



IMAGINE MESA

IT ALL STARTS WITH A **SPARK** OF IMAGINATION.
YOUR IDEAS, OUR FUTURE.

Share your ideas for making Mesa amazing!

ImagineMesa.com

What is Imagine Mesa?

Imagine Mesa is an interactive, digital forum to engage Mesa residents, businesses and visitors to share their ideas for shaping Mesa's future.

Designed and created in a user-friendly, mobile-first interface, Imagine Mesa inspires idea generation and conversations among the participants in an effort to provide feedback to City leaders on community priorities.

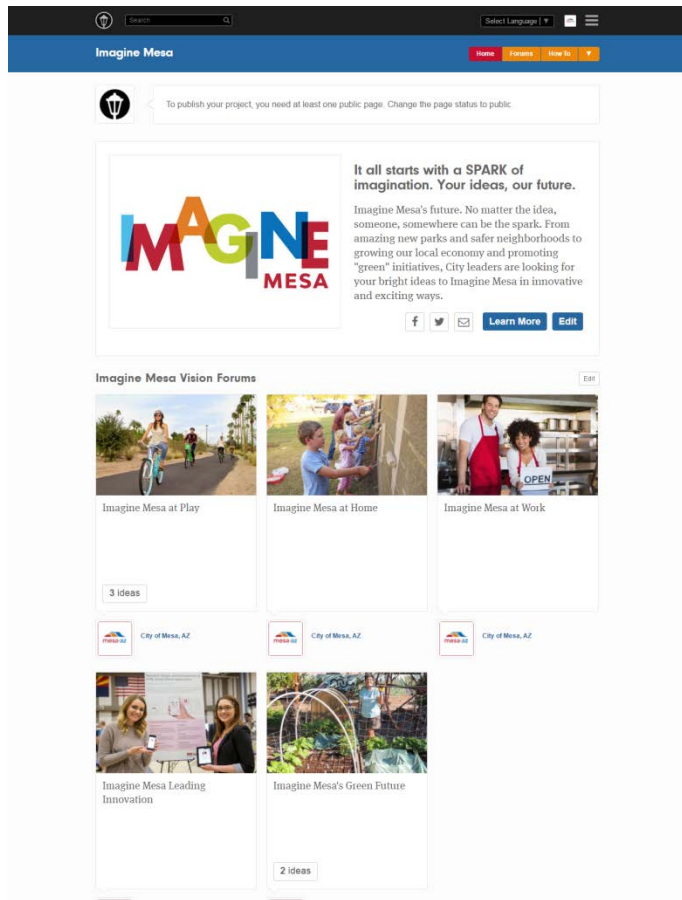


Imagine Mesa Engagement Strategies

- Create a brand and inspiring message with visual storytelling and digital strategies that compels engagement
- Develop diverse communications and content that is appealing to multiple interests
- Utilize data from social media and website interactions to determine who is participating and then strategically target groups not engaging in the campaign to ensure community-wide representation
- Grow City of Mesa's social media fans by encouraging participants to follow our social media channels and stay connected



Imagine Mesa Campaign



- **Today** through October 31, 2017
- Launch will include social media, website banners and an interactive Imagine Mesa kiosks and writing wall at the Arizona Celebration of Freedom on July 4th
- 6 p.m.-10 p.m. at Mesa Convention Center

