

TOWN OF  
**QUEEN CREEK**  
ARIZONA

Marketing Partnership Agreement with  
the Old Town Queen Creek Alliance

November 7, 2012



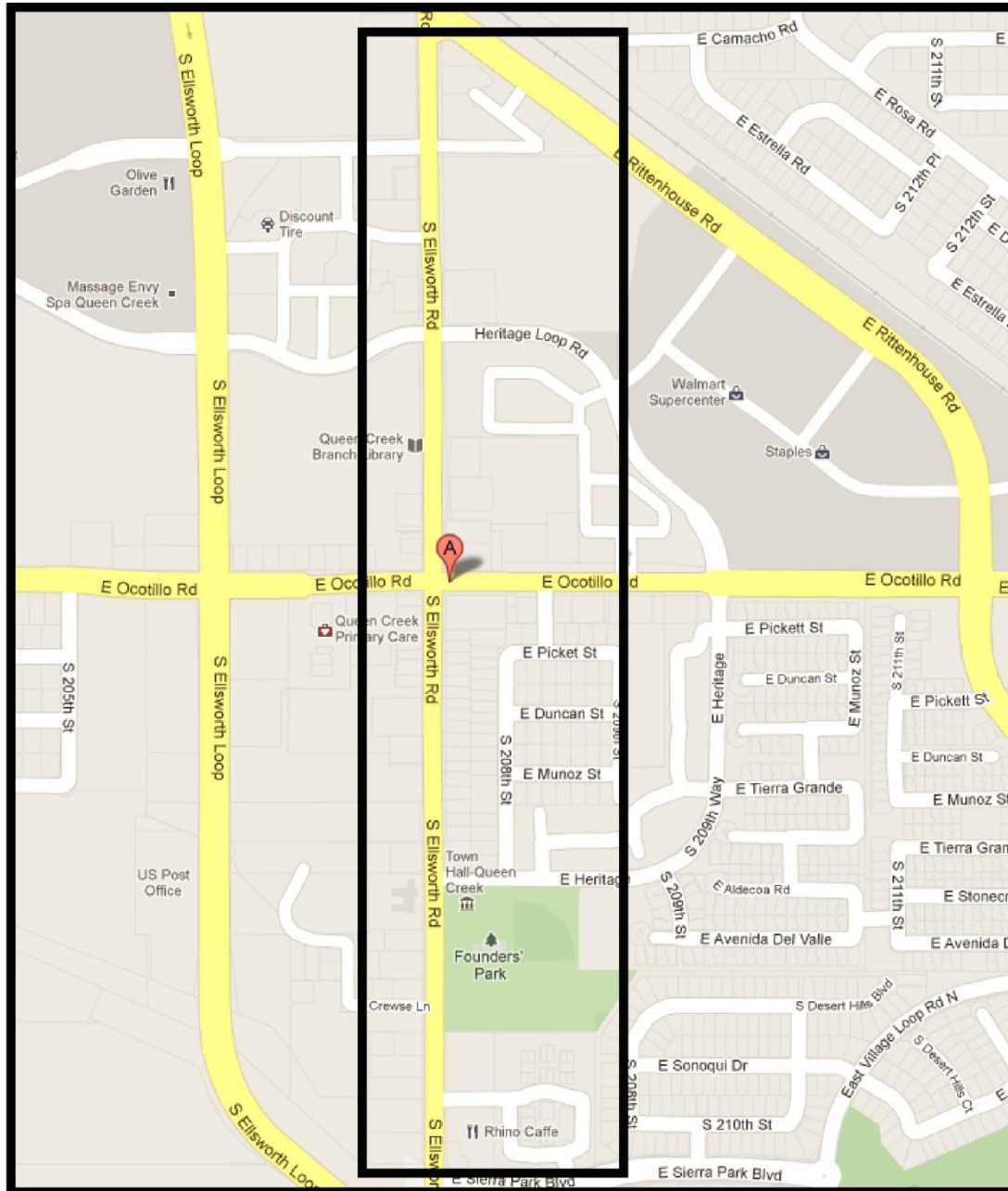
# Background

- The Old Town Queen Creek Alliance was formed earlier this year to strengthen the visibility and viability of this unique area of the Town Center.
- The Alliance is working to keep Queen Creek's history alive and create a destination within the community.



# Old Town Queen Creek Boundaries

Old Town Queen Creek includes any business located within the black box.



# Background

- Alliance members are working together to address challenges and opportunities that will help strengthen the businesses that may be bypassed due to the Loop Road.
- The Alliance is working to develop special events that will bring visitors to this part of the community.
- The Alliance has developed a marketing brochure that will be distributed at the Town's partner locations.





# OLD TOWN QUEEN CREEK HISTORY

Agriculture and the bounty of the land continue to support the foundation upon which Queen Creek plans and builds its future. The fertile valley below the San Tan Mountains offered a safe haven for the early Indian communities and the homesteaders who farmed and ranched along Queen Creek Wash. Citrus, cotton, pecans, vegetables, and other crops still provide for area families, and the wash is a key element in the Town's plan for future recreational trails and open space.

By the time Arizona became a state in 1912, a true community had been formed in Queen Creek. Residents established traditions of neighborliness and rural fun. Since its incorporation as a Town in 1989, Queen Creek has remained a family place, where residents take pride in independence. It's a "first name" community, where a person behind the counter isn't an uncaring stranger, but someone who will know you by name. Offering a wide variety of community events throughout the year, shopping and dining to please all tastes, and parks and trails by the mile, Queen Creek offers the comfort of the country with the convenience of the city!

