



Agenda
Work Study and Possible Executive Session
Queen Creek Town Council
Queen Creek Town Hall, 22350 S. Ellsworth Road
Council Chambers
October 3, 2012
5:30pm

1. Call to Order

2. Roll Call (one or more members of the Council may participate by telephone)

3. Motion to adjourn to Executive Session (to be held in the Saguaro Conference Room of the Municipal Services Building) for the following purposes:

A. Discussion and consultation with the Town Attorney for legal advice and to consider the Town's position and instruct its attorney regarding agreements between the Town and (a) Boys & Girls Club. (ARS 38-431.03(A)(3) and (4).

B. Discussion and consultation with the Town Attorney for legal advice and to consider the Town's position and instruct its attorney regarding development agreement with Wm. Lyon Homes/Church Farms. (ARS 38-431.03(A)(3) and (4).

C. Discussion and consultation with the Town Attorney for legal advice and to consider the Town's position and instruct the staff regarding acquisition of property. (A.R.S. 38-431.03(A)(3) & (7).

D. Discussion and consideration of assignments of Town Manager (A.R.S. §38-431.03(A)(1).

ITEMS FOR DISCUSSION These items are for Council discussion only and no action will be taken. In general, no public comment will be taken.

4. Discussion on municipal financing, economic development tools, tax increment financing and the significance of bond ratings.

5. Presentation and discussion of the results from the economic impact study measuring the economic impact of visitor destinations in the community. **TAB K**

6. Discussion on an intergovernmental agreement with the Town of Gilbert for household hazardous waste services.

7. Adjournment



Agenda
Regular and Possible Executive Session
Queen Creek Town Council
Queen Creek Town Hall, 22350 S. Ellsworth Road
Council Chambers
October 3, 2012
7:00 p.m.

1. Call to Order

2. Roll Call (one or more members of the Council may participate by telephone)

3. Pledge of Allegiance:

4. Invocation: Pastor Ben Lee, Living Waters Bible Church

5. Ceremonial Matters: Presentations, Proclamations, Awards, Guest Introductions and Announcements.

- Proclamation – Operation Wounded Warrior Weekend October 4-7, 2012

6. Committee Reports

A. Council summary reports on meetings and/or conferences attended. This may include but is not limited to Phoenix-Mesa Gateway Airport; MAG; East Valley Partnership; CAAG. The Council will not propose, discuss, deliberate or take legal action on any matter in the summary unless the specific matter is properly noticed for legal action.

B. Partner agencies quarterly or periodic updates to Council. This may include but is not limited to Queen Creek Chamber of Commerce; Queen Creek Performing Arts Center; Boys & Girls Club of East Valley; and Maricopa or Pinal County Board of Supervisors or other governmental agencies. The Council will not propose, discuss, deliberate or take legal action on any matter in the summary unless the specific matter is properly noticed for legal action.

7. Public Comment: Members of the public may address the Town Council on items not on the printed agenda and during Public Hearings. Please complete a "Request to Speak Card", located on the table at the rear of the Council Chambers and turn it in to the Town Clerk prior to the beginning of the meeting. There is a time limit of three minutes for comments.

8. Consent Calendar: Matters listed under the Consent Calendar are considered to be routine and will be enacted by one motion and one vote. Public Hearing items are designated with an asterisk (*). Prior to consideration of the Consent Agenda, the Mayor will ask whether any member of the public wishes to remove a Public Hearing item for separate consideration. Members of the Council and or staff may remove any item for separate consideration.

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A. Consideration and possible approval of the August 24-25, 2012 Council Retreat Minutes. **TAB A**

B. Consideration and possible approval of the September 19, 2012 Work Study and Regular Session Minutes. **TAB B**

C. Consideration and possible approval of the 3rd Amendment to the Services Contract with In-Pipe Technology Company in the amount not to exceed \$38,800 for sewer odor and corrosion control services. **TAB C**

D. Consideration and possible approval of Work Order No. 002 to CPC Construction, Inc. (Contract 2011-081) in the amount not to exceed \$31,055.60 for the construction of the Ocotillo Sidewalk Project. **TAB D**

E. Consideration and possible approval of Work Order No. 003 to CPC Construction, Inc. (Contract 2011-081) in the amount not to exceed \$52,250 for construction of the Town Center Sidewalk Gap Improvements Phase 1. **TAB E**

F. Consideration and possible approval of **DR12-067 “Maracay Homes at Villagio”**, a request by Alex Holmquist of Maracay Homes for approval of six (6) new floor plans with three (3) elevations each to be constructed on 135 lots in the Villagio Subdivision located at the southeast corner of Queen Creek and Sossaman Roads. **TAB F**

G. Consideration and possible approval of the Notice of Intention setting the time (7pm) and the date (December 5, 2012) for the Public Hearing to modify water account service fees and construction water rates. *The Notice of Intent does not include adjustments to residential and commercial utility rates.* **TAB G**

*H. Public Hearing and possible *continuance* of **RZ12-057/SD12-058 Ocotillo Heights, Phase 2**. A continuance to the November 7, 2012 Council Meeting has been requested.
TAB H

PUBLIC HEARINGS: If you wish to speak to the Council on an item listed as a Public Hearing, please complete a Request to Speak Card and turn it in to the Town Clerk. Speakers will be called upon in the order in which their cards are received. Speakers are limited to three (3) minutes each.

9. Public Hearing and possible action on **RZ12-061/SD12-062/DR12-066, “Cielo Noche” – Ordinance 519-12** a request submitted by Greg Davis of iPlan Consulting on behalf of K Hovnanian Homes for a request for rezoning from R1-8 PAD to R1-7 PAD, a preliminary plat for 164 lots on 63 acres in addition to a request for Design Review approval of 7 (seven) floor plans with 3 (three) elevations each. The property is located at the southwest corner of Hawes Road and Queen Creek Road. **TAB I**

FINAL ACTION: If you wish to speak to the Council on an item listed under Final Action, please complete a Request to Speak Card and turn it in to the Town Clerk. Speakers will be called upon in the order in which their cards are received. Speakers are limited to three (3) minutes each.

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10. Discussion and possible approval of **Resolution 910-12** adopting the revised Economic Development Strategic Plan. **TAB J**

ITEMS FOR DISCUSSION: These items are for Council discussion only and no action will be taken. In general, no public comment will be taken.

11. Discussion on an intergovernmental agreement with the Town of Gilbert for household hazardous waste services.

12. **Motion to adjourn to Executive Session:** The Council may reconvene the Executive Session for any of the items listed on the Executive Session Agenda.

13. **Adjournment**



**Minutes
Council Retreat
Queen Creek Town Council**

DRAFT

Francisco Grande Hotel & Conference Center
Eagles Nest, 9th Floor Tower Building
12684 W. Gila Bend Hwy, Casa Grande, AZ
August 24, 2012 – 5:30pm
August 25, 2012 – 7:30am

Lance Decker of LL Decker & Associates, Inc., facilitated the retreat.

Council Members present for the retreat: Barnes; Brown; Gad; Oliphant; Wheatley; Vice Mayor Benning and Mayor Barney.

Town Manager Kross; Assistant Town Manager Flynn; Town Attorney Bisman; Town Clerk Robinson and Economic Development Director Cott were also present.

Friday August 24

- 5:30pm: 1. Discussion/review of the retreat agenda
Dinner 2. Discussion on the Mayor/Council Team
 3. Discussion on preparing for the Saturday retreat session
 4. Adjourn

Saturday August 25

- 7:30am: 1. Discussion on the Corporate Strategic Plan, Council governance, Fiscal
Breakfast issues
 2. Discussion on the General Plan, Economic Development, Infrastructure
 3. Discussion on Policy Options for the future
 4. Discussion on Public Safety, issues and options
11:45am: 5. Discussion on Non-profit interaction and involvement
Lunch 6. Discussion on direction given to Town Staff
 7. Discussion on development an Action Plan
 8. Discussion on Retreat Summary
 9. Adjourn

The Council discussed each agenda item and requested several issues be discussed further at future Council Meetings. Those issues include: cost benefit analysis on annexations; Tax Increment Financing (TIF) districts; Ellsworth Road improvements and the Capital Improvement Program.

**Minutes for the Council Retreat
August 24-25, 2012
Page 2**

The Retreat adjourned at 4:00pm.

TOWN OF QUEEN CREEK

Gail Barney, Mayor

Attest:

Jennifer F. Robinson, MMC

I, Jennifer F. Robinson, do hereby certify that, to the best of my knowledge and belief, the foregoing Minutes are a true and correct copy of the Minutes of the August 24-25, 2012 Council Retreat of the Queen Creek Town Council. I further certify that the meeting was duly called and that a quorum was present.

DRAFT

Jennifer F. Robinson, MMC

Passed and approved on October 3, 2012.



**Minutes
Work Study Session
Queen Creek Town Council**
Queen Creek Town Hall, 22350 S. Ellsworth Road
Council Chambers
September 19, 2012
5:30pm

DRAFT

1. Call to Order

The Work Study Session was called to order at 5:30pm.

2. Roll Call (one or more members of the Council may participate by telephone)

Council Members present: Brown; Gad; Oliphant (arrived at 6:16pm); Vice Mayor Benning and Mayor Barney.

Council Members Barnes and Wheatley were attending the National League of Cities Leadership Summit.

3. Motion to adjourn to Executive Session (to be held in the Saguaro Conference Room of the Municipal Services Building) for the following purposes:

A. Discussion and consultation with the Town Attorney for legal advice and to consider the Town's position and instruct its attorney regarding agreements between the Town and (a) Boys & Girls Club; (b) National Reined Cow Horse Association. (ARS 38-431.03(A)(3) and (4).

B. Discussion and consultation with the Town Attorney for legal advice and to consider the Town's position and instruct its attorney regarding an intergovernmental agreement between the Town and Higley School District. (ARS 38-431.03(A)(3) and (4).

C. Discussion and consultation with the Town Attorney for legal advice with the Town's Attorney and representatives regarding the sale or lease of 20-acre parcel in Town Center. A.R.S. 38-431.03(A)(3), (4) and (7).

Motion to adjourn to Executive Session at 5:31pm (Brown/Gad/Unanimous)

The Work Study Session reconvened at 6:13pm.

ITEMS FOR DISCUSSION These items are for Council discussion only and no action will be taken. In general, no public comment will be taken.

Agenda Item 5 was presented before Agenda Item 5 & 6.

4. Update on quarterly marketing activities including Marketing Partnership Agreements with Schnepf Farms, Queen Creek Olive Mill and Barney Family Sports Complex.

DRAFT

No discussion at Work Study.

5. Presentation by CenturyLink regarding cable license application and Prism TV product.

Work Force & Technology Director Bruce Gardner briefly explained the Town Code requirements regarding cable communications licenses/agreements and the procedure for Council approval of applications.

Ken McMahon, representing CenturyLink, provided information on the company and the Prism TV product offered, including interactive features and delivery to the home.

There was discussion on service to existing residential areas.

6. Presentation and discussion on residential and architectural design standards.

Planning Manager Wayne Balmer discussed the Town's current standard residential guidelines approved in 2005 in comparison to what builders have been proposing such as narrower lots with narrower homes that don't always meet the approved guidelines. The issue coming forth is the requirement that the garage is no more than 40% of the face plan of the home. Mr. Balmer showed examples of elevations/floorplans that do comply and the difference in those that don't.

Mr. Balmer also reviewed some of the Planning and Zoning Commission's comments regarding alternatives that could be considered in addition to upholding the current standards.

Council discussed the need to maintain a balance of lot sizes in the community and maintaining the uniqueness of neighborhoods offered. There was also discussion on garage door width options and requests for reduced garage setback requirements.

7. Adjournment

DRAFT

Motion to adjourn at 6:55pm (Brown/Gad/Unanimous)



Minutes
Regular Session
Queen Creek Town Council
Queen Creek Town Hall, 22350 S. Ellsworth Road
Council Chambers
September 19, 2012
7:00 p.m.

DRAFT

1. Call to Order

The meeting was called to order at 7:03pm.

2. Roll Call (one or more members of the Council may participate by telephone)

Council Members present; Brown; Gad; Oliphant; Vice Mayor Benning and Mayor Barney.

Council Members Barnes and Wheatley were attending the National League of Cities Leadership Summit.

3. Pledge of Allegiance: Led by Mayor Barney

4. Invocation: Pastor Luke Simmons of Redemption Gateway Church

5. Ceremonial Matters: Presentations, Proclamations, Awards, Guest Introductions and Announcements.

None.

6. Committee Reports

DRAFT

A. Council summary reports on meetings and/or conferences attended. This may include but is not limited to Phoenix-Mesa Gateway Airport; MAG; East Valley Partnership; CAAG. The Council will not propose, discuss, deliberate or take legal action on any matter in the summary unless the specific matter is properly noticed for legal action.

Phoenix-Mesa Gateway Airport Board – September 17, 2012: Mayor Barney reported on updates given to the Board from ASU Polytechnic & Chandler-Gilbert Community College; Gateway 2030 update and approval of changes to airport rates and charges for parking. The Board also approved a contract for remodeling/expansion of the ticketing terminal. The next meeting is October 15, 2012.

Maricopa Association of Governments Executive Committee – September 17, 2012: Mayor Barney reported his election in June to serve on the Board as an at-large member. Issues discussed at the meeting included acceptance of a grant from Partners for Livable Communities to support planning for aging services; Metropolitan Business

Initiative update and the possibility of expanding the boundaries of MAG further into Pinal County. The next meeting is October 15, 2012.

Maricopa Association of Governments Economic Development Committee – September 11, 2012: Mayor Barney reported on the presentation by City of Phoenix on their Local Banking Deposit Program and follow-up presentation/discussion on the Sun Corridor Economic Region in the 21st Century Global Network. The next meeting is October 2, 2012.

Greater Phoenix Economic Council Quarterly Mayors Meeting– September 11, 2012: An overview of GPEC’s International Leadership Council’s China Strategy initiative was given as well as an overview of the Innovation Council’s work to develop a regional science and technology initiative. The next meeting is December 2012.

B. Partner agencies quarterly or periodic updates to Council. This may include but is not limited to Queen Creek Chamber of Commerce; Queen Creek Performing Arts Center; Boys & Girls Club of East Valley; and Maricopa or Pinal County Board of Supervisors or other governmental agencies. The Council will not propose, discuss, deliberate or take legal action on any matter in the summary unless the specific matter is properly noticed for legal action.

C. Transportation Advisory Committee – September 6, 2012: Vice Mayor Benning and Committee Chair Ryan Nichols provided a report on the Committee’s discussion on presentations given on the 2012 Major General Plan Amendments, housing and permit activity and setting a new meeting day. The Committee agreed to meet on the 2nd Thursday of every month. The next meeting is October 11, 2012.

D. Town Center Committee – September 12, 2012: Council Member Oliphant reported on the presentation on the Queen Creek Communiversity; review of new display banners on Ellsworth Road and the discussion of adding the Old Town Queen Creek Alliance as a marketing partner. There was discussion on adding marketing banners to the east side of the underpass. Staff will bring back information at the next meeting which is scheduled for October 10, 2012.

7. Public Comment: Members of the public may address the Town Council on items not on the printed agenda and during Public Hearings. Please complete a “Request to Speak Card”, located on the table at the rear of the Council Chambers and turn it in to the Town Clerk prior to the beginning of the meeting. There is a time limit of three minutes for comments.

DRAFT

None.

8. Consent Calendar: Matters listed under the Consent Calendar are considered to be routine and will be enacted by one motion and one vote. Public Hearing items are designated with an asterisk (*). Prior to consideration of the Consent Agenda, the Mayor will ask whether any member of the public wishes to remove a Public Hearing item for

**Minutes for the Regular Session
Queen Creek Town Council
September 19, 2012
Page 3**

separate consideration. Members of the Council and or staff may remove any item for separate consideration.

A. Consideration and possible approval of the August 15, 2012 Work Study and Regular Session Minutes.

DRAFT

B. Consideration and possible approval of the September 5, 2012 Work Study and Regular Session Minutes.

C. Consideration and possible approval of a multi-year services contract with AAF-McQuay, Inc., in the amount not to exceed \$15,156 annually, renewable annually for up to five years for a total amount not to exceed \$100,00, for chiller maintenance at the Municipal Services Building and Queen Creek Library. This item is authorized in the FY12/13 Budget.

D. Consideration and possible approval of Century Link application to enter into a cable services license agreement with the Town (Town Code Chapter 17, Cable Communications).

E. Consideration and possible approval of a one year contract with up to four (4) possible one-year renewals Winner's Circle Soil Products bedding/shavings on an as-needed basis (Horseshoe Park & Equestrian Centre). This item is authorized in the FY12/13 Budget.

F. Consideration and possible approval of one-year Marketing Partnership Agreements with up to four possible 1-year renewals with Schnepf Farms, The Queen Creek Olive Mill and the Barney Family Sports Complex.

*G. Public Hearing and possible approval of new Series 12 Restaurant Liquor License application (#12079212) submitted by Robin Vanessa Walker, on behalf of TC's Pub and Grub, LLC, 7205 S. Power Rd, Ste 110 (Power Marketplace). The restaurant has a current Series 12 Restaurant license issued to Mark Thomas Settingington/Thirsty Cactus Cantina.

DRAFT

Staff pulled Item F.

Motion to approve the remainder of the Consent Calendar as presented (Benning/Gad/Unanimous)

Mayor Barney declared a conflict of interest regarding Item F. and stepped down from dais. Vice Mayor Benning conducted the meeting at this point.

Item F: PIO Marnie Schubert gave an update on on-line marketing activities for the Town and Horseshoe Park & Equestrian Centre; the partner event signage program; and the use of social media to promote events and activities. Ms. Schubert said one change to the marketing partner signage program would be advertising events only.

DRAFT

Perry Rea, owner of Queen Creek Olive Mill, commented on his positive experience with the marketing partnership program and believes the program is helpful to all.

Ms. Schubert continued her update on paid advertising in publications and working on expanding the "Shop QC" program further and a new website campaign "be a tourist in your own town".

Council asked for clarification on the size of banners permitted on the underpass and asked if there was any time limit for one banner or business/event to be placed. Ms. Schubert explained the rotation of banners and events advertised. She also briefly reviewed a proposal submitted to the Town Center Committee from the Downtown Business Alliance to be added to the program.

Council commented on the positive marketing efforts for businesses and Town activities.

DRAFT

Motion to approve Item F. on the Consent Calendar as presented (Oliphant/Gad/Unanimous) (4-0)

Mayor Barney returned to the dais and conducted the remainder of the meeting.

PUBLIC HEARINGS: If you wish to speak to the Council on an item listed as a Public Hearing, please complete a Request to Speak Card and turn it in to the Town Clerk. Speakers will be called upon in the order in which their cards are received. Speakers are limited to three (3) minutes each.

None.

FINAL ACTION: If you wish to speak to the Council on an item listed under Final Action, please complete a Request to Speak Card and turn it in to the Town Clerk. Speakers will be called upon in the order in which their cards are received. Speakers are limited to three (3) minutes each.

9. Discussion and possible approval of Resolution 908-12 adopting the Youth Sports Partnership Policy.

Special Projects Coordinator Debbie Gomez provided a brief review of the adoption of the current youth sports partnership guidelines recommended by the former Recreation Advisory Board and approved in 2003 and the recommendations for criteria amendments from the Parks & Recreation Advisory Committee. Those amendments are:

- Residency requirement: reducing the 80% residency requirement to 40%
- Residency requirement for Boards/Commissions: removing the 50% of members be Queen Creek residents to "Queen Creek residency must be on the board, commission or governing body"
- Field allocations: ensuring fair distribution/use of Town-owned fields to the youth sports organizations; increasing the fee to \$15/hr for lights and charging a new

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\$7/hr for field use. Also, the Town will cease subsidizing all subsidies for non-Town owned facilities.

DRAFT

Ms. Gomez explained that only Queen Creek Little League is meeting the 80% residency requirement with the Queen Creek Little League Heat Softball and San Tan Youth Football League not able to reach the 80%. The Leagues have expanded their boundaries to be able to have enough players to have viable leagues (enough teams to not have to have multiple repeat opponents).

Council asked if there was a fiscal impact to the Town as a result of the proposed changes. Ms. Gomez responded that with the fee adjustments approximately \$30,000 additional revenue will be generated in the next fiscal year.

Council discussed monitoring/auditing the effect of the 40% residency requirement and the relationship between residency requirements and league boundaries. Town Manager Kross explained that league boundaries can drive the number of teams and make viable leagues.

Recreation Superintendent Adam Robinson further explained that while the focus of the residency requirement was to give participation advantage to Queen Creek residents, there is also a requirement that no Queen Creek resident may be turned away and the Little League programs don't allow any child be turned away. Mr. Robinson said that the Parks and Recreation Advisory Committee is recommending a review of the policy every two years to determine if any adjustments need to be made.

DRAFT

Council Member Oliphant, a member of the Parks and Recreation Advisory Committee acknowledged the Committee and sub-committee for researching the issues and recommending the policy revisions. She added that the Committee members are Queen Creek residents.

Motion to approve Resolution 909-12 adopting the Youth Sports Partnership Policy (Oliphant/Benning/Unanimous)

ITEMS FOR DISCUSSION: These items are for Council discussion only and no action will be taken. In general, no public comment will be taken.

10. Presentation and discussion on growth trends in the community.

Planning Manager Wayne Balmer gave a presentation on housing trends including permitting activity; projected population growth from homebuilding and a comparison of the past six-year permitting activity and size of home permitted.

Council asked if it was known how many of the new homes were owner-occupied and/or speculative builds. Mr. Balmer responded no.

11. Presentation and discussion on residential and architectural design standards.

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No further discussion.

12. Motion to adjourn to Executive Session: The Council may reconvene the Executive Session for any of the items listed on the Executive Session Agenda.

None.

DRAFT

13. Adjournment

Motion to adjourn the Regular Session at 8:21pm (Benning/Brown/Unanimous)



Requesting Department:

Utility Services

TAB C

TO: HONORABLE MAYOR AND TOWN COUNCIL

THROUGH: JOHN KROSS, TOWN MANAGER

**FROM: PAUL GARDNER, UTILITY SERVICES DIRECTOR
GREG HOMOL, FIELD OPERATIONS SUPERINTENDENT
GREG FLYNN, SR. FINANCIAL SERVICES ANALYST**

**RE: CONSIDERATION AND POSSIBLE APPROVAL OF A CONTRACT AMENDMENT #3
WITH IN-PIPE TECHNOLOGY COMPANY (IPTC) FOR SEWER ODOR AND
CORROSION CONTROL SERVICES**

DATE: October 3, 2012

Staff Recommendation:

Staff recommends the approval of a contract amendment with In-Pipe Technology Company, extending the term of the contract an additional two months and increasing the contract amount from \$31,000 to \$38,800 for sewer odor and corrosion control services.

Relevant Council Goal(s):

KRA 5: FINANCIAL MANAGEMENT / INTERNAL SERVICES AND SUSTAINABILITY: Queen Creek will strive to achieve maximum operating efficiencies to ensure long-term fiscal sustainability, necessary services and a high quality of life for residents.

Proposed Motion:

Move to approve as recommended above.

Discussion:

The Town wishes to amend and extend the contract with In-Pipe Technology for odor and corrosion control of the sewer collection system for an additional two months. In-Pipe Technology, Inc. has been providing odor and corrosion control services to the Town for the past five months as part of a pilot program initiated primarily to reduce sewer maintenance costs and find a better solution to sewer odor and corrosion control.

In-Pipe Technology Company (IPTC) utilizes a patented collection system treatment has, over the initial term of the contract, helped reduce hydrogen sulfide vapors that produce odors and corrosion in the Queen Creek's sewer collection system.

Odor and corrosion control has not been a major issue for the Town of Queen Creek, but at times the Town has experienced isolated odor control incidents. Oftentimes, the odor problem emanates from the discharge of pressurized air being forced from the sewer mains when the wastewater sits idle for hours under anaerobic conditions and then has a peak flow. Since the implementation of the pilot program, hydrogen sulfide vapors have been reduced, and the Wastewater Division would like to extend the In-Pipe services contract through **October** and **November** to see if further reductions can be achieved, thus providing the Town with a more cost effective alternative to chemical treatment if successful.

In-Pipe Technology (IPT) engineers a biological treatment strategy that reduces odors in the collection system and reduces treatment costs as well as improving operations at the Wastewater Treatment Plant (WWTP).

This is accomplished by In-Pipe by enhancing the microbial community such that the IPT bacterial replace the endemic, odor-producing bacteria and establish a beneficial bio-film on the sewer pipe walls resulting in an effective odor and corrosion control.

In addition to odor and corrosion control In-Pipe Technology biological treatment strategy reduces existing FOG (fats, oils, grease) accumulations in the sewer pipes by as much as 90%. FOG accumulation can lead to blockages and overflows in the Town's sewer collection system. Sewer cleanouts can be very expensive and can drive up the cost of the Town's sewer maintenance program. In-Pipe Technology bacteria break down and metabolize the FOG in the piping and lift stations, minimizing potential overflows and costly manual cleaning.

Overall, In-Pipe Technology's odor and corrosion control services may provide many benefits to the Town, but ultimately this service may improve the economics of wastewater treatment.

Fiscal Note:

Adequate funding to cover the additional costs of the odor and corrosion reduction services provided by In-Pipe Technology contract is available within the Sewer Enterprise Fund's FY13 budget in account: 201-432-2000-00000-404317.

Alternatives:

If the Town Council chooses not to approve this contract amendment, Town staff would have to identify alternatives, including finding another vendor and/or re-evaluating other odor and corrosion control treatment options. Odor and corrosion control and reduction services are a continuing normal operating expenditure for the Town's sewer maintenance and treatment program and although the methods of the odor and corrosion control treatment has changed over the years by advancements in technology, this program has existed in some form since the inception of the Town's sewer collection system.

Attachments:

- 1) In-Pipe Contract Amendment #3

THIRD AMENDMENT TO AGREEMENT

THIS THIRD AMENDMENT TO Odor and Corrosion Control of Sewer Collection System AGREEMENT (Contract 2012-005) (this "Third Amendment") is made and entered into effective as of the ____ day of _____, 2012 (the "Effective Date"), by and between the Town of Queen Creek, Arizona, an Arizona municipal corporation ("Town"), and In-pipe Technology Company, Inc., an Illinois corporation ("Vendor"). Town and Vendor are sometimes referred to in this Third Amendment collectively as the "Parties" and each individually as a "Party."

RECITALS:

A. The Parties entered into an Agreement for **odor and corrosion control of the sewer collection system** dated February 6, 2012, **which was thereafter amended: First Amendment – June 11, 2012, Second Amendment – July 12, 2012** (collectively the "Original Agreement"). All capitalized terms used without definition in this Amendment shall have the definitions ascribed to them in the Original Agreement, as modified by this Third Amendment.

B. The Parties now desire to amend the Original Agreement upon the terms and conditions contained in this Third Amendment.

AGREEMENTS:

NOW, THEREFORE, for and in consideration of the foregoing Recitals and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby amend the Original Agreement as follows:

1. Article 2. FEE: Item number one is amended by modifying the following prices as indicated below with deletions as ~~strikeout~~ text and the new text in **bold italics**.

The amount paid to Vendor under this Contract, including reimbursable expenses, shall not exceed ~~\$31,000~~ ***\$38,800***

2. Article 2. FEE: Item number two is amended by modifying the following prices as indicated below with deletions as ~~strikeout~~ text and the new text in **bold italics**.

Vendor shall be paid according to the schedule set forth in ~~Exhibit E~~ ***Exhibit F***

3. Article 3. TERM OF CONTRACT Item number three is amended by modifying the following sentence in section no. 3, Article 3, as indicated below with deletions as ~~strikeout~~ text and the new text in **bold italics**.

The term of the Contract shall commence on the Effective Date and continue through completion of all Services, which shall be completed on or before ~~September 30, 2012~~ ***November 30, 2012***.

4. Reaffirmation of Original Agreement. Except as amended by this Third Amendment, the Original Agreement shall remain in full force and effect. In the event of any conflict between this Third Amendment and the Original Agreement, the terms of this Third Amendment shall prevail.

5. Counterparts. This Third Amendment may be executed in one or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument, binding on all of the Parties. The Parties agree that this Amendment may be transmitted between them via facsimile. The Parties intend that the faxed signatures constitute original signatures and that a faxed agreement containing the signatures (original or faxed) of all the Parties is binding upon the Parties.

[Signature page follows]

IN WITNESS WHEREOF, the Parties have executed this Amendment effective as of the Effective Date set forth above.

Town of Queen Creek, an Arizona Municipal Corporation

Approval of Town Council,

By: _____
Gail Barney, Mayor

Approval of Contract Administrator,

By: _____
John Kross, Town Manager

ATTEST:

Jennifer Robinson, Town Clerk

REVIEWED AS TO FORM BY:

Attorney for the Town

In-Pipe Technology Company, Inc., an Illinois Corporation.

Date: 9/25/12

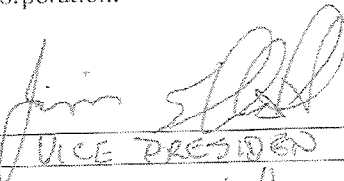
By: 
Its: VICE PRESIDENT
Jim Elliott

EXHIBIT F

AMENDED PAYMENT SCHEDULE/TERMS

Project Pricing

Monthly pricing for the first four months is at a reduced rate in recognition that full efficacy takes three to four months to achieve.

Month 0	\$3,000.00
Month 1	\$4,000.00
Month 2	\$5,000.00
Month 3,4	\$5,600.00
Month 5,6,7,8	\$3,900.00





Requesting Department:
Development Services

TAB D

TO: HONORABLE MAYOR AND TOWN COUNCIL

THROUGH: JOHN KROSS, TOWN MANAGER

**FROM: TROY WHITE, PUBLIC WORKS MANAGER
TOM NARVA, CIP PROJECT MANAGER**

**RE: CONSIDERATION AND POSSIBLE APPROVAL OF WORK ORDER
NO. 002 TO CPC CONSTRUCTION, INC. (TOWN CONTRACT 2011-
081), IN AN AMOUNT NOT TO EXCEED \$31,055.60 FOR THE
CONSTRUCTION OF THE OCOTILLO SIDEWALK PROJECT.**

DATE: OCTOBER 3, 2012

Staff Recommendation:

Staff recommends approval of Work Order No. 002 to CPC Construction, Inc. (Town Contract 2011-081), in an amount not to exceed \$31,055.60 for the construction of the Ocotillo Sidewalk Project.

Relevant Council Goal(s):

Town of Queen Creek Corporate Strategic Plan - Key Result Area 1 - Objective 1

- *Monitor, time and sequence the Town's Capital Improvement Program (CIP) so that it is implemented when needed, but matched with available revenues to construct and maintain the assets over time.*

Proposed Motion:

Move to approve Work Order No. 002 to CPC Construction, Inc. (Town Contract 2011-081), in an amount not to exceed \$31,055.60 for the construction of the Ocotillo Sidewalk Project.

Discussion:

The existing sidewalk on the south side of Ocotillo Road (west of Ellsworth Loop Road) stops at 205th Place. As illustrated during the Sidewalk Gap Analysis presentation at the Council's July 18 meeting, it is necessary to construct the sidewalk between 205th Place and Ellsworth Loop Road. This section is designated as "planned/pending improvement". Approval of this Work Order will complete this sidewalk extension.

This Work Order is part of a cooperative contract with the City of Chandler, under their contract number ST2-745-3040. The not to exceed amount of \$31,055.60 includes \$3,000 in contingencies for any additional work not included on the proposal.

Fiscal Impact:

Sufficient funds were approved as part of the FY13 CIP budget, and are currently available within the Drainage & Transportation Fund, in the Construction Services account of the Ocotillo Sidewalk Project, fiscal account #305-431-0805-00000-408001-A0108, to fund Work Order 002011-081-002 with CPC Construction.

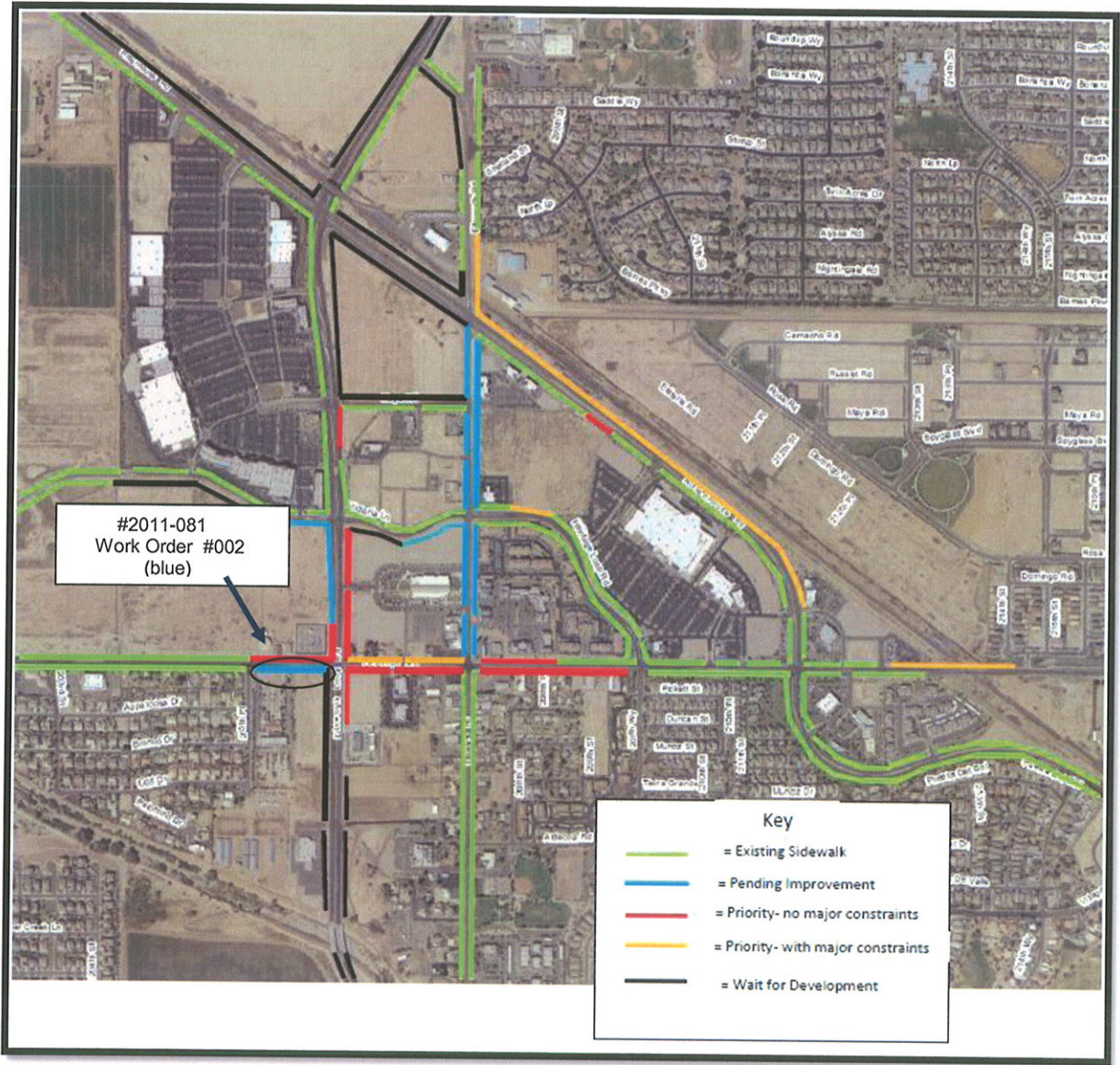
Alternatives:


Council could choose not to construct the project.

