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**NOVEMBER 8, 2016**

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**City of Surprise News**

Posted on: September 9, 2016

**City Econ Dev Team wins award for Bell-Grand marketing campaign**



The City of Surprise Economic Development Department was awarded a Golden Prospector Award for Best Multimedia Promotion at the Arizona Association for Economic Development Conference.

The award recognized the Bridge to Business Campaign, which encourages people to shop the nearly 300 Bell Road - Grand Avenue businesses during the Bell Road bridge construction project.

Through a partnership with the Surprise Regional Chamber of Commerce, the campaign offers a text-based ShopSurprise deal-of-the-day for businesses in the area. Since launching in May, this campaign has offered upwards of 150,000 deals to subscribers. Interested in enrolling? Simply text ShopSurprise to 85100.

The city has also hosted a variety of free marketing classes to the impacted businesses; conducted monthly construction update meetings to keep them informed, as well as meet one-on-one as needed; and adopted a temporary sign policy to allow additional signage to drive more shoppers to the area.

For more details visit [www.surpriseaz.gov/bellandgrand](http://www.surpriseaz.gov/bellandgrand).

[See press release...](#)



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ROX Media Group was the Public Relations firm that was the contractor for the City of Surprise Shop Local project