

<u>KEY RESULT AREA</u>	<u>Narrative Description</u>	<u>Completion Status</u>
COMMUNITY INVOLVEMENT	<i>Administrative Work Plan Objectives</i>	
<p>Goal 1: Enhance opportunities for resident participation in Town decision making and keep residents educated and informed through community events and outreach.</p>	<p>Activities in the advancement of this goal can take many forms and include a variety of media outreach activities.</p> <ul style="list-style-type: none"> a. Use of social media b. Electronic publications c. Public meetings d. Development of new information materials e. Consideration and implementation of changing technologies and trends f. Citizen Leadership Institute g. Town Hall events h. Coordinate implementation of Citizen Survey i. Communicate with local HOAs and property management companies to enhance the Town's visibility and promote Town initiatives. <p>Continue to enhance the Town's Twitter site for residents and journalists. Populate hyper-local publications websites as appropriate.</p> <p>Coordinate with Town partners to distribute information about program and services – includes Boys & Girls Club, QCPAC, Chamber, EVP, MAG, ADOT, PMGA. Post events on Town calendar and social media sites as provided by partner, include information in Experience QC, link to their website from Town's site and allow partners to put brochures in Town facilities.</p>	
IMAGE/IDENTITY		
<p>Goal 1: Maintain community events that incorporate the Town's heritage and enhance the Town's branding initiative.</p>	<p>Work closely with Town event venues and help market locations to potential festival producers. (EDSP)</p> <p>Attend International Festivals and Events Association (IFEA) national conference in September 2013.</p>	

<p>Identify opportunities for the Town to facilitate the production of special events and festivals by private organizations that will enhance the Town’s branding initiative.</p>	<p>Attend Governor’s Tourism Conference in July 2013.</p> <p>Work with Special Events and Development Services to decrease barriers to producing an event in QC; identify all assets to share with event promoters. (EDSP)</p> <p>Research revitalization of a Farmers’ Market through a third party.</p>	
<p>Goal 2: Implement a community marketing plan tied to mission, vision and values through a comprehensive branding effort.</p>	<p>Continue marketing partnership agreements with Schnepf Farms, the Queen Creek Olive Mill, QCPAC, Barney Family Sports Complex and Old Town Queen Creek Alliance.</p> <ul style="list-style-type: none"> • Develop promotional advertising with partners to be placed in strategic publications. (EDSP) <p>Continue working with the Mesa CVB (Visit Mesa) and tailor QC information to complement their efforts. (EDSP)</p> <p>Place strategic advertisements in trade publications specific to the Town’s targeted industry sectors. (EDSP)</p> <p>Provide quarterly marketing updates to the Town Council.</p> <p>Continue participation with PRSA and 3CMA.</p>	
<p>LAND USE/ECONOMIC DEVELOPMENT</p>		
<p>Goal 1: Maintain a balanced community and economically diverse employment base.</p>	<p>Implement the Economic Development Strategic Plan with focus on the targeted industry sectors.</p> <p>Focus business attraction efforts in the Town Center.</p>	

	<p>Continue implementation of the Façade Improvement Program. (TCC)</p> <p>Continue QC Inc. program and evolve as needed. Research other incubator programs that might be successful in QC. (EDSP)</p> <p>Serve on the EVP Marketing Advisory task force to ensure QC is included in all Phoenix - East Valley marketing efforts.</p> <p>Develop and implement a Revolving Loan Fund program. (TCC)</p> <p>Develop a beautification/amenities program for the Town Center utilizing Town Center municipal funds. (TCC)</p> <p>Issue RFPs for Town owned land; work to attract a hotel, specialty retail, entertainment and family friendly uses to the Town Center.</p> <p>Continue to work with Phoenix Commercial Advisors to market Town's 20-acre site.</p> <p>Continue participation in GPEC, NBIA, AzBIA, ICSC, IEDC, EVP, EVAAA, ICMA/ACMA.</p> <p>Work with Banner representatives on the potential annexation of BIMC into the Town; conduct fiscal impact study.</p>	
<p>Goal 2: Work with Development Services on the Zoning</p>	<p>Queen Creek "Open for Business" (EDSP)</p> <ul style="list-style-type: none"> • Develop Agritainment/Agritourism zoning 	

