

August-November 2011

MARKETING UPDATE



Online Marketing

- Established pages for Horseshoe Park on tourism sites including:
 - Yelp
 - TripAdvisor
- Promote the Town on sites including:
 - Town Facebook (1,500+ followers)
 - HPEC Facebook (1,300+ followers)
 - Twitter (465 followers)
 - Town’s website
(83,600 visits from Aug-Oct)



Feature Articles

- Participated in two familiarization tours in conjunction with Mesa CVB
- Horseshoe Park featured in *Sports Destination Management's* July/Aug. edition
- *Sunset Magazine* article

Southwest weekend

Inside Where to play in the Valley's breadbasket » Tombstone's new Wild West ranch » The Las Vegas you've never seen »

Phoenix day trip Queen Creek

Why go now: Late fall means great hiking, U-pick farms, and more pretty horses than a Budweiser commercial.

What it's known for: Mormon churches and olives—lots of olives. **How to find it:** From

Phoenix, go southeast until you run out of freeway. Queen Creek is the wide-open swath of farmland next door to Gilbert. **What you'll see:** Urban cowboys with trucks, trailers, and two mares in the front yard. **November**

temps: 70° with a strong chance of more 70°. **Royal title:** Queen Creek is named after a rivulet that flows more than 100 miles from the old Silver Queen Mine near Superior. **Sport a Stetson:**

For rodeo events—like barrel racing and steer roping—at Horseshoe Park & Equestrian Centre (free; 20464 E. Riggs Rd.; 480/358-3710). **Doing all right:**

Queen Creek's median household income of \$83,145 is roughly 50 percent higher than that of Phoenix. **Classic meat**

market: QC boasts the Valley's best old-timey butcher in the Pork Shop (3359 E. Combs Rd.; 480/987-0101). Bring a cooler, lest your thick bacon spoil. »24

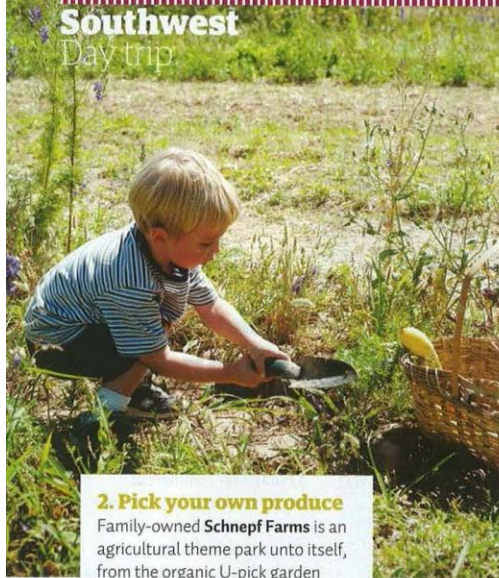
1. Take your pick of peaks

Essentially a sprawling saguaro forest ringed by small, hikeable mountains, **San Tan Mountain Regional Park** is among Arizona's great—if unheralded—pieces of outdoor eye candy. Smear on the sunblock and begin your day by summiting one of the park's picturesque peaks, including Goldmine Mountain, with its spectacular south-facing escarpment. \$6/vehicle; 6533 W. Phillips Rd.; 480/655-5554.

BY CRAIG OUTHIER | PHOTOGRAPHS BY ANDREA GÓMEZ ROMERO



Southwest Day trip



2. Pick your own produce

Family-owned **Schnepf Farms** is an agricultural theme park unto itself, from the organic U-pick garden (broccoli, beets, and squash show up this month) to the occasional four-course orchard dinner hosted by a big-name Valley chef. There's also a kiddie train (\$3) and a petting zoo full of ridiculously cute pygmy goats. 24810 S. Rittenhouse Rd.; schnepffarms.com



4. Relax with a glass

The Deli, a zero-pretense pizza-and-salad bistro, is also the best wine-sipping spot in town. Drink in the sunset, along with your '08 Primitivo, in a pleasant breezeway that doubles as the restaurant's outdoor patio. If you feel a wee peckish, order the succulent, well-seasoned carpaccio or an apple-chicken-salad sandwich (left). \$\$; closed Sun; 18914 E. San Tan Blvd.; 480/279-3546.



