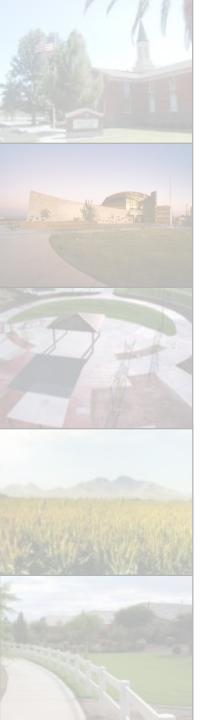


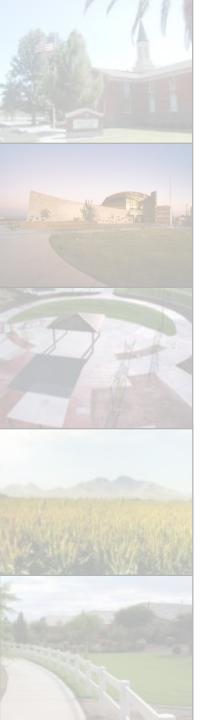
January – March 2013

MARKETING UPDATE



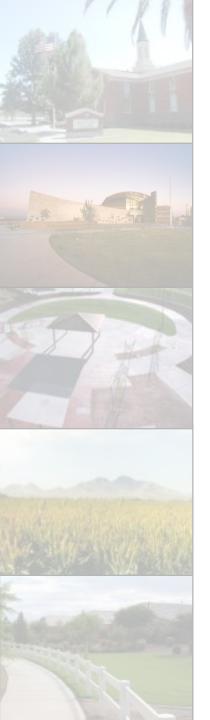
Online Marketing

- Monitor pages for Horseshoe Park on tourism sites
- Promote the Town on sites including:
 - -Town Facebook 2,417 followers (+25%)
 - -HPEC Facebook 2,059 followers (+23%)
 - -Twitter 834 followers **(+22%)**
 - -Town website -97,360 visits Jan-March (+35%)



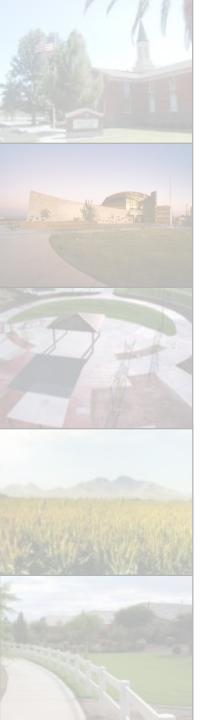
Partnership Marketing

- Signage for partner events including:
 - -Festival of the New Oil @ Olive Mill
 - -Legally Blonde @ QCPAC
 - —Roots N' Boots @ Horseshoe Park
 - —Parents Night Out @QCPAC
 - —Blossom Festival @ Schnepf Farms
 - –Anything Goes @ QCPAC
- Postings on Facebook & Twitter for all submitted partner events
- •Town calendar lists for all submitted partner events



Rediscover Your Community

- Interactive online campaign focusing on local businesses, locations and destinations in Queen Creek.
- Campaign began Jan. 7 with website
 QueenCreek.org/VisitTheQC
- Sample itineraries with a variety of themes
 - Date Night
 - Family in Town
 - Girls' Day Out
 - Savor the Great Food in QC
 - –Explore the Great Outdoors



Rediscover Your Community

 Series of marketing materials focused on driving traffic to the website

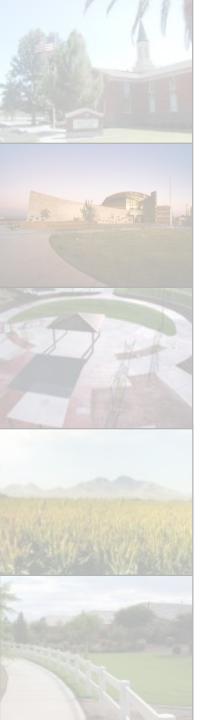








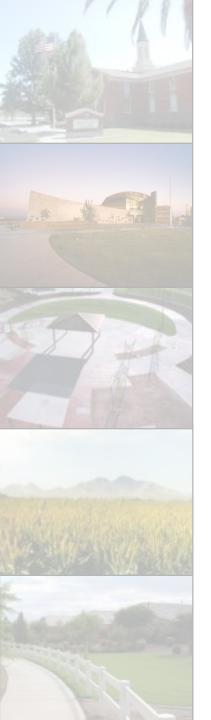




Rediscover Your Community

 Photo contest on social media / website from Jan. 7-Feb. 28 generated 53 entries. Winner was Kristi Jernigan with "Lunch at Fire House Subs," which received 471 votes.

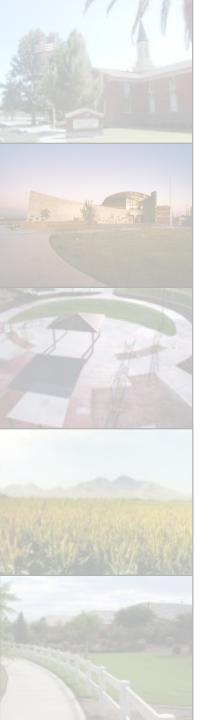




Rediscover Your Community Results

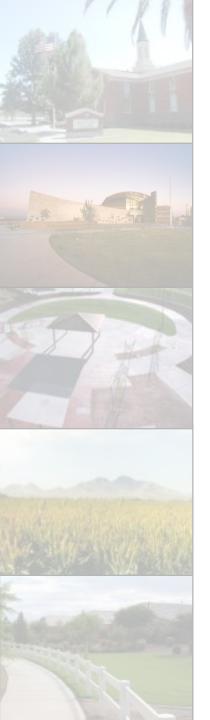
- Visits to the Town's website increased by 11% year-over-year
- Fans on Facebook.com/QueenCreek increased by 20%
- Followers on Twitter.com/TOQC_official increased by 18%





Rediscover Your Community Next Steps

- Continuing to update the daytrip itineraries
- Continued distribution of the Visit the QC postcard flyers
- Highlighting the campaign on the homepage of both the current and new Town website
- Queen Creek postcards?
- Introduction of new Visit the QC video on YouTube...



Questions?