

TOWN OF
QUEEN CREEK
ARIZONA



Planning Update for 2011 Roots N' Boots Weekend

February 2, 2011



Roots N' Boots Weekend was created to:

- Showcase business opportunities
- Highlight Horseshoe Park & Equestrian Centre
- Celebrate Queen Creek's rural heritage
- Provide an enjoyable event for our whole community



Roots N' Boots Planning Committee



- Adam Robinson – Chair
- Marnie Schubert – Marketing & VIP
- Doreen Cott – Marketing & VIP
- Dina Lopez & Shannon Johnson – Logistics, Sponsorship, Vendors, Activities, Contracts, Traffic/Parking, Concessions, Staff/Volunteer Coordination
- Ron Knight – Fire, First Aid, Risk Mgmt
- Tim Lynch & Cole Alford – Site logistics & Rodeo Set-up
- Jon Wootten – PRCA Rodeo Committee Chair
- Molly Jacobs – Entertainment, Stage, Sound, Ticketing
- Marquis Scott – Advisory (Chamber)
- Mark Schnepf – Advisory (Schnepf Farms)
- Other Town staff as advisors – Finance, Marketing, Etc



3 Key Parts of Roots N' Boots Weekend

- PRCA Professional Rodeo
- Family Rodeo
- Carnival Rides and Midway



PRCA Pro Rodeo

PRCA – Professional Rodeo Cowboys Association

- PRCA rodeos are crème of the crop
- Two performances
- Ticketing
- We have contracts and/or partnerships with:
 - Stock Contractor
 - Rodeo Personnel
 - Scoreboard & Sound
 - Queen Creek Performing Arts Center



PRCA Pro Rodeo (cont.)

Marketing plan in full swing:

- Combination
 - print, signage, radio, editorial, Web and social media
- Ticket discount programs
- Misc community programs
- Word of mouth!

Traffic and parking plans:

- Staff, volunteer, VIP and participant parking
- Ingress and egress plan for safety and efficiency



PRCA Pro Rodeo (cont.)

Sponsorship program

- Justin Boots, Southwest Ambulance, Dodge, Wrangler, Saba's, local hotels

Volunteers

- Rodeo Committee
- Recruitment

Entertainment

- Performances for rodeo intermissions
- QCPAC agreement



Family Rodeo

- Goal
- Activities
- Entertainment
- Lawn Mower Races
- San Tan Historical Society
- Vendors and displays



Carnival and Midway

- Rides, Games and Concessions
- Costs:
 - \$25 wristband for rides
 - Tickets for games and carnival food concessions
- Hours of operation:
 - Friday: 5 – 10 p.m.
 - Saturday: 1 – 11 p.m.



Miscellaneous Info

- \$5 per vehicle parking
- Road construction



Rodeo Committee



Rodeo Committee

- Makeup
 - Friends of Horseshoe Park Board
 - Volunteers
- Tasks
 - Staffing & Execution of the PRCA and Family Rodeos
- Goals
 - Successful Event
 - Reducing Staff workload through volunteerism
 - Have fun



Rodeo Committee

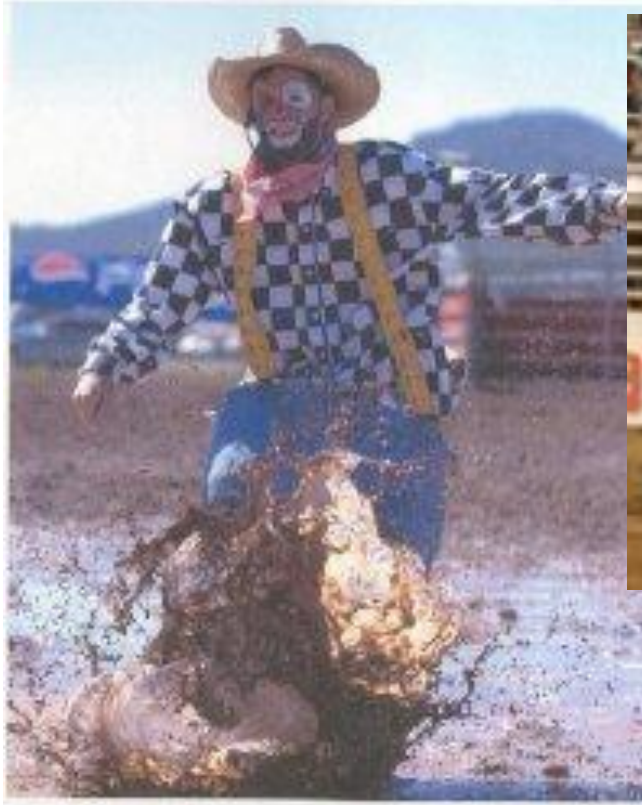
Event Committee

FOHP

Rodeo Committee



Rodeo Committee





Questions?

