

Sept. – Dec. 2012

MARKETING UPDATE



Online Marketing

- Monitor pages for Horseshoe Park on tourism sites including:

- Yelp (127 page views/actions from Sept. 2011-present, including 19 views from mobile devices)

- TripAdvisor (4 reviews, all rating “very good” or “excellent”)

- Promote the Town on sites including:

- Town Facebook – 1,937 followers **(+8.5%)**

- HPEC Facebook – 1,676 followers **(+6.2%)**


- Twitter - 682 followers **(+10%)**

- Town website -72,207 visits Sept-Dec **(+32.5%)**



Partnership Marketing

- Signage for partner events including:
 - New brick oven pizza @ Olive Mill
 - Pumpkin & Chili Fest @ Schnepf Farms
 - Holiday Festival & Parade
 - Art Festival @ Olive Mill
 - Holiday on the Farm @ Schnepf Farms
- Postings on Facebook & Twitter for all submitted partner events
- Town calendar lists for all submitted partner events
- HPEC banners displayed @ partner locations



Paid Advertising for the Town

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

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

TOWN OF QUEEN CREEK ARIZONA



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



CONVENIENCE OF THE CITY, COMFORT OF THE COUNTRY

www.queencreek.org

TOWN OF QUEEN CREEK ARIZONA



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

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

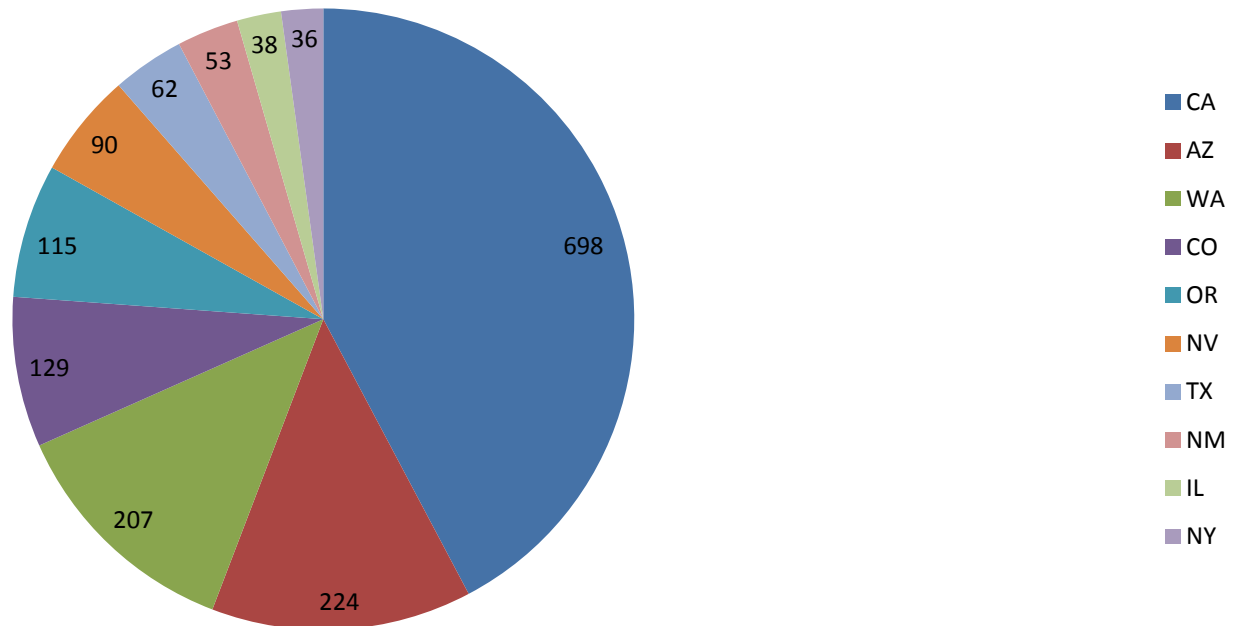
www.queencreek.org

Tourism Fulfillment

- Readers may request additional information about the Town

- 2,245 requests so far (last report - 1,651)

Top 10 States Requesting Information





Paid Advertising for Horseshoe Park

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

- *Bridle & Bit*



HORSESHOE PARK & EQUESTRIAN CENTRE

National Reined Cow Horse Association

Arizona Cutting Horse Association

Arizona Reined Cow Horse Association

Arizona Reining Horse Association

Hershberger Performance Horse Sale

Joan Usher Barrel Racing

Dynamite Arena World Series Team Roping

Coleman Equestrian Productions Hunter/Jumper



NOT YOUR AVERAGE HORSEPLAY

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

Horseshoe Park & Equestrian Centre
480-358-3710 · www.queencreek.org/hpec
www.facebook.com/horseshoepark

QUEEN CREEK, ARIZONA



New campaign

“Rediscover Your Community”

- New, interactive campaign focusing on visiting new businesses, locations and destinations in Queen Creek.
- Begins Jan. 7
- Photo contest on Facebook
- Sample itineraries with a variety of themes



Experience breath-taking recreation, fresh dining and healthy outdoor and equestrian adventure.