Attachments:

1. Project Site Map
2. CPC Construction, Inc. Work Order

ATTACHMENTS



 WORK ORDER	CONTRACT NUMBER: 2011-081	
	WORK ORDER NUMBER 002	

TO: CPC Construction, Inc.
Contractor

FROM: Tom Narva
Senior Project Manager
Town of Queen Creek

RE: Ocotillo & Ellsworth Loop Road Sidewalk Improvements (A0108)

This Job Order is issued pursuant to the Agreement between the Town of Queen Creek and Contractor dated August 15, 2012, and the other documents that were made part of and referenced in the Agreement. This Job Order is the Notice to Proceed with the subject Job Order Project on the below Job Order Beginning Date. The terms of this Job Order are as follows:

Part I - Scope of Job Order Work	
1. Description of the Scope of Job Order Work:	Sidewalk improvements at Ocotillo Road and Ellsworth Loop Road as specified on Proposal #9540. Work will be specified and completed per terms and conditions of City of Chandler's Concrete Maintenance & Repair Agreement ST2-745-3040, Town Contract #2011-081. Pricing is based on all work being performed in one mobilization. This work order includes labor, equipment, and materials and excludes unforeseen conditions, testing, sampling, any any item not specifically included on the proposal.
2. A list of each task from the Town of Queen Creek [Unit Price Book], quantities for each task, total price for each task and total price for all Town of Queen Creek [UPB] tasks is attached as "Attachment 1", if applicable. The Town may require the Contractor to submit and complete this item.	
3. Description, Unit of Measurement, Price of Tasks (Other Tasks) and their quantity not included in the Town of Queen Creek [UPB] should be submitted by Contractor to the Town of Queen Creek as "Attachment 2", if applicable.	
4. A list of Drawings and Specifications for the Project is attached as "Attachment 3", if applicable.	

Part II - Specific Information		
1. Job Order Price		\$31,055.60
2. Schedule	Job Order Beginning Date: (*Date project must start - SEE PART IV)	To commence upon granted easements from property owners
	Job Order Final Completion Date: i.e.Date project is complete, including, without limitation, all deficiency, incomplete or correction items (Job Order Punch List)	February 28, 2013
If there are more than sixty (60) calendar days between the Beginning Date and the Final Completion Date, or if the Town of Queen Creek has requested a Job Order Progress Schedule, a Job Order Progress Schedule should be attached as "Attachment 4".		

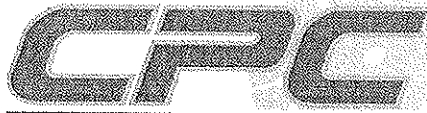
Part III - Approvals

_____ Mayor	_____ Date
_____ Town Manager	_____ Date
_____ Department Director	_____ Date
_____ Supervisor	_____ Date
_____ Project Manager	_____ Date
_____ Contractor	_____ Date

Part IV - Purchase Order

*Per Town Purchasing Policy, a purchase order MUST be in place PRIOR to the authorization of notice to proceed

Purchase Order Number	Date	Total
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CONSTRUCTION, INC.
 General Engineering Construction
 1534 W. Scott Avenue, Gilbert, Arizona 85233
 (480) 839-6300 FAX: (480) 820-9958
 ROC # A-080069

PROPOSAL

Proposal Submitted To: Town of Queen Creek	Bid #: 9540	Date: 05/10/12
Street:	Job-Name: Ocotillo & Ellsworth Loop Road Sidewalk Improvements	
City, State, Zip Code:	Job Address:	

ITEM	QUANTITY	DESCRIPTION	UNIT PRICE	EXTENDED PRICE
1	2 Ea.	Remove Tree, 12" Diameter & Larger	\$500.00	\$1,000.00
2	2 Ea.	Relocate Sign	\$300.00	\$600.00
3	60 L.F.	Saw Cut & Remove Curb & Gutter	\$6.00	\$360.00
4	196 S.F.	Saw Cut & Remove Existing Apron	\$1.10	\$215.60
5	378 S.F.	Saw Cut & Remove Existing Pavement	\$1.10	\$415.80
6	1 Ea.	Relocate Gate to New Wall Location	\$500.00	\$500.00
7	35 L.F.	Remove Existing Block Wall	\$1,200.00	\$1,200.00
8	1 L.S.	Relocate Fence	\$1,000.00	\$1,000.00
9	1 L.S.	Grading & Subgrade Prep.	\$5,000.00	\$5,000.00
10	2,224 S.F.	Concrete Sidewalk per MAG 230	\$2.30	\$5,115.20
11	2 Ea.	Concrete Sidewalk Ramp MAG235-2	\$385.00	\$770.00
12	60 L.F.	Concrete Curb & Gutter per MAG 220 Type A	\$13.25	\$795.00
13	196 S.F.	Concrete Apron per MAG 240	\$4.20	\$252.00
14	199 S.F.	Pavement Replacement per Structural Section 1	\$18.00	\$3,882.00
15	1 Ton	Driveway Replacement per Structural Section 2	\$250.00	\$250.00
16	36 L.F.	Reconstruct Block Wall In-Kind	\$50.00	\$1,800.00
17	5 Days	Traffic Control	\$500.00	\$2,500.00
18	40 Hrs.	Police Officers	\$60.00	\$2,400.00
19	1 L.S.	Contingency	\$3,000.00	\$3,000.00
		TOTAL		\$31,055.60

Note: All work to be as specified. Price is based on all work being performed in one mobilization. CPC reserves the right to bill for additional work performed not included on this proposal. Schedule is subject to availability. This proposal is based on City of Chandler Contract #ST2-745-3040.

Inclusions: Labor, Equipment, Materials

Exclusions:

- 1) Unforeseen Conditions
- 2) Testing, Sampling
- 3) Any Item Not Specifically Included on this Proposal

We propose hereby to furnish material and labor complete in accordance with above specifications, for the sum of: ***Thirty One Thousand Fifty Five and 60/100*** dollars (**\$31,055.60**). All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado, and other necessary insurance. Our workers are fully covered by Workmen's Compensation Insurance.

Submitted by: CPC Construction, Inc.

Acceptance of Proposal: _____

Authorized Signature: *Froy Colby*

Authorized Signature: _____

Proposal is based on package pricing and can't be separated without prior consent from CPC Construction.

Upon acceptance of this proposal the General Contractor must incorporate this proposal and its entirety into the Subcontract Agreement in order for CPC Construction to perform the work specified.

This proposal may be withdrawn if not accepted within 30 days.



Requesting Department:
Development Services

TAB E

TO: HONORABLE MAYOR AND TOWN COUNCIL

THROUGH: JOHN KROSS, TOWN MANAGER

**FROM: TROY WHITE, PUBLIC WORKS MANAGER
TOM NARVA, CIP PROJECT MANAGER**

RE: CONSIDERATION AND POSSIBLE APPROVAL OF WORK ORDER NO. 003 TO CPC CONSTRUCTION, INC. (TOWN CONTRACT 2011-081), IN THE AMOUNT NOT TO EXCEED \$52,250 FOR THE CONSTRUCTION OF THE TOWN CENTER SIDEWALK GAP IMPROVEMENTS, PHASE I.

DATE: OCTOBER 3, 2012

Staff Recommendation:

Staff recommends approval of Work Order No. 003 to CPC Construction, Inc. (Town Contract 2011-081), in an amount not to exceed \$52,250 for the construction of the Town Center Sidewalk Gap Improvements, Phase I.

Relevant Council Goal(s):

Town of Queen Creek Corporate Strategic Plan - Key Result Area 1 - Objective 1

- *Monitor, time and sequence the Town's Capital Improvement Program (CIP) so that it is implemented when needed, but matched with available revenues to construct and maintain the assets over time.*

Proposed Motion:

Move to approve Work Order No. 003 to CPC Construction, Inc. (Town Contract 2011-081), in an amount not to exceed \$52,250 for the construction of the Town Center Sidewalk Gap Improvements, Phase I.

Discussion:

Various construction projects have left sidewalk gaps throughout Town Center. One of the goals for the Town Center area is to encourage more pedestrian connectivity. To this end, funds have been approved for the FY12/13 Budget to in fill the sidewalk gaps in Town Center. Town Council approved the Sidewalk Gap Analysis report at its July 18, 2012 meeting. This is the first phase of this work in areas classified as "Priority Projects without Major Constraints". The sidewalks to be installed will be meandering, and will include the east side of Ellsworth Loop Road between Quick Trip and Maya roads, and the south side

of Rittenhouse Road between Wal-mart and Queen Creek Crossroads (see attached site map).

This is part of a cooperative contract with the City of Chandler, under their contract number ST2-745-3040. The not to exceed amount of \$52,250 includes a bid amount of \$47,500 plus a 10 per cent contingency of \$4,750 for a total of \$52,250. This project is scheduled to be completed by the end of 2012.

Fiscal Impact:

Sufficient funds were approved as part of the FY13 CIP budget, and are currently available within the Drainage & Transportation Fund, in the Construction Services account of the Town Center Sidewalk Expansion project., fiscal account #305-431-0805-00000-408001-A0006, to fund Work Order 2011-081-003 with CPC Construction.

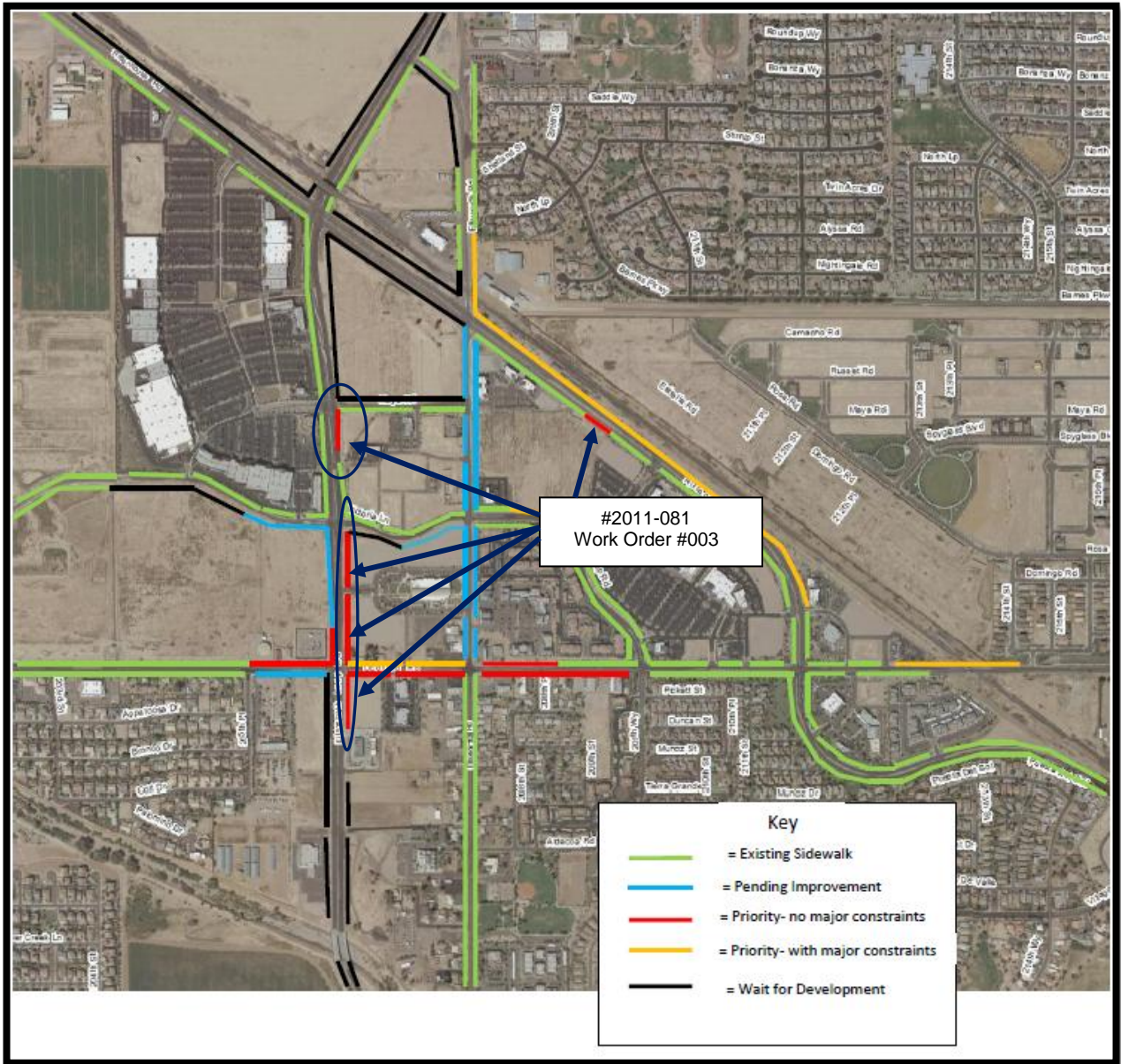
Alternatives:

Council could choose not to construct the project.

Attachments:

1. Project Site Map
2. CPC Construction, Inc. Work Order

ATTACHMENTS





WORK ORDER

CONTRACT NUMBER:

2011-081

WORK ORDER NUMBER

003

September 12, 2012

TO: CPC Construction, Inc.
Contractor

FROM: Tom Narva
Senior Project Manager
Town of Queen Creek

RE: **Town of Queen Creek Sidewalk Infill Improvements (A0006)**

This Job Order is issued pursuant to the Agreement between the Town of Queen Creek and Contractor dated September 12, 2012, and the other documents that were made part of and referenced in the Agreement. This Job Order is the Notice to Proceed with the subject Job Order Project on the below Job Order Beginning Date. The terms of this Job Order are as follows:

Part I - Scope of Job Order Work	
1. Description of the Scope of Job Order Work: Ellsworth Loop Road East Side; Rittenhouse Road South Side (12,500 sf) Remove existing granite, grade & haul-off spoils for new 6' meandering sidewalk (12,500 sf) Install new 6' wide meandering sidewalk Work will be as specified and completed per terms and conditions of City of Chandler Concrete Maintenance & Agreement No. ST2-745-3040. This work order includes labor, equipment, and materials and excludes unforeseen conditions, testing, sampling, any any item not specifically included on the proposal.	
2. A list of each task from the Town of Queen Creek [Unit Price Book], quantities for each task, total price for each task and total price for all Town of Queen Creek [UPB] tasks is attached as " Attachment 1 ", if applicable. The Town may require the Contractor to submit and complete this item.	
3. Description, Unit of Measurement, Price of Tasks (Other Tasks) and their quantity not included in the Town of Queen Creek [UPB] should be submitted by Contractor to the Town of Queen Creek as " Attachment 2 ", if applicable.	
4. A list of Drawings and Specifications for the Project is attached as " Attachment 3 ", if applicable.	

Part II - Specific Information		
1. Job Order Price		\$47,500.00
2. Schedule	Job Order Beginning Date: (*Date project must start - SEE PART IV)	October 8, 2012
	Job Order Final Completion Date: i.e.Date project is complete, including, without limitation, all deficiency, incomplete or correction items (Job Order Punch List)	December 31, 2012
If there are more than sixty (60) calendar days between the Beginning Date and the Final Completion Date, or if the Town of Queen Creek has requested a Job Order Progress Schedule, a Job Order Progress Schedule should be attached as " Attachment 4 ".		

Part III - Approvals

_____	_____
Mayor	Date
_____	_____
Town Manager	Date
_____	_____
Department Director	Date
_____	_____
Supervisor	Date
_____	_____
Project Manager	Date
_____	_____
Contractor	Date

Part IV - *Purchase Order

*Per Town Purchasing Policy, a purchase order MUST be in place PRIOR to the authorization of notice to proceed

Purchase Order Number	Date	Total



CONSTRUCTION, INC.
General Engineering Construction
1534 W. Scott Avenue, Gilbert, Arizona 85233
(480) 839-6300 FAX: (480) 820-9958

PROPOSAL

Proposal Submitted to: Town of Queen Creek	Bid No.: 9693	Date: September 12, 2012
Street:	Job-Name: Town of Queen Creek Sidewalk Infill Improvements	
City, State, Zip Code:	Job Address:	

ITEM	QUANTITY	DESCRIPTION	UNIT	AMOUNT
		Ellsworth Loop Road East Side; Rittenhouse Rd. South Side		
1	12,500 S.F.	Remove Existing Granite, Grade & Haul-Off Spoils for New 6' Meandering Sidewalk	\$1.50	\$18,750.00
2	12,500 S.F.	Install New 6' Wide Meandering Sidewalk	\$2.30	\$28,750.00
			TOTAL	\$47,500.00

Note: Work will be as specified and completed per terms and conditions of City of Chandler Concrete, Maintenance & Repair Agreement No. ST2-745-3040. CPC reserves the right to bill for additional work performed not included on this proposal.

Inclusion:
Labor, equipment & material.

Exclusion:
1) Any Item Not Specified on This Proposal

We propose hereby to furnish material and labor complete in accordance with above specifications, for the sum of: ***Forty Seven Thousand Five Hundred and No/100*** dollars (***\$47,500.00***). All material is guaranteed to be as specified. All work to be completed in a workmanlike manner according to standard practices. Any alteration or deviation from above specifications involving extra costs will be executed only upon written orders, and will become an extra charge over and above the estimate. All agreements contingent upon strikes, accidents or delays beyond our control. Owner to carry fire, tornado, and other necessary insurance. Our workers are fully covered by Workmen's Compensation Insurance.

Submitted by: CPC Construction, Inc. Acceptance of Proposal: _____

Authorized Signature: Fray Colby Authorized Signature: _____

This proposal may be withdrawn if not accepted within 30 days.

Requesting Department:
Development Services



TO: HONORABLE MAYOR AND TOWN COUNCIL

**THROUGH: JOHN KROSS, AICP
TOWN MANAGER**

**FROM: WAYNE BALMER, AICP
PLANNING MANAGER**

**DAVID WILLIAMS
SENIOR PLANNER**

RE: DISCUSSION AND POSSIBLE ACTION DR12-067 “MARACAY HOMES AT VILLAGIO” A request by Alex Holmquist of Maracay Homes, for approval of six new floor plans with three elevations each to be constructed on the 135 lots in the Villagio Subdivision located at the southeast corner of Queen Creek and Sossaman roads.

DATE: OCTOBER 3, 2012

PLANNING & ZONING COMMISSION RECOMMENDATION

The Planning Commission recommended approval of DR12-067, subject to the Conditions of Approval outlined in this report.

STAFF RECOMMENDATION

Staff concurs with the Planning Commission’s recommendation.

RELEVANT COUNCIL GOAL

Corporate Strategic Plan – Key Result Area 7 - Objective 1: Maintain a balanced community.

General Plan - Land Use Element - Goal Number 3: Develop superior residential neighborhoods.

PROPOSED MOTION

- 1. Move to approve DR12-067 “Maracay at Villagio.”

SUMMARY

The proposal consists of a request for approval of six floor plans with three distinct elevations each to be built on the 135 lots in the Villagio Subdivision. Architectural styles are Spanish Colonial, Italianate and Ranch Hacienda. Floor plans range in size from 2,339 square feet to 4,012 square feet.

HISTORY

- February 17, 1999: Town Council approves Ordinance 143-99 and RZ08-98 subject to conditions stated in the staff report.
- November 2, 2005: Town Council approved the preliminary plat for Villagio (Formerly Mira Ranch) PAD (S16-04).
- September 12, 2012: Planning Commission recommended approval of Maracay Homes at Villagio.

DISCUSSION

Subdivision Information	
Project Name	Villagio
Site Location	Southeast corner of Queen Creek and Sossaman Roads.
Current Zoning	R1-7 PAD
General Plan Designation	MDR (2-3 DU/AC)
Total Lots/Units	135
Density	2.9 DU/AC
Minimum Lot Width	65'
Minimum Lot Depth	110'
Minimum Lot Area	7,592 minimum square feet
Front Yard Setback	20'
Rear Yard Setback	25'
Side Yard Setback	5'
Lot Coverage Current	40%

Design Review Request

Maracay Homes is proposing to use six different floor plans with three elevations each in this subdivision. The proposed architectural styles are Spanish Colonial, Italianate, and Ranch Hacienda. The homes range in size from 2,339 square feet to 4,012 square feet.

All of the proposed models meet the requirements for front porches and rear covered patios. All of the front porches meet the requirements to allow for an additional 5% in lot coverage for a total of 45%.

All of the homes comply with the 360 degree architecture criteria in addition to the residential design guidelines. Staff supports the applicant's request.

ANALYSIS

General Plan Review: The project is located in the Medium Density Residential designation (2-3 DU/AC). This project has a built density of 2.9 DU/AC which complies with the General Plan and a change in density is not being proposed.

Zoning Review: The zoning designation of the property is R1-7 PAD.

Design Review: The applicant is proposing six new floor plans with three distinct elevations each. The styles are Spanish Colonial, Italianate, and Ranch Hacienda with square footages ranging from 2,339 square feet to 4,012 square feet. The design incorporates 360 degree architecture and is designed to complement the existing homes in this subdivision.

Landscape / Open Space / Fence Plan Review: There are no changes proposed to the landscape plan.

PUBLIC COMMENTS

Staff has received no comments on this proposal.

CONDITIONS OF APPROVAL

1. All standard plans shall provide a residential front yard landscape package.
2. All garage doors shall incorporate windows in the design.
3. Construction of the project shall conform to the exhibits presented and conditions stipulated by any and all applicable development agreements, all subsequent amendments and/or resolutions.
4. Shutters shall be constructed using a faux-wood material such as NESCO or similar type product.
5. Wainscoting shall be extended to the return walls on applicable elevations.

ATTACHMENTS

1. Location Map
2. DR Book

Requesting Department:

TAB G

Utility Services Department



TO: HONORABLE MAYOR AND TOWN COUNCIL

THROUGH: JOHN KROSS, TOWN MANAGER

**FROM: PATRICK FLYNN, ASSISTANT TOWN MANAGER/CFO
PAUL GARDNER, UTILITY SERVICES DEPARTMENT DIRECTOR
GREG FLYNN, SR. FINANCIAL SERVICES ANALYST**

**RE: CONSIDERATION AND POSSIBLE APPROVAL OF NOTICE OF INTENTION SETTING
THE TIME (7 P.M.) AND THE DATE (DECEMBER 5, 2012) FOR THE PUBLIC
HEARING TO MODIFY WATER ACCOUNT SERVICE FEES AND CONSTRUCTION
WATER RATES**

DATE: October 3, 2012

Staff Recommendation:

Staff recommends the approval of the Notice of Intention setting the time (7 p.m.) and date (December 5, 2012) for the public hearing to modify water rates and fees

KRA:

KRA#5 Financial Management/ Internal Services and Sustainability, Goal 1: Maintain long-term financial sustainability for local government operations.

Proposed Motion:

Move to approve the staff recommendation as outline above.

Discussion:

On June 6, 2012, the Town Council approved the FY 12/13 Town Budget, including a supplemental revenue provision related to fee modifications within the Town's Water Enterprise Fund. The water fees being reviewed are service establishment, water account deposit, return check (NSF) fee, late fee, cut lock fee, hydrant deposit, hydrant water usage rate, hydrant rental fee, and hydrant moving fee. The proposed water fee modifications are necessary to insure that the Town is recovering its costs, and that the fees being charged are reasonable and competitively priced, when compared to the municipalities and private utility service providers surrounding Queen Creek.

In accordance with A.R.S. §9-511.01, A.R.S. §9-499.15 and Article 16-5 of the Town of Queen Creek Town Code, the Town must adopt a Notice of Intention setting the time and place for a public hearing prior to considering the proposed modifications of the Town's water fees and rates. Attached is such a notice. The notice will be published in a newspaper of general circulation no less than 20 days prior to the public hearing and on the Town's website homepage for no less than 60 days and letting residents know of their ability to comment on the proposed modifications to the water fees.

Approval of the Notice of Intention sets the time and place for the public hearing on this matter.

Fiscal Note:

We are forecasting a \$150,000 increase to water fee revenues, if Town Council adopts the fee modifications that will be putting forth. The revenues generated will balance the FY2012/13 budget, closing the budget gap that was forecasted in the budget. At this time, the council is only setting the meeting time and date for the public hearing on this matter.

Alternatives:

None

Attachments:

- 1) Town of Queen Creek Notice of Intention

TOWN OF QUEEN CREEK NOTICE OF INTENTION

TO

INCREASE WATER RATES AND FEES

TO ALL INTERESTED PERSONS AND PARTIES:

Pursuant to A.R.S. §9-511.01, A.R.S. §9-499.15 and Article 16-5 of the Town of Queen Creek Town Code please take notice that the Council of the Town of Queen Creek intends to increase water rates, fees and rate components in the entire service area of the Town. The increase in water rates, fees and rate components the Council intends to establish will be:

1. The amounts necessary to establish the base rates and rates per thousand gallons stated on the "Town of Queen Creek 2012 Water Account Service Fees and Construction Water Rate Review" labeled "**Exhibit A**" attached hereto and incorporated by reference herein, or
2. Such lesser amounts as the Council may determine.

A copy of the report or data supporting the proposed increase will be on file in the office of the Town Clerk (22350 S. Ellsworth Road, Queen Creek, AZ) and will be available to the public 30 days prior to the public hearing.

The Town of Queen Creek will hold a public hearing on the proposed increase on **December 5, 2012 at 7:00 p.m.** at the Queen Creek Town Hall, Council Chambers, 22350 S. Ellsworth Road, Queen Creek, AZ for the purpose of receiving public comment on proposed water rates and other fee modifications. Information relating to the fee change is available prior to the public hearing at the Town Clerk's office at the above address.

Requesting Department:
Community Development



TO: HONORABLE MAYOR AND TOWN COUNCIL

**THROUGH: JOHN KROSS, AICP
TOWN MANAGER**

**FROM: WAYNE BALMER, AICP
PLANNING MANAGER**

**DAVID WILLIAMS
SENIOR PLANNER**

**RE: REQUEST FOR CONTINUANCE ON CASE NO. RZ12-057/SD12-058,
"OCOTILLO HEIGHTS PHASE 2."** Request to rezone the property from R1-43 to R1-7 PAD, in addition to approval of a preliminary plat for 174 lots on 63.5 acres located west of Signal Butte Road, ½ mile south of Ocotillo Road.

DATE: OCTOBER 3, 2012

The applicant is requesting a continuance until the Town Council Meeting scheduled for November 7, 2012 at 7:00 PM in order to allow additional time to prepare architectural materials for review. This case has been advertised as a public hearing and comments should be received, prior to a motion being made.

Requesting Department:
Development Services



TO: HONORABLE MAYOR AND TOWN COUNCIL

**THROUGH: JOHN KROSS, AICP
TOWN MANAGER**

**FROM: WAYNE BALMER, AICP
PLANNING MANAGER**

**DAVE WILLIAMS
SENIOR PLANNER**

**RE: PUBLIC HEARING AND POSSIBLE ACTION ON ZONING CASE
RZ12-061/SD12-062/DR12-066, "CIELO NOCHE" (ORD 519-12),**
submitted by Greg Davis of iPlan Consulting on behalf of K Hovnarian
Homes for a request for rezoning from R1-8 PAD to R1-7 PAD, a
preliminary plat for 164 lots on 63 acres in addition to a request for
Design Review approval of 7 floor plans with 3 elevations each. The
property is located at the southwest corner of Hawes Road and Queen
Creek Road.

DATE: OCTOBER 3, 2012

PLANNING & ZONING COMMISSION RECOMMENDATION

The Planning Commission recommended approval of RZ12-061/SD12-062/DR12--66,
subject to the Conditions of Approval outlined in this report.

STAFF RECOMMENDATION

Staff concurs with the Planning Commission's recommendation, with the exception of
changes to Augustus Road as brought forward by Commissioner Nichols at the
Planning Commission meeting. Staff recommends a modified approach as outlined in
the discussion section and Conditions of Approval, with Commissioner Nichols support.

RELEVANT COUNCIL GOALS

General Plan Growth Areas Element, Goal 5, Policy 5b: Encourage the use of available
infrastructure capacity to accommodate new development consistent with the land use
goals and provisions of the General Plan.

PROPOSED MOTION

1. Move to approve Ordinance 519-12 for a “Rezoning” (RZ 12-061).
2. Move to approve the preliminary plat of 163 lots (SD12-062).
3. Move to approve Design Review of six floor plans with 3 elevations each (DR12—66)

SUMMARY

The proposal consists of a request by Greg Davis of iPlan Consulting on behalf of K. Hovnanian Homes for a request for rezoning from R1-8 PAD to R1-7 PAD, a preliminary plat for 164 lots on 63 acres in addition to a request for Design Review approval of 7 floor plans with 3 elevations each. The subdivision is proposed to be a gated community with 2 access points to Queen Creek Road. The property is located at the southwest corner of Hawes Road and Queen Creek Road.

HISTORY

- June 4, 1997: Town Council approved Ordinance 106-97 rezoning of the Emperor Estates Planned Area Development.
- November 1, 2000: Town Council approved the Preliminary Plat for Emperor Estates, an 865 lot subdivision on 292 acres.
- September 12, 2012 Planning Commission recommended approval of rezoning, preliminary plat and design review for Cielo Noche.

DISCUSSION

The applicant is requesting rezoning of 63 acres from R1-8 PAD to R1-7 PAD, approval for a preliminary plat for 164 lots and design review approval for 7 floor plans with 3 elevations each.

The subdivision is proposed to be a gated community with 2 access points onto Queen Creek Road. In the original Emperor Estates configuration, it was proposed this property would connect the street network to Roman Estates on the south and Villagio on the west side. Both subdivisions have expressed a desire to eliminate these connections to minimize pass through traffic and support the K Hovnanian proposed design for Cielo Noche.

The proposed density for the subdivision is 2.6 DU/AC, which is consistent with the General Plan Land Use Map for Emperor Estates which, established Medium Density Residential which allows a range of 0-3 DU/AC.

The applicant is proposing a decrease from the R1-7 standard lot width of 70' to 65', and an increase in the lot depth from the standard 100' to 125' which provides for a minimum lot size of 8,125 square feet. They are also proposing to maintain the standard 20' setback to a front facing garage, however are proposing a 15' setback to the covered porch, living area and/or a side entry garage. Staff is supportive of these deviations.

The applicant is also proposing a lot coverage increase to 48% for Plan 5003 only which is the largest single story floor plan. The standard lot coverage is 40% with a 5% increase in lot coverage for qualifying front porches. The increase in lot coverage for the Plan 5003 takes into account the foot print of the house, plus a small additional buffer to accommodate options or allow the future resident to build a small pergola.

The applicant is also seeking an increase in the garage face percentage from 40% to 43% for all floor plans. This increase is to accommodate architecturally enhanced and slightly larger garage returns. The garage door as proposed is the standard 16' wide garage door and the returns are proposed to be 3' in size rather than the 2' that is typical. The intent is to enhance the design of the homes, but increases the percentage of the garage face to 43%. If the Commission and Council think this change is in character with the intent of the Town's design standards, staff would support this change.

The applicant is also seeking deviation from the Town's standard policy of no more than one in three homes along an arterial street to be two story homes with no more than 2 two story homes side by side. There are 28 lots that back up to Queen Creek Road, and giving the orientation, no more than 10 two story homes could be built in that section. Staff has reviewed the request and recommends an alternative of no more than 9 two story homes with no more than two 2 story floor plans side by side.

The applicant is also requesting approval of a landscape plan for the subdivision. The plant palette, wall plan and amenities package meet the standards set forth in the Zoning Ordinance. The amenity package is designed to appeal to all ages, not just kids, and the wall plan is a combination of themed perimeter fencing, solid 6' walls and view fencing.

Design Review

The applicant is proposing 7 floor plans with 3 elevations each. The architectural styles are Spanish Colonial, Craftsman and Cottage and range in size from 2,183 to 4,061 square feet.

All of the models proposed meet the requirements for front porches and rear covered patios.

Plan 5003, is the largest single story floor plan being offered with this proposal. The lot coverage for this plan on the minimum sized lot is 46.6% (Maximum per code is 45%)

and the applicant is requesting a lot coverage increase for this plan only to 48% to allow for unforeseen builder options in addition allowing the residents flexibility to add a pergola or other shade structure in the future. Staff supports this request.

Planning Commission

The Planning Commission discussed this case in detail. The Commission was supportive of the applicants request for the 43% garage face frontage. There was discussion of limiting homes to only single stories on lots 29, and 48 through 50 to accommodate a neighbor’s request for no two story homes adjacent to their home across the open space, and the applicant was in agreement (Condition #35). Additionally, the Commission clarified the specific lots along Queen Creek Road where two story homes would be limited to one in three and no more than two side by side (Condition #26).

Lastly there was discussion on the three points of vehicular access from Roman Estates into the proposed Cielo Noche. Being a proposed gated community these access points would not be utilized, which has been the preference between both subdivisions. Commissioner Nichols indicated that the access points should be altered to appear in a finished condition, rather than in the current condition that they exist in today. He further went on to request deletion of the asphalt on the Augustus alignment and a softening of the aesthetics of that location. Staff has done additional research on removal of the asphalt is not recommended do to the existing infrastructure under the pavement and in increased cost in maintenance that the Town would occur as a result. Staff has spoken with Commissioner Nichols about this, and he has expressed his support to allow Staff to determine the final design based on Engineering, Fire Department and Utility Department recommendations on the final design. Staff has proposed Condition #37 to address those concerns.

Project Information	
Project Name	Cielo Noche
Site Location	Queen Creek Road and Hawes Road , southwest corner
Current Zoning	R1-8 PAD
Proposed Zoning	R1-7 PAD
General Plan Designation	Medium Density Residential (MDR 0-3DU/AC)
Surrounding Zoning Designations:	
North	Emperor Estates R1-6 PAD and R1-8 PAD
South	Roman Estates R1-18 PAD
East	Public / Quasi Public (Canyon State Academy)
West	Villagio Subdivision R1-7 PAD
Gross Acreage	63 Acres
Total Lots/Units	164 lots proposed
Proposed Density	2.6 DU/AC

Project Information	
Minimum Lot Width / Depth	65' / 125'
Minimum Lot Area	8,125 square feet
Front Yard Setback	R1-7 and R1-9, 20' front entry garage, 15' livable and Side Entry Garage
Rear Yard Setback	25'
Side Yard Setback	5' minimum, separation as shown in graphic on Page 11 of the narrative.
Lot Coverage	40% (45% with qualifying front porch) (48% for Plan 5003 only)
Garage Face Percentage	43% proposed (40% is standard)

Proposed Elevations

Plan #	Square Footage	Stories
0073	2,183	1
5002	2,245	1
5003	2,654	1
5004	3,349	2
5008	3,510	2
5005	3,747	2
5007	4,061	2

ANALYSIS

General Plan Review: The project is located in the Medium Density Residential designation on the General Plan Land Use Map. This project is consistent with the goals and policies set forth in the General Plan

Zoning Review: The zoning designation of the property is R1-8 PAD. The applicant is seeking to rezone the property to R1-7 PAD, which is consistent with Zoning Ordinance.

Engineering Review: Engineering has reviewed the proposed subdivision and has provided Conditions of Approval outlined below.

Preliminary Plat Review: The Preliminary Plat proposes 164 lots on 63 acres. The proposed Preliminary Plat meets Town standards.

Building Elevation Review: The applicant is proposing 7 floor plans with 3 elevations each. The elevations represent the Spanish Colonial, Craftsman and Cottage styles of architecture and range in size from 2,183 to 4,061 square feet. The elevations meet the standards set forth in the Residential Design Guidelines, with the exceptions of those indicated under the Conditions of Approval.

Landscape / Open Space / Fence Plan Review: Staff has reviewed the landscape plans and they appear to meet the standards set forth in the Zoning Ordinance.

PUBLIC COMMENTS

Staff has advertised the public hearing in the Arizona Republic – Gilbert Edition, posted 3 large public hearing signs on the property in conspicuous locations and mailed letters to all property owners within 1200' of this proposal. Staff has received some questions related to the case, all of which resulted in positive comments about the proposal.

