

TOWN OF
QUEEN CREEK
ARIZONA

Horseshoe Park & Equestrian Centre Update

May 18, 2011



A Year in Review...

- Last spring Town Council approved the hiring of a General Manager and \$1 million in additional capital improvements at HPEC.
- CIP projects complete
 - *Enhanced lighting*
 - *Drainage improvements*
 - *Marquee sign*
 - *West side bleachers*
 - *200 shed row barns*
- Revenue Goal FY10-11 - \$120,000
 - *Revenues as of May 1, 2011 - \$184,000*
- Marketing Plan for FY11-12



A Year in Review...

- **New General Manager**

- After an extensive search Tim Lynch was selected as the new GM of HPEC; Tim's first day with Queen Creek was August 16, 2010.

- **New contracts, new events, new exposure for HPEC**

- Since Tim's arrival several new contracts have been signed including the 5 year contract with the AzCHA.



A Year in Review...

- Contracts
- Events
 - Ranch Sorting – produced by HPEC
 - This event allows for participation from all skill levels; family oriented.
- Sponsorships
 - Several sponsorships have been secured. These include A to Z Rentals; Jim's Ace Hardware and Kietek Manufacturing. Others are currently being considered.



A Year in Review...

- Events/Contracts in negotiation
 - Negotiations are underway with several event producers.
- Number of Event Days – FY10-11
 - 144
- Plans for next fiscal year
 - Revenue projections for FY11-12- \$460,000





Questions?