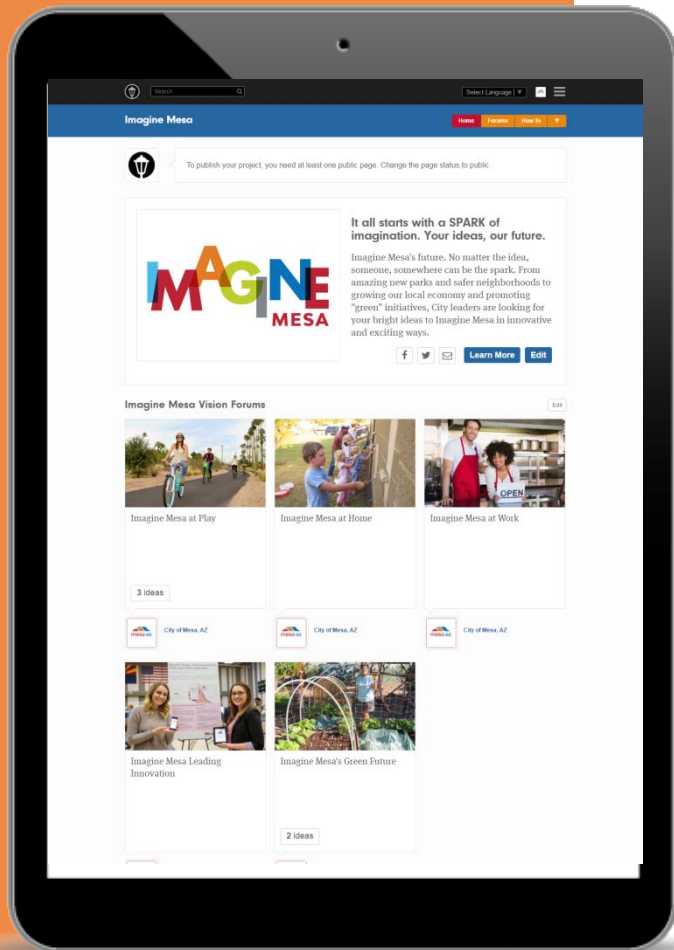


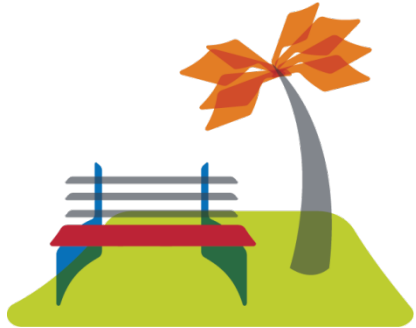
Be the SPARK

ImagineMesa.com

Provide ideas in any of the 5 Vision Forums:

- Imagine Mesa at Play
- Imagine Mesa at Home
- Imagine Mesa at Work
- Imagine Mesa Leading Innovation
- Imagine Mesa's Green Future

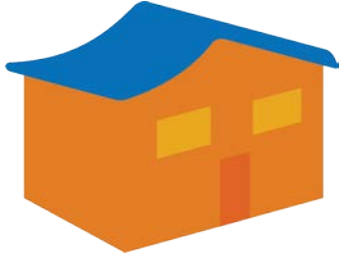




Imagine Mesa at Play

*Mesa's gathering places are where memories are made with those we love. From outstanding parks and recreation facilities to a vibrant downtown with a thriving arts and culture scene, **share your dreams for Mesa's public spaces, trails and entertainment districts.***

- Parks & Recreation
- Arts & Culture
- Entertainment Districts
- Nightlife
- Downtown Vibrancy
- Bike and Pedestrian Trails



Imagine Mesa at Home

*Mesa's neighborhoods are places with a strong sense of community and pride. **Share your ideas on how we can keep neighborhoods safe, clean, and welcoming places to live.***

- Fire and Medical & Police Services
- Attractive Neighborhoods
- Welcoming Communities
- City Infrastructure Supporting Neighborhoods

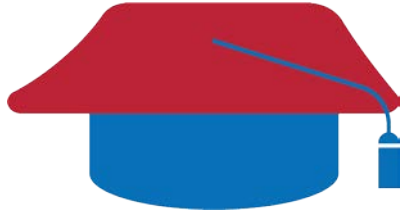


Imagine Mesa at Work

*Mesa's economy is built by visionaries and self-starters. Imagine a culture where businesses and entrepreneurs are supported by their City with smart technologies and infrastructure. **Share your thoughts on how Mesa can grow its economy and attract employers of all sizes.***

- Business & Economic Development Opportunities
- Entrepreneurship
- Public Transportation & Access to Business Areas
- Job Creation
- Strong Employment Centers

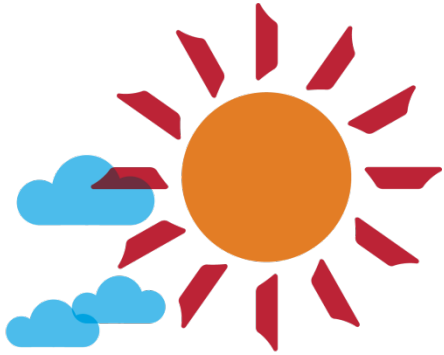
Imagine Mesa Leading Innovation



*Mesa continues to attract bright minds.
Let's provide opportunities for kids and adults to learn, collaborate and prosper.
Think big and help Mesa be a more creative city full of trailblazers.*

- Educational Opportunities
- Workforce Development
- Using Technology to Deliver Services
- Incubators
- Collaborative Partnerships for Civic Innovations
- Libraries-Technology Hubs/Makerspaces