CONDITIONS OF APPROVAL

1. The Rezoning approved in case number RZ12-061 is effective upon signature by the property owner of the Prop 207 waiver and filing of the waiver with the Town of Queen Creek Planning Division. Failure to sign and return the waiver to the Planning Division within five (5) working days of the date of approval shall render this conditional approval null and void.
2. The Subdivision shall be developed in accordance with the exhibits attached to this case.
3. Developer shall create an Home Owners Association for the maintenance of all landscaping within all open spaces, tracts, trails and collector and arterial rights-of-way as shown on the Open Space Plan for this project.
4. Zoning for the subdivision shall be R1-7 PAD, except for open space tracts (including those dedicated to the Town of Queen Creek) which shall be designated as R/C (Recreation / Conservation). Building setbacks and deviations are to be as follows:

Minimum Lot Width / Depth	65' / 125'
Minimum Lot Area	8,125 square feet
Front Yard Setback	R1-7 and R1-9, 20' front entry garage, 15' livable and Side Entry Garage
Rear Yard Setback	25'
Side Yard Setback	5' minimum, separation as shown in graphic on Page 11 of the narrative.
Lot Coverage	40% (45% with qualifying front porch) (48% for Plan 5003 only)
Garage Face Percentage	43% proposed (40% is standard)

5. Floor area ratio, maximum lot width and maximum lot depth requirements shall be deleted.
6. All internal streets are to be private and shall be maintained by the Home Owners Association.

7. Full ½ street improvements per the Town’s Detail No. R-102 shall be required to be designed and constructed for Queen Creek Road for all portions of the Right-of-Way adjacent to the project. Improvements shall include all appropriate roadway tapers (if any) as required by the Town’s Traffic Department. For this project, the existing Queen Creek Road centerline is shifted ten (10) feet to the north of the section line. Cielo Noche will be dedicating 45’ of Queen Creek Road south of the section line in accordance with the preliminary plat
8. The developer shall be responsible for a cash-in-lieu payment to cover the cost of all half street improvements on Hawes Road. The cash-in-lieu payment shall be based upon a Town approved Engineer’s Estimate and shall also include a percentage for design fees and project management fees. The cash-in-lieu payment shall be deposited with the Town prior to recording of the Final Plat.
9. The developer shall provide a cash-in-lieu payment for a ¼ cost share (\$75,000) for the traffic signal at the intersection of Queen Creek Road and Hawes Road. The cash-in-lieu payment shall be deposited with the Town prior to recording of the Final Plat.
10. Traffic signal conduit and pull boxes per Town Standards shall be installed along the entire frontage of Queen Creek Road.
11. For offsite and onsite public improvements the Town requires cash, irrevocable letter of credit (IRLOC), or a bond to cover the costs for construction assurance. The IRLOC and bond are required to be approved by the Town Attorney. The assurance amount will be determined by a Town approved engineer’s estimate during the Final Plat review. Construction assurance shall be deposited with the Town prior to recording of the Final Plat.
12. All construction documents submitted to the Town for review during the construction plan review phase shall be in accordance with Town Ordinances, Town checklists and Town design standards & guidelines. Construction documents shall also be in accordance with MAG specifications and details.
13. Onsite sewer and water lines shall be platted within easements.
14. Developer shall be responsible for coordinating and obtaining approval for the relocation/abandonment of the Bureau of Reclamation irrigation line.
15. Tomar emergency strobe activators shall be added to each gate on Queen Creek Road for access during emergencies.
16. A Knox Box is to be provided at each gate entrance.
17. A gate code shall be provided to the Town of Queen Creek and Maricopa County Sheriff’s Office to allow for entry into the subdivision for inspections and routine

patrols. The gate code provided shall be designated as being available for 24 hour access 7 days a week including holidays.

18. A gate code shall be provided to necessary utility companies with hours and days of operations to be determined by the respective utilities. These utilities may include, but are not limited to, Salt River Project, Southwest Gas and Cox Cable.
19. A notarized letter shall be provided to the Town of Queen Creek to be recorded with the Maricopa County Assessor's Office providing the Town of Queen Creek and Maricopa County Sheriff's Office irrevocable and unconditional permission for the above entities to enter the subdivision for the purposes of routine patrol and inspection.
20. Front yard landscape package shall be provided for all homes.
21. Shutters shall be constructed using a faux-wood material such as nesco or similar type product.
22. The developer shall re-locate, the existing section of fifteen inch sewer line under proposed lots 72 and 59, of the preliminary plat, to the future 197th Place or Street and/ or Augustus Avenue (streets/ roads currently unannamed) of the proposed preliminary plat.
23. Developer shall provide un-obstructed accessibility to the sewer manhole(s) for the twelve inch sewer line through the future proposed closed southern portion of Augustus Avenue and/ or 197th Place or Street to allow for vacuum truck entry for sewer collection system maintenance.
24. Developer shall also insure that a twenty foot un-obstructed easement is provided, if one does not currently exist, over the twelve inch sewer line through the proposed closed section of Augustus Avenue and/ or 197th Place or Street of the preliminary plat.
25. The Developer shall be required to provide sewer flushing unit(s) with water and sewer services, along with Eclipse flushing units and water meters (no impact fees would apply to these meters). Number to be determined (TBD) when sewer plans are redlined/ reviewed.
 - A) Water services are to be minimum two inch (2") in size, developer to purchase 2" water meter from Utility Department.
 - B) Sewer service is to be minimum six inch (6") in size
26. The Developer shall provide a copy of sewer as-builds to Sunrise Engineering to be after completion of project for the purpose of maintaining up to date Waste Water master Plan and sewer collection system modeling.
27. Developer shall relocate the twelve inch water line that runs north from the existing Marcus Street and Claudius Road intersection of Roman Estates,

through lots 160, 148, and 141, providing a fire hydrant at the abandoned location at the Marcus Street and Claudius Road intersection. Relocation shall move to the existing Caesar and Claudius Road intersection north through currently unnamed streets of the preliminary plat, tying back into the existing twelve inch water line just north of proposed lot 141.

28. Developer shall also provide a fifteen foot un-obstructed easement over the relocated twelve inch water line through tract D for future water line maintenance.
29. Developer shall tie onto eight inch water stub at the proposed closed section of Augustus Avenue and/ or 197th Place or Street at Roman Estates, and provide a fifteen foot un-obstructed water easement through this area as well for future water line maintenance.
30. Developer shall tie water line on west side of Cielo Noche development into east water line stub from Villagio development and provide fifteen foot easement for future maintenance.
31. Developer shall provide all applicable Utility Approval to Construct's and Approval of Construction's to the Town of Queen Creek prior to project's completion.
32. Developer shall insure that Assured Water Supply is transferred into new builder's name, assuring no duplications in Assured Water Supply for that same development.
33. Developer shall provide notice by way of C, C and R's, separate notice/flyer/information booklet and plats to future residents that the project is near the Desert Mountain Park, West Park Site, Rite of Passage, and the Phoenix Mesa Gateway Airport Overflight Area 3" as defined by the Williams Regional Planning Study (WRPS) and as adopted by Queen Creek Council Resolution No. 115-96. The requirements for notice shall be as follows:
 - a. Public Disclosure of Potential Noise Impacts – Constructive knowledge of potential aircraft noise impacts should be made to future purchasers, mortgagees, renters, occupiers and users of the property.
 - b. Notification on all Plats, Titles and the Public Report. It should be noted on the plat and the Title Report that there is a potential for objectionable aircraft noise. The plat and title shall note the following: "These properties, due to their proximity to Phoenix Mesa Gateway Airport, are likely to experience aircraft overflights, which could generate noise levels which may be of concern to some individuals. The mix of aircraft consists of cargo, commercial, charter, corporate, general aviation and military aircraft."

- c. A note shall be placed on the final plat regarding noise associated with Desert Mountain Park, Future West Park Site and Rite of Passage.
- d. An avigation easement shall be recorded over this entire property and duly noted on all plats, public reports and notices of title.
- e. A minimum of three signs (2' X 3' in dimensions) shall be posted at each model home complex walkway areas stating this project is within the vicinity of Phoenix Mesa Gateway Airport. Prior to issuance of any building permits staff shall approve specific sign language, design and locations.

34. Developer shall provide notice by way of CC&R's, separate notice/flyer/information booklet and notes on the plats to future residents that the project is near a railroad which carries least 10 trains per day.

Added by the Planning Commission

35. Single Story homes only to be built on lots 29 and 48-50.

36. No more than 10 two-story homes be built along Queen Creek Road on lots 1-7, 108-116, and 121-130, with no more than two (2) two-story homes side-by-side.

37. Developer to propose alternative designs for the former vehicular 3 access points into Cielo Noche from Roman Estates to create a finished design that addresses Engineering, Fire Department and Utility Department concerns. Staff to approve the final design.

ATTACHMENTS

- 1. Aerial Photo
- 2. Ordinance 519-12
- 3. Narrative
- 4. Preliminary Plats
- 5. Landscape Plans
- 6. Design review book
- 7. DRAFT Planning Commission minutes

Requesting Department:
Economic Development



TO: HONORABLE MAYOR AND TOWN COUNCIL

**THROUGH: JOHN KROSS, AICP
TOWN MANAGER**

FROM: DOREEN COTT, ECONOMIC DEVELOPMENT DIRECTOR

**RE: DISCUSSION AND POSSIBLE APPROVAL OF RESOLUTION
910-12 ADOPTING THE REVISED ECONOMIC DEVELOPMENT
STRATEGIC PLAN.**

DATE: OCTOBER 3, 2012

Staff Recommendation:

Staff recommends approval of Resolution 910-12, adopting the revised Economic Development Strategic Plan.

Economic Development Commission Recommendation:

The Economic Development Commission recommends approval of Resolution 910-12, adopting the revised Economic Development Strategic Plan.

Relevant Council Goal:

Key Result Area 8: Land Use/Economic Development.

Queen Creek will build on its assets; strive to strengthen, diversify and balance the local economy through marketing and recruitment of target industries; pursue proactive land planning and partnerships; maintain high architectural standards for new development; take advantage of opportunities to advance infrastructure and provide excellent service to prospective businesses; and ensure that all new and existing development adheres to the Town's adopted standards and codes.

Key Result Area 6: Image/Identity.

Queen Creek will consider the views of existing residents, businesses and organizations as well as potential future community members in shaping and marketing its continuously evolving identity and public image.

Proposed Motion:

Move to approve Resolution 910-12 adopting the revised Economic Development Strategic Plan.

Discussion:

In October 2007 the Queen Creek Economic Development Strategic Plan was adopted by Resolution 686-07. The Plan outlined key result areas to ensure a well rounded approach to economic development and identified six targeted industry sectors to focus the department's marketing and recruitment efforts. The targeted industry sectors include Aerospace and Aviation; Health and Wellness; Arts, Culture and Experience; Specialty/Lifestyle Retail; Advanced Financial/Business Services and Education.

Not long after the plan was adopted the Great Recession fell upon the country, the state and the local economy and Queen Creek was forced to reprioritize programs and services, downsize and reorganize. It was during this time that the Economic Development Department seized upon opportunities that capitalized on the existing assets in the community. Staff also shifted resources from primarily business attraction efforts to business retention and expansion (BR&E), small business initiatives including the Queen Creek Incubator and tourism/destination marketing.

To help provide strategy and perspective during the next three years, Economic Development Staff and the Economic Development Commission have created a revised plan outlining goals and key action items that are closely aligned with the Town Council's 2012-2017 Corporate Strategic Plan.

The **revised plan** includes the addition of Clean and Renewable Energy and Water as a targeted sector with the removal of Advanced Financial/Business Services. Specialty/Lifestyle Retail was combined with Arts, Culture and Experience.

The new plan outlines the Key Result Areas of Land Use/Economic Development and Image/Identity. Goals of the plan include:

1. Diversify and strengthen Queen Creek's economic base. Improve the economic well-being and quality of life for the community by creating and retaining jobs (base industry, small business and entrepreneurs) that facilitate growth and provide a stable tax base.
2. Town Center Development. Position the Town Center as a viable commercial opportunity for developers, tenants and end users.
3. Brand recognition and Marketing. Strengthen Queen Creek's brand as a community for new investment opportunities.

The revised plan also includes the Economic Development Investment Program intended to guide Town Staff and Town Council decision-making when evaluating the expenditure of public funds for eligible development projects.

Fiscal Impact:

Funding for certain initiatives, including infrastructure policy, will be addressed throughout the budget year and future budget cycles.

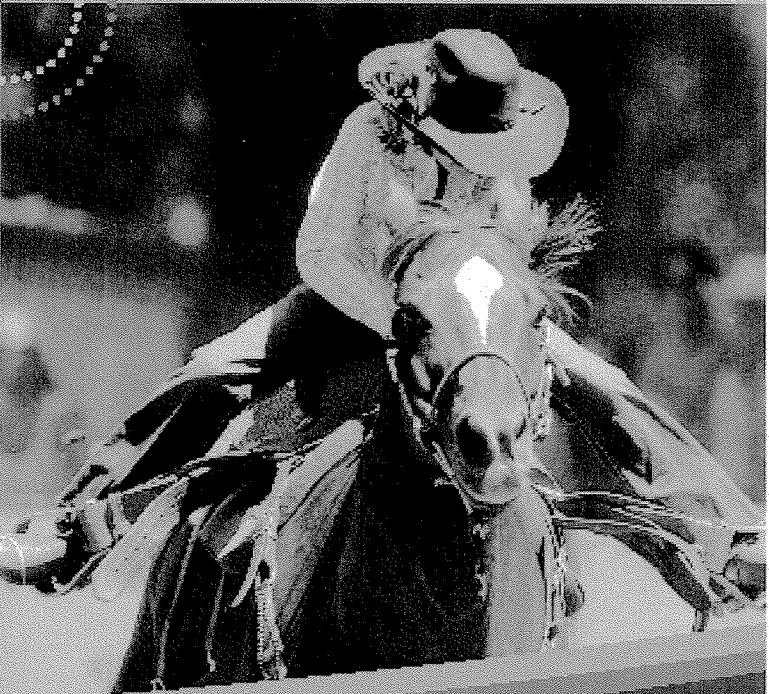
Alternatives:

The Town Council could delay this action, consider amendments or decide not to approve the plan as presented.

Attachments:

1. Draft copy of the revised Economic Development Strategic Plan.

TOWN OF
QUEEN CREEK
ARIZONA



DRAFT
ECONOMIC DEVELOPMENT
STRATEGIC PLAN
2012-2015

RESOLUTION 910-12

A RESOLUTION OF THE MAYOR AND COMMON COUNCIL OF THE TOWN OF QUEEN CREEK, ARIZONA ADOPTING THE TOWN OF QUEEN CREEK ECONOMIC DEVELOPMENT STRATEGIC PLAN AND RELATED ELEMENTS.

WHEREAS, the Queen Creek Town Council directed the Economic Development Commission to revise the Economic Development Strategic Plan adopted in October 2007;

WHEREAS, the Economic Development Commission has recommended approval of the revised Economic Development Strategic Plan;

WHEREAS, the Queen Creek Town Council Corporate Strategic Plan has identified the adoption and implementation of the Economic Development Strategic Plan, ensuring adequate policies exist in the area of incentives and employment;

WHEREAS, the Town of Queen Creek General Plan has identified a primary goal of economic development and a strategic plan for implementing the land use plan.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COMMON COUNCIL OF THE TOWN OF QUEEN CREEK, ARIZONA, AS FOLLOWS:

- Section 1. That the Queen Creek Economic Development Strategic Plan, attached hereto as Exhibit "A" and incorporated herein by reference, is hereby adopted.
- Section 2. That the Town Manager, Economic Development Director and other staff members as necessary are hereby authorized to proceed with implementation and use of the plan as presented.

PASSED AND ADOPTED BY the Mayor and Common Council of the Town of Queen Creek, Arizona this 3rd day of October 2012.

FOR THE TOWN OF QUEEN CREEK:

ATTESTED TO:

Gail Barney, Mayor

Jennifer Robinson, Town Clerk

REVIEWED BY:

APPROVED AS TO FORM:

John Kross, Town Manager

Fredda Bisman
Mariscal, Weeks, McIntyre & Friedlander, P.A.
Town Attorneys

Town of Queen Creek
Economic Development Strategic Plan

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Acknowledgments

The Queen Creek Economic Development Strategic Plan was prepared in consultation with the Economic Development Commission.

Economic Development Commission

Lee Ester, Chair

Carson Brown, Vice Chair

Jason Barney

Tom Lindsey

Gordon Mortensen

Warde Nichols

Marquis Scott

Mark Schnepf

Steve Sossaman

David Valenzuela

Julia Wheatley

Jason Gad

Queen Creek Town Council

Gail Barney, Mayor

Robin Benning, Vice Mayor

Craig Barnes, former Economic Development Commission Member

Julia Wheatley

Jeff Brown

Jason Gad

Dawn Oliphant

Staff

John Kross, Town Manager

Patrick Flynn, Assistant Town Manager

Doreen Cott, Economic Development Director

Kim Moyers, Economic Development Specialist

Wayne Balmer, Planning Administrator

Executive Summary

In October 2007 the Town Council adopted the Economic Development Strategic Plan outlining key result areas to ensure a well rounded approach to economic development. The plan focused on six targeted industry sectors intended to focus the department's marketing and recruitment efforts. In late 2007, the nation's economic climate drastically changed and the Great Recession fell upon the country, the state and local economy. Queen Creek's residential and commercial development drastically tapered off and the community was forced to reprioritize programs and services, downsize and reorganize.

During this period of reorganization, the Economic Development Department seized upon opportunities that capitalized on the existing assets in the community including Horseshoe Park and Equestrian Centre (HPEC), Schnepf Farms, the Queen Creek Olive Mill, Queen Creek Performing Arts Center, Barney Family Sports Complex and the Town Center. Economic development efforts shifted from primarily business attraction efforts to business retention and expansion (BR&E) initiatives that include the Queen Creek Incubator, Shop Queen Creek program and tourism/destination marketing. A stronger emphasis was placed on the Arts, Culture and Experience sector.

Leadership's ability to recognize the need for early cuts and reorganization has positioned the Town to remain a financially sustainable and sound community. Today, Queen Creek is beginning to see a slow but steady rebound, and the Town continues to grow and add to the approximately 28,000 residents. Queen Creek remains a community of young families, with one of the highest household incomes in the state and strong educational attainment. The community's assets continue to give the Town a sense of place, complementing the regional assets that have a significant influence on Queen Creek's vision for the future.

To help provide strategy and perspective during the next three years, Economic Development staff and the Economic Development Commission have created a plan outlining goals and key action items that are closely aligned with the Town Council Corporate Strategic Plan. The goal of the plan is to diversify and strengthen the Town economic base, position the Town Center as a viable commercial opportunity for new investment and strengthen Queen Creek's brand. Targeted industry sectors have been adjusted to better focus recruitment efforts. The new plan includes the following sectors:

- Aerospace and Aviation
- Health and Wellness
- Arts, Culture and Experience
- Education

- Clean and Renewable Energy and Water

In the 2007 plan, Advanced Business Services was included as a targeted sector. In an attempt to better capitalize on the strengths of the region and the potential opportunities in Queen Creek it was decided to replace this sector with Clean and Renewable Energy and Water. This new sector aligns with the region's strengths, including availability of a skilled workforce and legislation that rewards companies locating in Arizona. The plan includes an objective to remain flexible and to allow for adjustments to the programs and business recruitment efforts as the market changes. It recognizes the limited resources of staff, as well as some of the challenges facing the community including the infrastructure needs for the Town's future employment areas.

Over the next three years staff will align the key action items in the strategic plan with the department's work plan working towards the goals of the community.

Queen Creek Today

The Mission of the Town of Queen Creek Economic Development Department is to provide for the long-term economic sustainability of the community through a comprehensive and coordinated program of economic development which includes business attraction, retention and expansion, tourism development and outreach and marketing.

Demographics

Queen Creek is located in southeastern Maricopa County with a small portion of the community located within northeastern Pinal County. Queen Creek is largely family oriented, with a household size of nearly 3.4 persons, and education achievement levels that exceeds or matches that in the county and state. With a current estimated population of 28,000, Queen Creek experienced rapid growth from 2000 to 2008, with a dramatic slowdown in residential and commercial development during the recession. Building activity is beginning to recover and the Town is seeing an increase in building permitting activity. The median age of Queen Creek residents is 30.9, which is lower than the Greater Phoenix average of 34.7. In terms of income, Queen Creek residents have a median household income of \$81,916, which is higher than the Greater Phoenix average of \$54,700, and is one of the highest in the valley.

Workforce

Queen Creek is primarily a white-collar community with residents employed in office/administrative support occupations, sales related occupations, finance, management and construction, education and professional services. The community's workforce development is essential for Queen Creek's strategic growth, and staff will work closely to align educational curriculum with Queen Creek's industry needs to provide for tomorrow's workforce.

Economic Development

The strong residential growth in Queen Creek and Pinal County resulted in rapid growth of the retail sector. More than 1.2 million square feet of retail space was added to Queen Creek's retail inventory, primarily within the Town Center, in 2008. The strong retail base, coupled with shovel ready sites and the Town's control over several significant land parcels, positions the Town Center as a viable opportunity for new retail, entertainment venues, office and higher-density development.

The community does have large tracts of undeveloped, unimproved land suitable for future employment growth, industrial sites, high-tech business parks, data centers and office operations; however a lack of infrastructure to these large land tracts are an ongoing constraint to development. The Power Marketplace Business Park and Inverness Industrial Park offer fully-improved industrial lots, but these are in a very limited supply.

Queen Creek continues to have a strong base of home-based and small, independent businesses, and the Queen Creek Incubator program (QC Inc.) is designed to support the current needs and growth strategies of these businesses as part of the Town's business

retention and expansion initiative. The Chamber of Commerce partners with the Town to administer the formal Business Retention and Expansion (BR&E) surveys during individual meetings with Queen Creek businesses to identify any challenges, issues or opportunities that the Town can assist with.

Economic Development's focus on tourism marketing and collaboration with the destination venues in the Community has raised the profile of Queen Creek as a tourism destination.

Transportation

The Town is accessed by major arterial roads which connect to the US 60 (the Superstition Freeway) and the State Route 202 (Santan Freeway), which connects to Interstate 10 and to the Phoenix Metro Area. Queen Creek lacks direct freeway access; however the new SR-24 will put freeway access within two miles of Queen Creek's northern border and will enhance the community's accessibility.

The Union Pacific Railroad mainline serving Phoenix passes through the community. A rail spur serving Alliance Lumber is located north of Riggs Road.

Air transportation is provided by Phoenix Sky Harbor International Airport (approximately a one hour drive from Queen Creek) and Phoenix-Mesa Gateway Airport (PMGA), which is located two miles north of Queen Creek's northern boundary. As a partner in the Phoenix-Mesa Gateway Airport Authority, Queen Creek has witnessed the tremendous growth of the airport over the past five years. Today PMGA hosts more than 40 companies, and offers air service to 38 cities with non-stop service via Allegiant, Frontier and Spirit Airlines, as well as continuing to service many more destinations. PMGA contributes \$685 million annually to the Arizona economy.

Utilities and Infrastructure

Queen Creek has existing capacities in the wastewater treatment system to meet future demand based on land uses in the 2008 General Plan. Any amendments to the General Plan require a detailed analysis of the overall impact on the Town's infrastructure to determine Queen Creek's ability to serve the project. Town staff will be developing a plan to proactively work towards securing the 5-square miles in the Town's northeastern tier that is in the Town's planning area but still a part of state trust land.

The Town continues to focus upon technologies that are being developed that could potentially enhance efforts within the Town on multiple levels. Telecommunications initiatives for Queen Creek include issues of growth and density, municipal services, economic development and quality of life as it pertains to broadband and telecommunications. Traffic and IT have collectively developed engineering standards for conduit placement and staff continues to evaluate technologies and strategies that could enhance high-speed data options/services for businesses within the Town. Additionally, our Geographic Information System group is beta-testing external mapping data to enhance efficiency and provide prospective business owners data via mobile and Web maps. The Town Manager also serves as the Chair of the Topaz Regional Wireless Cooperative (TRWC) system for the region, and several staff members

represent the Town on TRWC committees. TRWC links multiple jurisdictions to maximize public safety and service-oriented communications and to promote interoperability.

Targeted Industry Sectors

Aerospace & Aviation

Phoenix-Mesa Gateway Airport is developing into a major aviation related employment hub for the East Valley, and the entire state of Arizona. Queen Creek is a member of the Airport Authority and is located within one mile of the airport. There is significant potential for Queen Creek to benefit from growth in this area. The presence of the airport and aviation activity in the area, as well as the availability of engineering schools for recruitment, is critical to business attraction. Focus in this sector includes:

- Maintenance Related Operations (MRO)
- Aerospace R&D
- Aerospace related manufacturing.
- Aerospace related schools.
- Business that need to be located near a commercial airport.

Queen Creek also needs to capitalize on increased passenger service in and out of PMGA with Allegiant and Spirit Airlines. Include new airlines as they are added.

- Explore joint marketing opportunities with Mesa and Gilbert – San Jose market.
- Explore joint collaboration opportunities to all the markets that PMGA serves now and after expansion.

Health & Wellness

Health services are a quality of life issue; access to healthcare is important to residents and employers seeking a new location. Queen Creek should focus on serving the local population and then as primary care needs are met the Town should target more specialized opportunities. The healthcare industry is becoming a much more important source of community employment and tax revenue and access to population growth centers and an educated workforce is key in attracting businesses within this sector. Focus in this sector includes:

- Medical offices and support services.
- Medical testing and analysis facilities.
- Annexation of Banner Ironwood Medical Center into Queen Creek.
- Support health related programs offered by Rio Salado, CGCC, ASU

Education

Educational institutions, workforce development and other training assets are a critical piece of business recruitment and retention/expansion. Employers need to know that they have access

to workforce training resources and residents are drawn to communities that offer quality educational resources. Focus in this sector includes:

- Continue to promote excellence in education; promote success stories from K-12 schools in Queen Creek.
- Strengthen and leverage existing educational institutions, workforce development.
- Continue partnership with the Maricopa County Community College District and Rio Salado College on the Communiversity @ Queen Creek; partnerships with Chandler Gilbert Community College and ASU Polytechnic. Establish programs that assist residents/businesses on strengthening job skills in the community.
- Work with current/future employers on work force training resources
- Explore opportunities for the coordination of internship/apprentice programs at the high school level with Rio Salado College/CGCC.

Arts, Culture & Experience – Quality of Life is about providing options; creating a sense of place in QC.

Queen Creek enjoys unique cultural and quality of life amenities including parks, trails and open spaces, lower density development, executive style housing, equestrian opportunities and a strong performing arts program. The Town has been actively marketing and promoting the unique venues in the community such as Horseshoe Park & Equestrian Centre (HPEC), Schnepf Farms, the Queen Creek Olive Mill, Performing Arts Center and Barney Family Sports Complex. Retail attraction is also important to the community's overall quality of life. In addition to providing much needed sales tax revenue, retail development is important in attracting employers to the community. Focus in this area includes:

- Specialty retail/lifestyle retail.
- Specialty restaurants, entertainment uses.
- Tourism – Queen Creek as a destination.
- Hotel/resort development.
- Enhance the Shop Queen Creek Program; link retail with tourism in order to maximize on the benefits of tourists visiting the community.
- Promote recreational opportunities. Barney Family Sports Complex, HPEC, San Tan Mountain Regional Park.
- Facilitate more Town wide events that enhance the Town's image; experience focused.

Clean and Renewable Energy and Water

Queen Creek's partnerships at the regional, state and local level, including access to renewable energy education programs and the availability of skilled workforce offer opportunities for

businesses looking for new or expansion locations to create green collar (water and power) jobs. Targeting this sector is aligned with existing clusters and targets regionally.

The region has had recent success with several solar energy engineering and manufacturing companies calling the Phoenix-Metro area home. Legislation for renewable energy and solar companies rewards companies for locating in Arizona and for creating jobs and making investments in the state.

Focus in this area includes:

- Bio fuels.
- Clean energy – applied technology development in alternative energies (solar & biomass), hybrid engines.
- Encourage and support green building standards in the construction of public buildings.
- Suppliers to regional solar manufacturing companies.

<u>KEY RESULT AREA</u>	<u>NARRATIVE DESCRIPTION</u>	<u>COMPLETION STATUS</u>
LAND USE/ECONOMIC DEVELOPMENT.	GOAL: <i>Diversify and strengthen Queen Creek's economic base. Improve the economic well-being and quality of life for the community by creating and retaining jobs (base industry jobs, small business and entrepreneurs) that facilitate growth and provide a stable tax base.</i>	
Objective 1: Continue to evolve the Queen Creek Incubator program and encourage small business development; support entrepreneurs and home based businesses.	Action Items: <ul style="list-style-type: none"> • Transition QC Inc. to the vacant Parks Building. Work to maintain budget neutral program. • Explore new partnership opportunities for the QC Inc. program with neighboring communities and educational partners. • Explore opportunities/challenges associated with different "specialized" incubators including a kitchen incubator, machinist/welding program specializing in aerospace/aviation products/alternative energy. • Facilitate financing for local businesses/entrepreneurs. • Actively work with QC Inc. tenants to retain business in QC once they graduate from the incubator. 	
Objective 2: Continue partnership with the Chamber of Commerce and work to enhance the BR&E and SQC program.	Action Items: <ul style="list-style-type: none"> • Explore best practices of other BR&E programs. • Invite members of Town Council and EDC to participate on BR&E interviews. • Enhance tourism office in new Chamber/QC Inc. location. • Provide networking and educational opportunities for QC businesses. • Enhance Shop QC program to include new events & activities to engage local business. • Maintain an inventory of local businesses. 	
Objective 3: Develop an outreach campaign to enhance Queen Creek's reputation as a business friendly community.	Action Items: <ul style="list-style-type: none"> • Facilitate meetings with developers, land owners, investors to promote new and improved programs, processes and incentives that are available. • Enhance website with tools for the development community. • Serve in an advocacy role through the Ombudsman program. • Survey development community annually to gather feedback on their experience and how we 	

	<p>can improve.</p> <ul style="list-style-type: none"> • Economic Development Summit. 	
<p>Objective 4: Develop an implementation and financial plan related to infrastructure needs in the Town's identified employment areas.</p>	<p>Action Items:</p> <ul style="list-style-type: none"> • Develop outline of infrastructure needs and develop a financial plan. Present options to the Town Council by end of FY2013. • Explore the use of regional partnerships to develop additional water supplies and necessary infrastructure for the Town and neighboring communities around PMGA. 	
<p>Objective 5: Conduct a housing density study to understand how residential densities impact economic development.</p>	<p>Action Items:</p> <ul style="list-style-type: none"> • Develop RFP to select a consultant to conduct the study. Completion by December 2013. 	
<p>Objective 6: Continue to attract and preserve K-12 and higher educational opportunities to the community and region.</p>	<p>Action Items:</p> <ul style="list-style-type: none"> • Continue work with Rio Salado College and partner institutions on the Communiversit at Queen Creek project. • Participate in workforce development at a local level. • Work with educational partners to evaluate curriculums at institutions of higher learning and encourage the development of programs that match targeted sectors. • Encourage local K-12 institutions including local charter schools to enhance and expand existing partnerships between it and regional higher educational assets. 	
<p>Objective 7: Continue to promote resort/hotel development opportunities.</p>	<p>Action Items:</p> <ul style="list-style-type: none"> • Evaluate options for accelerating resort and master planning in San Tan Mountains. • Present development opportunities available throughout the Town to hotel developers. 	
<p>Objective 8: Remain flexible and be ready to adjust business recruitment efforts as market changes.</p>	<p>Action Items:</p> <ul style="list-style-type: none"> • Research new programs that may benefit economic development in QC; i.e., EB5. • Be watchful of market on an on-going basis. Identify new recruitment tactics as the market changes. 	

LAND USE/ECONOMIC DEVELOPMENT.	GOAL: <i>Town Center Development. Position the Town Center as a viable commercial opportunity for developers, tenants and end users.</i>	
Objective 1: Secure partnership for the Town owned 20-acres in the Town Center.	Action Items: Work with Phoenix Commercial Advisors on the implementation of the marketing plan for the site. Attract destination drivers/entertainment/employment anchors.	
Objective 2: Outline plan for the Town owned parcels in the Town Center.	Action Items: <ul style="list-style-type: none"> • The Town owns several different parcels throughout the Town Center – library parcel, parcels along Ocotillo Road, parcels along Ellsworth Road. 	
Objective 3: Implement the façade improvement program.	Action Items: <ul style="list-style-type: none"> • Develop marketing and outreach plan for this new program. 	
Objective 4: Work to increase investment in the Town Center.	Action Items: <ul style="list-style-type: none"> • Develop brochure and enhance website with information specific to the Town Center for business attraction. • Implement the streetlight and traffic signal replacement; street furniture and public art features in the Town Center as budget allows. • Attend annual trade shows to market the community to potential retailers and commercial developers. • Research Revolving Loan program for the Town. 	
IMAGE/IDENTITY	GOAL: <i>Brand recognition & Marketing. Strengthen Queen Creek's brand as a community for new investment opportunities.</i>	
Objective 1: Build awareness of Queen Creek as a business location/investment opportunity. Keep Queen Creek “top of mind”.	Action Items: <ul style="list-style-type: none"> • Strategically place advertisements to reach key target sectors and audiences. • Work with local and regional media to ensure that QC's business success stories are published. • Host an economic development focused event to keep local residents/businesses leaders and potential investors up to date on Queen Creek activities, success stories and development opportunities. • Continue to participate in joint marketing activities with organizations such as GPEC, PMGA, 	

	<p>AAED, AzBIA, EVP.</p> <ul style="list-style-type: none"> • Participate in industry trade events and GPEC sales missions to regions where target industry concentration is highest. • Strategically invest in assets (water, infrastructure, education) that will enable the Town to be a regional collaborator and leader differentiating QC from neighboring communities. 	
<p>Objective 2: Work to overhaul the economic development web pages.</p>	<p>Action Items:</p> <ul style="list-style-type: none"> • Develop a page specific to tourism. • Enhance web pages with information on available sites. Develop more interactive web pages with relevant apps for smartphones. 	
<p>Objective 3: Raise the profile of Queen Creek as a tourism destination.</p>	<p>Action Items:</p> <ul style="list-style-type: none"> • Continue to develop the Town’s familiarization “fam” tour program with the Mesa CVB. • Explore opportunities for non-equine events at HPEC. • Continue marketing partnerships with Schnepf Farms, The QC Olive Mill, Barney Family Sports Complex and QC Performing Arts Center. • Continue use of social media to promote events within the community. Experience QC app for smart phones – be a tourist in your own town. • Capitalize on the agritourism/agritainment venues in the community and the growth potential within this sector. • Work with Planning Division to develop new definitions for agritourism/agritainment to be added in the zoning ordinance. • Evaluate results of the economic impact study to understand the secondary impact the destinations venues have on the community. • Promote Shop the QC to visitors. Link retail and tourism; attracting tourists is a mechanism to capture retail sales dollars. • Create a tourism page on the Town’s website 	

<p>Objective 4: Focus on attracting festivals and events to QC.</p>	<p>Action Items:</p> <ul style="list-style-type: none"> • Work with the Chamber to develop a Community Event Committee to broaden the reach of already established festivals/events within the community. • Continue to attract festivals and large multi day events to HPEC, including non-equine events. 	
<p>Objective 5: Increase awareness and knowledge of success in community educational facilities; identify the linkage between the community's schools and the Town's economic development program.</p>	<p>Action Items:</p> <ul style="list-style-type: none"> • Promote success stories to the local media; work closely with the community's schools for the purpose of marketing collective progress on behalf of the community. • Share information about QCUSD; compare with other school districts. 	
<p>Objective 6: Strategically build relationships with the various destinations that PMGA serves.</p>	<p>Action Items:</p> <ul style="list-style-type: none"> • Strategically prioritize (commuter frequency, venture capital, existing relationships, etc.) the destinations and create an implementation plan to create enduring relationships. • Set up a mechanism with PMGA and airlines to learn about future destinations and possible canceled destinations. 	