3. Eat an olive oil waffle

At Del Piero, the Tuscan-style cafe (\$) at the **Queen Creek Olive Mill**, you'll find killer artichoke eggs Benedict made without even a pat of butter. That's how serious the folks at Arizona's only working olive mill are about their signature ware. Stroll 3 acres of groves, take a class on olive oil (\$5), but don't leave without biting into a divine Meyer lemon cupcake. 25062 S. Meridian Rd.; 480/888-9290.



Make it a weekend

In nearby Gilbert, the tranquil **Orange Blossom Hacienda** is set deep within a 100-year-old citrus grove, which you'll smell as you loll by the amoeba-shaped pool. The only thing better than the B&B's views of the San Tan Mountains are the rich prickly pear pancakes it serves for breakfast. From \$95; orangeblossomhacienda.com



Getting there

Queen Creek is 38 miles southeast of Phoenix. Take I-10 east to U.S. 60 east and exit at Ellsworth Rd. Drive south 5 miles to reach town.



MORE TO DO—NEAR YOU. For additional weekend trip ideas in your area, visit sunset.com/southwest



Paid Advertising for the Town

Advertising that extended the Town's brand as a destination that has

*The Convenience of the City,
Comfort of the Country*

included:

- Mesa Visitors Guide*
- Phoenix Valley Guide & Map*
- Gateway to the East Valley*
- Phoenix Magazine*
- Arizona Drive Guide*



TOWN OF QUEEN CREEK ARIZONA



Find yourself surrounded by beautiful mountain views and small-town friendliness as you enjoy shopping, dining and unique entertainment opportunities in Queen Creek, including extraordinary experiences offered at Horseshoe Park & Equestrian Centre, Schnepf Farms, Queen Creek Performing Arts Center, Queen Creek Olive Mill and Barney Family Sports Complex.



CONVENIENCE OF THE CITY, COMFORT OF THE COUNTRY www.queencreek.org

Advertisement placed in:

- Quarterly *Phoenix Valley Guide*
- Mesa's annual *Visitors Guide*
- Phoenix Magazine's City Guide*
- Arizona Drive Guide*



TOWN OF
QUEEN CREEK
ARIZONA

Horseshoe Park & Equestrian Centre
Schnepf Farms • Queen Creek Olive Mill
Queen Creek Performing Arts Center
Barney Family Sports Complex

**COMFORT OF THE COUNTRY,
CONVENIENCE OF THE CITY**

www.queencreek.org

Advertisement placed in:

- Quarterly *Phoenix Valley Map*
- January 2012 edition of *Sunset* magazine



Paid Advertising for Horseshoe Park

Advertising that promoted the park as a destination/place to hold an event included:

- *Pacific Coast Journal*
- *Quarter Horse News*
- *Cutting Horse Chatter*
- *Sports Destination Management*



HORSESHOE PARK & EQUESTRIAN CENTRE

National Reined Cow Horse Association

Arizona Cutting Horse Association

Arizona Reined Cow Horse Association

Arizona Reining Horse Association

Hershberger Performance Horse Sale

Joan Usher Barrel Racing

Dynamite Arena World Series Team Roping

Coleman Equestrian Productions Hunter/Jumper



NOT YOUR AVERAGE HORSEPLAY

Each of these prestigious organizations have decided to call Horseshoe Park & Equestrian Centre home for their events. One of the best new professional-level facilities in the western United States, see what Horseshoe Park and our outstanding staff can do for your event!

Horseshoe Park & Equestrian Centre
480-358-3710 · www.queencreek.org/hpec
www.facebook.com/horseshoepark

QUEEN CREEK, ARIZONA



Upcoming Promotional Efforts

- Pages on Town website emphasizing agritourism
 - “More Horseplay in Queen Creek”
- Printed brochure to distribute a destinations in QC, airports, CVBs, etc.
- Upcoming FAM tours with CVBs

Questions?