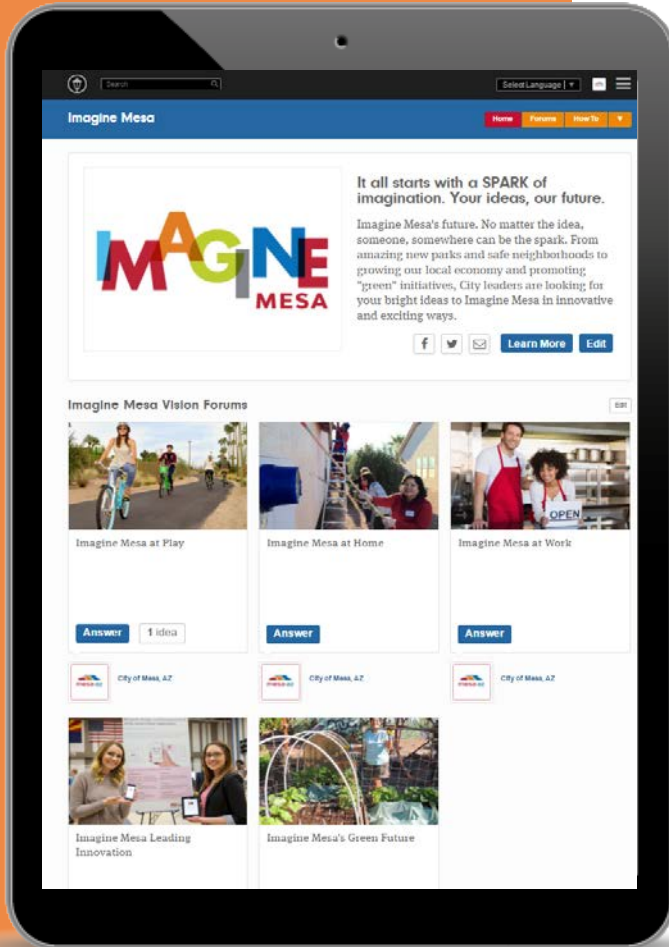


Imagine Mesa's Green Future

*Mesa's desert beauty is undeniable and protecting the natural environment is important. **Share your ideas on how to promote sustainable development and the use of renewable resources in our community.***

- Sustainability
- Renewable Resources
- Green Buildings
- Natural Resources
- Water/Solar/Air Quality
- Conservation

How Do I Submit Or Support An Idea?



1. Visit **ImagineMesa.com** via your smart phone, tablet or desktop computer (save the website to your home screen to create the Neighborland icon)

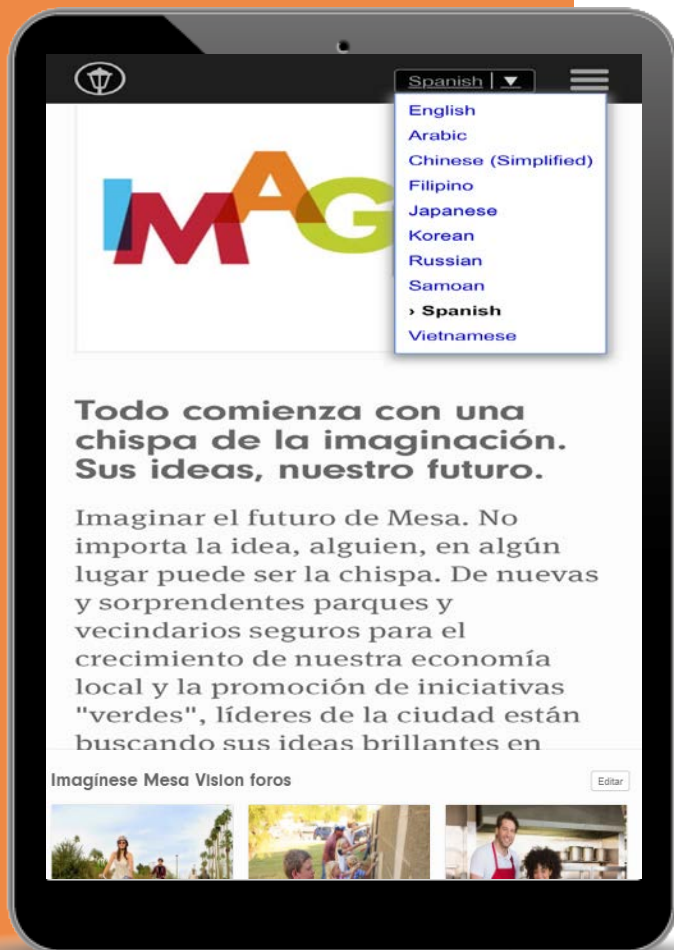
2. Select which Vision Forum best represents your idea