Economic Development Investment Program

The Queen Creek Economic Development Investment Program is intended to guide Town Staff and Town Council decision-making when evaluating the expenditure of public funds for eligible development projects.

Eligible projects will meet one or more of the following **criteria**:

- Economic Development will be substantially furthered by waiving the fees, expenditure of funds or rebate of sales taxes.
- Expand and diversify the economic base of the Town.
- Generate revenue for municipal services.
- The waiving of fees, expenditure of the funds or rebate of sales taxes will assist in the creation or retention of high wage (above the county average wage) jobs in the Town or will otherwise improve or enhance the economic welfare of the residents of the Town.
- Project is within one of the Town's targeted business clusters.
- Project is within the Town's established Redevelopment Area.
- Contribute to the long-term environmental sustainability of the Town, example LEED certified projects.
- Project will produce a unique or competitive economic advantage for the Town
- The benefits the Town will receive from the commercial or industrial project outweigh the costs to the Town as demonstrated through the Town's fiscal impact analysis model.

The Town of Queen Creek may consider the following project investments subject to a thorough financial analysis:

- Waive any or all of the following fees required to be paid in connection with a commercial or industrial project – Planning & Zoning filing fees, engineering review fees, plan check and building permit fees.
- Enter into a written agreement whereby the Town shall contribute to the costs of public infrastructure, as determined by the Town Manager, which are required to be constructed in connection with a commercial or industrial project. (financial assistance for curb cuts, driveways in the public right-of-way, water/sewer extensions, drainage improvements)
- Initiate the process of applying for federal and state economic development grants, low interest loans and job training programs through partner agencies.
- Financing through Improvement Districts or Community Facilities Districts.
- Expedite plan review.

For projects locating in the Redevelopment Area the Town may consider:

- Enter into a written agreement to use available state incentive programs for Redevelopment Areas.
- Expedite permit issuance, including commitments for permits at foundation stage.

In addition, if a project meets one or more of the above criteria, the Town Manager is authorized to waive fees or expend Town funds for project assistance up to \$100,000 for a single project.

The Town Manager is authorized to waive any or all of the following fees required to be paid in connection with a commercial or industrial project: plan review fees, inspection fees, water extension costs, sewer connection costs.

Enter into a written agreement whereby the Town shall construct or expend Town funds to pay the costs of construction of off-site improvements, as determined by the Manager, which are required to be constructed in connection with a commercial or industrial project, waive or pay all or a portion of water and/or sewer development fees in connection with the construction of a commercial or industrial project or

Rebate all or a portion of the sales taxes generated by construction of improvements on the property by the commercial or industrial project.

Requesting Department:
Economic Development



TO: HONORABLE MAYOR AND TOWN COUNCIL

**THROUGH: JOHN KROSS, AICP
TOWN MANAGER**

**FROM: DOREEN COTT
ECONOMIC DEVELOPMENT DIRECTOR**

**RE: PRESENTATION OF THE RESULTS FROM THE ECONOMIC
IMPACT STUDY MEASURING THE ECONOMIC IMPACT OF
VISITOR DESTINATIONS IN THE COMMUNITY.**

DATE: OCTOBER 3, 2012

Discussion:

On October 5, 2011 Town Council approved the scope of work for an economic impact study consisting of two phases. The first phase included the execution of primary research through the use of a survey instrument. Volunteers administered surveys at each of the following destination locations during a scheduled event or activity gathering a total of 478 surveys:

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

The survey was designed to be no more than 10 to 15 minutes long.

The survey data was collected and an economic impact analysis was conducted for each of the five tourist destinations. The analysis includes the direct and secondary impacts resulting from visitor spending.

The initial draft received from ESI Corp. in July 2012 only included the data collected from the survey instrument. These results were tabulated and analyzed, and key findings were used in an economic model to measure the direct and indirect economic impacts to the Town. In order to ensure a more precise report, the survey data was supplemented with additional data supplied from each of the venues where available. This included data related to actual ticket sales,

concessionaire sales, facility rentals, etc. The survey data coupled with the additional information supplied from each venue creates a more accurate picture of the economic impact.

The analysis includes a breakdown of the aggregated survey results including the party size, combined spending, type of lodging utilized, location for overnight stay, length of stay and place of permanent residence. Based on attendance data supplied by each of the individual venues, approximately 1.1 million people visited these destinations over a 12 month period.

Key findings from the study show that for the five venues, total direct spending represented nearly \$18.8 million. The results of the analysis illustrate the significant economic impact these destinations have on the community and demonstrate the importance of the Town's enhanced tourism efforts. Although the economic impact that Queen Creek derives from these five venues is significant, the Town is experiencing leakage in lodging and food service and drinking places.

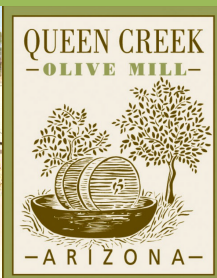
Judie Scalise, Principal with ESI Corp., will be presenting an overview of the analysis, providing additional detail on the key findings as well as specific information related to each of the venues.

As a reminder, an additional component of the scope of work includes an interactive impact model for future use by the Town to calculate the fiscal and economic impacts from these key destinations based on projected attendance. This will allow staff to produce a report on the potential economic impact a particular event will have on the local economy.

Attachments:

DRAFT Economic Impact Analysis

Town of Queen Creek Performing Arts and Entertainment Economic Impact Analysis



Town of Queen Creek
Performing Arts and Entertainment
Economic Impact Analysis



PREPARED BY
ESI CORPORATION

300 West Clarendon Avenue
Suite 470

Phoenix, Arizona 85013

(602) 265-6120

www.esicorp.net

September 2012

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1. INTRODUCTION

Attracting residents and visitors to arts and entertainment venues can have a significant economic impact on a community. These arts and entertainment venues contribute to job creation, support local business through the acquisition of goods and services, and contribute to a communities quality of life. The Town of Queen Creek is interested in understanding the economic impact that various arts and entertainment venues have on the economy within their Town and their region. ESI Corp was retained to conduct an economic impact analysis on five visitor destinations within the Town of Queen Creek. Primary research was gathered through the use of intercept surveys during the staging of key events at these five visitor venues. Survey results were tabulated and analyzed, and key findings were used in an economic model to ascertain the direct and indirect economic impact to the Town.

The five venues and the dates of the survey are noted below:

Table 1 - Intercept Surveys Conducted by Venue		
Arts and Entertainment Venue	Total Surveys	Dates of Survey
1. Schnepf Farms Pumpkin Festival	99	October 30, 2011
2. Queen Creek Performing Arts Center	105	November 23, 2011 November 24, 2011 January 6, 2012
3. Barney's Family Sports Center	86	December 17, 2011 December 19, 2011 March 31, 2012
4. Queen Creek Olive Mill	99	January 14, 2012
5. Horseshoe Park & Equestrian Center	89	November 6, 2011 January 7, 2012 February 4, 2012 March 24, 2-12 March 25, 2012

Face to face surveys were administered by a group of volunteers from the Town of Queen Creek at each arts and entertainment venue over a 5 month timeframe, resulting in a total of 478 completed surveys. Total annual attendance for these five venues combined is 1,121,130 people.¹ Based on the universe of 1.1 million people and completed surveys of 478, the margin of error for the aggregated survey responses is 4.4 percent based on a 95 percent level of confidence.

¹ Annual attendance figures provided by each arts and entertainment organization.

KEY FINDINGS

Data from the surveys was tabulated and analyzed to begin understanding the impact that these Arts and Entertainment Venues have on the Town of Queen Creek and its surrounding communities. Some of the information collected include spending patterns, lodging choices, average length of stay, and respondents' place of residence.

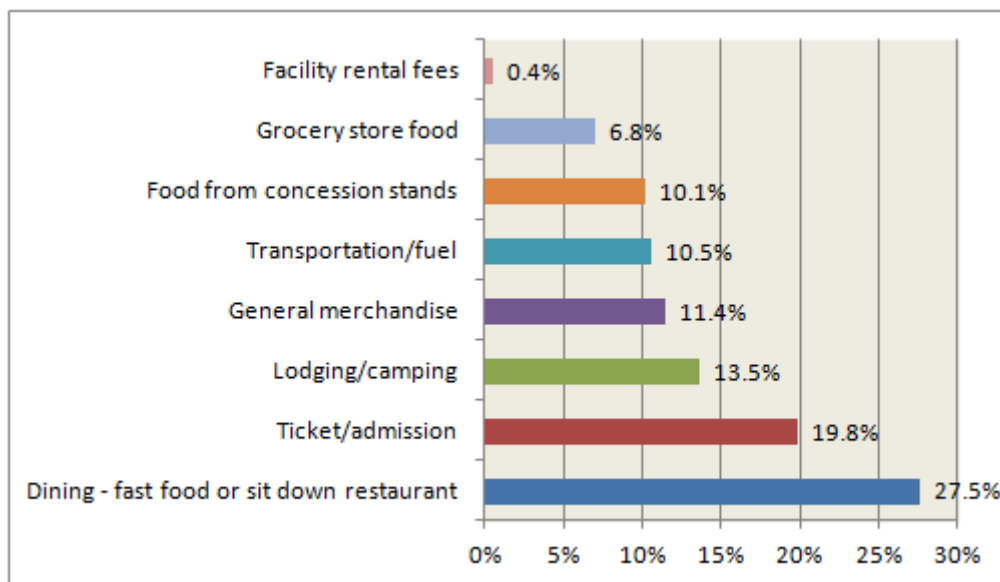
Aggregated Survey Results

The total number of surveys completed was 478. When combining the survey results from all five venues, 75 percent of the respondents were from Arizona with the remaining from outside the state and the U.S. The size of the survey respondent's party varied by venue, with the largest party from the Olive Mill and the smallest from Barney's Family Sports Center. The overall average party size was 2.3 people.

Table 2 - Survey Respondent Average Party Size	
Venue	Party Size
Queen Creek Olive Mill	3.1
Schnepf Farms Pumkin Festival	2.6
Queen Creek Performing Arts Center	2.6
Horseshoe Park and Equestrian Center	2.0
Barney's Family Sports Center	1.3
Overall Average	2.3

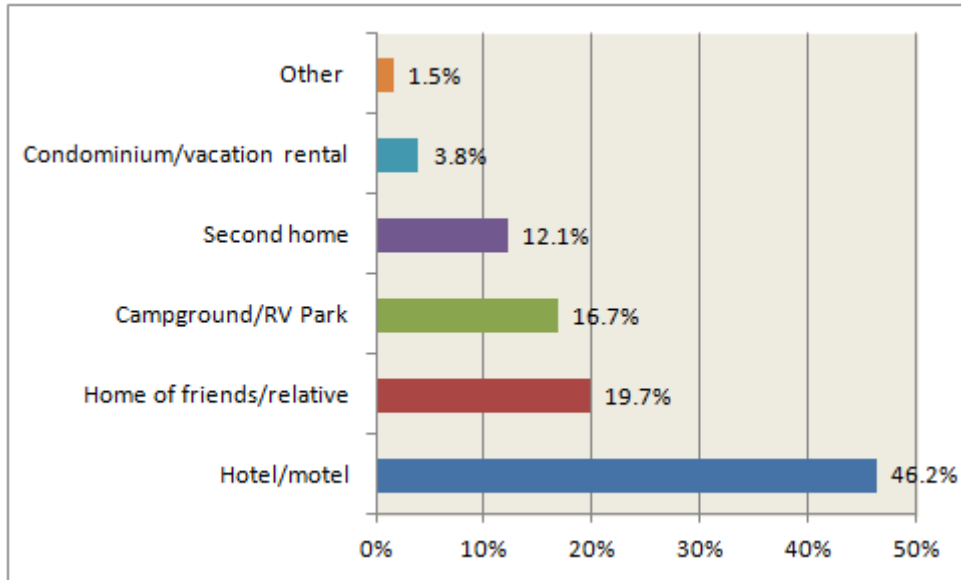
Spending on dining and food from concession stands comprises 37.6 percent of all spending on the part of the survey respondents. Sales for admission tickets and lodging generate the next largest percentage of spending, with a combined 33.3 percent.

Combined Spending by Category for All Venues

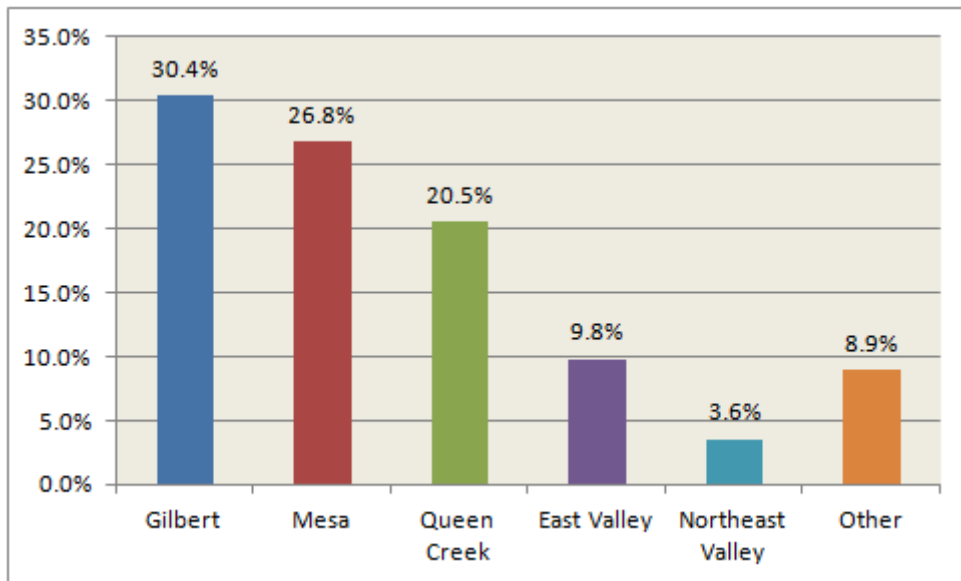


When inquiring about overnight accommodations, 28.3 percent of the respondents indicated that lodging was necessary. When reviewing the type of lodging that overnight visitors use while in the area, 50 percent stay in hotels, motels, and condominium/vacation rentals, and 19.7 percent with friends and relatives. Of those requiring overnight accommodations, 20.5 percent stayed in Queen Creek, with the vast majority utilizing the RV Park at Horseshoe Park and Equestrian Center.

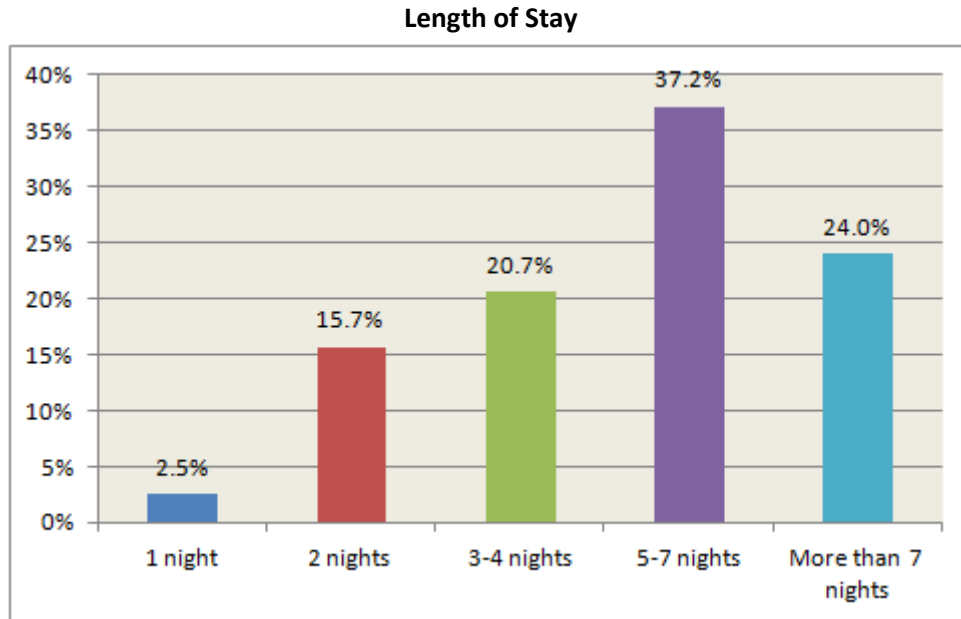
Type of Lodging Respondent Utilized



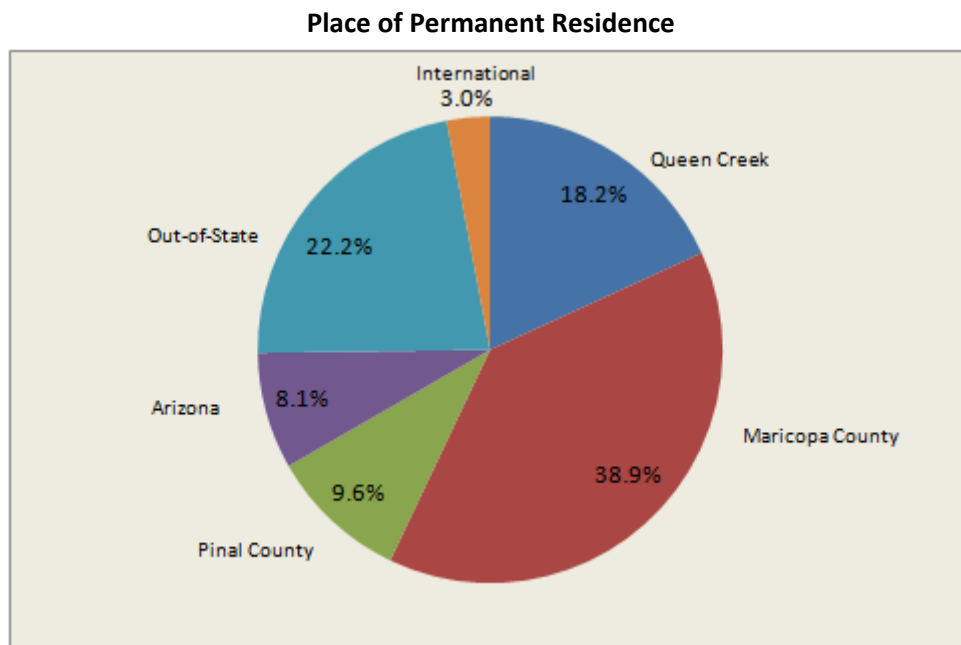
Location for Overnight Stay



The length of stay varied with the venue, but when aggregating all of the results of those requiring overnight accommodations, 37.2 percent stayed 5 to 7 nights with 24 percent staying more than 7 nights.



People attending these events are primarily from Arizona, with 18.2 percent from Queen Creek, 22.2 percent from out-of-state and 3 percent outside of the U.S. (mainly Canada).



The 478 people who responded to the survey are a representative sample of the universe of people attending arts and entertainment venues in Queen Creek. As noted earlier, 1.1 million people attended these five venues over a 12 month period. Based on the survey findings, nearly 82 percent of the respondents live outside of Queen Creek. When multiplying that percentage by the total number of out-of-town visitors, one can conclude that there were 917,084 people who spent their time and money visiting these arts and entertainment venues in Queen Creek, generating a tremendous amount of tourist activity and spending.

Economic Impact

Utilizing data provided by the Town and the various arts and entertainment venues, and supplementing data with findings from the survey, an economic impact model was prepared to understand the direct and multiplier effects of spending in Queen Creek and Maricopa County as a whole. In all, it was estimated that the combined direct spending generated from these five venues totals nearly \$18.8 million (noted in Table 4 in Chapter 3).

Based on the estimated total spending, these venues support 228 direct jobs with an annual payroll value of \$6 million in Queen Creek, as noted in Table 2. The total direct economic output is valued at \$18 million. When taking into consideration the multiplier effects (indirect and induced) the total number of jobs supported by these five arts and entertainment venues in Queen Creek is 268, with an annual payroll valued at \$7.7 million and a grand total economic output of \$23.7 million.

Table 3 - Economic Impact of All Venues			
Queen Creek			
Impact Type	Employment	Labor Income	Economic Output
Direct Effect	228	\$6,056,400	\$18,813,799
Indirect and Induced	40	\$1,684,033	\$4,893,772
Queen Creek Total Effect	268	\$7,740,433	\$23,707,571
Maricopa County			
Direct Effect	243	\$6,597,431	\$18,813,800
Indirect and Induced	86	\$4,016,747	\$11,069,637
Maricopa County Total Effect	329	\$10,614,178	\$29,883,437

Source: IMPLAN

When analyzing the economic impact to the county as a whole, there are 329 direct, indirect and induced jobs associated with these venues, contributing \$10.6 million in payroll and generating \$29.8 million in economic output.

The economic impact that Queen Creek derives from these five venues is fairly significant and captures nearly 79 percent of the total Maricopa County economic output. When reviewing the results from the industry detail, the two categories in which leakage occurs the most is in lodging and food services and drinking places.

2. SURVEY FINDINGS

A survey questionnaire was prepared consisting of nine questions. This survey was utilized at each of the five tourist destinations identified by the Town staff. The survey was administered by a group of volunteers and given to ESI Corp for data entry, tabulation and analysis. Visitors were asked a variety of questions including the size of their party, length of stay, value of spending and their resident zip code.

This chapter includes a summary of the survey findings for each of the five art and entertainment venues. Included in Appendix A is the survey instrument and Appendix B contains the tabulated survey results for each venue.

QUEEN CREEK OLIVE MILL

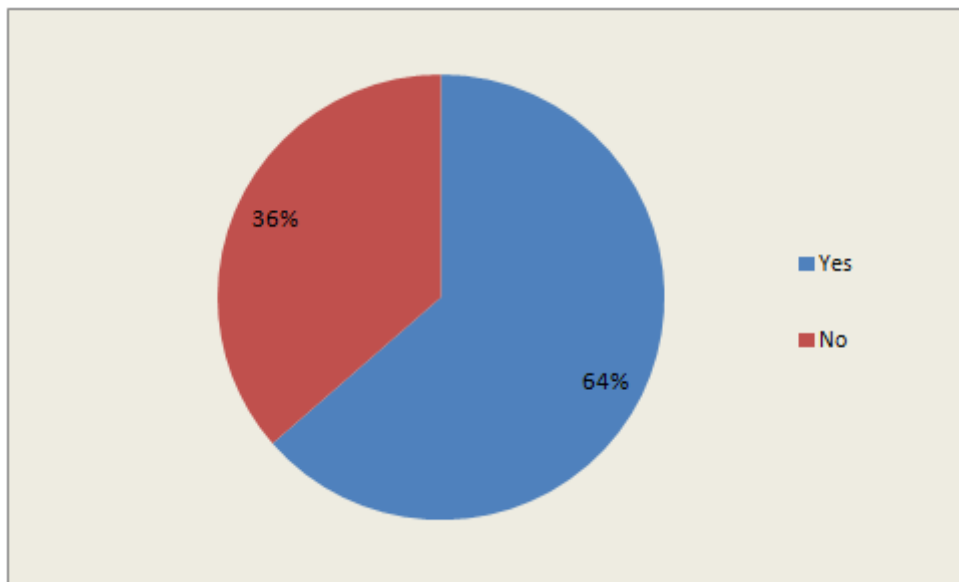
Intercept surveys were conducted by a group of volunteers at the Queen Creek Olive Mill on January 14, 2012. A total of 99 surveys were obtained. Following is a summary of the key findings.

Q.1. Is this your first time attending the Queen Creek Olive Mill? If no, how many other times have you attended?

Major Findings

- 36 percent of the attendees are repeat visitors to the Queen Creek Olive Mills.
- On average they have attended 6 times.

First-Time Attendance at the Queen Creek Olive Mill

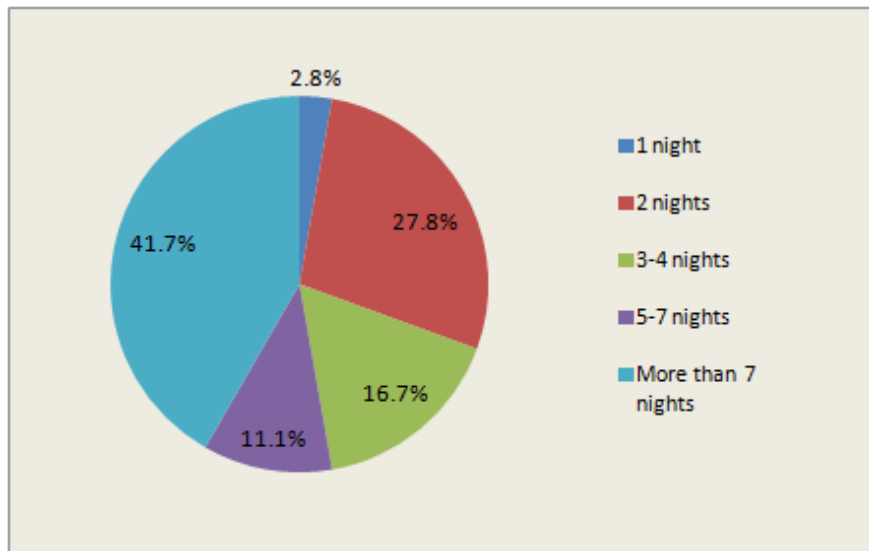


Q.2. How much time, in total, will you spend at this event?

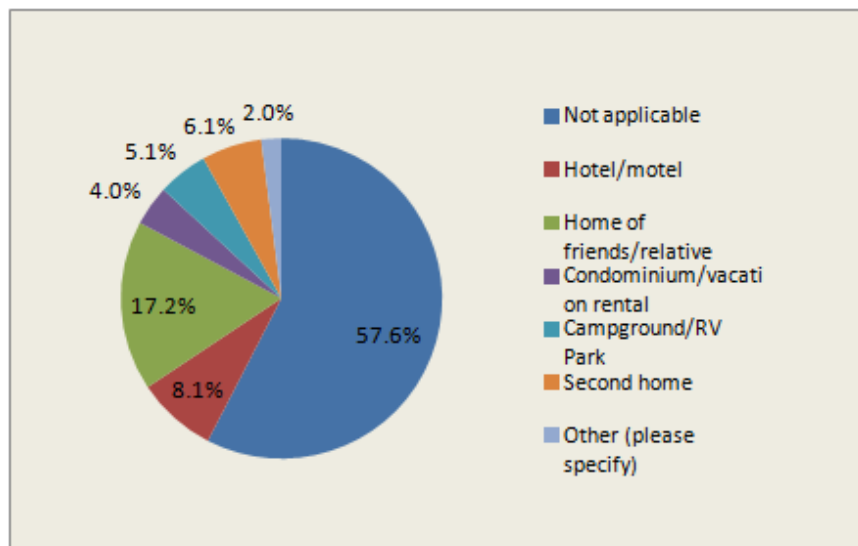
Major Findings

- 96 percent of the attendees spent 1-3 hours at the event.
- 42 percent of the respondents were visiting Queen Creek
- 17.2 percent of respondents stayed with friends or relatives, while 25.3 percent stayed in a variety of other types of lodging.
- Of those who stayed multiple nights, 11 percent stayed in Queen Creek, while the remainder stayed in surrounding cities.

**Number of Nights Spent
Queen Creek Olive Mill**



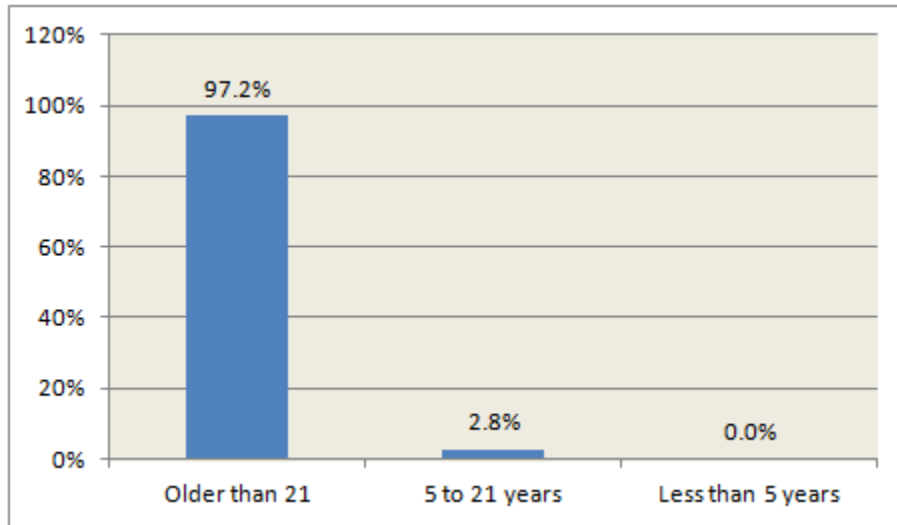
**Lodging Type Used for Overnight Stay
Queen Creek Olive Mill**



Q.3. How many people are in your travel party and what is their age range?

- The vast majority of attendees were over the age of 21.
- The average party size was 3.1 people

Age Range of Party Members Visiting the Queen Creek Olive Mill

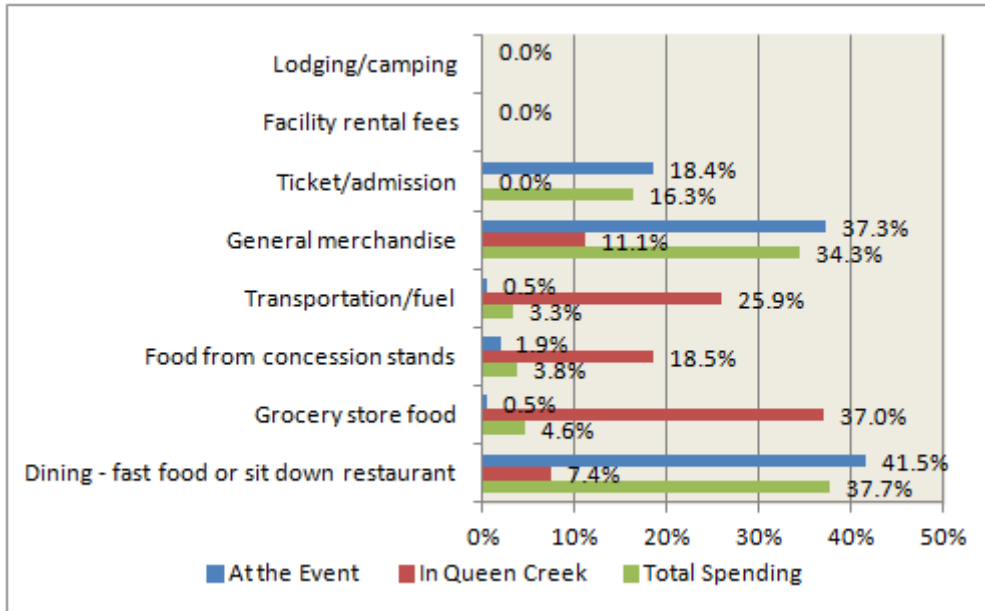


Q.4. Estimate the amount of money that your travel party is spending per day during this event?

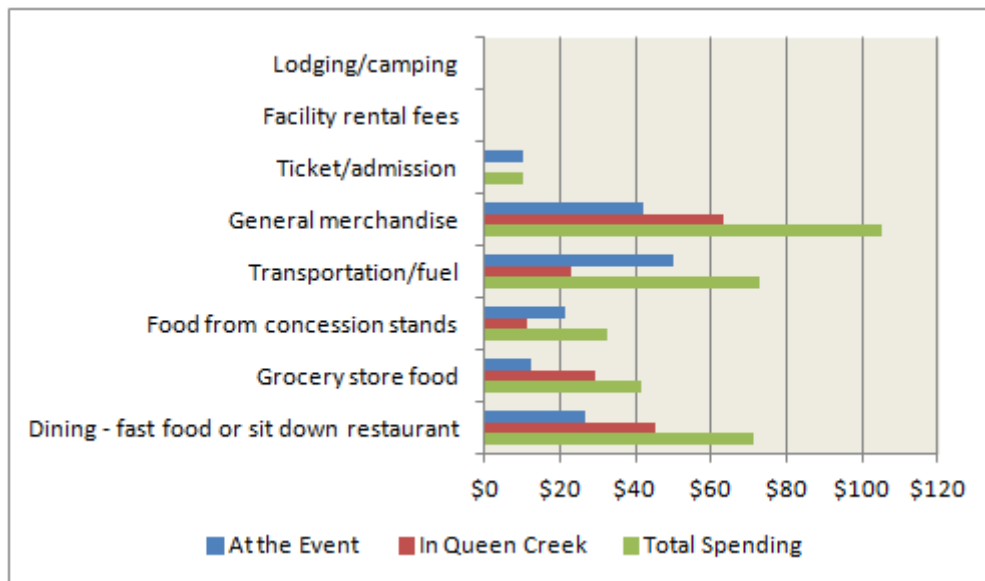
Major Findings

- Of the total spending 37.7 percent was spent on dining followed by general merchandise at 37.3 percent .
- The two categories that generated the total highest average expenditures were general merchandise (\$105) , transportation/fuel (\$73) followed by dining (\$71).

Percent of Spending by Travel Party by Category
Queen Creek Olive Mill



Average Travel Party Spending by Category
Queen Creek Olive Mill

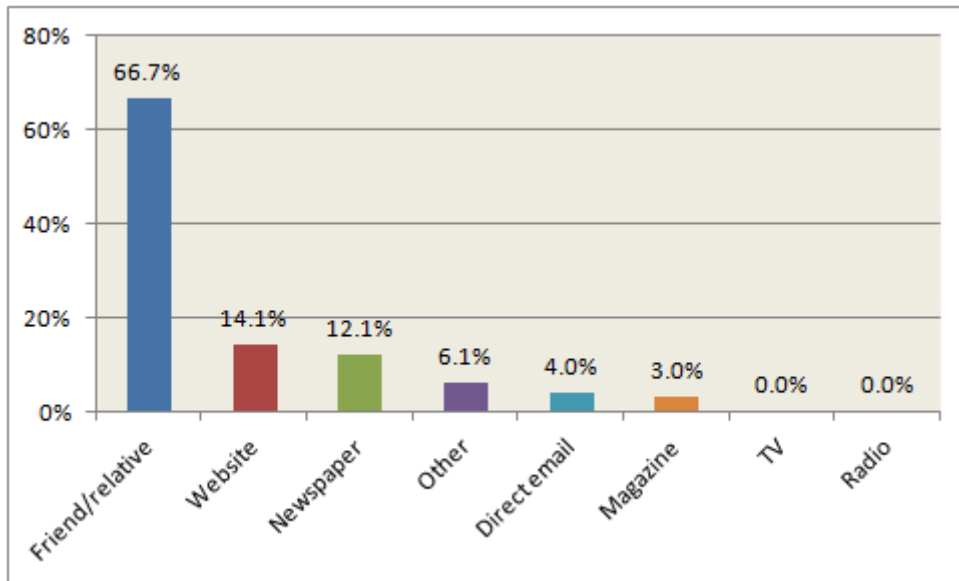


Q.5. How did you find out about the event?

