



December 4, 2013

# **TAKING MARKETING TO THE NEXT LEVEL**



# Past Tourism/Marketing Efforts

- Town opened Horseshoe Park & Equestrian Centre in 2008
- Established marketing partnerships with local tourist destinations in 2011
- Began working with Mesa's Convention & Visitors' Bureau (now Visit Mesa) in 2011
- Visit the QC campaign in 2012
- Rediscover Your Community campaign in 2013







# Measuring Success

- 1,900 leads generated by advertising in *Visit Mesa Visitors Guide* and *Sunset* magazine
- Familiarization tours resulted in articles: *Canadian Traveller*, *Daily Herald* (Chicago), Huffington Post, Examiner.com, BootsNAll.com, etc.
- Signage resulted in increased attendance by local residents at Schnepf/QCOM/BFSC/HPEC events
- Increases in traffic to Town website and social media sites



# Taking it to the Next Level

- Partnership with Visit Mesa, the East Valley's convention & visitors bureau
  - QC is strong complement to tourism destinations in neighboring communities
  - Maintain QC's identity while adding extensive resources
  - Participation in joint media relations
  - Opportunity to co-op advertising with Visit Mesa
  - Participation in tourism/sports/media industry shows and sales missions
  - Strong presence on Visit Mesa website



# Taking it to the Next Level

- Partnership with East Valley Partnership's "Phx East Valley" marketing
  - Joint effort among EV communities to increase awareness of the region to businesses as a relocation/expansion opportunity
  - Supplements efforts of Greater Phoenix Economic Council (GPEC) and Arizona Commerce Authority (ACA)
  - Allows cost-sharing initiatives to help the East Valley create its own brand



# Cost to Take it to the Next Level

- Partnership with Visit Mesa
  - \$36K for year-long partnership (July 2014-June 2015)
  - \$20K for travel expenses
  - Approx \$100K for additional personnel resource, follow up marketing materials, co-op advertising
- Partnership with East Valley Partnership
  - Approx \$5-7K per year for 5-7 years

# Questions?

