

May – July 2012

# **MARKETING UPDATE**



# Online Marketing

- Monitor pages for Horseshoe Park on tourism sites including:

- Yelp (98 page views/actions from Sept. 2011-present)
- TripAdvisor (4 reviews, all rating “very good” or “excellent”)

- Promote the Town on sites including:

- Town Facebook – 1,937 followers **(+14%)**
- HPEC Facebook – 1,676 followers **(+8%)**
- Twitter - 682 followers **(+17%)**
- Town’s website - 72,207 visits Feb-April **(+2%)**



# Partnership Marketing

- Signage for partner events including:
  - Peach Blossom Festival @ Schnepf Farms
  - 4<sup>th</sup> of July
  - Barney Family Sports Complex Registration
- Postings on Facebook & Twitter for all submitted partner events
- Town calendar lists for all submitted partner events
- HPEC banners displayed @ partner locations



# Changes in Partnership Marketing for FY13

- Signage will be for events only
- Additional opportunities for Town banner postings at partner locations (i.e. Experience QC banners)



# Paid Advertising for the Town

Advertising that extended the Town's brand as a destination included:

- Mesa Visitors Guide*
- Phoenix Valley Guide & Map*
- Gateway to the East Valley*
- Valley Guide Magazine*
- Arizona Drive Guide*
- Sunset Magazine*
- Sunseeker Magazine (Allegiant Air)*



# TOWN OF QUEEN CREEK ARIZONA



Find yourself surrounded by beautiful mountain views and small-town friendliness as you enjoy shopping, dining and unique entertainment opportunities in Queen Creek, including extraordinary experiences offered at Horseshoe Park & Equestrian Centre, Schnepf Farms, Queen Creek Performing Arts Center, Queen Creek Olive Mill and Barney Family Sports Complex.



CONVENIENCE OF THE CITY, COMFORT OF THE COUNTRY

[www.queencreek.org](http://www.queencreek.org)



# TOWN OF QUEEN CREEK ARIZONA



Horseshoe Park & Equestrian Centre  
Schnepf Farms • Queen Creek Olive Mill  
Queen Creek Performing Arts Center  
Barney Family Sports Complex

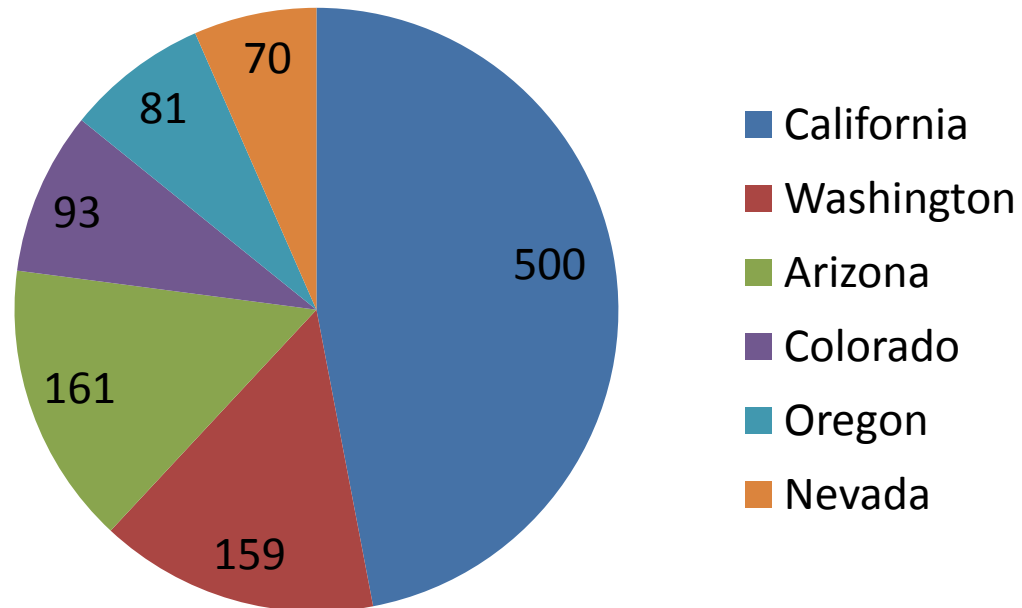
**COMFORT OF THE COUNTRY,  
CONVENIENCE OF THE CITY**

[www.queencreek.org](http://www.queencreek.org)

# Tourism Fulfillment

- Readers may request additional information about the Town

- 1,651 requests so far (last report - 1,201)







# Tourism Fulfillment

- Fulfilling requests with:
  - Letter of thanks/welcome from the Mayor
  - HPEC calendar of events
  - Tourism brochure
    - Provided to partners
    - Phoenix Mesa Gateway Airport
    - Florence Chamber of Commerce

# TOWN OF QUEEN CREEK ARIZONA



Rich natural recreation.  
Farm-to-table experiences.  
Equestrian excitement.  
Queen Creek provides memories  
for visitors of all ages.



