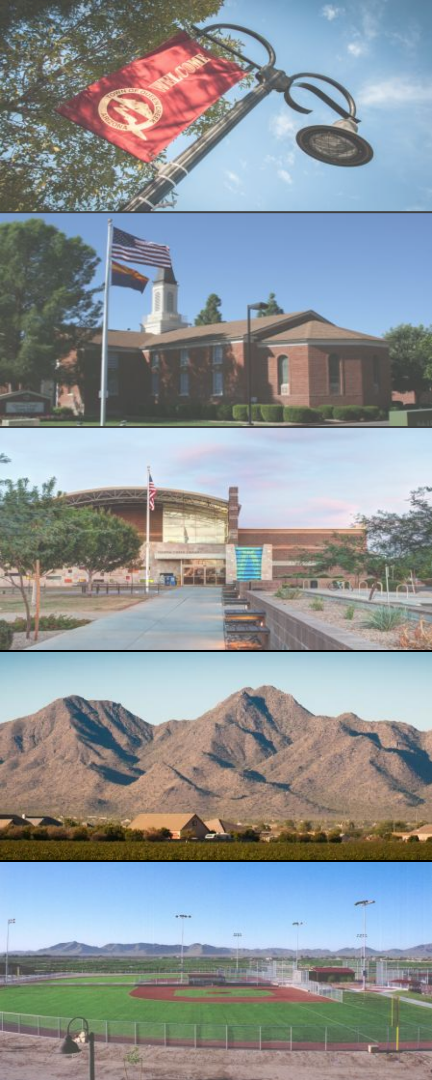




November 2013-January 2014

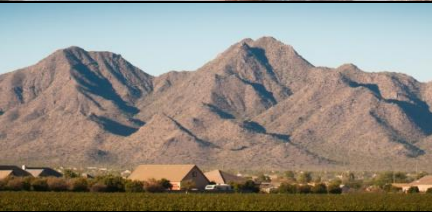
# MARKETING UPDATE





# Online Marketing

- Monitor pages for Horseshoe Park on tourism sites (TripAdvisor, Yelp, etc.)
- Promote the Town on sites including:
  - Town Facebook – 3,556 followers **(+22%)**
  - HPEC Facebook – 2,583 followers **(+9%)**
  - Twitter – 1,222 followers **(+12%)**
  - Pinterest – 115 followers **(+21%)**
  - Instagram – 89 followers **(+117%)**
  - Town website – 102,415 views **(+13%)**



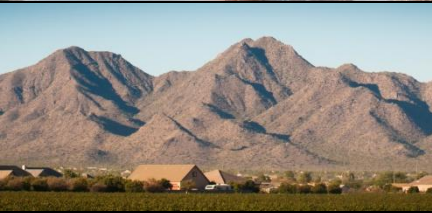
# Partnership Marketing

- Signage for partner events including:
  - American Heritage Festival at Schnepf Farms
  - Holiday Festival & Parade
  - Recreation classes including Zumba & Preschool
  - Rio Salado College
  - Queen Creek Olive Mill
- Postings on Facebook & Twitter for all submitted partner events
- Town calendar lists for all submitted partner events
- Queen Creek tourism info available at other tourism offices across the state



# Other Marketing

- Pancake Breakfast was held on Nov. 16
- Collaboration on mobile app continued with ASU's Innovation Lab
- Entry monument voting



# Entry Monument Results

Total of 331 votes cast

- Washes - 220 votes
- Mountains - 206 votes
- Farms - 170 votes
- Equestrian - 163 votes
- Cotton - 98 votes
- Hohokam - 66 votes
- Peaches - 60 votes
- Family - 52 votes
- No original artwork was submitted





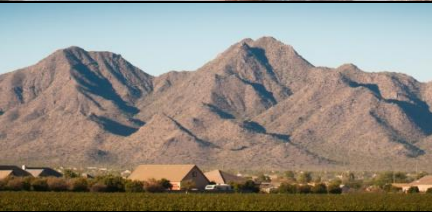
# February 2014

- Community Events
  - Harkins Groundbreaking – Feb. 15 (new Shop QC bags!)
  - Communiversity Grand Opening – Feb. 20
- Anniversary Flag Design Contest continues
- Launch Great Neighbor Award
- Launch “The Adventures of Q&C”
- Scavenger Hunt for QC Facts
- Question of the Month / Resident Testimonials



# Great Neighbor Award

- Nominee must live in the Town of Queen Creek or work at a business located in the Town.
- Nominee must not have received financial compensation for his or her good deed(s).
- Nominee can be any age. If you are nominating a child, make sure you talk with their parents first to let them know why you want to recognize their child as a great neighbor!
- Nominee cannot be a Town of Queen Creek employee.
- Video nominations are accepted.



# “The Adventures of Q&C”

- Interactive Campaign
- Post adventures on social media
- Similar to Travelocity’s roaming Gnome
- Follow Q&C as they travel around Queen Creek
  - Tour historical spots
  - Eat at local restaurants
  - Shop at local QC businesses
  - Visit Town Hall, Library, etc.
  - Explore the washes





# March 2014

- Community Events
  - Great Neighbor Award Ceremony – March 19
  - Roots ‘N Boots
- Launch of Mobile App
- Community Engagement Campaigns
  - Question of the Month / Resident Testimonials
  - “The Adventures of Q&C”



# April 2014

- Community Events
  - Passport to Discovery
  - Earth Day Event
- Photo Scavenger Hunt @ Passport to Discovery
- Community Engagement Campaigns
  - Question of the Month / Resident Testimonials
  - “The Adventures of Q&C”



*Questions?*