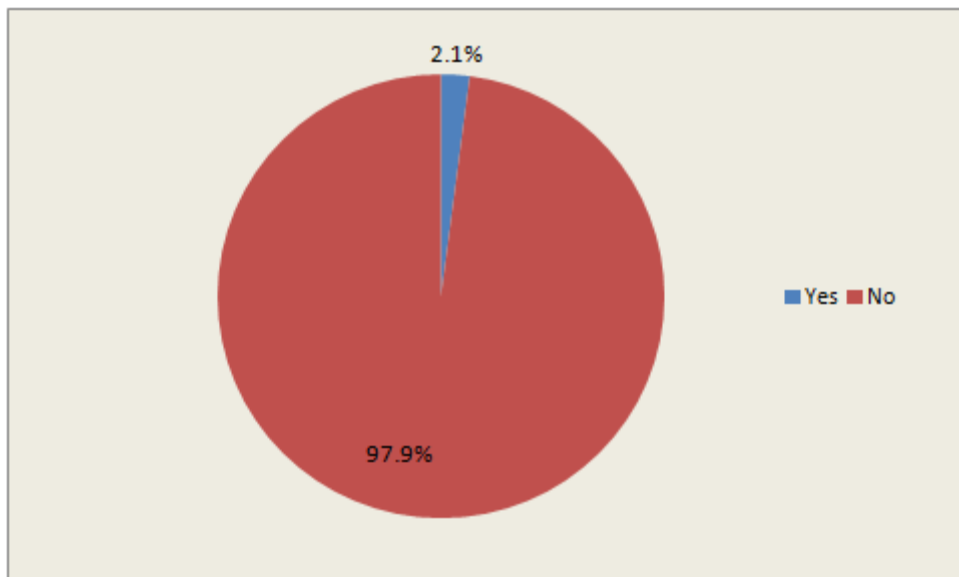
Major Findings

- The majority of respondents (67.7%) learned about this event through friends or relatives.
- 26 percent found out about the event through either a website or newspaper advertising.

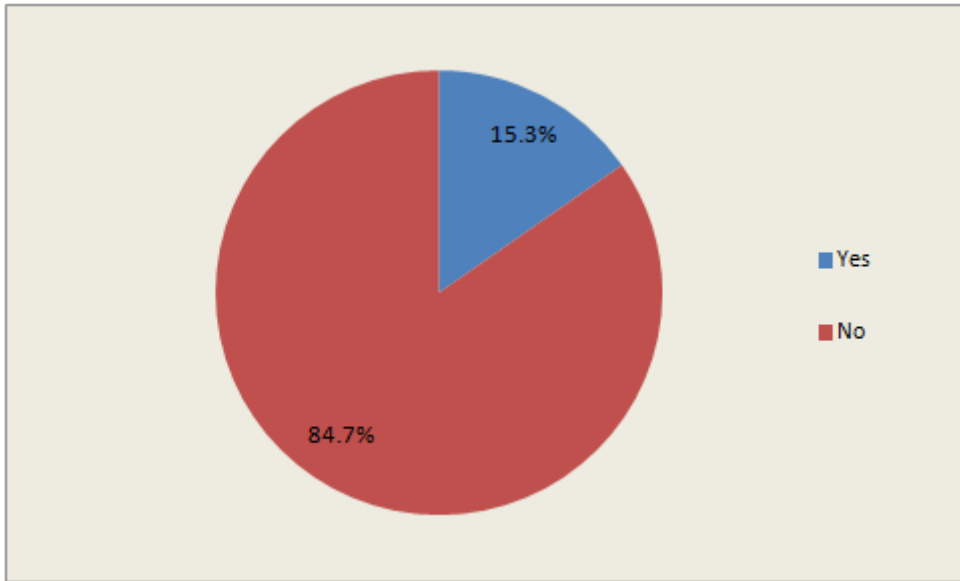
How Respondents Found Out About the Event at the Queen Creek Olive Mill



Q.6.a. Did you choose this event/facility to attend over another event/facility in Queen Creek?



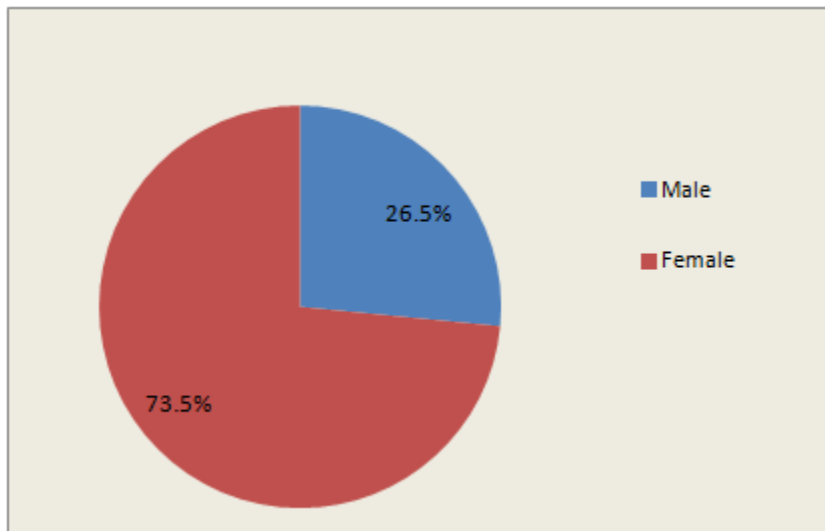
Q.6.b. Did you choose this event/facility to attend over another event/facility in another city?



Q.7. What is your gender?

- The vast majority of the people responding to the survey were female.

Survey Respondent Gender
Queen Creek Olive Mill



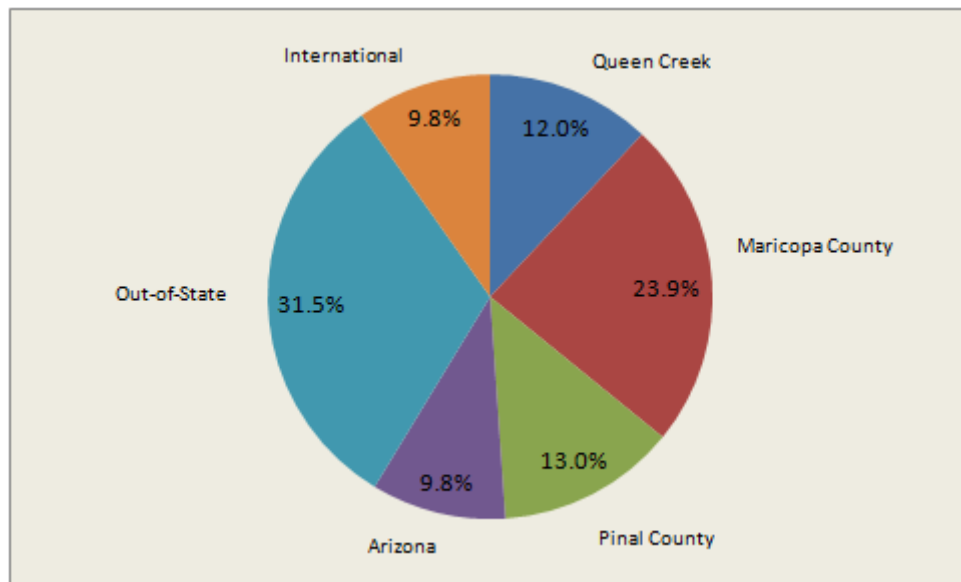
Q.8. What is the zip code of your permanent residence in the U.S.?

Q.9. If not from the U.S. what is your country of origin?

Major Findings:

- The largest percentage of people were from out-of-state (31.5%) with a large majority originating in the mid-west, central, and north-central United States.
- 12 percent of the attendees were from Queen Creek
- 9.8 percent of the respondents were International visitors from Canada

**Place of Permanent Residence
Queen Creek Olive Mill Respondent**



SCHNEPF FARMS

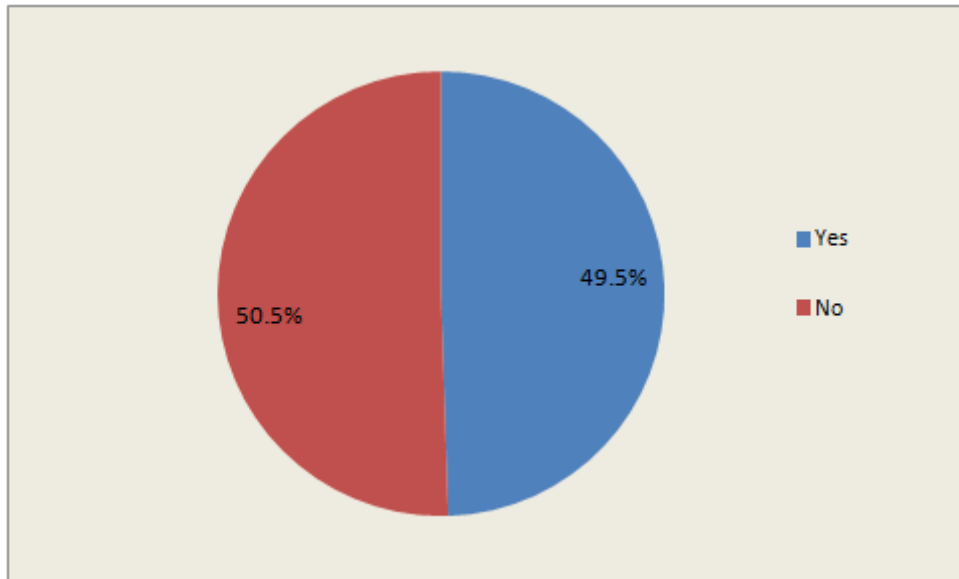
Intercept surveys were conducted by a group of volunteers at Schnepf Farms during the Pumpkin Festival held on October 30, 2011. A total of 99 surveys were obtained. Following is a summary of the key findings.

Q.1. Is this your first time attending Schnepf Farms? If no, how many other times have you attended?

Major Findings

- Attendees were nearly evenly split as first time attendance versus repeat visitors to Schnepf Farms.
- On average survey respondents attended 4 times.

First-Time Attendance at Schnepf Farms

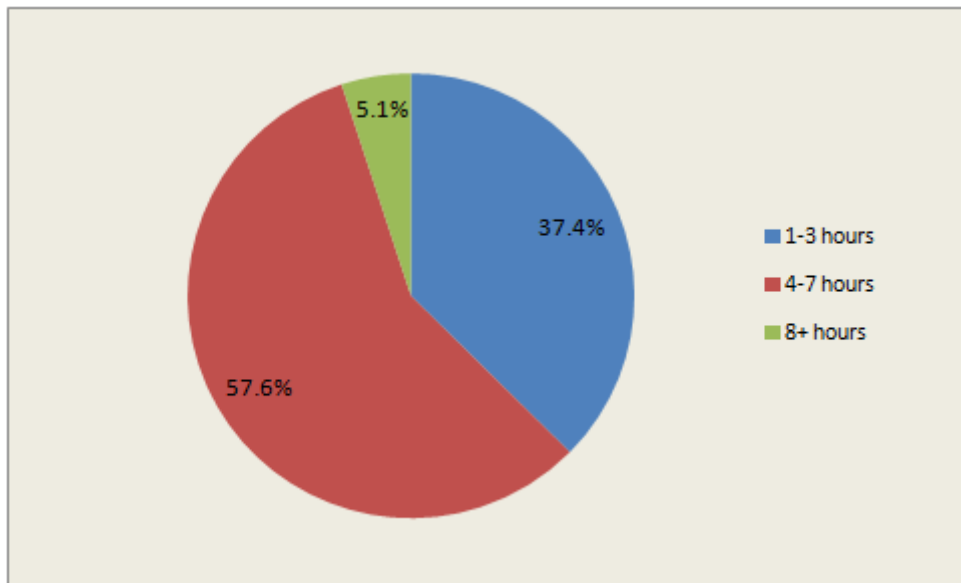


Q.2. How much time, in total, will you spend at this event?

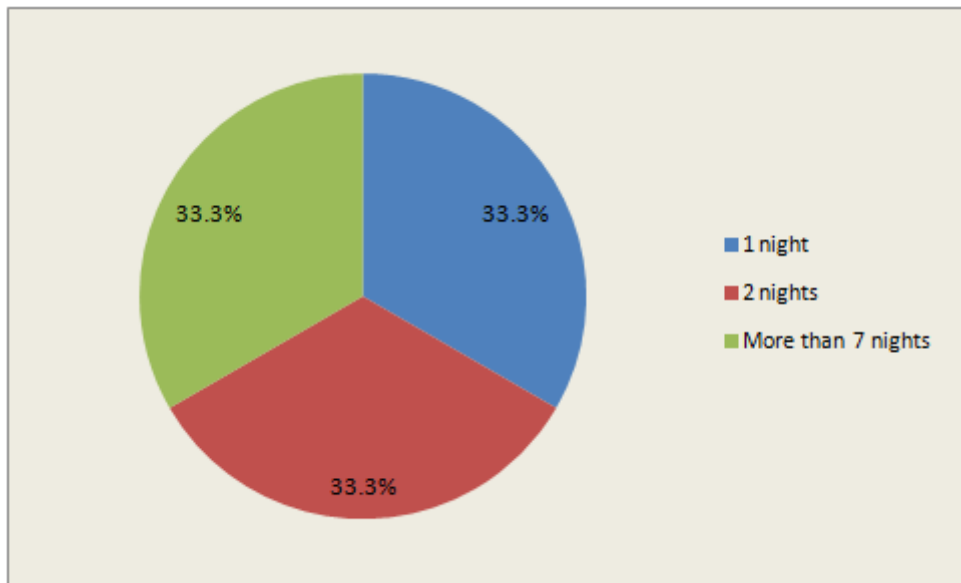
Major Findings

- The majority of people (58 %) spent 4-7 hours at the event.
- Only 3 percent of the respondents required overnight lodging, and they stayed in hotels/motels.

Time Spent at Schnepf Farms



Number of Nights Spent
Schnepf Farms

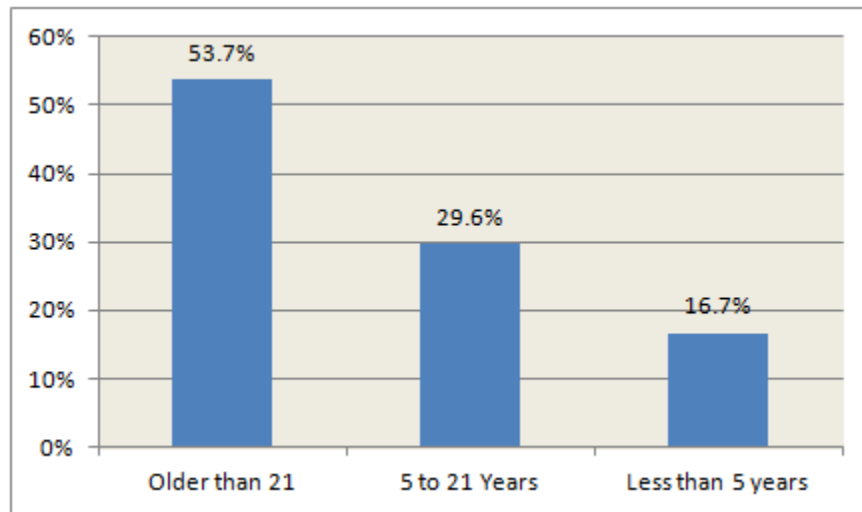


Q.3. How many people are in your travel party and what is their age range?

Major Findings

- This event is geared towards families with children with 46.4 percent of the attendees under the age of 21.

Age Range of Party Members Visiting Schnepf Farms

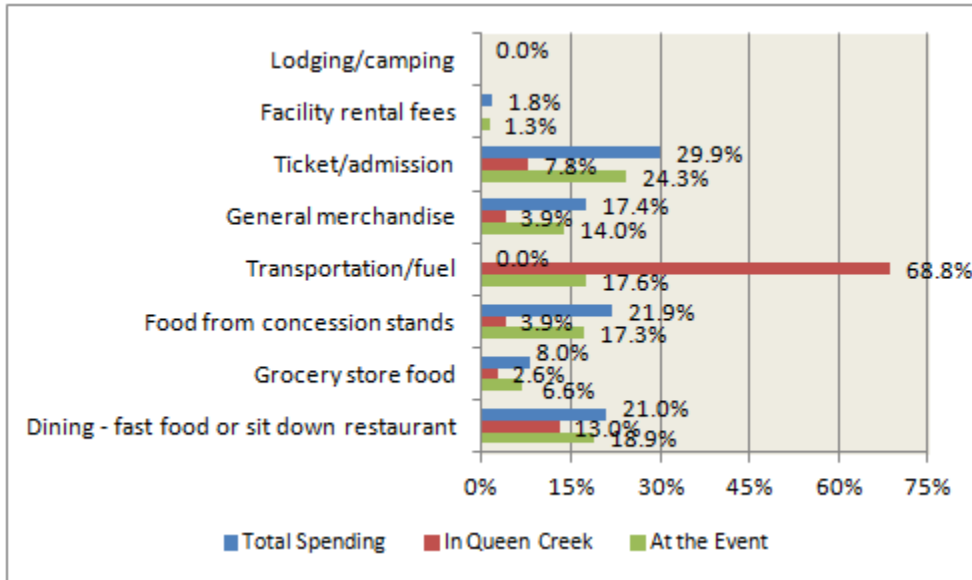


Q.4. Estimate the amount of money that your travel party is spending per day during this event?

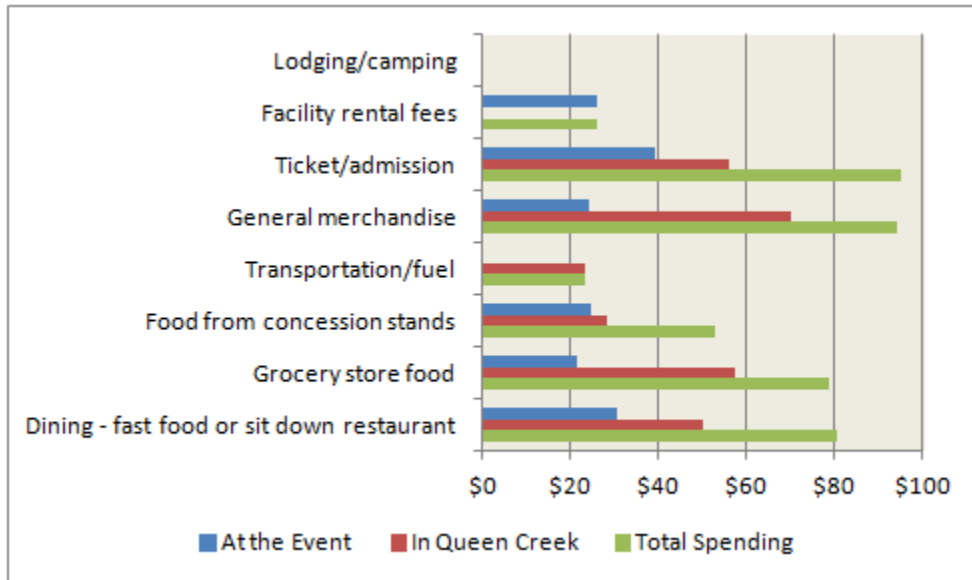
Major Findings

- Of the total spending, 68.8 percent was spent on fuel followed by food from concession stands and dining.
- In terms of average expenditure per category, the largest spending category at Schnepf Farms was for admission, followed by merchandise sales.

Percent of Spending by Travel Party by Category
Schnepp Farms



Average Travel Party Spending by Category
Schnepp Farms

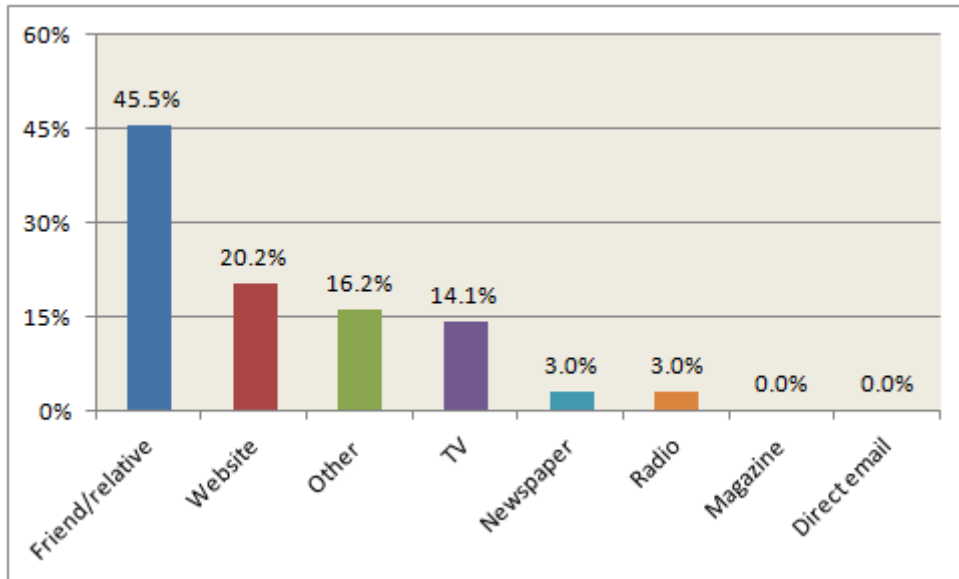


Q.5. How did you find out about the event?

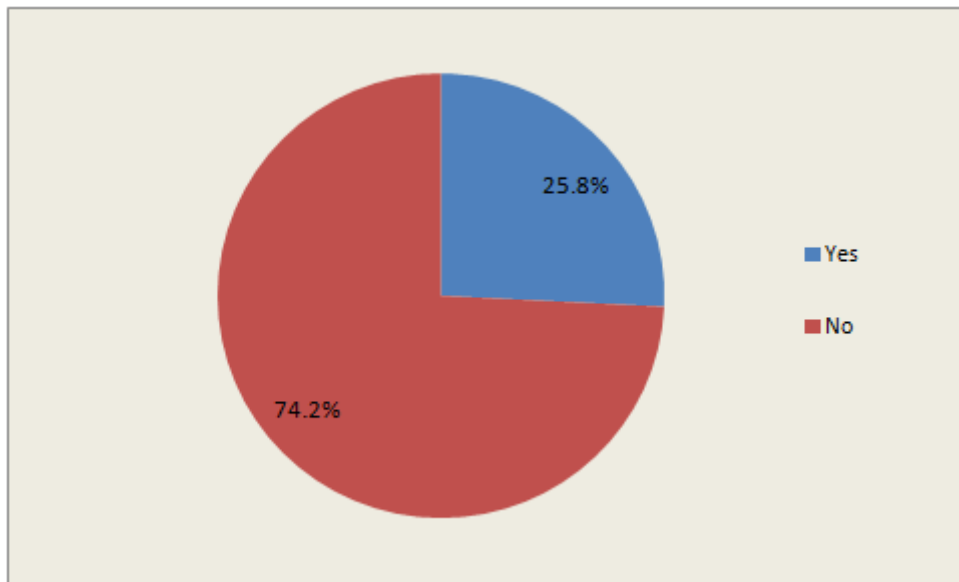
Major Findings

- The largest percent of respondents (46 %) learned about the event through friends or relatives
- Other successful advertising methods were television and the internet.

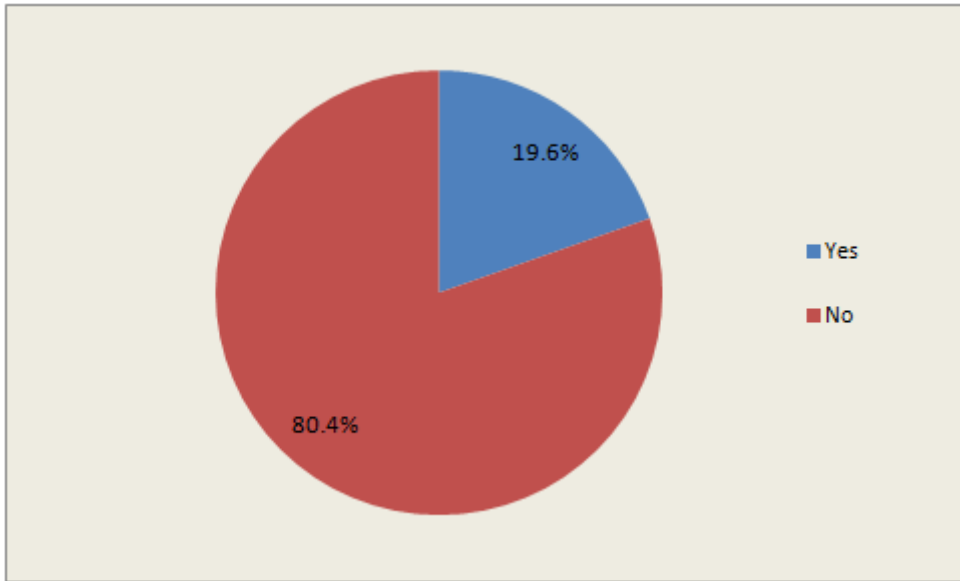
How Respondents Found Out About the Event at Schnepf Farms



Q.6.a. Did you choose this event/facility to attend over another event/facility in Queen Creek?



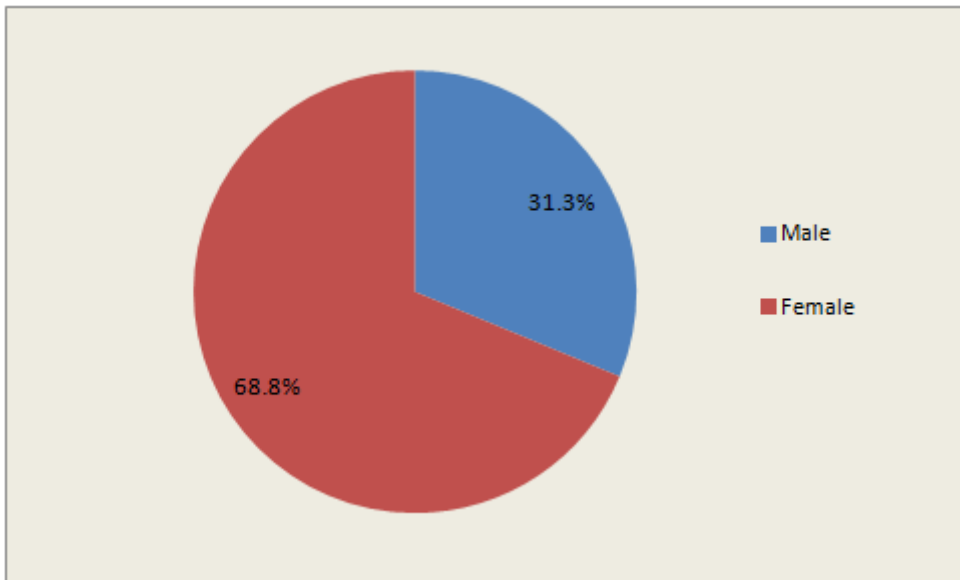
Q.6.b. Did you choose this event/facility to attend over another event/facility in another city?



Q.7. What is your gender?

- A little over two-thirds of the survey respondents were female.

Survey Respondent Gender
Schnepf Farms



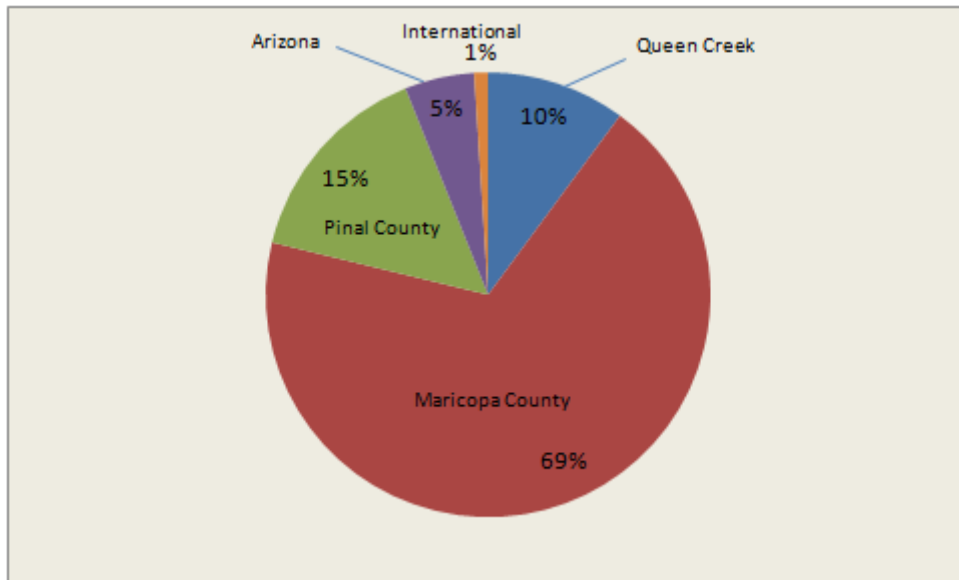
Q.8. What is the zip code of your permanent residents in the U.S.

Q.9. If not from the U.S. what is your country of origin?

Major Findings

- The largest percentage of people were from Maricopa County at 66 percent followed by Pinal County at 15 percent.
- 10 percent of the attendees were from Queen Creek
- There were no out-of-state visitors and one international visitor from Ireland.

**Place of Permanent Residence
Schnepf Farms Respondent**



QUEEN CREEK PERFORMING ARTS CENTER

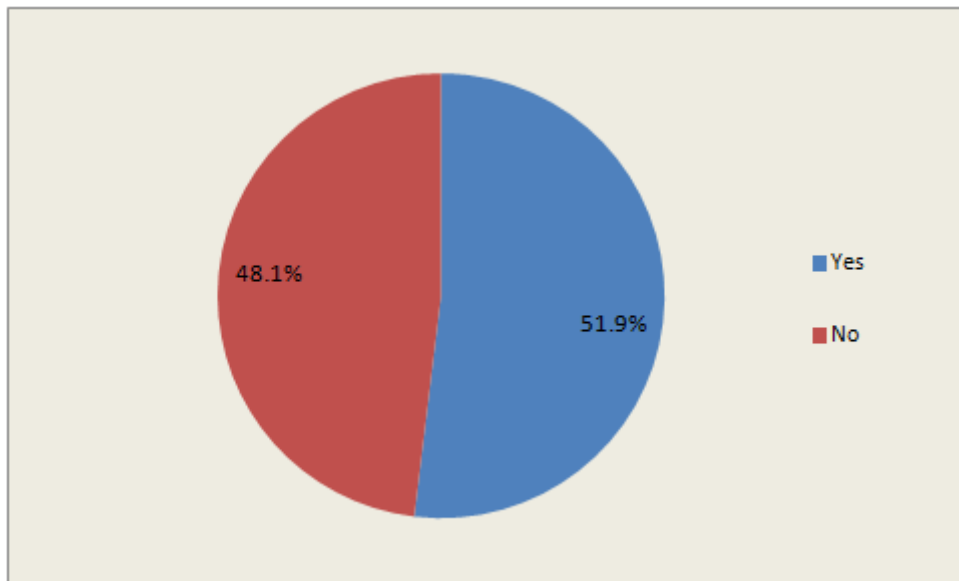
Intercept surveys were conducted at the Queen Creek Performing Arts Center (QCPAC) by volunteers during three performances held November 23 and 24, 2011 and January 6, 2012. A total of 105 surveys were collected. Following is a summary of the key findings.

Q.1. Is this your first time attending the Queen Creek Performing Arts Center? If no, how many other times have you attended?

Major Findings

- 48 percent of the attendees are repeat visitors to the Performing Arts Center.
- On average respondents have attended 24 times. (Some respondents indicated that they have attended more than 100 times).

First-Time Attendance at the Queen Creek Performing Arts Center

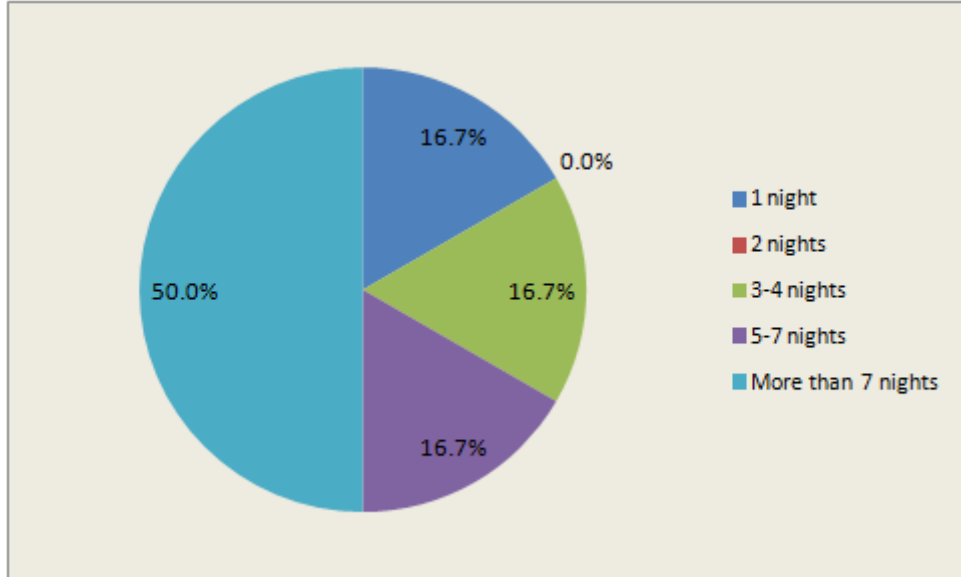


Q.2. How much time, in total, will you spend at this event?

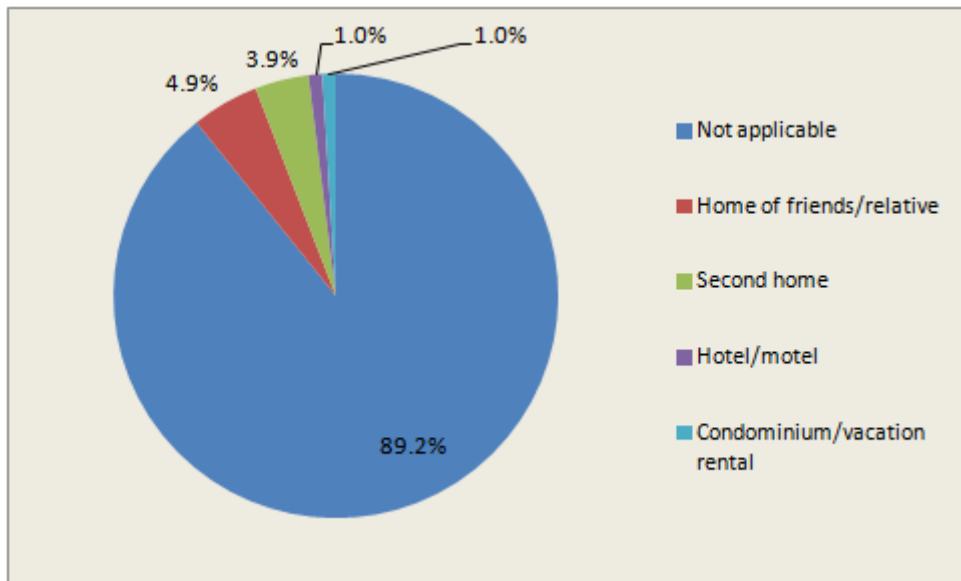
Major Findings

- 97 percent of the attendees spent 1-3 hours at the event.
- 11 percent of the respondents were visiting Queen Creek
- Only 10.8 percent of the Respondents were staying overnight and most of them stayed with friends/relatives or in a second home.
- Of those that spent the night, 50 percent stayed more than seven nights.

