How to Build Agritourism to Trigger Economic Development

February 21, 2018

With the dynamics of small cities economic situations rapidly changing, what can communities do to address global competition for jobs while maintaining their unique identity? For many small cities and towns, turning to their strongest assets instead of venturing down new, expensive paths can be a long-term solution.
About the Alliance

Convene and Engage Networks of Thought Leaders

Provide Training to help Organizations Build and Sustain a Culture of Innovation

Identify, Distribute Leading & Emerging Practices/Trends Important to Local Gov

Tweet with Us: #agritourism or #localgov
@TOQC_official @Transformgov

Inspiring Innovation to Advance Communities
How To: GoToWebinar

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All attendees are muted, but we do want your participation!

Please ask your questions using your Go To Webinar Toolbox throughout the webinar.
Today’s Presenters

Marnie Schubert
Communications, Marketing & Recreation Director, Town of Queen Creek, AZ

Doreen Cott
Economic Development Director, Town of Queen Creek, AZ
Average household income $103,589

Median household income $83,678

Average household size 3.48
Expand Agritainment cluster to include wineries, breweries, bakeries and other value-added food business.

Diversity events at Horseshoe Park & Equestrian Centre.

Continue to attract unique festivals.

Place trails and parks as a cornerstone destination recreation and tourism.

Continue partnership with Visit Mesa.
Queen Creek’s Agritainment District

Zoning Ordinance: Agritainment District:

To provide for land uses that support and enhance agriculture use in the Town. Such uses shall be compatible with agriculture, and may include uses that support open space, natural resource management, outdoor recreation, enjoyment of scenic beauty, commercial and residential uses. The Agritainment District requires a Planned Area Development (PAD) Overlay.
• An expanded Agritainment District became a key economic development goal.

• The agritainment ordinance was a collaborative efforts between the Town and successful agritainment business owners. The ordinance, identifies accepted uses within the District, while maintaining a level of flexibility to support the needs of the businesses.

• Agritainment has emerged as an opportunity for farm owners to diversify their agricultural operations, and provide unique experiences that capitalize on the popular farm-to-table movement. For the Town of Queen Creek, creating an Agritainment District provides a new economic growth opportunity while preserving our rural and agricultural heritage.
Queen Creek’s agritainment destinations generated $10 million annually from visitor spending, bringing approximately $230,000 in sales tax last year.

**QC Destinations**

**HORSHEOE PARK & EQUESTRIAN CENTRE**
Enjoy Queen Creek’s equestrian heritage and attend one of the many events at Horseshoe Park!

**SCHNEPF FARMS**
Named an “Arizona treasure” by the Governor, bring your family to enjoy the annual Peach Festival this weekend!

**QUEEN CREEK OLIVE MILL**
Arizona’s only working olive mill is the perfect spot to go for lunch and to get gifts for loved ones.

**HAYDEN FLOUR MILL AT SOSSAMAN FARMS**
See how grains are transformed into delicious food at the century-old Sossaman Farms!

#NTTWL17
MARKETING AND PROMOTION

Promote a unifying and distinct brand that set Queen Creek apart as a viable business location

Collaborate with GPEC, ACA, Visit Mesa, etc., on marketing opportunities

Invest the QC
**The Southeast Valley’s Premiere Vintage Market**

**Vintage & Vino**


**2 DAYS**

**OCTOBER 13** 11AM - 9PM

**OCTOBER 14** 9AM - 4PM

Tickets $5 at the door

Over 100 Vintage Handmade Vendors

Plus Food and Music

Wine Lounge w/ Variety of Wines

Kids Craft Zone and on Friday “Now Open Late”

HORSESHOE PARK & EQUESTRIAN CENTRE - 20664 E. RIGGS RD, QUEEN CREEK, AZ 85147

VINTAGEANDVINOAZ.COM

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**BACON BLUES & BREWS FEST**

**11.04.17 QUEEN CREEK**

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**SATURDAY OCTOBER 21** 5 - 9 PM

TRUNK OR TREAT

HAPPY HALLOWEEN

TOWN CENTER ELLSWORTH ROAD
21802 S. ELLSWORTH ROAD

presented by Dignity Health

QueenCreek.org/TrunkorTreat
The Five Pillars of ECONOMIC DEVELOPMENT

Business Development

Entrepreneurship

Agritainment and Destination Tourism

Economic Foundations

Marketing and Promotions
Business attraction, retention and expansion

Office space development

Attract hotel development

Recruit industries within targeted industry

International strategy
Doreen Cott
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Marnie Schubert
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Q&A

Marnie Schubert
Communications, Marketing & Recreation Director, Town of Queen Creek, AZ

Doreen Cott
Economic Development Director, Town of Queen Creek, AZ
Save the Date!

Upcoming learning events:
http://transformgov.org/en/calendar


- Workforce of the Future Workshop – IL on 4/26/2018

- Transforming Local Government Conference: April 3 – 6!
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Thank you for joining us today!