

TOWN OF
QUEEN CREEK
ARIZONA

Economic Development Update

April 20, 2011



2010-2011 Action Plan

- Business Attraction/Expansion
- Business Climate/Competitive Positioning
- Marketing



2010-2011 Action Plan

- S.W.O.T. Analysis
- Work with Town Center Committee on items included in the Implementation Matrix
- Enhance and promote existing entertainment anchors in the community



2010-2011 Action Plan

- Collaborate with partners that are part of the Phoenix-Mesa Gateway Trade Area.
- Participate & partner with GPEC, ACA, AAED, professional memberships.
- Queen Creek – GPEC



2010-2011 Action Plan

- Work with the Chamber of Commerce and Queen Creek Cultural Foundation (QCPAC)
- Develop Ombudsman Program.
- Finalize lease with MCCCD/Rio Salado College.
- Continue growing “Shop Queen Creek” program.



2010-2011 Action Plan

- Develop Economic Profile.
- Advertising Calendar.
- Communicate regularly with real estate professionals – leasing agents, developers.
- VIP event as part of Roots N Boots.



2010-2011 Action Plan

- Small Business Program – “Queen Creek IS business friendly.”
- Implement recommendations from the business incubator feasibility study.



2010-2011 Action Plan





Questions?