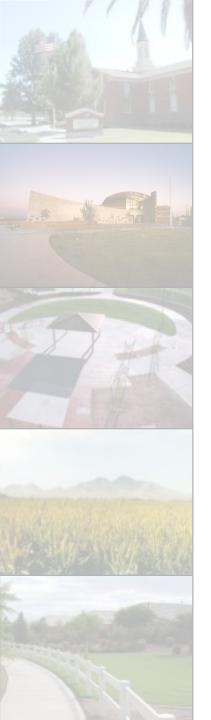


December 4, 2013

TAKING MARKETING TO THE NEXT LEVEL



Past Tourism/Marketing Efforts

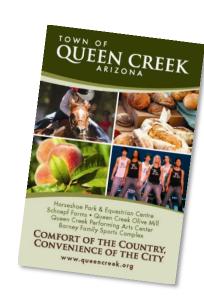
- Town opened Horseshoe Park & Equestrian Centre in 2008
- Established marketing partnerships with local tourist destinations in 2011
- Began working with Mesa's Convention & Visitors' Bureau (now Visit Mesa) in 2011
- Visit the QC campaign in 2012
- Rediscover Your Community campaign in 2013

Past Tourism/Marketing Efforts









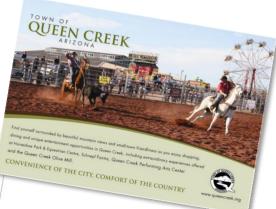


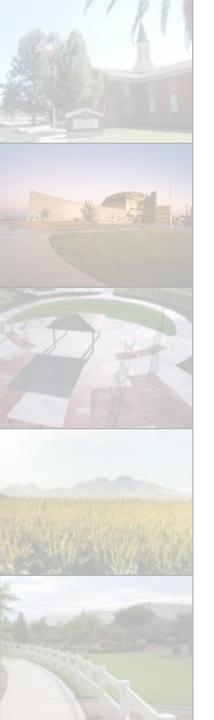
Capture the restaurants, the shops and the great outdoors. Rediscover your community. Visit The QC. Enter to win an iPed.

From Jewery 7 through February 28, uplood photos of you with your Intends or tamily of any local GC were to Queen Ceelung WaitPed CC. Dring this time, the public will be invited to vote on their forcets photos. Take the writing place and you'll win a 1608 field Cell or to the are all photograph energibles. — From the not intends withing place and you'll win a 1608 field Cell or the few and photograph energibles. Make a plan to have fun.

Download a variety of 'doytrip' itheraties from GreenGreek.org/VisitTheQC. become a lourist in your own town QUEEN CREEK ARIZONA

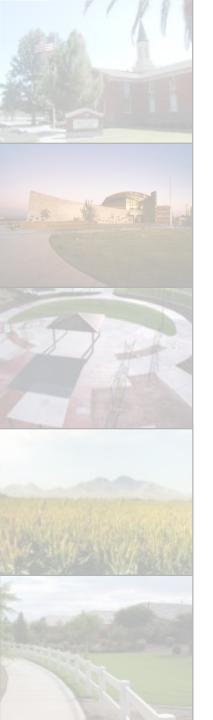






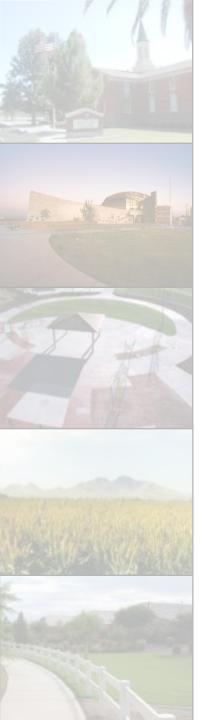
Measuring Success

- 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



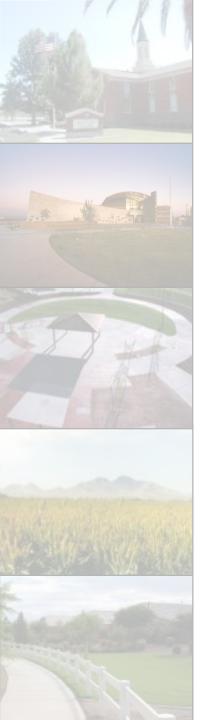
Taking it to the Next Level

- 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



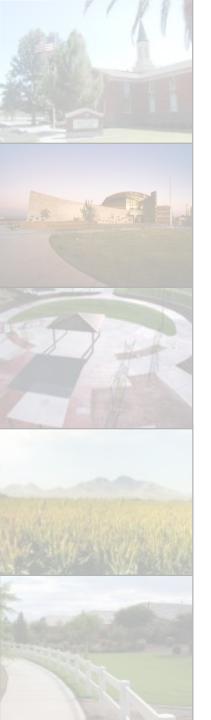
Taking it to the Next Level

- 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?