3. Submit your idea

4. Don't forget that you can support others' ideas by clicking on "Me Too!"

5. City staff will monitor site and provide helpful information to discussions in real time





Spanish Language Elements

- ImagineMesa.com can be translated into Spanish (and a few other languages)
- Imagine Mesa will be promoted to a Spanish speaking audience via the following methods:
 - Facebook ads
 - Posters
 - Flyers
 - Newsletters
- Imagine Mesa YouTube videos will be closed-captioned in Spanish

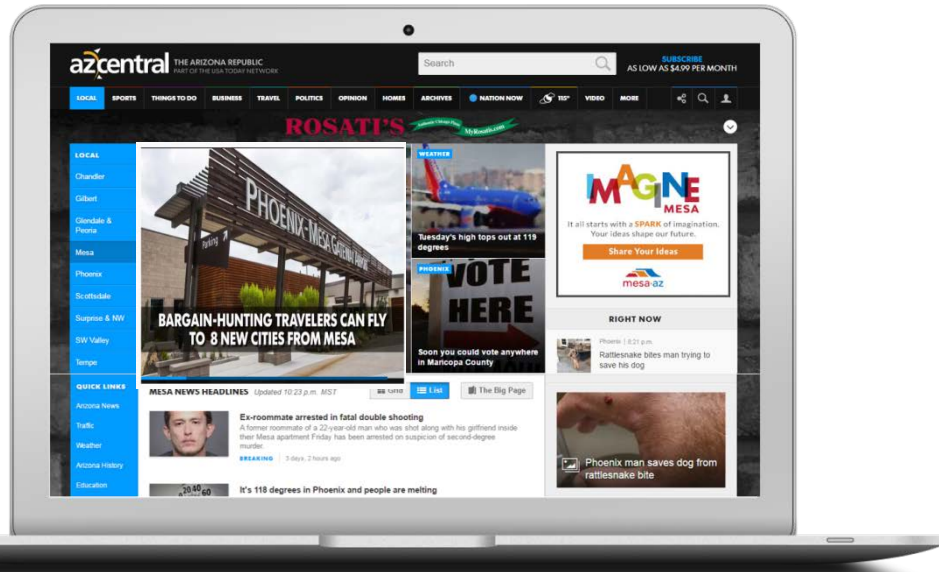


TODO COMIENZA CON UNA CHISPA DE IMAGINACIÓN.
TUS IDEAS, NUESTRO FUTURO.

¡Comparte tus ideas para hacer a Mesa extraordinaria!

ImagineMesa.com

Social Media Outreach



Imagine Mesa campaign will include:

- Targeted digital banner ads and videos on various websites
- Targeted social media ads, posts and videos
 - Facebook, Instagram & Twitter
 - English and Spanish language

Leveraging City of Mesa Assets



Comprehensive use of all of the City's marketing tools to promote Imagine Mesa:

- Digital ads on most frequently viewed City websites and social channels, i.e. Utility Payments, Mesa Arts Center, Parks and Recreation, Library
- Cross-promotion across City social media (close to 100)
- NextDoor: 300 registered Mesa neighborhoods
- Mesa Channel 11
- City newsletters
- Utility bill inserts
- Lobby TV ads



Grassroots Outreach



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City staff ambassadors (City's executive managers representing various Departments) will be promoting and encouraging Imagine Mesa participation:

- City's Advisory Boards and Committees
- City signature events, i.e. Arizona Celebration of Freedom, Día De Los Muertos Festival, Mesa Arts Center Season Kick-off & Celebrate Mesa
- Council events
- Uconnect Neighborhood Outreach Events
- Neighborhood associations



Imagine Mesa Advisory Committee

- 15 member Council-appointed committee of community-wide leaders
- Charged with promoting Imagine Mesa and engaging various stakeholders to participate
- Evaluate and prioritize imaginative ideas within each Vision Forum and/or as a whole and make recommendations to the City Council by January 2018 to assist City Council with vision setting and budget discussions for 2018/2019 Fiscal Year





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