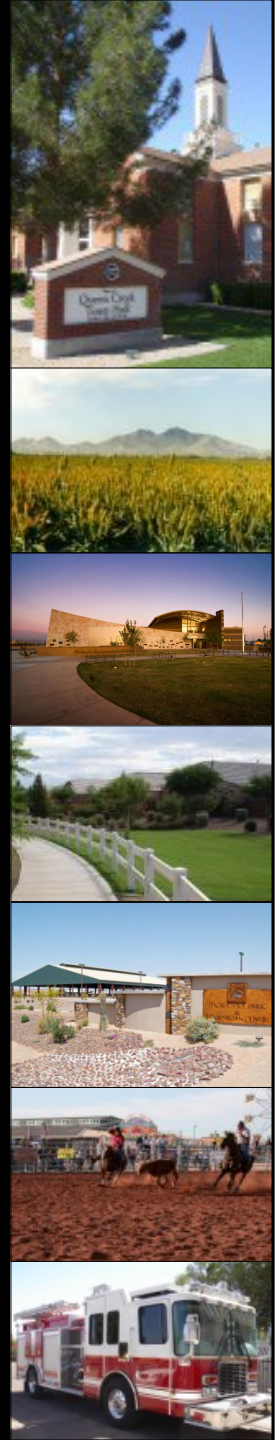


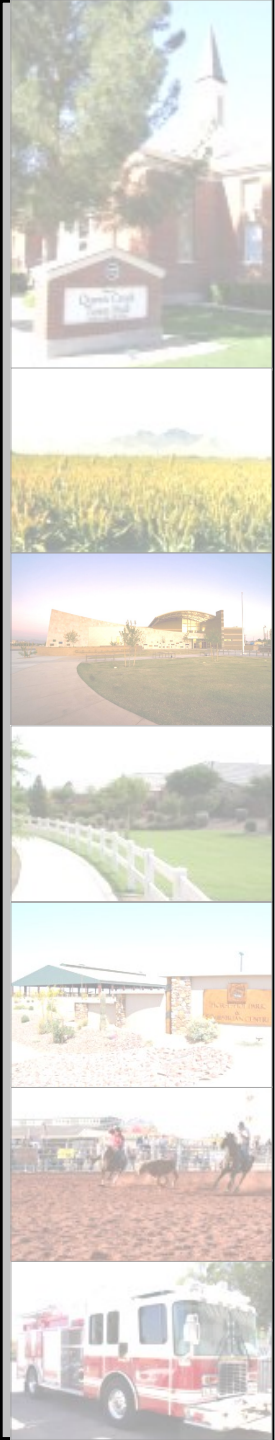
TOWN OF
QUEEN CREEK
ARIZONA

Horseshoe Park & Equestrian Centre



Activity Statistics

- Horseshoe Park & Equestrian Centre hosts more than 310 event days a year!



Activity Statistics

- Some of the larger events include:
 - Arizona Cutting Horse Association
 - 6 events, 28 days
 - Cowboy Mounted Shooting Association
 - Winter US Championship
 - Arizona Reined Cow Horse Association
 - Arizona 4-H State Finals
 - Shelley Productions World Series Roping
 - (3 days, 2,000 teams)



Activity Statistics

- Larger events Cont.:
 - Southern Arizona Quarter Horse Association
 - Arabian Horse Association
 - Queen Creek Roots N’ Boots Rodeo
 - 4 day PRCA Rodeo
 - Queen Creek Barrel Racing Association
 - Clinton Anderson Horsemanship Clinic
 - US Dog Agility Regionals



Activity Statistics

- There are also frequent smaller events including:
 - Barrel Racing
 - Roping
 - Gymkhanas
 - Horsemanship Clinics
 - Flat Track Motorcycle Racing
 - Local Club Events



HPEC ASSETS

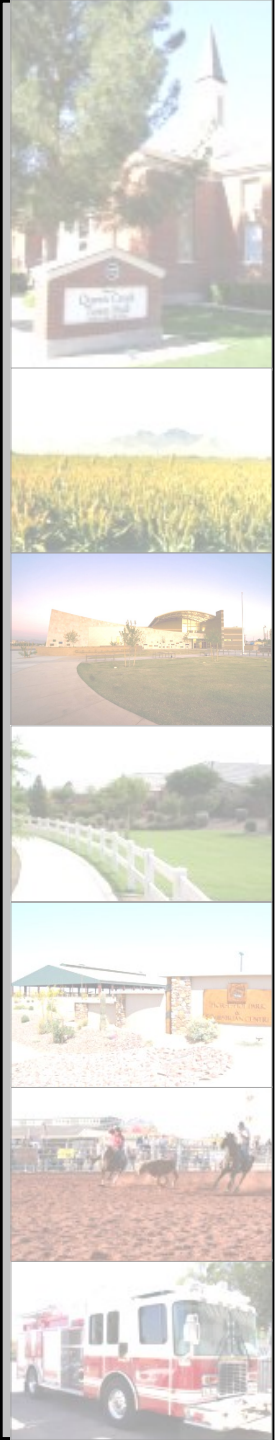
- 1 Covered Arena – seats 3,200
- 4 Outdoor Arenas
 - All riding floors are 150' x 300'
- 320 Stalls
- 56 RV Bays
- Concession Building (includes a 20' x 60' show office)
- Main Show Office
- Over 2 Dozen Vendor Locations



