

Exhibit A



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 to be user-friendly on smart phones, tablets or personal computers.

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



- June 29, 2017 through October 31, 2017
- Launch started with Facebook Live Press Conference, a robust social media effort and interactive Imagine Mesa kiosks and writing wall at the Arizona Celebration of Freedom on July 4th



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 Like 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



Spanish Language Elements

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



Digital Outreach



Imagine Mesa campaign will include:

- Targeted digital banner ads and videos on various websites like local news media 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 100 City social media channels
- NextDoor App: 300 registered Mesa neighborhoods
- Mesa Channel 11
- City newsletters
- Utility bill inserts
- Lobby TV ads



Grassroots Outreach



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, Dia De Los Muertos Festival, Mesa Arts Center Season Kick-off & Celebrate Mesa
- Council events
- Uconnect Neighborhood Outreach Events
- Neighborhood association meetings



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



Share your ideas for making Mesa amazing!

ImagineMesa.com



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