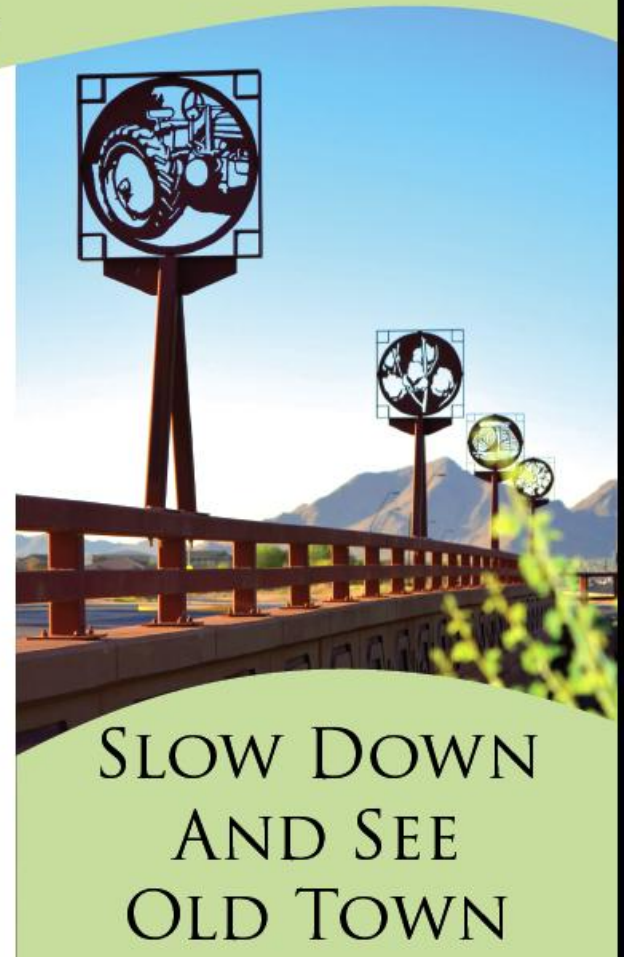
# OLD TOWN QUEEN CREEK

[WWW.OLDTOWNQUEENCREEK.COM](http://WWW.OLDTOWNQUEENCREEK.COM)

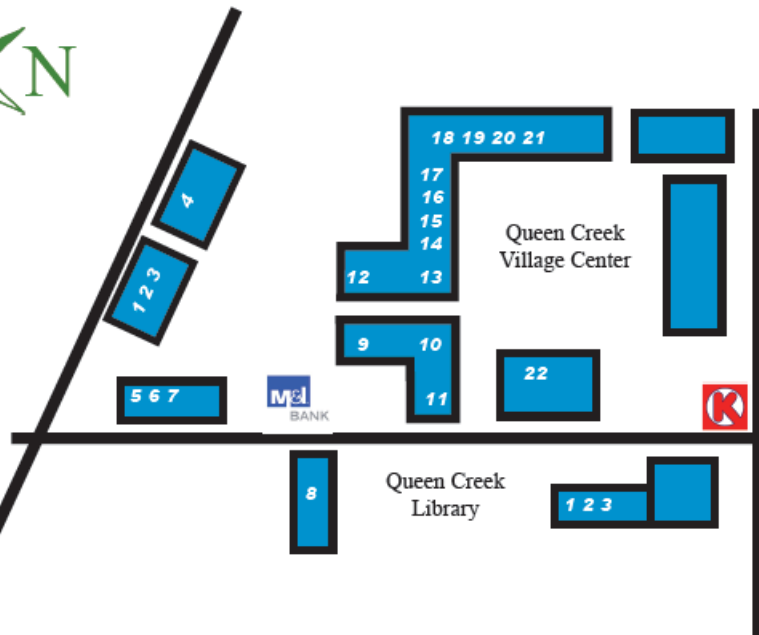
## FEATURED OLD TOWN BUSINESSES



Receive 15% off your purchase at any of the featured businesses. Present brochure to receive discount. Some restrictions may apply.



SLOW DOWN  
AND SEE  
OLD TOWN



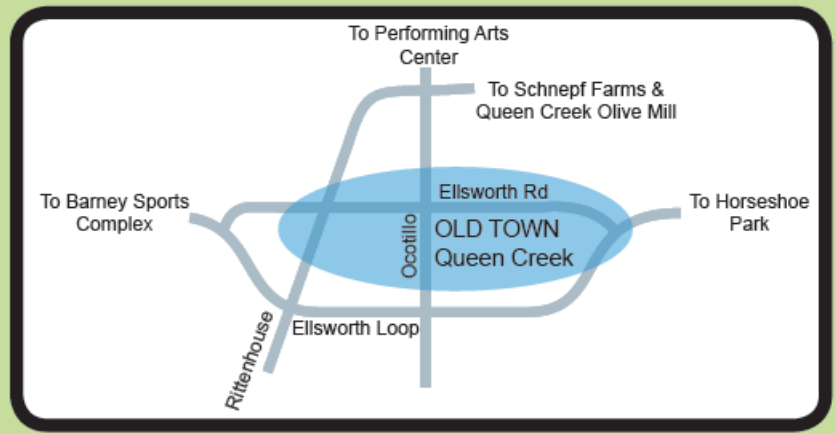
# OLD TOWN QUEEN CREEK

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### DIRECTORY

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# Background

- Alliance members requested the opportunity to become a marketing partner of the Town.
- A marketing partnership would allow the Alliance to promote “Alliance” specific events, not individual business events, through the Town resources.



# Marketing Partnership Agreement

- The Town Center Committee recommended approval of a marketing partnership agreement with the Alliance.
- If Council approves the marketing partnership, staff will work with the Alliance to develop an agreement to meet the specific needs of the Alliance and the Town.







Questions?