HPEC ASSETS

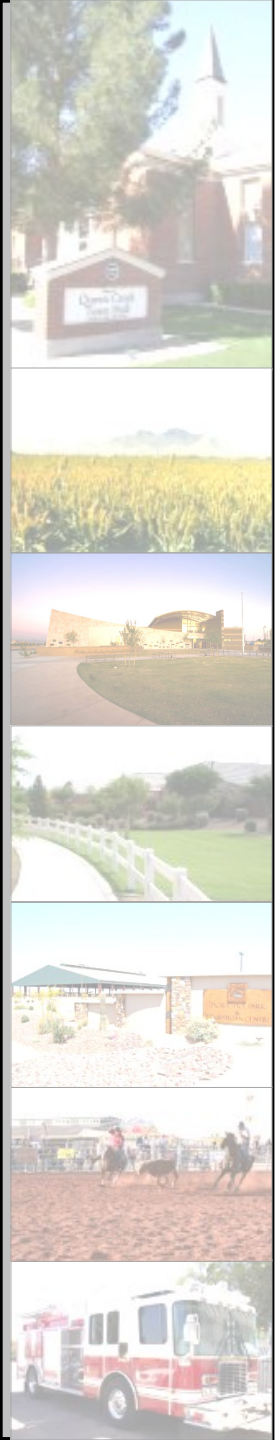
- Public Wi-Fi Access
- PA System that covers entire Campus
- Cattle Handling Facilities on both East and West Sides of the Campus (can handle a total of 1,000 head)
- Full time staff of 7 people
- 4 of our M& O Technicians are Kiser Arena Specialist Certified*

*These technicians have all worked with Kiser's



Economic Impact Analysis

- HPEC's impact on the local community
- The following economic impact analysis was completed in 2012.



Key Findings for HPEC:

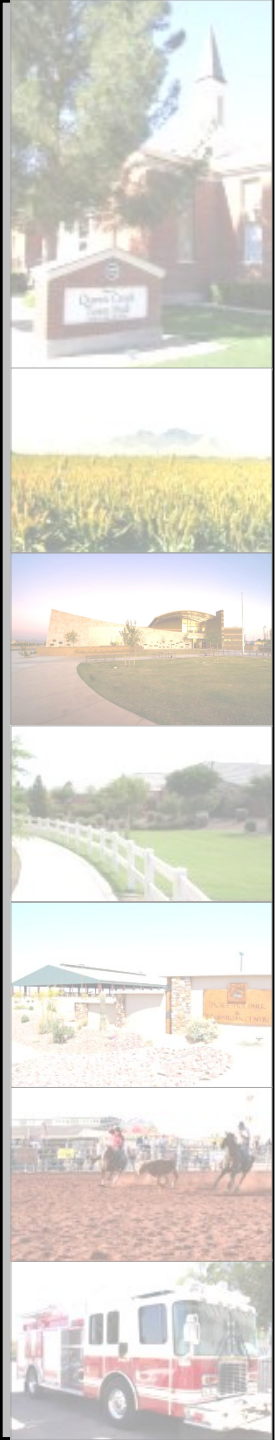
- Annual attendance was 34,130
- 73% are repeat attendees
- 72% are from out-of-state
- 93% stayed overnight to attend HPEC events; of those, 60.5% stay in a hotel/motel
- 80% found out about the event through equestrian organizations



Key Survey Findings

Where are they coming from?

- Nearly 82% of the attendees are from outside of Queen Creek
- 22% are from Maricopa County
- 72% are from out-of-state
- 3% are international visitors, primarily from Canada
- 18% are from Queen Creek



Key Survey Findings

What are they spending their money on?