**Number of Nights Spent
Queen Creek Performing Arts Center**



**Lodging Type Used for Overnight Stay
Queen Creek Performing Arts Center**

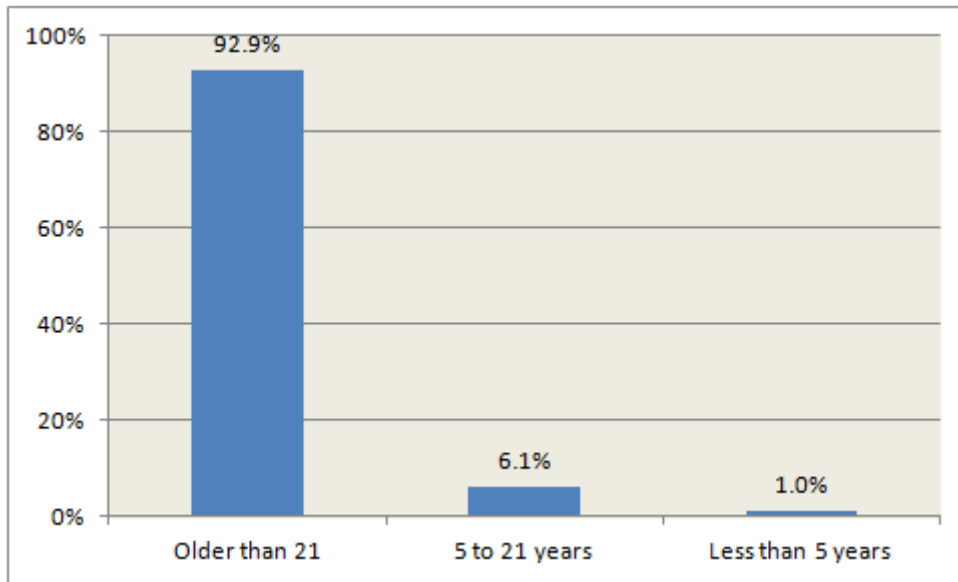


Q.3. How many people are in your travel party and what is their age range?

Major Findings

- The venue is geared towards adults with nearly 93 percent over the age of 21.
- The average party size was 2.57 people.

Age Range of Party Members Visiting the Queen Creek Performing Arts Center

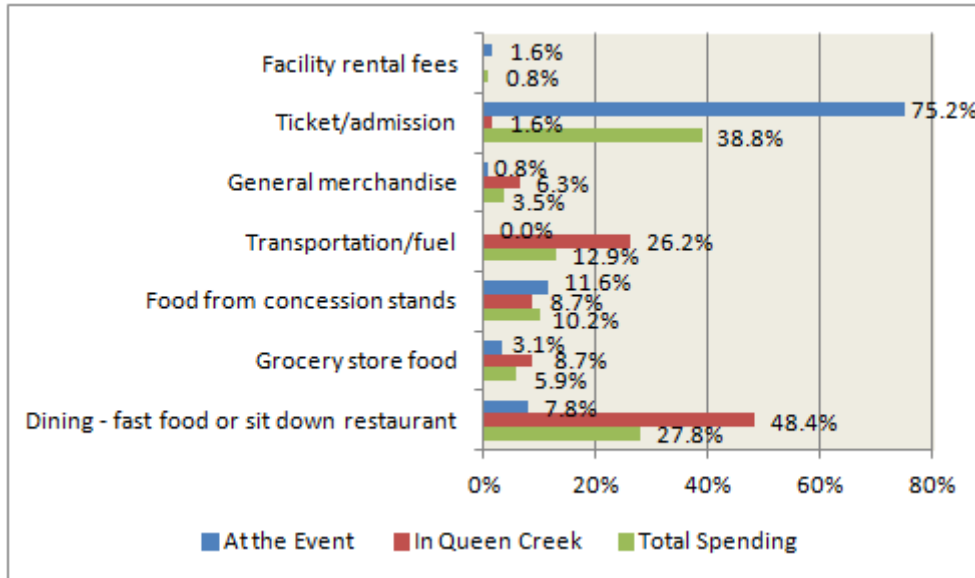


Q.4. Estimate the amount of money that your travel party is spending per day during this event?

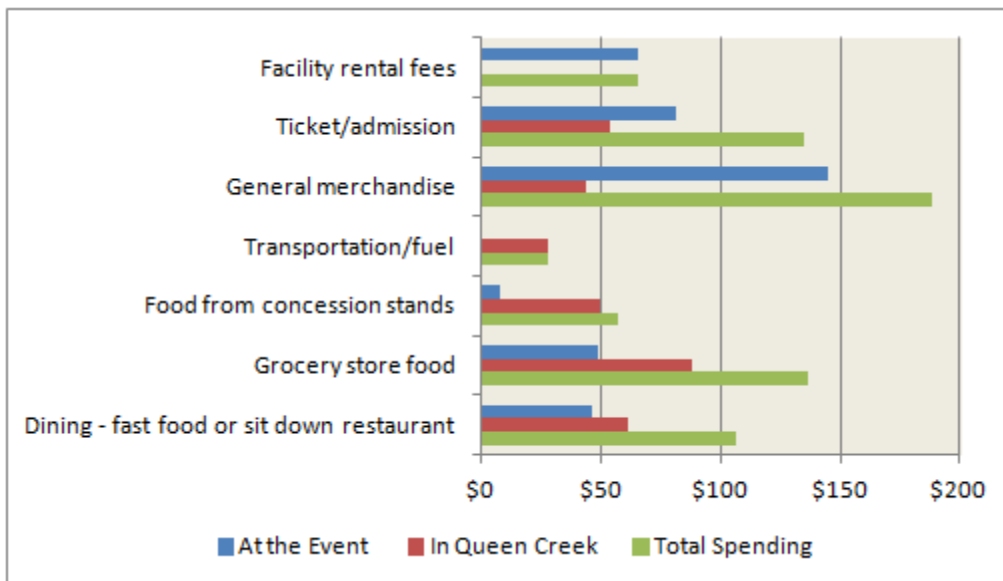
Major Findings

- The category that generated the most revenue was ticket/admission, which provided 75 percent of the revenue for the Performing Arts Center.
- Within the Town of Queen Creek, 48.4 percent of spending was on dining at fast food or sit down restaurants.
- General merchandise sales at the event averaged \$145 per party, but represents only 6.3 percent of the overall spending.

Percent of Total Spending by Travel Party by Category
Queen Creek Performing Arts Center



Average Travel Party Spending by Category
Queen Creek Performing Arts Center

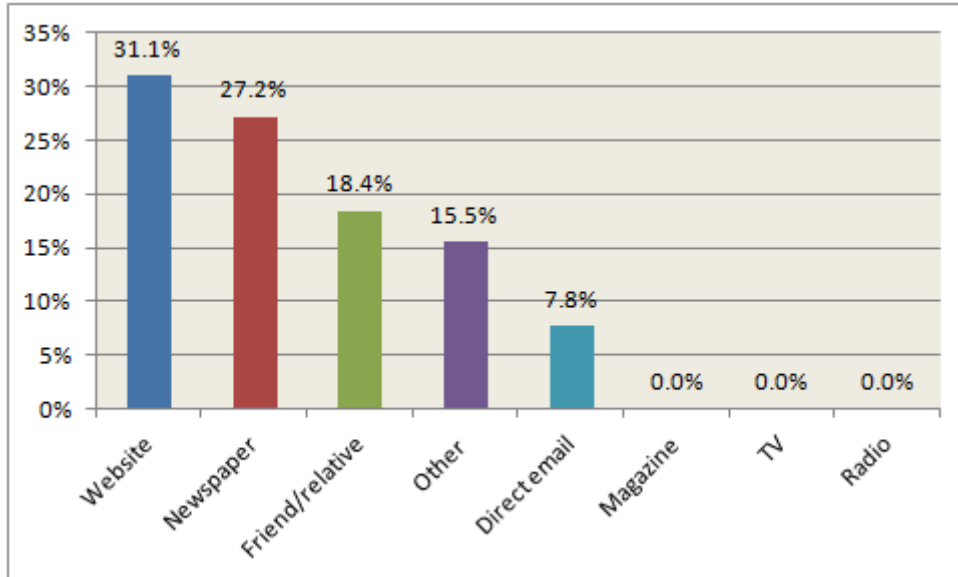


Q.5. How did you find out about the event?

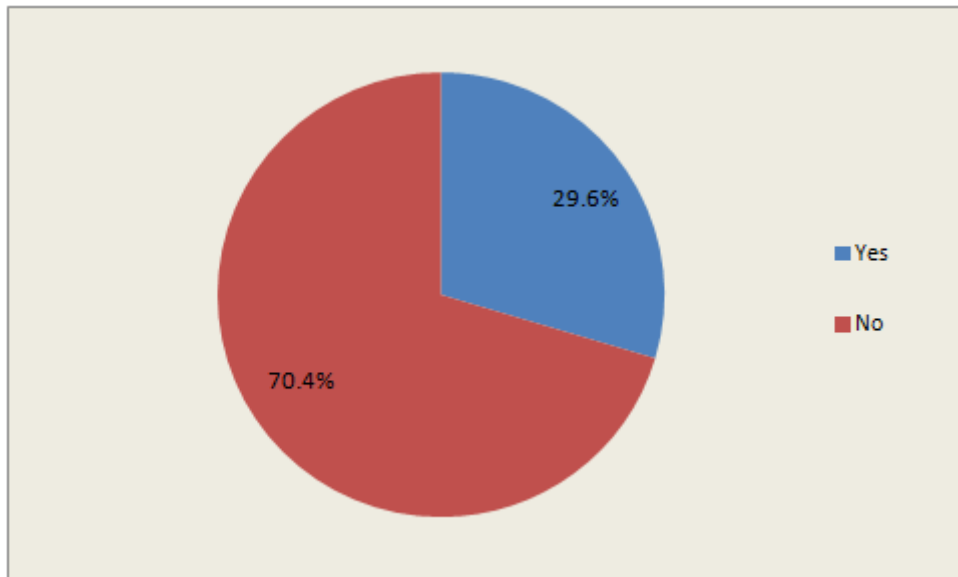
Major Findings

- 58.3 percent of respondents learned about the Performing Arts Center Event through the newspaper and website.

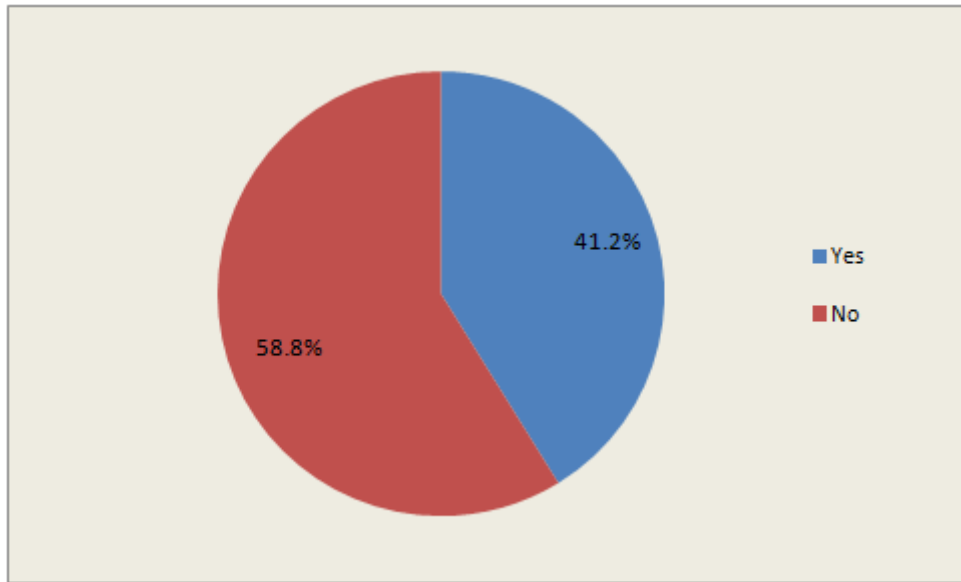
**How Respondents Found Out About the Event
Queen Creek Performing Arts Center**



Q.6.a Did you choose this event/facility to attend over another event/facility in Queen Creek?



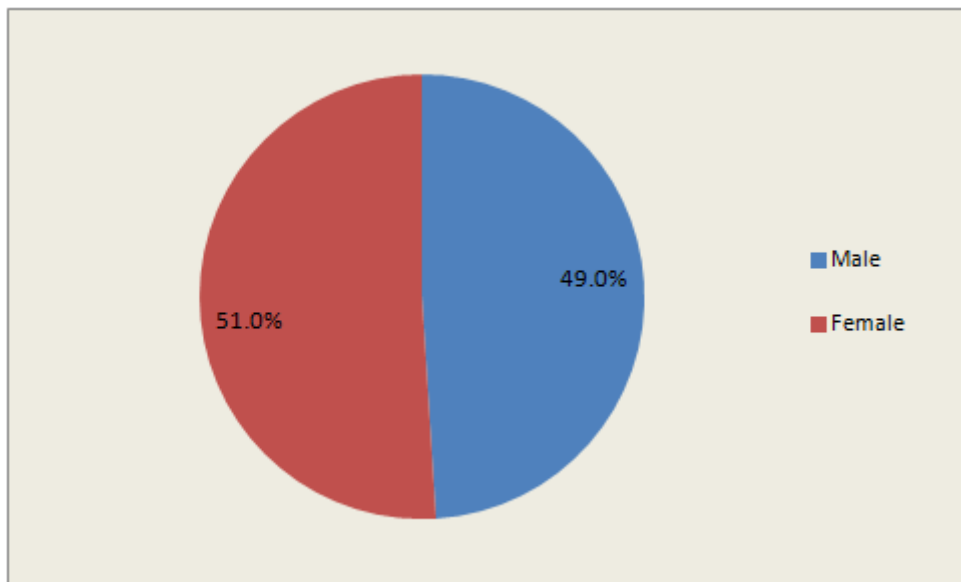
Q.6.b. Did you choose this event/facility to attend over another event/facility in another city?



Q.7. What is your gender?

- Respondents were nearly equally split between male and female.

Survey Respondent Gender
Queen Creek Performing Arts Center



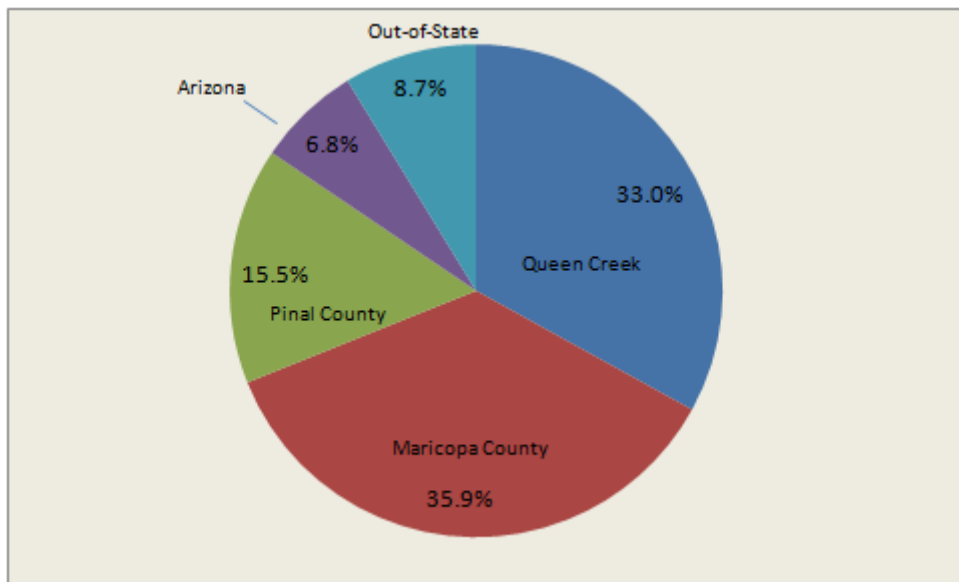
Q.8. What is the zip code of your permanent residents in the U.S.

Q.9. If not from the U.S. what is your country of origin?

Major Findings

- One-third of the patrons of the Performing Arts Center are from Queen Creek
- 51.4 percent were from Maricopa and Pinal Counties
- None of the respondents were International visitors from outside the U.S.

**Place of Permanent Residence
Queen Creek Performing Arts Center Respondent**



HORSESHOE PARK AND EQUESTRIAN CENTER

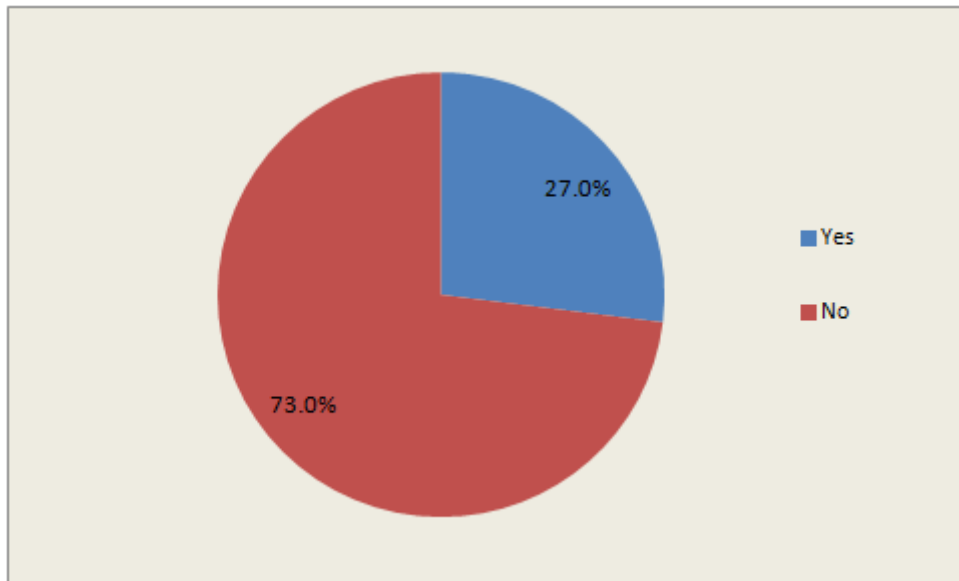
Horseshoe Park and Equestrian Centre (HPEC) is designed to accommodate a wide variety of events, with four arenas available to reserve year round. The type of events hosted at HPEC include breed shows, performance disciplines (cutting, roping, reined cowhorse) and rodeos or other spectator events such as horse expos. Volunteers conducted surveys at five separate events held at Horseshoe Park and Equestrian Center between November 2011 and March 2012. A total of 89 questionnaires were completed during this timeframe. Following is a summary of the key findings.

Q.1. Is this your first time attending the Horseshoe Park and Equestrian Center? If no, how many other times have you attended?

Major Findings

- 73 percent of the attendees are repeat visitors to the Horseshoe Park.
- On average they have attended 5 times.

First-Time Attendance at Horseshoe Park & Equestrian Center



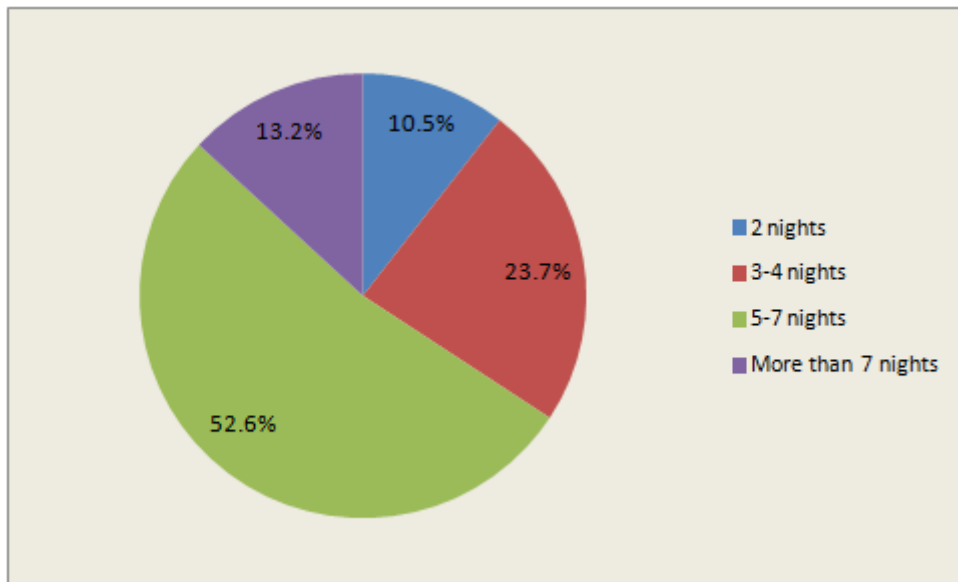
Q.2. How much time, in total, will you spend at this event?

Major Findings

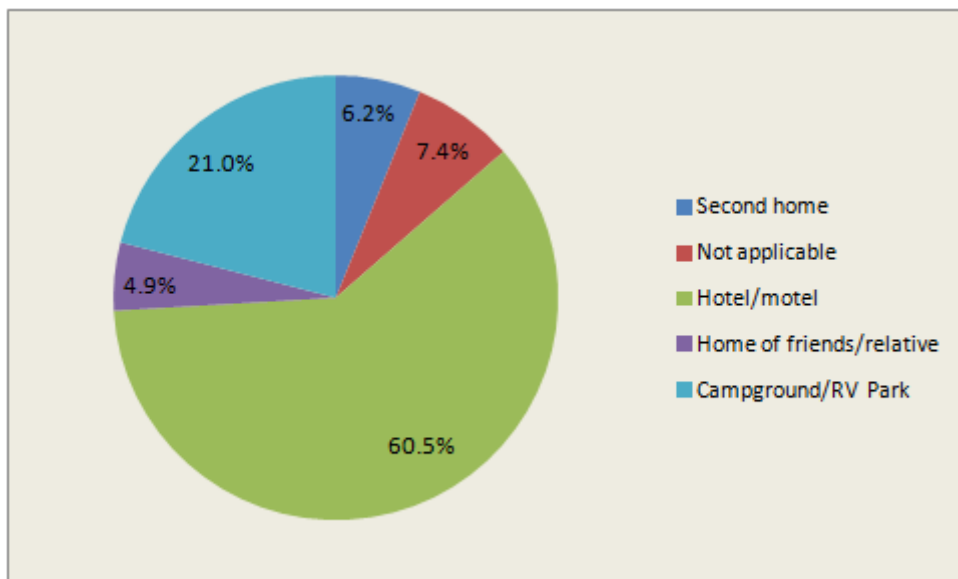
- The average amount of time spent at the events at Horseshoe Park was 7 days. The average number of nights in lodging while in the area was 15.
- 86 percent of the respondents were staying overnight at a lodging location to attend events at Horseshoe Park and Equestrian Center.

- 55.7 percent of attendees stayed in a hotel/motel and 19.3 percent stayed at a campground/RV park.
- Of those who stayed multiple nights, nearly 46 percent stayed in Gilbert followed by 24 percent in Mesa. Only 22 percent actually stayed in Queen Creek, with nearly all staying in a campground/RV park.

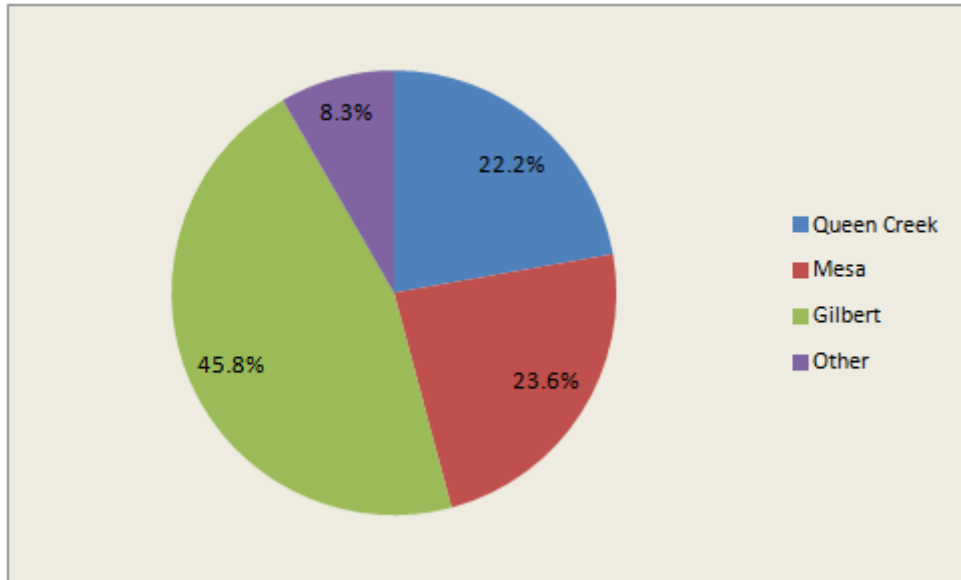
**Number of Nights Spent
Horseshoe Park & Equestrian Center**



**Lodging Type Used for Overnight Stay
Horseshoe Park & Equestrian Center**



**Cities Where Respondents Stayed
Horseshoe Park & Equestrian Center**

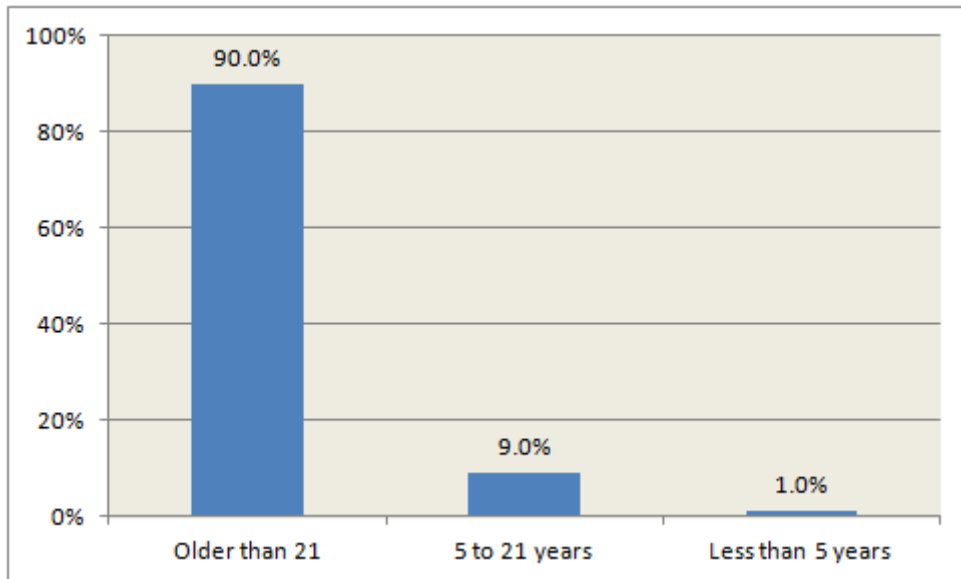


Q.3. How many people are in your travel party and what is their age range?

Major Findings

- The stages events and activities at Horseshoe Park and Equestrian Center attract an adult population, consequently the majority of participants are older than 21 years of age.

Age Range of Party Members Visiting the Horseshoe Park & Equestrian Center

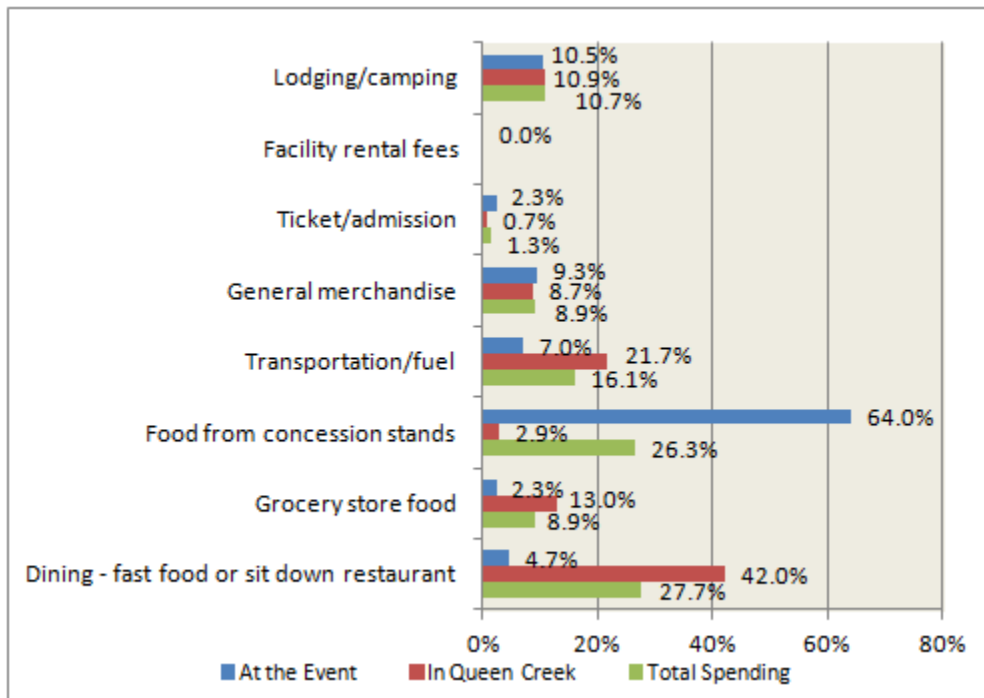


Q.4. Estimate the amount of money that your travel party is spending per day during this event?

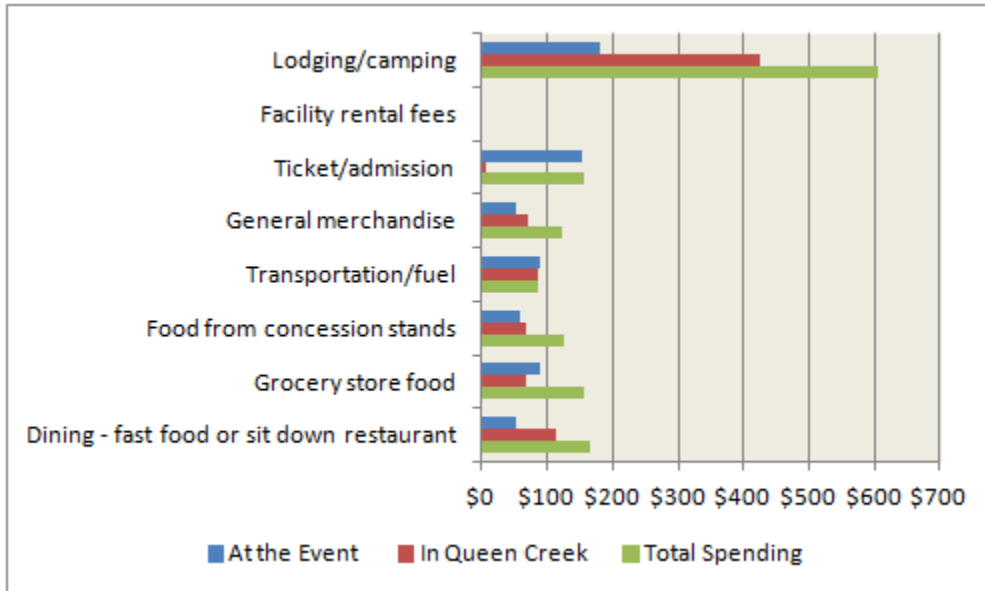
Major Findings

- At the event, the largest percentage of overall spending was for food at concession stands (64%) at the event followed by general merchandise (9.3%).
- The largest percentage of spending in Queen Creek was for dining (42%) followed by transportation/fuel (21.7%).
- While lodging comprised 10.7 percent of all spending it represents the greatest cash outlay at \$607 per respondent.

**Percent of Spending by Travel Party by Category
Horseshoe Park and Equestrian Center**



**Average Travel Party Spending by Category
Horseshoe Park and Equestrian Center**

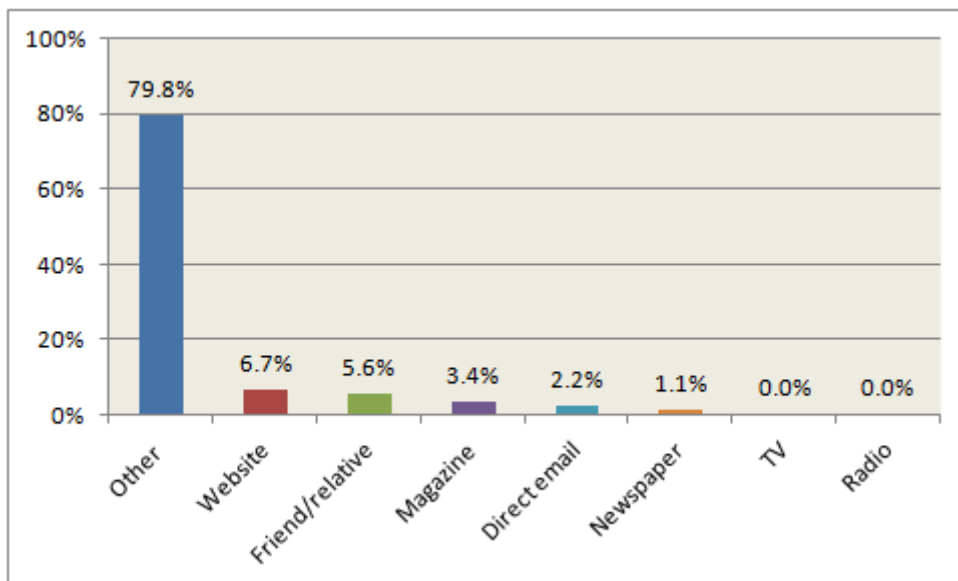


Q.5. How did you find out about the event?

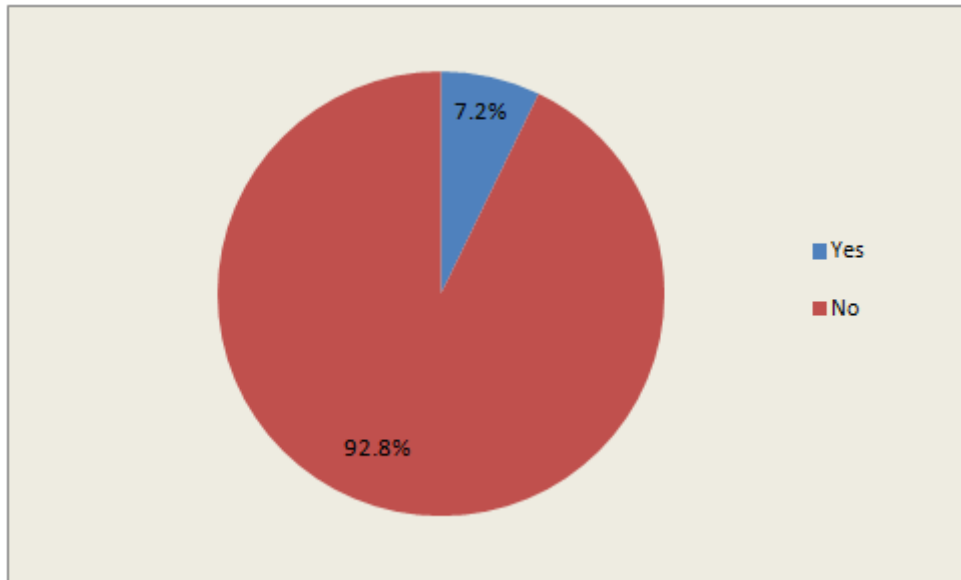
Major Findings

The vast majority (80 %) learned about this event through equestrian organizations, such as National Reined Cow Horse Association and Arizona Cutting Horse Association.

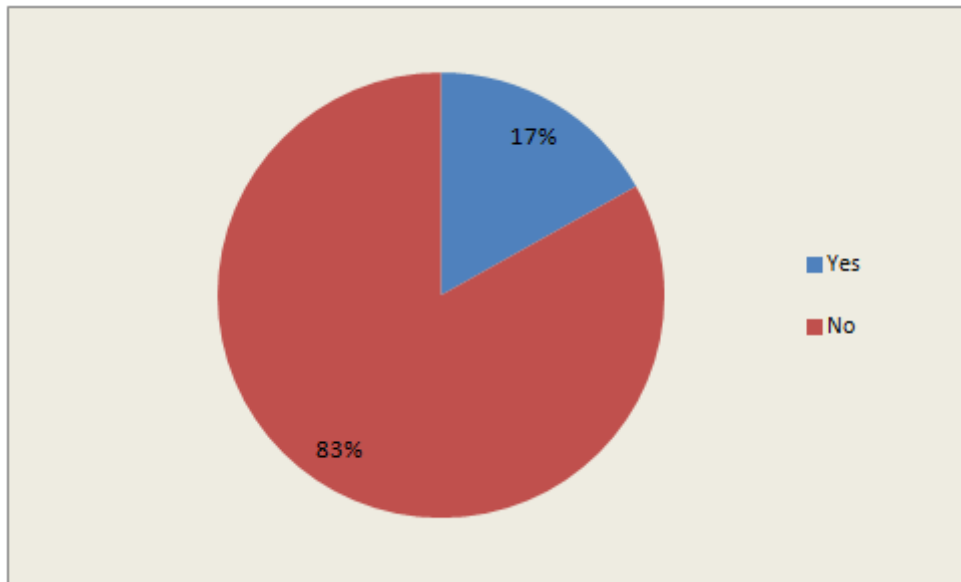
How Respondents Found Out About the Event at Horseshoe Park & Equestrian Center



Q.6.a Did you choose this event/facility to attend over another event/facility in Queen Creek?

