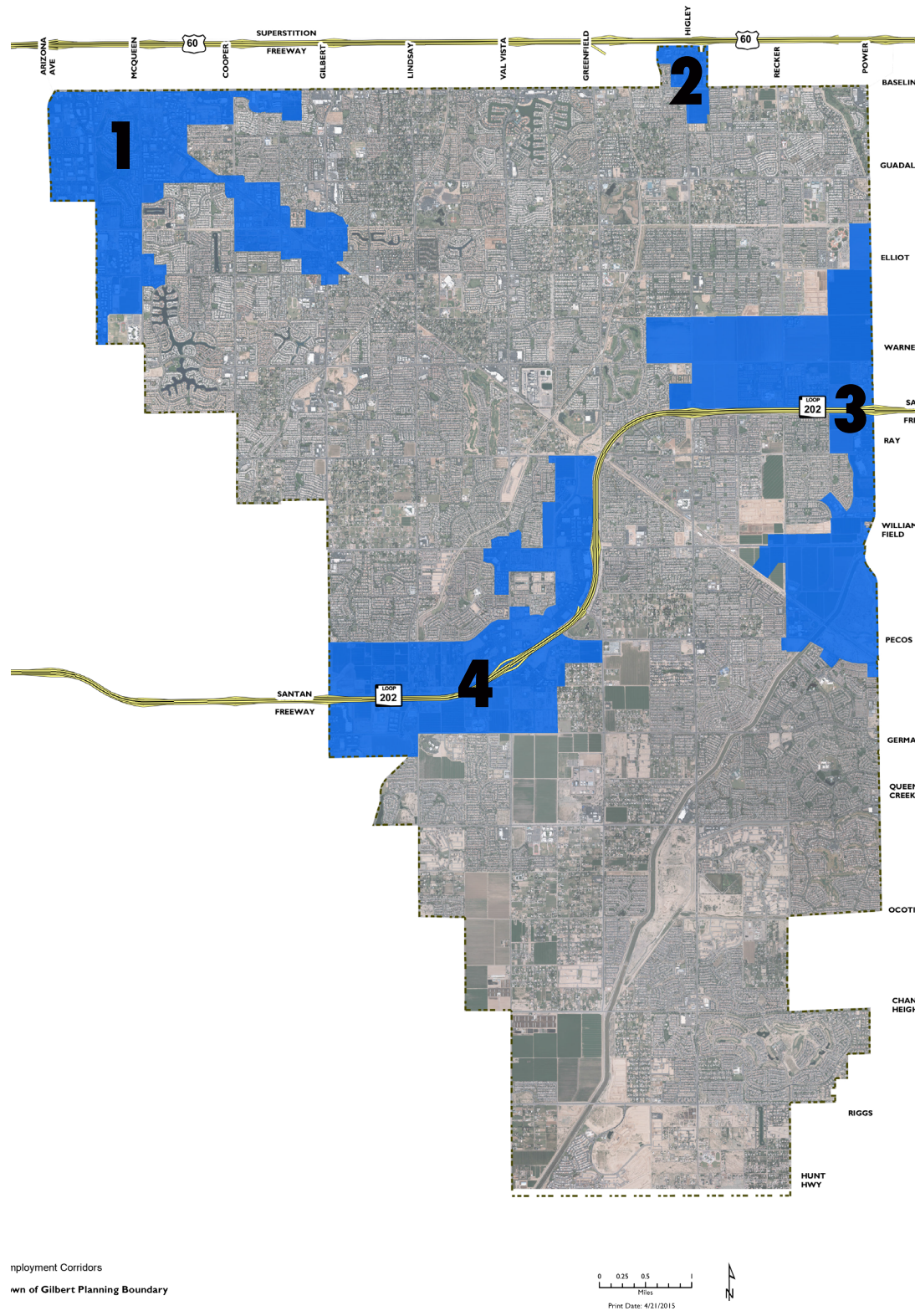


GILBERT, ARIZONA - P4. SPECIAL EVENT

GILBERT BUSINESS WALK CORRIDOR 1

A "Business Walk" is a day dedicated to learning more about the local business community through face-to-face interviews on their turf. The Fall 2016 Business Walk covered Gilbert's Northwest Corridor. Over a span of three hours, nine teams walked to 110 businesses.

NOVEMBER 15, 2016
8:30AM - 11:30AM



SOCIAL

The Business Walk teams utilized **#GilbertBusinessWalk** to track social media posts.



MEDIA RELEASE

A post event Digital Media Release was sent via email with **Raw Video Footage** and **Photos** for Media to utilize in print, social or news footage.



VIDEO



A post event video was created to explain the purpose of the Business Walk and recap the highlights. **Raw footage** was packaged for media use and sent via a post event media release. The video can be viewed on **Gilbert's YouTube Page**.