Rediscover your community. Visit The QC.

Barney Family Sports Complex

The great outdoors comes inside. Play soccer, volleyball, flag football and roller hockey, or enjoy day camps, classes and sports leagues for a variety of ages. www.BarneyIndoorSports.com

Horseshoe Park & Equestrian Centre

Saddle up for English and Western-themed equestrian events, festivals and more. Most of our year-round events are free for spectators. www.QueenCreek.org/HPEC

Queen Creek Performing Arts Center

Be held captive as Broadway-quality theater, plays and musical acts take the stage. Yearly lineups include national tours, such as CATS and SPAMALOT, as well as recording artists including Lady Antebellum and Little Big Town. www.QCpac.com

Queen Creek Olive Mill

Tour this genuine, family-owned working olive farm. Experience the process of making high-quality extra virgin olive oil and visit the authentic gourmet market, featuring fresh-made oil, wines and bath and body products. It's a farm-to-table bistro experience with a chance to dine in a real olive grove. www.QueenCreekOliveMill.com

Schnepf Farms

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

TOWN OF
QUEEN CREEK
 ARIZONA

Share your visit to The QC

Upload a photo of yourself at any of these venues and post it to our Facebook page for a chance to win [a TBD prize]. For more information, call 480-358-3000, or visit us online.

www.QueenCreek.org/visitTheQC



Experience a range of fine and casual dining, serene nature, active recreation and a relaxed shopping atmosphere.

Rediscover your community. Visit The QC.

Dining

Come savor all the many dining experiences that Queen Creek has to offer. You and your family can find something for everyone and every palate. Explore the Queen Creek Chamber of Commerce's directory of restaurants by using the "Directory" tab and selecting "Restaurants" at www.QueenCreekChamber.org

Nature

Get back in touch with Mother Nature in any one of our beautifully manicured parks. Enjoy hiking in Desert Mountain Park and Founders' Park, or explore miles of trails on foot or horseback through the Queen Creek and Sonoqui washes and San Tan Mountains. Detailed maps of trails and parks can be viewed at www.QueenCreek.org

Recreation

When it's time to play, come to Queen Creek. Learn the newest dance move, sculpt a vase, get fit, or learn how to play a musical instrument. The Town's Recreation Division also offers a number of sporting leagues for adults and children planned to fit your busy schedule. For details, visit www.QueenCreek.org

Shopping

Shop to your heart's content in Queen Creek. With a number of small, family-owned boutiques and large superstores, something is sure to catch your fancy. Stroll through historic Town Center where you'll find a number of places to shop.

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REDISCOVER YOUR COMMUNITY

LIVETHEQC ITINERARY

Rise and shine. Breathe in the fresh air.

Let's make the great outdoors even greater.

It's early and you've just dropped in on one of the many **Yoga classes** offered in Queen Creek. After nurturing your mind, body and soul, it's time to make your way to the **Queen Creek Marketplace**. There, you can prepare for the day ahead with a healthy breakfast at **Paradise Bakery**.

Re-energized, you head out for a brisk bike ride along the **Queen Creek Wash** and end at **Desert Mountain Park**. There, you visit **Bikes Direct** to view the many options and accessories available for your next trip. Traversing the picturesque landscape can only last for so long before you need to break for lunch. Coasting into **Town Center**, you settle in at **Queen Creek Café** or **Rudy's Restaurant**, knowing that dessert from **Yogurt Jungle** is just a short ride away.

In the mid-afternoon, you're ready to take in the sights of **San Tan Regional Park**. However, these trails you choose to explore on horseback. For even more equestrian events, you end your day at **Horseshoe Park & Equestrian Centre**. Before catching dinner at **Trophy's Steakhouse** or at a place that's a little more "rough around the edges" like **Uncle Bear's Bar and Grill**, you think it best to have the long active day worked out of you at **Massage Envy**.

Your last thought as you fall into a deep, restful state is that you'll have to check out **Barney Family Sports Complex**. But that, you decide, can wait until tomorrow.

Itinerary Details

Yoga Classes

Library Recreation Annex: 21802 S. Ellsworth Rd

Bike Ride

Bikes Direct: 20952 S. Ellsworth Loop Rd #104

San Tan Regional Park

www.maricopa.gov/parks/santan

Equestrian Events

Horseshoe Park & Equestrian Centre: 20464 E. Riggs Rd
www.QueenCreek.org/HPEC

Breakfast

Paradise Bakery: 21202 S. Ellsworth Loop Rd #100

Lunch

Queen Creek Café: 22002 S. Ellsworth Rd

Rudy's Restaurant: 21824 S. Ellsworth Rd

Yogurt Jungle: 21202 S. Ellsworth Loop Rd #108

Dinner

Trophy's Steakhouse: 7215 S. Power Rd

Uncle Bear's Bar and Grill: 21151 S. Rittenhouse Rd

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**VISIT
THEQC**





PLAYTHEQC

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DINETHEQC

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SEETHEQC

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Questions?