<p>Ordinance modernization effort to ensure that any amendments support economic development efforts.</p>	<p>classification</p> <ul style="list-style-type: none"> • Zero setback requirements and design standards for Town Center • Temporary signs for businesses • Special event permitting 	
<p>Goal 3: Continue to attract and preserve higher educational opportunities to the community and region.</p>	<p>Continue partnership with MCCCCD and Rio Salado College on the Communiversity @ Queen Creek. (EDSP)</p> <p>Work with Rio on securing additional educational partners.</p> <p>Work with Rio to establish a Communiversity Advisory Committee.</p> <p>Coordinate marketing efforts in partnership with Communiversity.</p> <p>Continue participation on the CGCC and Rio Salado College President’s Advisory Council.</p> <p>Coordinate Grand Opening event.</p>	
<p>Goal 4: Enhance the opportunities for QC businesses to be successful.</p>	<p>Continue to implement Shop QC; consider different events to encourage shopping in the Town Center; promote Shop QC business promotions/specials via Town’s social media sites; Shop QC newsletter. (EDSP)</p> <p>Continue to encourage residents to “be a tourist in their own town”; develop mobile application that will feature Town businesses and destinations in QC. (EDSP)</p> <p>Create a marketing campaign encouraging a reverse commute for residents on western border.</p> <p>Continue to market QC Inc. as a small business resource</p>	

	<p>and coordinate and promote small business training sessions held at QC Inc.</p>	
<p>Goal 5: Establish a proactive Economic Development policy on business recruitment.</p>	<p>Promote the Ombudsman Program and work to change negative perceptions of doing business in QC through active participation and networking in local industry associations. (EDSP)</p> <p>Continue to work with GPEC, the ACA and AAED to enhance economic development tools in the state.</p> <p>Respond to all inquiries, leads, prospects with appropriate QC information.</p> <p>Update and revise the economic development web pages with relevant business resource information and develop a new tourism page. (EDSP)</p> <p>Update the Economic Profile.</p> <p>Host the 2nd annual Economic Development Summit – Invest the QC event. Develop theme.</p>	
<p>Goal 6: Continue to monitor, evaluate and adjust HPEC cost recovery policies.</p>	<p>Present to the Town Council at the annual retreat and develop an action plan for HPEC based on Council’s suggested course of action.</p> <p>Continue to track event contracts and sponsorships to ensure HPEC and promoters/sponsors are providing all deliverables as outlined.</p> <p>Continue to review current policies and procedures and adjust to align with the evolution of HPEC as a commercial venue and as housing development encroaches on the site.</p>	

	<p>Continue capital improvement fundraising campaign efforts.</p> <p>Implement HPEC marketing initiative; continue with strategic advertisements, editorial pieces and key visits to event producers and equestrian associations.</p>	
<p>Goal 7: Continue partnership with Chamber of Commerce for strategic economic development initiatives.</p>	<p>Conduct a third party review of the Chamber and outline a plan for financial independence from the Town.</p> <p>Develop a new agreement that includes the Chamber’s responsibilities for BR&E, anchor tenant of QC Inc. and tourism center. (EDSP)</p>	
<p>Goal 8: Continue to promote resort/hotel development opportunities and evaluate options for accelerating resort and master planning in the San Tan Mountains. The goal also includes evaluating hotel options in other areas of the community, such as downtown.</p>	<p>Conduct hotel/resort feasibility study for the entire Town but a resort focus in Box Canyon area. (EDSP)</p> <p>Continue to nurture relationships with hotel developers/operators and share investment opportunities available in QC.</p> <p>Work with hotel operator on proposal for the Town owned 20-acre site. (EDSP)</p>	
<p>TECHNOLOGY</p>		
<p>Goal 1: Maintain an active and relevant website that provides comprehensive information in a user-friendly format.</p>	<p>Address issues with new website.</p> <p>Provide training to CRT members to ensure information from all departments is updated on an as needed basis.</p>	
<p>MISC.</p>		

Goal 1:
Respond to Town Manager and Council request for information/special projects as assigned.

Monitor time spent on items not outlined in the department action plan and adjust priorities as necessary.