For information, community news and events  
visit [QueenCreek.org](http://QueenCreek.org) or call 480-358-3000.

## CONVENIENCE OF THE CITY, COMFORT OF THE COUNTRY

## ATTRACTIONS

### BARNEY FAMILY SPORTS COMPLEX

22050 E. Queen Creek Rd, 480-677-2372, [barneyindoorsports.com](http://barneyindoorsports.com)

This exciting indoor sports complex hosts soccer, volleyball, flag football and roller hockey competitions, and offers day camps, classes and sports leagues for a variety of ages.

### HORSESHOE PARK & EQUESTRIAN CENTRE

20464 E. Riggs Rd, 480-358-3710, [queencreek.org/hpec](http://queencreek.org/hpec)

Hosts events of both the English and Western equestrian persuasion, as well as festivals, carnivals and more. Offering activities year-round, most events are free for spectators.

### QUEEN CREEK OLIVE MILL

25062 S. Meridian Rd, 480-888-9290, [queencreekolivemill.com](http://queencreekolivemill.com)

A family owned, working farm growing and pressing olives for the production of high-quality extra virgin olive oil. Offers an Olive Oil 101 tour and a gourmet marketplace featuring their oils, wines, bath and body products, olive wood kitchenware and more. Their bistro offers a farm-to-table experience with the option to dine in the olive grove.

### QUEEN CREEK PERFORMING ARTS CENTER

22149 E. Ocotillo Rd, 480-987-SHOW (7469), [qcpac.com](http://qcpac.com)

Broadway-quality theater, spectacular plays and entertaining musical acts. Packed with shows from national tours, such as CATS and SPAMALOT, to country music, including Lady Antebellum and Little Big Town.

### SCHNEPF FARMS

24618 S. Rittenhouse Rd, 480-987-3100, [schneppfarms.com](http://schneppfarms.com)

Family owned and operated since 1941, this is the largest agri-tourist destination in the state. Come pick your own organic peaches and vegetables, take a tour of their 300-acre farm, pick up homemade cinnamon rolls and fresh pies in their Country Store & Bakery, visit the farm animals, take a train ride or enjoy one of their many farm festivals and dining experiences.

## SHOPPING AND DINING

From small, family owned boutiques to large-scale superstores, Queen Creek has a number of shopping centers, including our historic Town Center area. For local businesses and community information, contact the Queen Creek Chamber of Commerce at 480-888-1709 or [info@queencreekchamber.com](mailto:info@queencreekchamber.com).

## NATURE

Queen Creek is known for its beautiful, well-manicured parks, including Desert Mountain Park and Founders' Park. Miles of trails in the area provide safe travel by foot or horseback through the Queen Creek and Sonoqui washes and San Tan Mountains. Maps of trails and parks are available at [queencreek.org](http://queencreek.org).

[www.QueenCreek.org](http://www.QueenCreek.org)



# Paid Advertising for Horseshoe Park

Advertising that promoted the park as a destination/place to hold an event included:

- *Pacific Coast Journal*
- *Quarter Horse News*
- *Cutting Horse Chatter*





## HORSESHOE PARK & EQUESTRIAN CENTRE

*National Reined Cow Horse Association*

*Arizona Cutting Horse Association*

*Arizona Reined Cow Horse Association*

*Arizona Reining Horse Association*

*Hershberger Performance Horse Sale*

*Joan Usher Barrel Racing*

*Dynamite Arena World Series Team Roping*

*Coleman Equestrian Productions Hunter/Jumper*



## NOT YOUR AVERAGE HORSEPLAY

Each of these prestigious organizations have decided to call Horseshoe Park & Equestrian Centre home for their events. One of the best new professional-level facilities in the western United States, see what Horseshoe Park and our outstanding staff can do for your event!

**Horseshoe Park & Equestrian Centre**  
480-358-3710 · [www.queencreek.org/hpec](http://www.queencreek.org/hpec)  
[www.facebook.com/horseshoepark](http://www.facebook.com/horseshoepark)

## QUEEN CREEK, ARIZONA





# Next Steps

- Establishing another level of the campaign: “Be a tourist in your own town”
- More incorporation of Shop Queen Creek members into sample itineraries, shopping maps, etc.
- New website design that further incorporates the Town’s image as a destination & the upcoming “be a tourist...” campaign

# Questions?

