How to Build Agritourism to Trigger Economic Development
Presented by: Doreen Cott and Marnie Schubert of Town of Queen Creek, AZ
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https://attendee.gotowebinar.com/recording/3712678421486860290?assets=true

- Who lives in your boarders?
- What assets can your community capitalize on?
- Where can you forge partnerships?

Know your community

Use this to build your brand and promote your community

Work with planning and zoning
It ought to be the perfect storm of assets, lodging, and restaurants. The goal of the agritainment district should be to enhance existing features to help the community thrive.

Design with the future in mind. Forecast and act accordingly.

What’s Your Message and how are You Marketing Yourself?
- Magnify your internal communications
  - Make sure everyone is on the same page
  - Include all departments
  - Leverage regional partnerships
- Where could your community use some work?
  - Would infrastructure improvements elevate the experience had by tourists?

Question and Answer

How does Queen Creek protect farmland from low density development?

Rendezvous with stakeholders and consultants to preserve agricultural roots. Be realistic about where development ought to happen. Allow farmers to have the chance to expand. Farmers need to have a vested interest in the community. The municipality should create a relationship between farmers and the community at large.

What are the town’s targeted industries?

Queen Creek and their consultants selected Healthcare, Software and IT, manufacturing (light industrial and industrial), Agro-business, and entrepreneurship to be their target industries.

Did Queen Creek have a proactive role in forming the relationships between local businesses?

Yes, the Tourism Alliance (Preforming Arts Center, Chamber of Commerce, and Visit Mesa) meets on a quarterly basis to find ways to cross promote. Businesses in the area have evolved over time beyond just the aid of the city to work together amongst themselves as well.

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