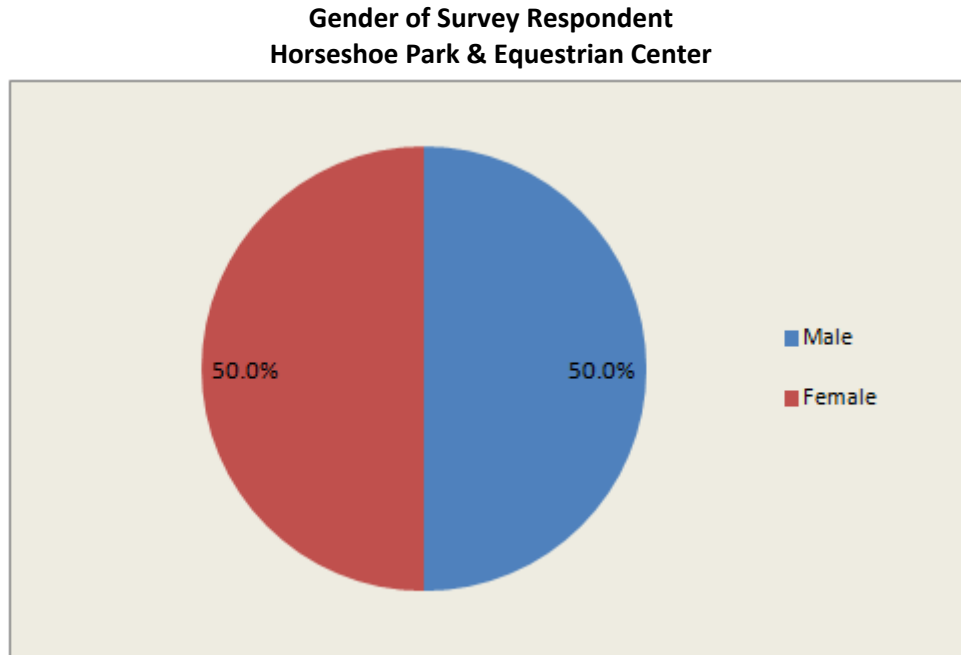


Q.6.b. Did you choose this event/facility to attend over another event/facility in another city?



Q.7. What is your gender?

- An equal split of respondents to the survey were male and female.



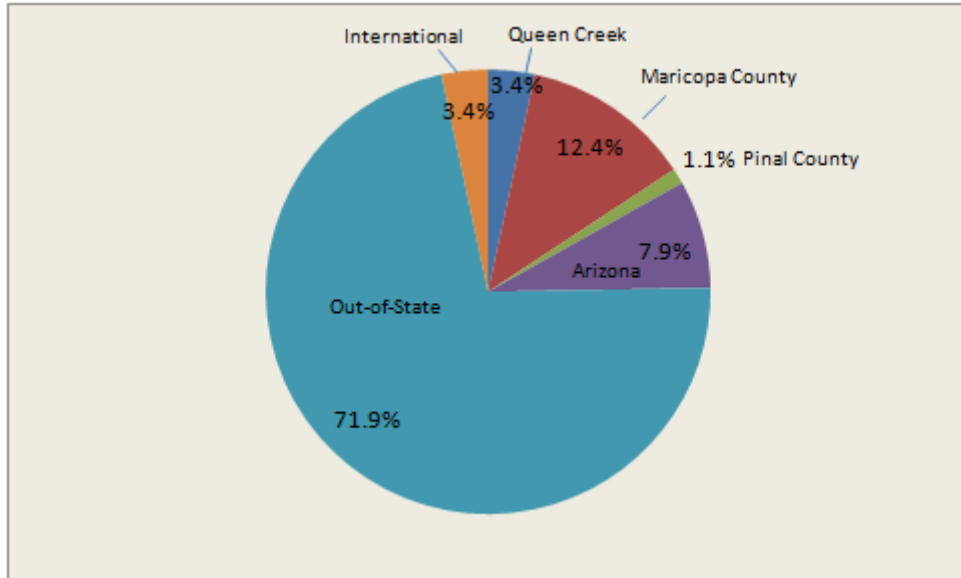
Q.8. What is the zip code of your permanent residents in the U.S.

Q.9. If not from the U.S. what is your country of origin?

Major Findings (For respondents from the United States)

- The vast majority of participants at Horseshow Park were from out of state (74.4%) and of those 42 percent were from California followed by 10 percent from Colorado
- 24 percent were from Maricopa and Pinal Counties
- International visitors represented 3.4 percent of the respondents and all were from Canada.

Place of Permanent Residence
Horseshoe Park & Equestrian Center



BARNEY'S FAMILY SPORTS CENTER

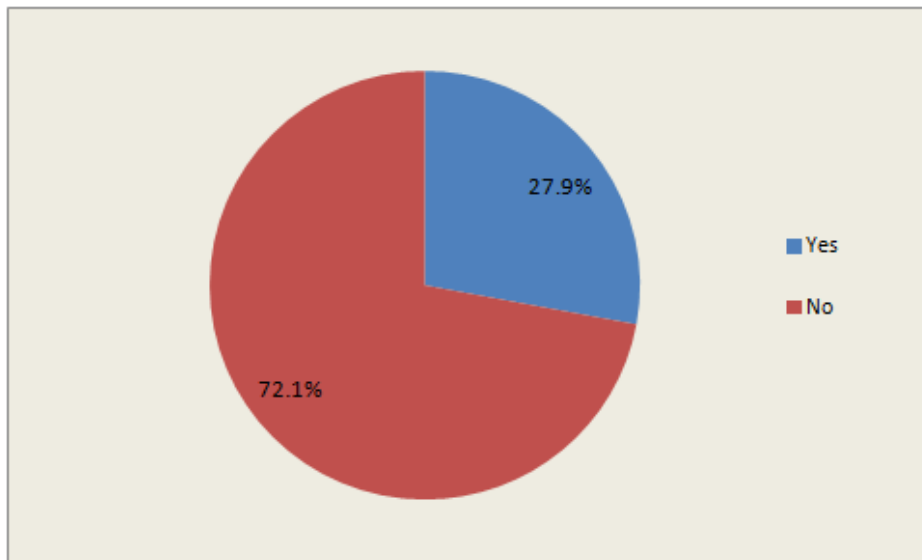
Barney's Family Sports Center is a family oriented sports facility, part of the Barney Family Sports Complex where a variety of adult and youth leagues, sporting camps and birthday celebrations are staged. Volunteers collected surveys on December 17 and 19, 2011 and March 31, 2012. A total of 86 surveys were collected.

Q.1. Is this your first time attending Barney's Sports Complex? If no, how many other times have you attended?

Major Findings

- 72 percent of the attendees are repeat visitors to Barney's.
- On average they have attended 27 times. (Some respondents indicated that they attend five days a week)

First-Time Attendance at Barney's Sports Complex

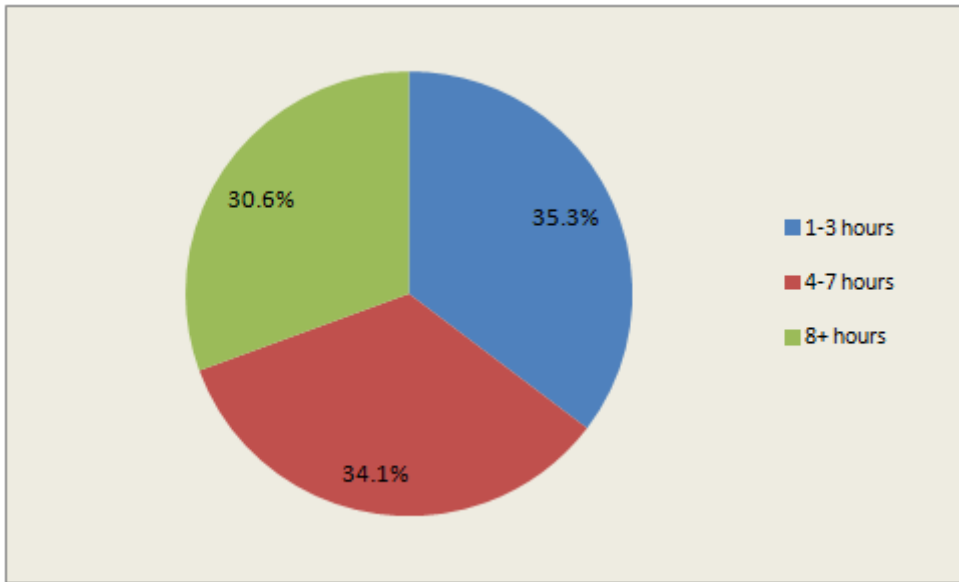


Q.2. How much time, in total, will you spend at this event?

Major Findings

- 35.3 percent of the attendees stayed at Barney's from 1 to 3 hours, while 34.1 percent stayed between 4 to 7 hours, with the remainder of the respondents (30.6%) staying over 8 hours.
- Only 1 percent of the respondents stayed overnight.

Total Time Spent at Barney’s Sports Center

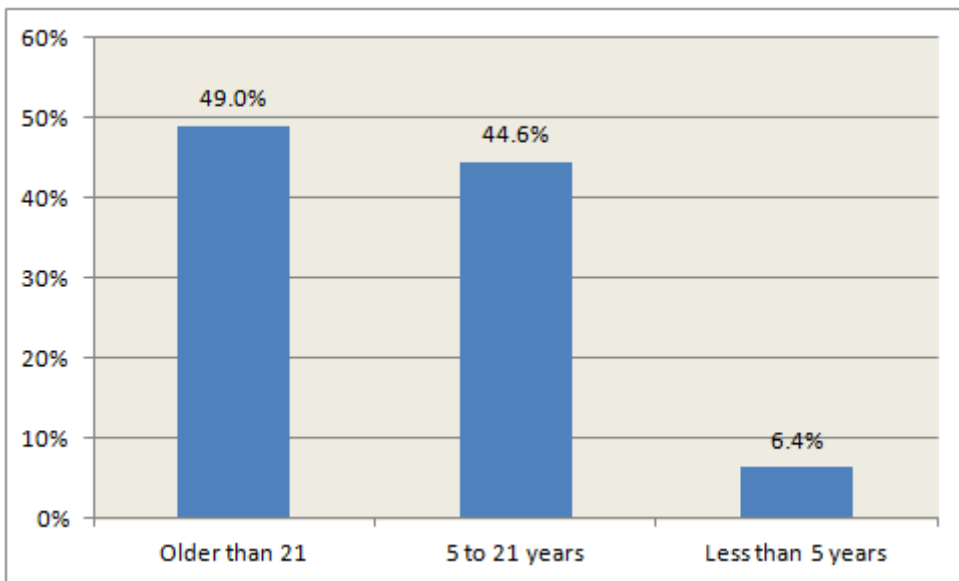


Q.3. How many people are in your travel party and what is their age range?

Major Findings

- The average party size was 1.32 people.
- The split between over 21 and under 21 years of age was nearly equal.

Age Range of Party Members Visiting Barney’s Sports Center

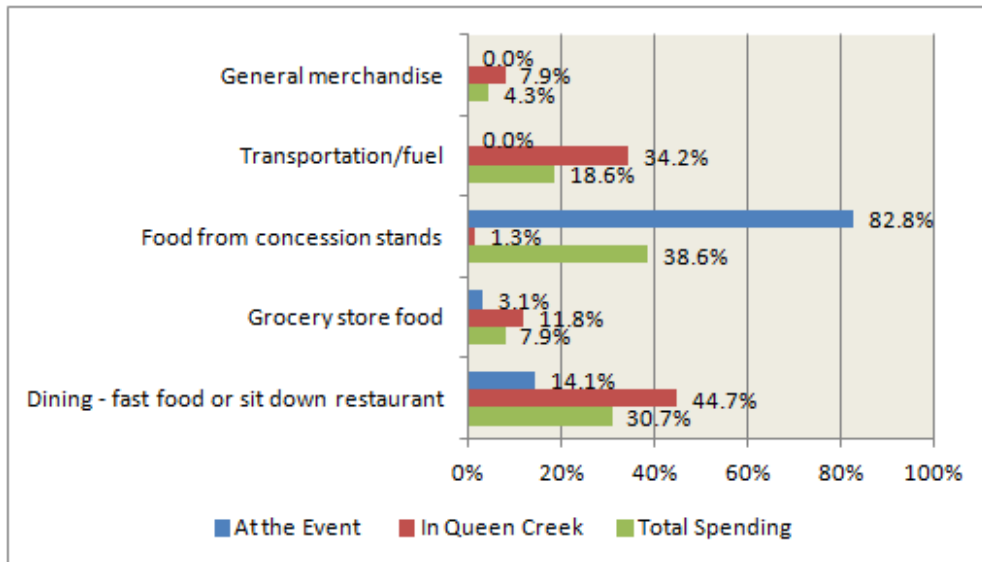


Q.4. Estimate the amount of money that your travel party is spending per day during this event?

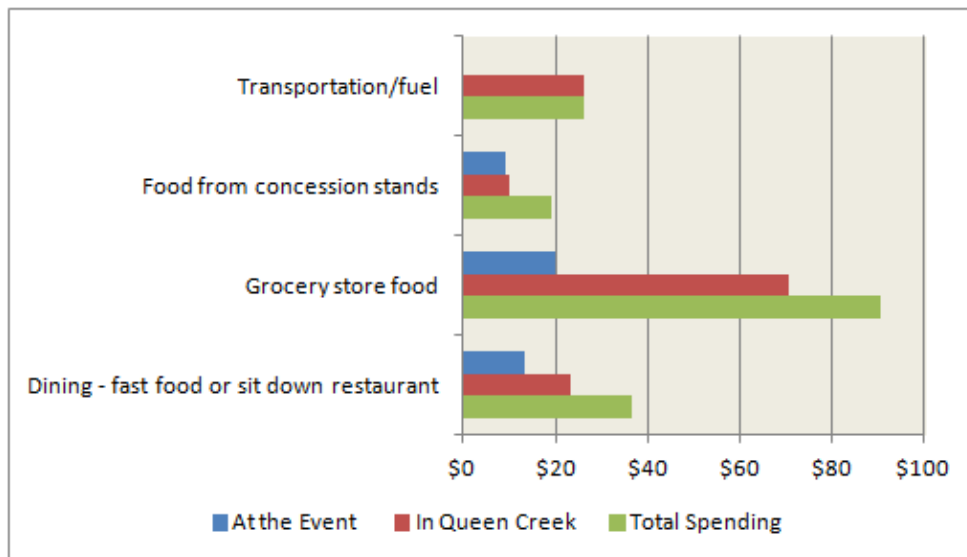
Major Findings

- The largest percentage of overall spending at the event (82.3%) was for food from concession stands.
- The largest percentage of overall spending in the Town of Queen Creek was for dining (44.7%).
- In terms of total actual expenditures by category, the greatest dollar amount went to grocery store food followed by dining.

**Percent of Spending by Travel Party by Category
Barney's Sports Center**



**Average Travel Party Spending by Category
Barney's Sports Center**

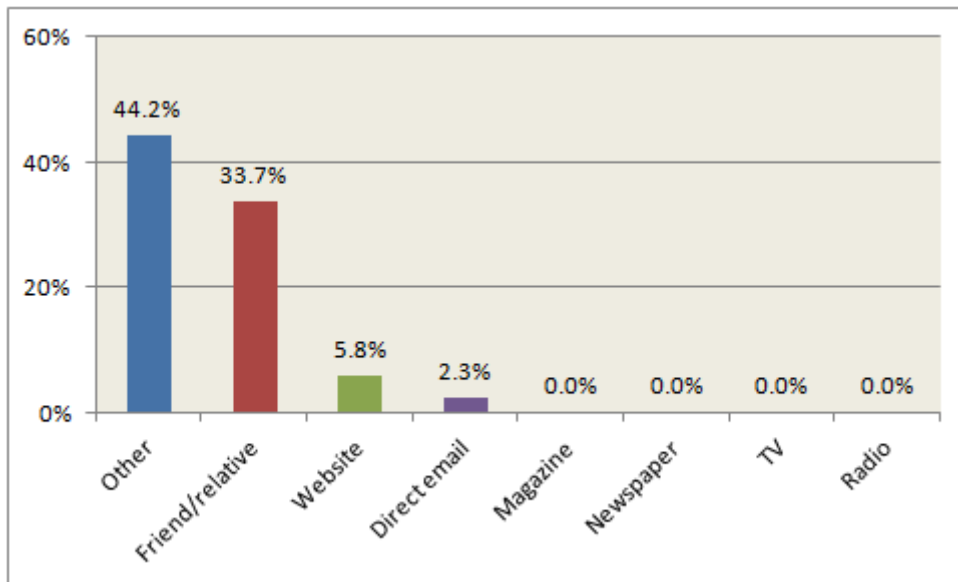


Q.5. How did you find out about the event?

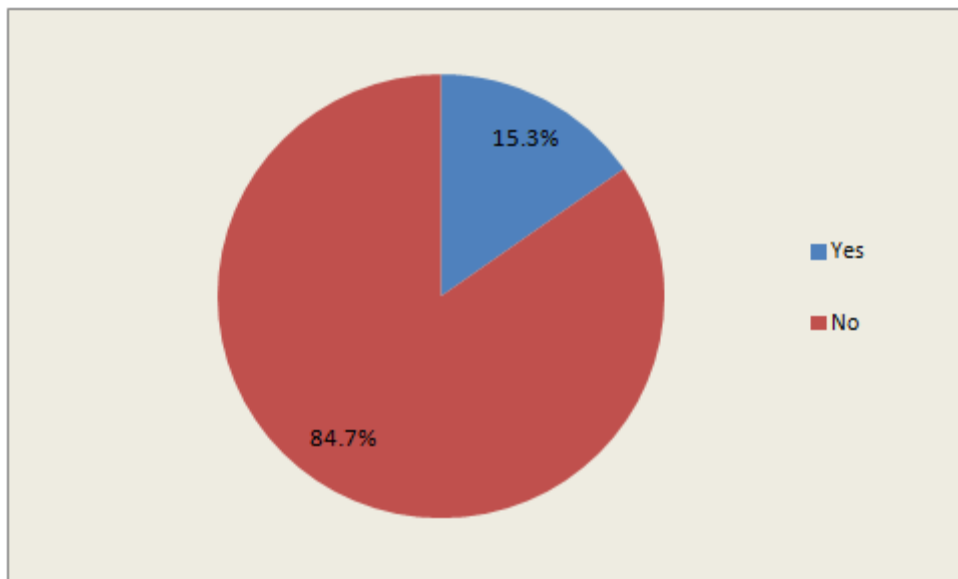
Major Findings

- 44.2 percent of respondents found out about Barney's through other means including leagues and associations, such as Club Volleyball and USA Volleyball.
- 33.7 percent learned about Barney's through friends and relatives

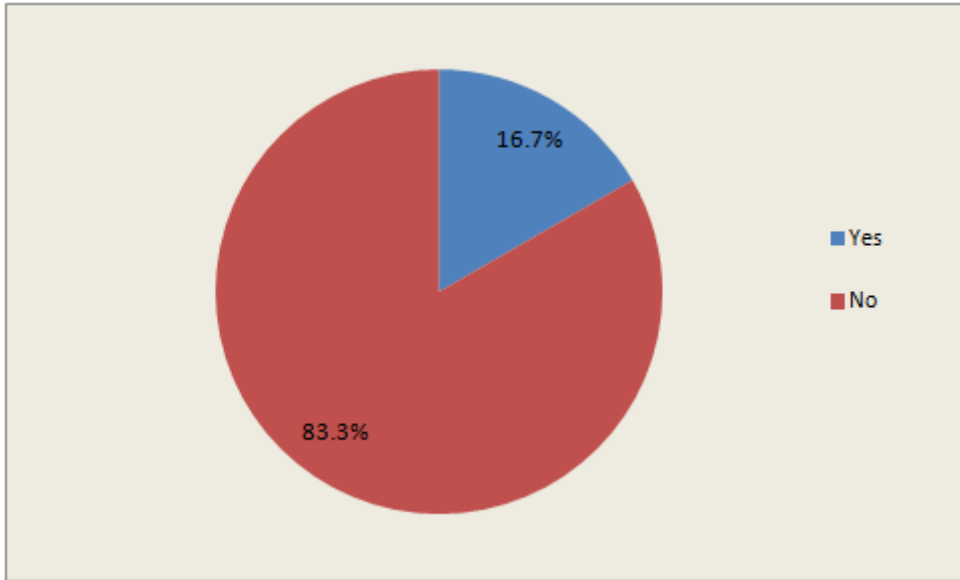
How Respondents Found Out About Barney's Sports Center



Q.6.a. Did you choose this event/facility to attend over another event/facility in Queen Creek?



Q.6.b. Did you choose this event/facility to attend over another event/facility in another city?

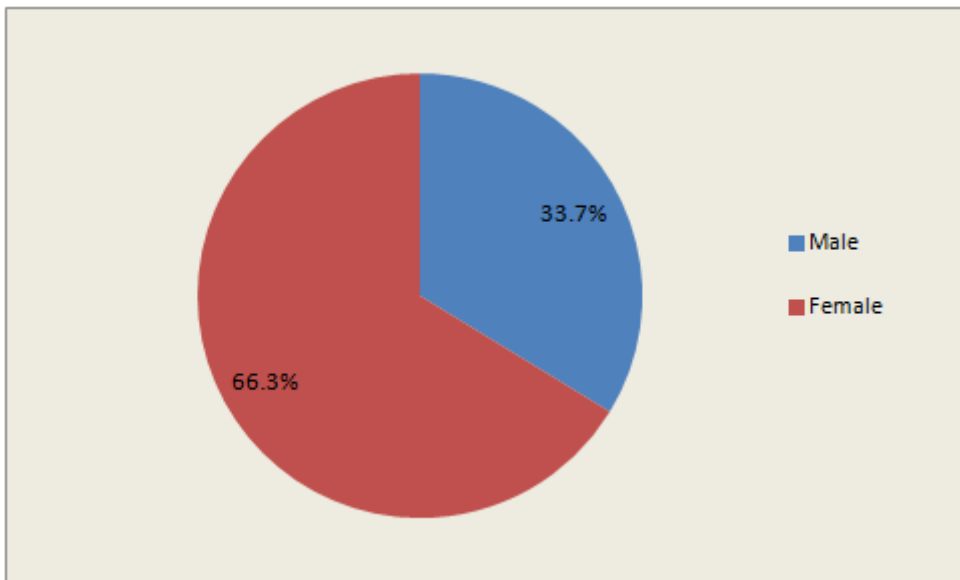


Q.7. What is your gender?

Major Findings

- The majority of the respondents to the survey were female.

Gender of Respondent
Barney's Sports Center



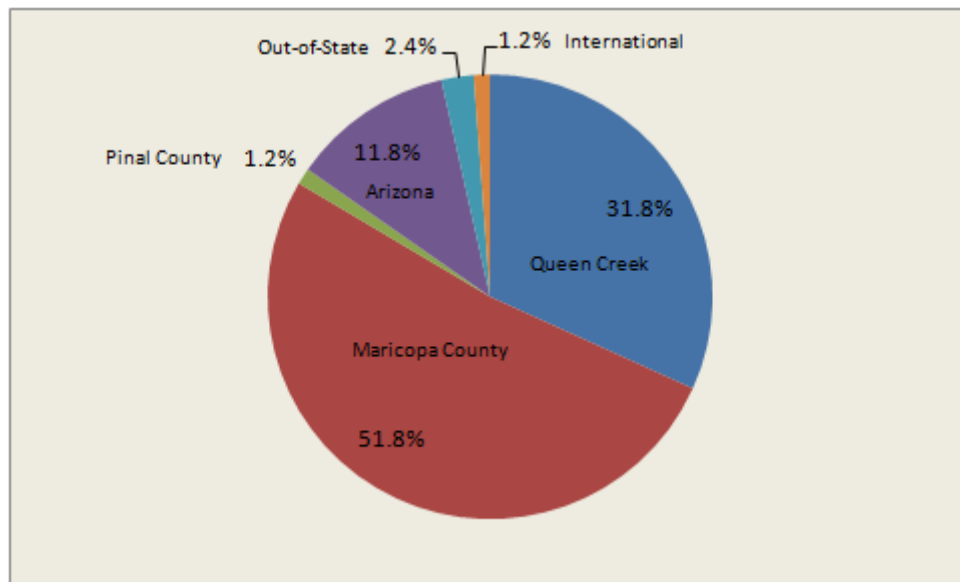
Q.8. What is the zip code of your permanent residence in the U.S.

Q.9. If not from the U.S. what is your country of origin?

Major Findings (Out of respondents from the U.S.):

- The majority of the attendees at Barney's were from Maricopa County at 51.8 percent followed by residents of Queen Creek at 31.8 percent. 31
- 11 percent were from the Tucson area.
- 1 percent of the respondents were from outside of the U.S. (Canada).

**Place of Permanent Residence
Barney's Sports Center**



3. ECONOMIC IMPACT ANALYSIS

This economic impact analysis was prepared to help the Town of Queen Creek understand the direct and multiplier effects of spending that these five venues have on the local and regional economy. Input into the econometric model was based on the primary research obtained during the on-site surveys.

The economic impact analysis takes the direct inputs of the survey findings (annualized) and measures the indirect and induced impacts that would likely accrue to an area. ESI Corp utilized the IMPLAN econometric model² to effectively estimate the economic impact of a variety of arts and entertainment venues on the economy in Queen Creek and Maricopa County. The IMPLAN model is a computerized input-output model which analyzes the economic impact on a user defined study area. Regional information gathered from federal data sets is used to develop custom models for each individual study area. Study areas can be defined as an aggregation of zip codes, single counties, multi-county regions, one or more states, or the entire national economy.

The IMPLAN econometric model operates by estimating the direct impacts, indirect impacts, and induced impacts of specific economic activity within the study area:

- **Direct** economic impacts are those attributable to the initial economic activity. For example, an operation with ten full-time employees creates ten direct jobs.
- **Indirect** economic impacts are those economic activities undertaken by vendors and suppliers within the supply chain of the direct activity as a result of the initial economic activity. For example, suppliers of goods, materials, and services used in the direct activities produce indirect economic impacts.
- **Induced** economic impacts result from the spending of wages paid to employees in local industries involved in direct and indirect activities. These wages, which are analogous to household spending, support additional local activities, such as the purchase of goods and services within the region. In turn, that portion of spending that accrues to local businesses and employees is once again re-circulated within the local economy, producing additional activity.

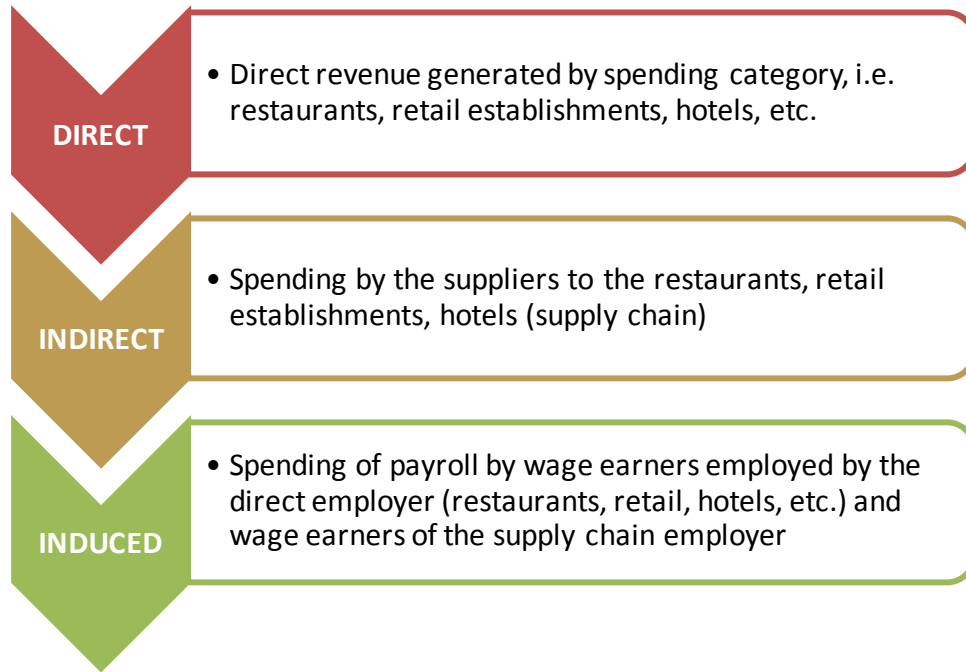
The categories of impacts which were analyzed in the modeling process include:

1. **Employment impact** – this represents the full and part time jobs, including self employed.
2. **Earnings impact** – wages paid to personnel associated with the economic activity. Includes total wage and salary including benefits of the direct, indirect and induced employees
3. **Economic Output** – this represents the spending or gross receipts for goods or services generated.

The model measures the amount of economic activity in each round of spending until all of the spending within the defined region has been leaked outside the study area.

² IMPLAN stands for Impact Analysis for Planning. The software was created and is distributed by the Minnesota IMPLAN Group (MIG) out of Stillwater, Minnesota.

The following chart describes the various economic impacts that spending generated by the various arts and entertainment venues has on the economy.



METHODOLOGY

Modeling the economic impact of the various arts and entertainment venues began by utilizing direct revenue and spending data provided by the various venues. This data was supplemented by the intercept survey results. The Town also provided annual attendance figures for each of the five venues.

When using the survey data, a variety of steps were undertaken to organize the data; including calculating spending per person, identifying the percent of respondents that spent money in each category, computing the annualized spending and finally multiplying annual spending by the annual attendance. The annual spending was then used in the impact model to estimate the direct and multiplier effects on the economy.

The Schnepf Farms analysis was limited to attendance at the Pumpkin Festival. This was due to the nature of activities offered throughout the year. For example, some of the activities, such as the Peach Festival, do not require an admission fee. They also rent out the facility for wedding and birthday parties for a fee. By omitting attendance at these other events prevented the skewing of the spending data.

Utilizing the economic impact software, two econometric models were prepared, one for Queen Creek and one for Maricopa County, to analyze the direct and multiplier effects (indirect and induced) that the associated spending generated by these five venues have on the Town of Queen Creek and Maricopa County as a whole. A comparison between these two models was also performed to see how much of the economic impact was captured by the Town of Queen Creek.

When setting up the Queen Creek econometric model, the study area boundaries for the Town were represented by zip codes 85140, 85142, and 85298. The Maricopa model was based on the county, plus the Pinal County zip code 85140.

ECONOMIC IMPACT FINDINGS

An economic impact analysis was conducted on each of the five arts and entertainment venues, assessing the impact to the Town of Queen Creek and Maricopa County as a whole. Following are the model inputs and summarized findings for each venue and a separate analysis for Horseshoe Park and Equestrian Center (HPEC).

Impact Model Inputs

Data entered into the model was represented by the revenue generated for each venue by spending category and is noted in Table 4. When examining all five venues the total amount of money spent during Fiscal Year 2011-12 equals \$18.8 million. Queen Creek Olive Mill generated the most revenue at \$6.1 million, followed by HPEC at \$4.7 million. The largest category of overall spending is dining at \$5.5 million (fast food or sit down) followed by general merchandise (\$3.9 million) and transportation and fuel (\$2.4 million). The Queen Creek Olive Mill contributed the most in general merchandise sales and dining, while HPEC generated the most in lodging.

Table 4 - Economic Impact Model Inputs, Direct Spending by Category

	Schnepf Farms ¹	Olive Mill	Queen Creek PAC	HPEC	Barney's Family Sports	Totals per Category
Dining - fast food or sit down restaurant	\$762,882	\$1,507,300	\$1,729,909	\$1,342,387	\$197,557	\$5,540,035
Grocery store food	\$196,125	\$747,832	\$481,453	\$276,069	\$242,248	\$1,943,726
Food from concession stands	\$503,871	\$0	\$48,160	\$84,929	\$49,781	\$686,741
Transportation/fuel	\$487,757	\$511,546	\$379,351	\$614,551	\$440,891	\$2,434,098
General merchandise	\$449,633	\$3,225,900	\$4,500	\$245,742	\$0	\$3,925,775
Ticket/admission	\$1,164,564	\$170,800	\$199,000	n/a	\$250,000	\$1,784,364
Facility rental fees	\$40,483	\$0	\$117,700	\$381,681	\$105,000	\$644,864
Classes/workshops	n/a	n/a	\$22,000	n/a	n/a	\$22,000
Lodging/camping	\$8,081	\$0	\$0	\$1,794,806	\$0	\$1,802,887
Overnight RV at HPEC	n/a	n/a	n/a	\$29,310	n/a	\$29,310
Totals per Event	\$3,613,395	\$6,163,378	\$2,982,073	\$4,769,475	\$1,285,478	\$18,813,800
Annual Attendance	100,000	750,000	112,000	34,130	125,000	1,121,130
Average Spending per Person	\$36.13	\$8.22	\$26.63	\$139.74	\$10.28	\$16.78

¹Figures for Pumpkin Festival only.

Arts and Entertainment Venue Impact Results

A total of 1.1 million people participated in the five arts and entertainment venues in Queen Creek, in which they spent on average \$16.78 per person. Based on the estimated revenue of \$18.8 million, these venues support 228 direct jobs within Queen Creek with an annual payroll value of \$6 million. The total direct economic output is valued at \$13 million. When taking into consideration the multiplier effects (indirect and induced) the total number of jobs supported by these five arts and entertainment venues

in Queen Creek is 268, with an annual payroll valued at \$7.7 million and a grand total economic output of \$23.7 million. When analyzing the economic impact to the county as a whole, there are 329 jobs associated with these venues, contributing \$10.6 million in payroll and generating \$29.8 million in economic output (Table 5).

Table 5 - Economic Impact of All Venues			
Queen Creek			
Impact Type	Employment	Labor Income	Economic Output
Direct Effect	228	\$6,056,400	\$18,813,800
Indirect and Induced	40	\$1,684,033	\$4,893,772
Queen Creek Total Effect	268	\$7,740,433	\$23,707,571
Maricopa County			
Direct Effect	243	\$6,597,431	\$18,813,800
Indirect and Induced	86	\$4,016,747	\$11,069,637
Maricopa County Total Effect	329	\$10,614,178	\$29,883,437

Source: IMPLAN

Every community has a degree of leakage to neighboring communities or states. The economic impact that Queen Creek derives from these five venues is fairly significant and captures nearly 79.3 percent of the total economic output as denoted in Table 6. When reviewing the industry detail, the two categories in which leakage occurs the most is in lodging and food services and drinking places.

Table 6 - Economic Impact Leakage (direct, indirect and induced)			
Impact Type	Employment	Labor Income	Economic Output
Maricopa County	329	\$10,614,178	\$29,883,437
Queen Creek	268	\$7,740,433	\$23,707,571
Leakage	61	\$2,873,745	\$6,175,865

Source: IMPLAN

Table 7 is a summary of the economic impact of each venue within the Town of Queen Creek. When reviewing the economic impact of the various arts and entertainment venues within Queen Creek, it is apparent there is some variation. The largest generator of total jobs are the Queen Creek Olive Mill at 106 followed by Schnepf Farms at 55. When looking at total economic output, the greatest contributor to the local economy includes Queen Creek Olive Mill followed by HPEC. Impacts resulting from Queen Creek PAC and HPEC are inclusive of event activities and the operational payroll associated with the venue.

