

### Vision

The Agritainment Capital of the World, Queen Creek, Arizona offers a unique blend of agricultural heritage and entertainment experiences that appeal to all generations.

### Mission

Promote the destination of Queen Creek for the benefit of residents and local businesses through marketing, partnership and community collaboration.

### Position

Proudly committed to its roots, Queen Creek is a growing community where visitors can:

- Connect with the Town’s agricultural history through family-friendly entertainment at one-of-a-kind agritainment destinations,
- Travel through a uniquely and beautifully planned community designed to preserve its neighborly and small-town feel,
- Be welcomed into the Town’s equestrian culture, atmosphere and events; where visitors can feel like they are a part of the Town’s equestrian identity even if they don’t ride, and
- Escape the city, reconnect with rural life, and make incredible memories.

<p>Goal 1:  <b>Establish the Queen Creek Tourism Program</b></p>	<p>Goal 2:  <b>Craft Queen Creek’s Destination Identity</b></p>	<p>Goal 3:  <b>Encourage &amp; Promote Festivals &amp; Events</b></p>	<p>Goal 4:  <b>Establish a Collaborative Destination Marketing Strategy</b></p>
<p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>• Increase annual tourism-related sales taxes by 3% YOY</li> <li>• Increase economic impact by 3% by Year 2</li> </ul>	<p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>• Post 4 new pieces of unique-to-QC web content</li> <li>• Increase social media audience by 20% by Year 2</li> </ul>	<p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>• Add 2 new private or third party produced events in key categories by Year 2</li> <li>• Increase the number of event days each year by 10%</li> </ul>	<p><b>Objectives</b></p> <ul style="list-style-type: none"> <li>• Increase overnight visitors by 15% YOY</li> <li>• Increase web traffic by 15% YOY</li> </ul>
<p><b>Initiatives</b></p> <ul style="list-style-type: none"> <li>• Define Tourism Team roles, responsibilities and resources to include the working relationship with Explore Queen Creek</li> <li>• Establish performance metrics</li> <li>• Align and optimize partner relationships</li> </ul>	<p><b>Initiatives</b></p> <ul style="list-style-type: none"> <li>• Own Queen Creek’s identity as the “Agritainment Capital of the World”</li> <li>• Define the tone and voice for Queen Creek tourism marketing efforts</li> <li>• Understand and differentiate Queen Creek from our Phoenix metro-area neighbors</li> </ul>	<p><b>Initiatives</b></p> <ul style="list-style-type: none"> <li>• Evaluate current events and festivals for gaps and opportunities</li> <li>• Create resources to encourage events and festivals</li> <li>• Identify principles/guidelines for the promotion of events and festivals</li> </ul>	<p><b>Initiatives</b></p> <ul style="list-style-type: none"> <li>• Determine key marketing messages through collaborative quarterly destination meetings.</li> <li>• Work with a marketing strategy consultant to develop a two-year marketing plan</li> </ul>