Chandler businesses available. During the past year, Economic Development cataloged all businesses in Chandler and reached out to encourage them to update their company profile and provide searchable information. This will allow not only for citizens to find local companies to support with their dining and shopping opportunities, but it also provides an easy means for Chandler industry to be found for business to business connections. Unlike other Web searches, Shop Chandler Search only contains Chandler businesses and allows us interesting opportunities for marketing our companies, as well as providing a face and contact to a search for additional communication with residents and businesses.

The launch of this site has been scheduled for the week before "Black Friday," traditionally one of the biggest shopping days of the year. We anticipate that people will use this tool in their holiday and day-to-day shopping to purchase their goods within Chandler's boundaries, assisting our companies in this tough economic time.

Attachment: PowerPoint Presentation