The direct figures, which are generated by the impact model, include the first round of spending within the community, which means is captures the jobs and payroll of the suppliers to these venues.

Table 7 - Queen Creek Economic Impact Summary, 2012

	Direct	Indirect & Induced	Total Effect
Schnepf Farms			
Jobs	46	9	55
Payroll	\$1,229,622	\$366,146	\$1,595,777
Output	\$3,613,395	\$1,033,927	\$4,647,322
Queen Creek Olive Mill			
Jobs	91	15	106
Payroll	\$2,418,417	\$631,466	\$3,049,883
Output	\$6,163,378	\$1,854,639	\$8,018,017
Queen Creek PAC (Combined Events and Operations)			
Jobs	40	8	48
Payroll	\$1,074,178	\$317,262	\$1,391,440
Output	\$2,982,073	\$919,813	\$3,901,886
HPEC (Combined Events and Operational Payroll)			
Jobs	35	7	41
Payroll	\$1,041,955	\$272,714	\$1,314,669
Output	\$4,769,475	\$799,678	\$5,569,153
Barney's Family Sports			
Jobs	16	2	18
Payroll	\$292,228	\$96,445	\$388,673
Output	\$1,285,478	\$285,715	\$1,571,193
Total Jobs	228	40	268
Total Payroll	\$6,056,400	\$1,684,033	\$7,740,442
Total Output	\$18,813,799	\$4,893,772	\$23,707,571

Source: IMPLAN

Horseshoe Park and Equestrian Center

The Town of Queen Creek owns and operates HPEC. This facility plays host to a variety of equestrian events, such as breed shows, performance disciplines (cutting, roping, reined cowhorse) and rodeos or other spectator events such as horse expos. During FY2011-12 HPEC hosted 123 events (49 event days) with an annual attendance of 34,130 people.

To gain a comprehensive understanding of the impact that HPEC has on the local economy, the economic analysis examined two things: 1) the economic impact of events staged at HPEC and 2) the economic impact of the value of the HPEC operations relating to payroll. Impact of the events included participant spending on food and beverage, transportation and fuel, general merchandise, lodging and the like. Impact of the Town operations was based on payroll spending, which are the induced effects.

When first examining the economic impact of the events staged at HPEC and the associated spending of the 34,130 attendees, these activities support 34 total jobs with a total payroll of \$875,542 and a total economic output of \$5.3 million. Payroll spending (induced effects) associated with HPEC indicates another 8 jobs with an additional \$439,127 in total payroll. When combining events and operations, the total economic impact that HPEC has on Queen Creek's economy, translates into 41 jobs and total economic output of \$5.5 million. Based on an annual operating budget of \$793,671, the return on investment to the community is substantial. For every direct dollar Queen Creek spends to support HPEC, there results another \$7.02 that is generated or spent within the community from the events.

Table 8 - HPEC Economic Impact on Queen Creek			
HPEC Events Impact			
Impact Type	Employment	Labor Income	Output
Direct Effect	29	\$664,207	\$4,769,475
Indirect and Induced	5	\$211,335	\$619,505
Total Effect	34	\$875,542	\$5,388,980
HPEC Payroll Impact			
Direct Effect	6	\$377,748	\$0
Induced	2	\$61,379	\$180,173
Total Effect	8	\$439,127	\$180,173
HPEC Combined Events and Operations			
Direct Effect	35	\$1,041,955	\$4,769,475
Indirect and Induced	7	\$272,714	\$799,678
Total Effect	41	\$1,314,669	\$5,569,153

Source: IMPLAN

When analyzing the economic impact that HPEC has on the Maricopa County economy the impact grows to 71 total jobs with an annual payroll of \$2.6 million and total economic output of \$7.5 million. One of the primary differences between the impact generated in Queen Creek versus the balance of Maricopa County is the lodging dollars that are spent outside of the Town of Queen Creek.

There are many industries that are the recipients of the direct spending and subsequent multiplier effects of the arts and entertainment venues hosted in Queen Creek. Based on the total economic impact, the top 10 industries who are the largest beneficiaries of this spending include food services and drinking places followed by hotels and motels.

Table 9 - Top 10 Industries Impacted by Arts and Entertainment Venues

Food services and drinking places
Hotels and motels, including casino hotels
Retail Stores - General merchandise
Amusement parks, arcades, and gambling industries
Retail Stores - Food and beverage
Real estate establishments
Retail Stores - Gasoline stations
Offices of physicians, dentists, and other health practitioners
Private hospitals
Wholesale trade businesses

Source: IMPLAN

FINDINGS AND CONCLUSIONS

The findings of the economic impact analysis provide the Town with valuable information on how various arts and entertainment venues contribute to the local economy. Based on the survey findings, nearly 82 percent of the visitors to these five venues live outside of the Town of Queen Creek, and are spending their money and contributing to the Town's tax base. The Arizona Office of Tourism reports that during 2011 in Arizona, \$400 million was generated in sales tax collections from out of town visitors. These five arts and entertainment venues also generate sales tax to the Town. Based on Queen Creek's taxable visitor spending at the five venues of \$11.4, it is estimated that the Town received \$256,715 in sales tax collections. When applying 71 percent (Queen Creek's capture rate) to the indirect and inducted taxable spending of \$6.8 million, the Town collected another \$171,945 in sales tax for a grand total of \$428,660.³ Tourism spending within the Town helps fund local government and can reduce the overall tax burden to the residents of Queen Creek.

As noted earlier in the report, there is some trade leakage occurring out of Queen Creek to other cities within Maricopa County. Queen Creek does not yet possess lodging accommodations which are utilized by visitors and could generate jobs and tax revenue to the Town. Attracting lodging will help stem the outflow of dollars and serve to generate more jobs and greater economic and fiscal impact in Queen Creek.

³ Taxable spending included dining, grocery and general merchandise. To be conservative, the Town's 2.25% tax rate was applied, as opposed to the 2.50% rate applicable to the special district.

APPENDIX A – SURVEY INSTRUMENT



ESI CORP
300 WEST
CLARENDON
AVENUE
SUITE 470
PHOENIX
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QUEEN CREEK ECONOMIC IMPACT STUDY SURVEY QUESTIONS

1. Is this your first time attending (fill in the name of the venue)?

- Yes
- No

a. If no, how many other times have you attended _____.

2. How much time, in total, will you spend at this event?

- 1-3 hours
- 4-7 hours
- 8+ hours
- 1 night
- 2 nights
- 3-4 nights

a) If staying overnight what type of lodging are you using?

- Not applicable
- Hotel/motel
- Home of friends/relative
- Condominium/vacation rental
- Campground/RV Park
- Second home
- Other (explain)_____

b) If this is an overnight trip, what city are you staying in_____.

c) If this is an overnight trip, how many days are you staying in the area?

- 1 night
- 2 nights
- 3-4 nights
- 5-7 nights
- More than 7 nights



3. How many people are in your travel party, including yourself, that are?

- _____ Less than 5 years old
- _____ 5 to 21 years old
- _____ Older than 21

4. Please estimate the amount of money that your travel party is spending per day during this event? (not all spending categories are applicable to everyone)

	At the event	In Queen Creek
Dining - fast food or sit down restaurant		
Grocery store food		
Food from concession stands		
Transportation/fuel		
General merchandise		
Ticket/admission		
Facility rental fees		
Lodging/camping		

5. How did you find out about the event? (check all that apply)

- Magazine
- Newspaper
- TV
- Radio
- Website
- Direct email
- Friend/relative
- Other _____



6. a. Did you choose this event/facility to attend over another event/facility in Queen Creek?

Yes

No

If yes, name of the event _____.

b) Did you choose this event/facility to attend over another event/facility in another city?

Yes

No

If yes, name of the event _____.

7. Gender:

Male

Female

8. What is the zip code of your permanent residence in the U.S. _____.

9. If you are not from the U.S., what is your country of origin? _____.

THANK YOU FOR TAKING OUR SURVEY.

**AS A TOKEN OF OUR APPRECIATION HERE IS A
"SHOP QUEEN CREEK" BAG.**

Name of Survey Taker _____

Date of Survey _____

APPENDIX B - SURVEY TABULATIONS

OLIVE MILL SURVEY TABULATION

Question 1: Is this your first time attending the Olive Mill in Queen Creek?

Response	Count	Percent
Yes	63	63.6%
No	36	36.4%
Total Question Respondents	99	100.0%

Question 1a: If no, how many other times have you attended?

Response	Count	Total
1	5	15.2%
2	3	9.1%
3	7	21.2%
4	1	3.0%
5	2	6.1%
6	5	15.2%
10	6	18.2%
11	1	3.0%
12	3	9.1%
Total Question Respondents	33	100.0%

Question 2: How much time, in total, will you spend at this event?

Response	Count	Percent
1-3 hours	95	96.0%
4-7 hours	4	4.0%
Total Question Respondents	99	100.0%

Question 2a: If staying overnight what type of lodging are you using?

Response	Count	Percent
Not applicable	57	57.6%
Hotel/motel	8	8.1%
Home of friends/relative	17	17.2%
Condominium/vacation rental	4	4.0%
Campground/RV Park	5	5.1%
Second home	6	6.1%
Other (please specify)	2	2.0%
Total Question Respondents	99	100.0%

OLIVE MILL SURVEY TABULATION

Question 2b: If this is an overnight trip, what city are you staying in?

Response	Count	Percent
Ahwatukee	4	11.1%
Anthem	1	2.8%
Apache Junction	2	5.6%
Chandler	2	5.6%
Maricopa	2	5.6%
Mesa	13	36.1%
Phoenix	2	5.6%
Queen Creek	4	11.1%
San Tan Valley	2	5.6%
Scottsdale	2	5.6%
Sun City West	1	2.8%
Tempe	1	2.8%
Total Question Respondents	36	100.0%

Question 2c: If this is an overnight trip, how many days are you staying in the area?

Response	Count	Percent
1 night	1	2.8%
2 nights	10	27.8%
3-4 nights	6	16.7%
5-7 nights	4	11.1%
More than 7 nights	15	41.7%
Total Question Respondents	36	100.0%

Question 3: How many people are in your travel party, including yourself, that are?

Response	Count	Percent
Less than 5 years	0	0.0%
5 to 21 Years	9	2.8%
Older than 21	318	97.2%
Total Members of all Respondent Parties	327	100.0%

OLIVE MILL SURVEY TABULATION

Question 4: Please estimate the amount of money that your travel party is spending per day during this event? (Not all spending categories are applicable to everyone.)

Response	Event Spending Count	Total Event Spending	QC Count	Total QC Spending
Dining - fast food or sit down restaurant	88	\$2,330	2	\$90
Grocery store food	1	\$12	10	\$295
Food from concession stands	4	\$85	5	\$55
Transportation/fuel	1	\$50	7	\$160
General merchandise	79	\$3,321	3	\$189
Ticket/admission	39	\$403	0	\$0
Facility rental fees	0	\$0	0	\$0
Lodging/camping	0	\$0	0	\$0
Total		\$6,694		\$2,487

Question 5: How did you find out about the event? (Check all that apply)

Response	Count	Percent
Magazine	3	3.0%
Newspaper	12	12.1%
Website	14	14.1%
Direct email	4	4.0%
Friend/relative	66	66.7%
Other (please specify)	6	6.1%
Total Respondents	99	

Other Responses	Count
Saw the Olive Mill	2
Drive by	1
Other, Not specified	1
Resort	1
Schools	1
Total	6

OLIVE MILL SURVEY TABULATION

Question 6a: Did you choose this event/facility to attend over another event/facility in Queen Creek?

Response	Count	Percent
Yes	2	2.1%
No	95	97.9%
Total Question Respondents	97	100.0%

Question 6b: Did you choose this event/facility to attend over another event/facility in another city?

Response	Count	Percent
Yes	15	15.3%
No	83	84.7%
Total Question Respondents	98	100.0%

Question 7: What is your gender?

Response	Count	Percent
Male	26	26.5%
Female	72	73.5%
Total Question Respondents	98	100.0%

OLIVE MILL SURVEY TABULATION

Question 8: What is the zip code of your permanent residence in the U.S.?

Response	Count	Percent	Response	Count	Percent
20194	1	1.20%	85209	1	1.20%
48419	1	1.20%	85212	1	1.20%
50211	2	2.40%	85224	1	1.20%
50434	2	2.40%	85225	1	1.20%
50601	1	1.20%	85233	2	2.40%
52546	1	1.20%	85234	1	1.20%
54893	2	2.40%	85249	1	1.20%
55125	3	3.60%	85250	1	1.20%
55443	1	1.20%	85268	1	1.20%
56377	1	1.20%	85282	1	1.20%
58201	1	1.20%	85295	1	1.20%
59873	1	1.20%	85297	2	2.40%
60506	1	1.20%	85298	2	2.40%
61008	1	1.20%	85304	1	1.20%
62702	1	1.20%	85338	1	1.20%
63123	1	1.20%	85375	1	1.20%
67204	1	1.20%	85383	1	1.20%
68008	1	1.20%	85395	1	1.20%
85016	1	1.20%	85412	1	1.20%
85044	2	2.40%	85648	1	1.20%
85086	1	1.20%	85739	1	1.20%
85118	4	4.80%	86286	1	1.20%
85132	2	2.40%	86303	2	2.40%
85138	1	1.20%	87110	1	1.20%
85140	2	2.40%	89011	1	1.20%
85142	7	8.40%	89511	1	1.20%
85143	2	2.40%	91326	1	1.20%
85205	1	1.20%	91350	1	1.20%
85207	1	1.20%	92037	1	1.20%
85208	1	1.20%	92081	1	1.20%
			94607	1	1.20%
Total Question Respondents			83	100.00%	

OLIVE MILL SURVEY TABULATION

Question 9: If you are not from the U.S., what is your country of origin?

Response	Count	Percent
Canada	9	9.1%
Total Respondents	99	100.0%

SCHNEPF FARMS SURVEY TABULATION

Question 1: Is this your first time attending Schnepf Farms in Queen Creek?

Response	Count	Percent
Yes	49	49.5%
No	50	50.5%
Total Question Respondents	99	100.0%

Question 1a: If no, how many other times have you attended?

Response	Count	Percent
1	9	18.8%
2	13	27.1%
3	8	16.7%
4	4	8.3%
5	3	6.3%
6	1	2.1%
8	2	4.2%
9	1	2.1%
10	1	2.1%
12	1	2.1%
15	4	8.3%
Total Question Respondents	48	100.0%

Question 2: How much time, in total, will you spend at this event?

Response	Count	Percent
1-3 hours	37	37.4%
4-7 hours	57	57.6%
8+ hours	5	5.1%
Total Question Respondents	99	100.0%

SCHNEPF FARMS SURVEY TABULATION

Question 2a: If staying overnight what type of lodging are you using?

Response	Count	Percent
Not applicable	96	97.0%
Hotel/motel	3	3.0%
Total Question Respondents	99	100.0%

Question 2b: If this is an overnight trip, what city are you staying in?

Response	Count	Percent
Gilbert	1	50.0%
Queen Creek	1	50.0%
Total Question Respondents	2	100.0%

Question 2c: If this is an overnight trip, how many days are you staying in the area?

Response	Count	Percent
1 night	1	33.3%
2 nights	1	33.3%
More than 7 nights	1	33.3%
Total Question Respondents	3	100.0%

Question 3: How many people are in your travel party, including yourself, that are?

Response	Count	Percent
Less than 5 years	72	16.7%
5 to 21 Years	128	29.6%
Older than 21	232	53.7%
Total Members of all Respondent Parties	432	100.0%

SCHNEPF FARMS SURVEY TABULATION

Question 4: Please estimate the amount of money that your travel party is spending per day during this event? (Not all spending categories are applicable to everyone.)

Response	Event Spending Count	Total Event Spending	QC Count	Total QC Spending
Dining - fast food or sit down restaurant	47	\$1,441	\$10	\$500
Grocery store food	18	\$384	\$2	\$115
Food from concession stands	49	\$1,197	\$3	\$85
Transportation/fuel	0	\$0	\$53	\$1,241
General merchandise	39	\$934	\$3	\$210
Ticket/admission	67	\$2,627	\$6	\$336
Facility rental fees	4	\$103	\$0	\$0
Lodging/camping	1	\$8	\$0	\$0
Totals		\$6,694		\$2,487

Question 5: How did you find out about the event? (Check all that apply)

Response	Count	Percent
Newspaper	3	3.0%
TV	14	14.1%
Radio	3	3.0%
Website	20	20.2%
Friend/relative	45	45.5%
Other (please specify)	16	16.2%
Total Respondents	99	100.0%

Other Responses	Count
drive by	2
Been before	1
Company Event	1
Every year attendance	1
Facebook	1
Fry's Clerk	1
google	1
Live in Arizona	1
Live in Queen Creek	1
Live Near	1
pass by daily	1
previously attended	1
show up	1
work	1
Total	15

SCHNEPF FARMS SURVEY TABULATION

Question 6a: Did you choose this event/facility to attend over another event/facility in Queen Creek?

Response	Count	Percent
Yes	25	25.8%
No	72	74.2%
Total Question Respondents	97	100.0%

Question 6b: Did you choose this event/facility to attend over another event/facility in another city?

Response	Count	Percent
Yes	19	19.6%
No	78	80.4%
Total Question Respondents	97	100.0%

Question 7: What is your gender?

Response	Count	Percent
Male	30	31.3%
Female	66	68.8%
Total Question Respondents	96	100.0%

SCHNEPF FARMS SURVEY TABULATION

Question 8: What is the zip code of your permanent residence in the U.S.?

Response	Count	Percent	Response	Count	Percent
85003	1	1.00%	85208	2	0.02
85013	1	1.00%	85209	1	1.00%
85014	2	2.00%	85224	2	2.00%
85018	2	2.00%	85226	1	1.00%
85019	2	2.00%	85233	3	3.10%
85020	1	1.00%	85234	1	1.00%
85023	1	1.00%	85248	1	1.00%
85035	3	3.10%	85255	2	2.00%
85037	1	1.00%	85261	1	1.00%
85041	2	2.00%	85269	1	1.00%
85044	6	6.10%	85281	1	1.00%
85083	1	1.00%	85283	2	2.00%
85118	2	2.00%	85286	3	3.10%
85122	3	3.10%	85295	4	4.10%
85128	2	2.00%	85296	3	3.10%
85130	1	1.00%	85297	1	1.00%
85138	2	2.00%	85298	1	1.00%
85140	6	6.10%	85304	1	1.00%
85142	3	3.10%	85308	1	1.00%
85143	5	5.10%	85338	1	1.00%
85194	1	1.00%	85339	1	1.00%
85201	1	1.00%	85340	2	2.00%
85204	3	3.10%	85355	2	2.00%
85205	3	3.10%	85532	1	1.00%
85206	2	2.00%	86403	1	1.00%
85207	1	1.00%			
			Total Question Respondents	98	100.00%

Question 9: If you are not from the U.S., what is your country of origin?

Response	Count	Percent
Ireland	1	1.0%
Total Respondents	99	100.0%

PERFORMING ARTS CENTER SURVEY TABULATION

Question 1: Is this your first time attending the Performing Arts Center in Queen Creek?

Response	Count	Percent
Yes	54	51.9%
No	50	48.1%
Total Question Respondents	104	100.0%

Question 1a: If no, how many other times have you attended?

Response	Count	Percent
2	3	6.8%
3	5	11.4%
4	2	4.5%
5	4	9.1%
10	2	4.5%
12	1	2.3%
15	2	4.5%
20	10	22.7%
22	1	2.3%
25	5	11.4%
30	2	4.5%
40	3	6.8%
50	2	4.5%
100	1	2.3%
200	1	2.3%
Total Question Respondents	44	100.0%

Question 2: How much time, in total, will you spend at this event?

Response	Count	Percent
1-3 hours	102	97.1%
4-7 hours	3	2.9%
Total Question Respondents	105	100.0%

PERFORMING ARTS CENTER SURVEY TABULATION

Question 2a: If staying overnight what type of lodging are you using?

Response	Count	Percent
Not applicable	91	89.2%
Home of friends/relative	5	4.9%
Second home	4	3.9%
Hotel/motel	1	1.0%
Condominium/vacation rental	1	1.0%
Total Question Respondents	102	100.0%

Question 2b: If this is an overnight trip, what city are you staying in?

Response	Count	Percent
Queen Creek	2	100.0%
Total Question Respondents	2	100.0%

Question 2c: If this is an overnight trip, how many days are you staying in the area?

Response	Count	Percent
1 night	1	16.7%
3-4 nights	1	16.7%
5-7 nights	1	16.7%
More than 7 nights	3	50.0%
Total Question Respondents	6	100.0%

Question 3: How many people are in your travel party, including yourself, that are?

Response	Count	Percent
Less than 5 years	3	1.0%
5 to 21 Years	18	6.1%
Older than 21	275	92.9%
Total Members of all Respondent Parties	296	100.0%

PERFORMING ARTS CENTER SURVEY TABULATION

Question 4: Please estimate the amount of money that your travel party is spending per day during this event? (Not all spending categories are applicable to everyone.)

Response	Event Spending Count	Total Event Spending	QC Count	Total QC Spending
Dining - fast food or sit down restaurant	10	\$458.00	61	\$3,710.00
Grocery store food	4	\$195.00	11	\$965.00
Food from concession stands	15	\$116.00	11	\$546.00
Transportation/fuel	0	\$0.00	33	\$924.00
General merchandise	1	\$145.00	8	\$350.00
Ticket/admission	97	\$7,922.00	2	\$107.00
Facility rental fees	2	\$130.00	0	\$0.00
Lodging/camping	0	\$0.00	0	\$0.00
Totals		\$8,966.00		\$6,602.00

Question 5: How did you find out about the event? (Check all that apply)

Response	Count	Percent
Newspaper	28	27.2%
Website	32	31.1%
Direct email	8	7.8%
Friend/relative	19	18.4%
Other (please specify)	16	15.5%
Total Respondents	103	100.0%

Other Responses	Count
showup.com	4
online	3
E-mail	2
Member	2
ASU	1
AZ AVM	1
Season ticket holder	1
show up	1
word of mouth	1
Total	16

PERFORMING ARTS CENTER SURVEY TABULATION

Question 6a: Did you choose this event/facility to attend over another event/facility in Queen Creek?

Response	Count	Percent
Yes	29	29.6%
No	69	70.4%
Total Question Respondents	98	100.0%

Question 6b: Did you choose this event/facility to attend over another event/facility in another city?

Response	Count	Percent
Yes	42	41.2%
No	60	58.8%
Total Question Respondents	102	100.0%

Question 7: What is your gender?

Response	Count	Percent
Male	49	49.0%
Female	51	51.0%
Total Question Respondents	100	100.0%

PERFORMING ARTS CENTER SURVEY TABULATION

Question 8: What is the zip code of your permanent residence in the U.S.?

Response	Count	Percent	Response	Count	Percent
61523	1	1.00%	85242	1	0.01
63146	1	1.00%	85249	5	4.90%
80013	1	1.00%	85255	1	1.00%
85028	1	1.00%	85281	1	1.00%
85118	1	1.00%	85283	1	1.00%
85120	3	2.90%	85290	1	1.00%
85128	1	1.00%	85295	2	1.90%
85132	1	1.00%	85297	3	2.90%
85133	1	1.00%	85298	7	6.80%
85138	1	1.00%	85331	1	1.00%
85139	1	1.00%	85338	1	1.00%
85140	6	5.80%	85339	1	1.00%
85142	21	20.40%	85340	1	1.00%
85143	6	5.80%	85396	1	1.00%
85193	1	1.00%	85543	1	1.00%
85194	1	1.00%	85705	1	1.00%
85204	1	1.00%	85718	1	1.00%
85206	1	1.00%	85786	1	1.00%
85207	1	1.00%	85933	1	1.00%
85209	6	5.80%	87047	1	1.00%
85212	3	2.90%	95142	1	1.00%
85213	1	1.00%	97504	1	1.00%
85215	1	1.00%	98346	1	1.00%
85226	1	1.00%	98604	1	1.00%
85233	1	1.00%	98607	1	1.00%
85236	1	1.00%			
Total Question Respondents			103	100.00%	

Question 9: If you are not from the U.S., what is your country of origin?

Response	Count	Percent
No Responses	N/A	N/A

HORSESHOE PARK AND EQUESTRIAN CENTER SURVEY TABULATION

Question 1: Is this your first time attending the Performing Arts Center in Queen Creek?

Response	Count	Percent
Yes	24	27.0%
No	65	73.0%
Total Question Respondents	89	100.0%

Question 1a: If no, how many other times have you attended?

Response	Count	Percent
1	3	7%
2	9	20%
3	5	11%
4	4	9%
5	8	17%
6	11	24%
7	2	4%
9	1	2%
10	1	2%
11	1	2%
12	1	2%
Total Question Respondents	46	100%

Question 2: How much time, in total, will you spend at this event?

Response	Count	Percent
1-3 hours	6	6.8%
4-7 hours	3	3.4%
8+ hours	4	4.5%
1 night	1	1.1%
2 nights	8	9.1%
3-4 nights	47	53.4%
5 nights	2	2.3%
6 nights	7	8.0%
7 nights	6	6.8%
8 nights	1	1.1%
9 nights	1	1.1%
13 nights	2	2.3%
Total Question Respondents	88	100.0%

HORSESHOE PARK AND EQUESTRIAN CENTER SURVEY TABULATION

Question 2a: If staying overnight what type of lodging are you using?

Response	Count	Percent
Second home	5	5.7%
Not applicable	12	13.8%
Hotel/motel	49	56.3%
Home of friends/relative	4	4.6%
Campground/RV Park	17	19.5%
Total Question Respondents	87	100.0%

Question 2b: If this is an overnight trip, what city are you staying in?

Response	Count	Percent
Scottsdale	1	1.4%
San Tan	1	1.4%
Queen Creek	16	22.2%
Mesa	17	23.6%
Gilbert/Mesa	1	1.4%
Gilbert	32	44.4%
Chandler	1	1.4%
Cave Creek	1	1.4%
Apache Junction	2	2.8%
Total Question Respondents	72	100.0%

Question 2c: If this is an overnight trip, how many days are you staying in the area?

Response	Count	Percent
2 nights	8	10.5%
3-4 nights	18	23.7%
5-7 nights	40	52.6%
More than 7 nights	10	13.2%
Total Question Respondents	76	100.0%

HORSESHOE PARK AND EQUESTRIAN CENTER SURVEY TABULATION

Question 3: How many people are in your travel party, including yourself, that are?

Response	Count	Percent
Less than 5 years	2	1.0%
5 to 21 Years	18	9.0%
Older than 21	180	90.0%
Total Members of all Respondent Parties	200	100.0%

Question 4: Please estimate the amount of money that your travel party is spending per day during this event? (Not all spending categories are applicable to everyone.)

Response	Event Spending Count	Total Event Spending	QC Spending Count	Total QC Spending
Dining - fast food or sit down restaurant	4	\$205	76	\$8,109.00
Grocery store food	2	\$175	36	\$1,729
Food from concession stands	73	\$3,813	4	\$273
Transportation/fuel	0	\$0	54	\$4,631
General merchandise	27	\$928	30	\$1,884
Ticket/admission	2	\$305	1	\$5
Facility rental fees	0	\$0	0	\$0
Lodging/camping	9	\$1,636	32	\$7,044
Totals		7,062		\$23,675

HORSESHOE PARK AND EQUESTRIAN CENTER SURVEY TABULATION

Question 5: How did you find out about the event? (Check all that apply)

Response	Count	Percent
Magazine	3	3.4%
Newspaper	1	1.1%
Website	6	6.7%
Direct email	2	2.2%
Friend/relative	5	5.6%
Other (please specify)	71	79.8%
Total Respondents	89	

Other Responses	Count
National Reined Cow Horse Association	22
Assoc.	14
AZ Cutting Horse Association	12
Assoc. Schedule, National Reined Cow Horse Association	7
Assoc. Schul. National Reined Cow Horse Association	3
Association Schedule	3
All National Reined Cow Horse Association Events	1
Assoc. Newsletter	1
Association	1
Billboard	1
Competitor	1
Occupation	1
Show Work	1
Trade Publication	1
Trainers	1
WCHA Website	1
Total	71

Question 6a: Did you choose this event/facility to attend over another event/facility in Queen Creek?

Response	Count	Percent
Yes	6	7.2%
No	77	92.8%
Total Question Respondents	83	100.0%

HORSESHOE PARK AND EQUESTRIAN CENTER SURVEY TABULATION

Question 6b: Did you choose this event/facility to attend over another event/facility in another city?

Response	Count	Percent
Yes	12	16.9%
No	59	83.1%
Total Question Respondents	71	100.0%

Question 7: What is your gender?

Response	Count	Percent
Male	44	50.0%
Female	44	50.0%
Total Question Respondents	88	100.0%

HORSESHOE PARK AND EQUESTRIAN CENTER SURVEY TABULATION

Question 8: What is the zip code of your permanent residence in the U.S.?

<u>Response</u>	<u>Count</u>	<u>Percent</u>	<u>Response</u>	<u>Count</u>	<u>Percent</u>
34601	2	2.30%	85749	1	1.20%
59339	1	1.20%	86323	1	1.20%
76834	1	1.20%	86338	3	3.50%
79706	1	1.20%	87413	1	1.20%
79758	1	1.20%	87505	2	2.30%
80117	1	1.20%	88022	1	1.20%
80863	3	3.50%	90001	2	2.30%
81403	1	1.20%	90401	2	2.30%
81424	1	1.20%	92064	1	1.20%
81625	3	3.50%	92067	2	2.30%
83714	1	1.20%	92154	1	1.20%
84036	1	1.20%	92243	1	1.20%
84726	1	1.20%	92501	1	1.20%
85063	2	2.30%	92792	1	1.20%
85119	1	1.20%	92801	4	4.70%
85139	1	1.20%	93022	4	4.70%
85140	1	1.20%	93023	2	2.30%
85142	2	2.30%	93245	1	1.20%
85207	1	1.20%	93427	2	2.30%
85209	1	1.20%	93440	1	1.20%
85224	1	1.20%	93446	2	2.30%
85262	3	3.50%	93455	1	1.20%
85266	1	1.20%	93620	2	2.30%
85331	1	1.20%	93636	1	1.20%
85338	2	2.30%	95076	2	2.30%
85354	3	3.50%	95333	1	1.20%
85441	1	1.20%	95357	1	1.20%
85534	1	1.20%	95961	1	1.20%
85719	1	1.20%			
Total Question Respondents			86	100.00%	

HORSESHOE PARK AND EQUESTRIAN CENTER SURVEY TABULATION

Question 9: If you are not from the U.S., what is your country of origin?

Response	Count	Percent
Canada	3	3.4%
Total respondents	89	100.0%

BARNEY'S SPORTS COMPLEX SURVEY TABULATION

Question 1: Is this your first time attending the Performing Arts Center in Queen Creek?

Response	Count	Percent
Yes	24	27.9%
No	62	72.1%
Total Question Respondents	86	100.0%

Question 1a: If no, how many other times have you attended?

Response	Count	Percent
1	8	16%
2	8	16%
3	8	16%
4	2	4%
5	2	4%
6	2	4%
8	1	2%
10	3	6%
15	1	2%
20	5	10%
25	2	4%
30	2	4%
50	2	4%
75	1	2%
100	1	2%
150	1	2%
250	1	2%
375	1	2%
Total Question Respondents	51	100%

Question 2: How much time, in total, will you spend at this event?

Response	Count	Percent
1-3 hours	30	35.3%
4-7 hours	29	34.1%
8+ hours	26	30.6%
Total Question Respondents	85	100.0%

BARNEY'S SPORTS COMPLEX SURVEY TABULATION

Question 2a: If staying overnight what type of lodging are you using?

Response	Count	Percent
Second home	1	1.2%
Not applicable	84	98.8%
Total Question Respondents	85	100.0%

Question 2b: If this is an overnight trip, what city are you staying in?

Response	Count	Percent
Queen Creek	1	50.0%
Phoenix	1	50.0%
Total Question Respondents	2	100.0%

Question 2c: If this is an overnight trip, how many days are you staying in the area?

Response	Count	Percent
No Question Responses	N/A	N/A

Question 3: How many people are in your travel party, including yourself, that are?

Response	Count	Percent
Less than 5 years	13	6.4%
5 to 21 Years	90	44.6%
Older than 21	99	49.0%
Total Members of all Respondent Parties	202	100.0%

BARNEY'S SPORTS COMPLEX SURVEY TABULATION

Question 4: Please estimate the amount of money that your travel party is spending per day during this event? (Not all spending categories are applicable to everyone.)

Response	Event Spending Count	Total Spending at Event	QC Spending Count	Total QC Spending
Dining - fast food or sit down restaurant	9	\$121	\$34	\$785
Grocery store food	2	\$40	\$9	\$635
Food from concession stands	53	\$492	\$1	\$10
Transportation/fuel	0	\$0	\$26	\$684
General merchandise	0	\$0	\$6	\$325
Ticket/admission	0	\$0	\$0	\$0
Facility rental fees	0	\$0	\$0	\$0
Lodging/camping	0	\$0	\$0	\$0
Totals		\$653.00		\$2,439.00

Question 5: How did you find out about the event? (Check all that apply)

Response	Count	Percent
Website	5	5.8%
Direct email	2	2.3%
Friend/relative	29	33.7%
Other (please specify)	38	44.2%
Total Respondents	86	

Other Responses	Count
Club volleyball	11
League	8
USA Volleyball	3
Club league	2
Club team	2
Referral	2
Volleyball tournament	2
AZ Region USAV	1
Childs soccer game	1
Club Schedule	1
Drove past facility	1
In neighborhood	1
school	1
Volleyball	1
Work	1
Total	38

BARNEY'S SPORTS COMPLEX SURVEY TABULATION

Question 6a: Did you choose this event/facility to attend over another event/facility in Queen Creek?

Response	Count	Percent
Yes	13	15.3%
No	72	84.7%
Total Question Respondents	85	100.0%

Question 6b: Did you choose this event/facility to attend over another event/facility in another city?

Response	Count	Percent
Yes	14	16.7%
No	70	83.3%
Total Question Respondents	84	100.0%

Question 7: What is your gender?

Response	Count	Percent
Male	29	33.7%
Female	57	66.3%
Total Question Respondents	86	100.0%

BARNEY'S SPORTS COMPLEX SURVEY TABULATION

Question 8: What is the zip code of your permanent residence in the U.S.?

Response	Count	Percent	Response	Count	Percent
80021	1	1.20%	85242	1	1.20%
85020	1	1.20%	85249	1	1.20%
85023	2	2.40%	85263	1	1.20%
85048	2	2.40%	85284	1	1.20%
85086	1	1.20%	85286	4	4.80%
85128	1	1.20%	85297	4	4.80%
85140	4	4.80%	85298	2	2.40%
85142	20	23.80%	85308	3	3.60%
85143	2	2.40%	85704	1	1.20%
85202	1	1.20%	85715	2	2.40%
85203	5	6.00%	85741	1	1.20%
85204	1	1.20%	85742	1	1.20%
85206	1	1.20%	85745	2	2.40%
85210	1	1.20%	85749	1	1.20%
85212	5	6.00%	85750	1	1.20%
85213	2	2.40%	86001	1	1.20%
85226	4	4.80%	89742	1	1.20%
85234	2	2.40%			
Total Question Respondents			84	100.00%	

Question 9: If you are not from the U.S., what is your country of origin?

Response	Count	Percent
Canada	1	1.2%
Total respondents	86	100.0%



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