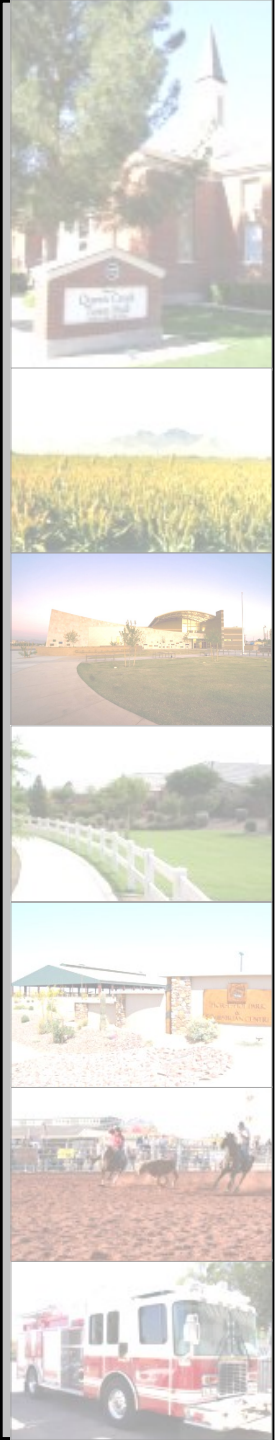
- 27.5% on dining, including fast food and sit down restaurant
- 19.8% on ticket admission
- 13.5% on lodging
- 11.4% on general merchandise
- 10.5% on transportation/fuel



Key Survey Findings

Where are overnight visitors staying?

- 30.4% in Gilbert
- 26.8% in Mesa
- 20.5% in Queen Creek



Key Survey Findings

What type of accommodations are they staying in?

- 46.2% in hotel/motel
- 19.7% with family or friends
- 16.7% in HPEC's RV park
- 3.8% in condominium/vacation rental



Key Survey Findings

How long are they staying?

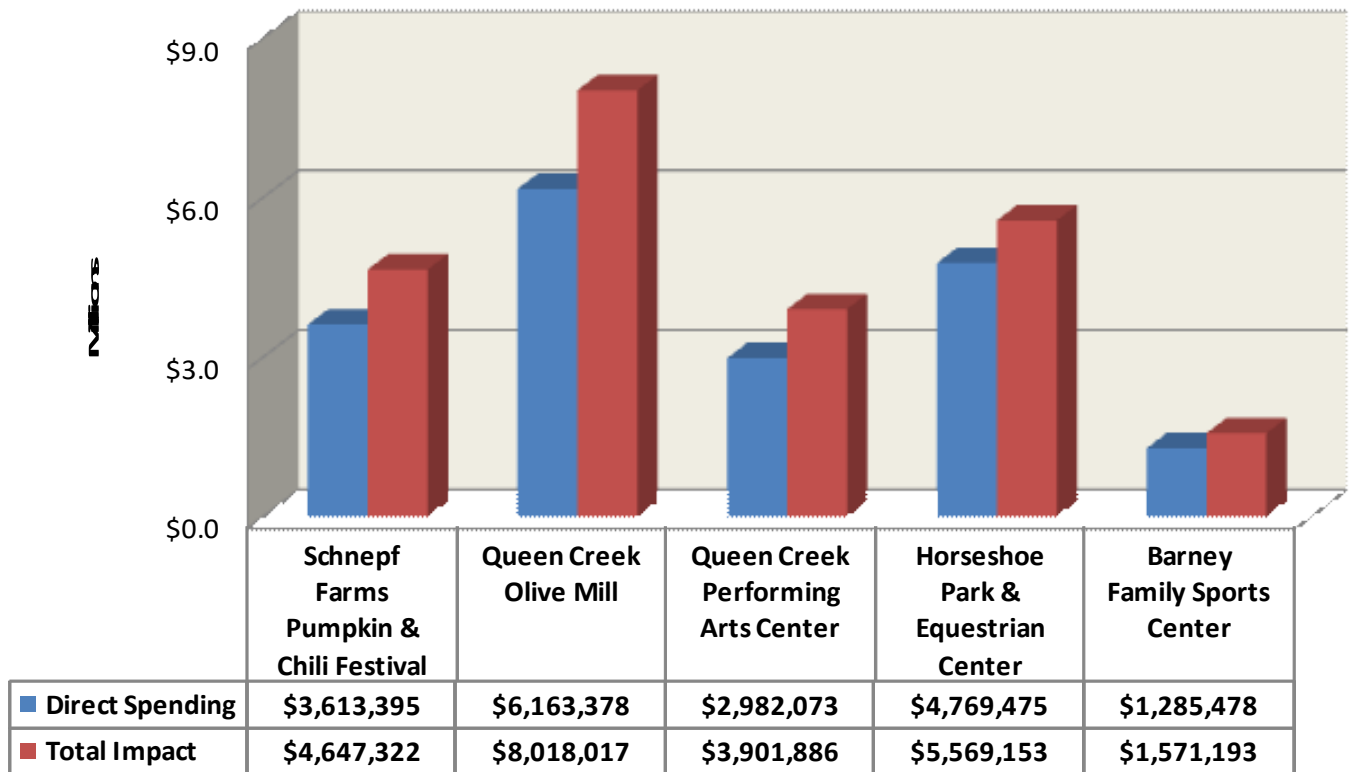
- 37.2% are staying 5-7 nights
- 24 % are staying longer than 7 nights
- 20.7% are staying 3-4 nights
- 18.2% are staying 2 nights or less



Queen Creek Impact by Venue



Economic Impact Findings



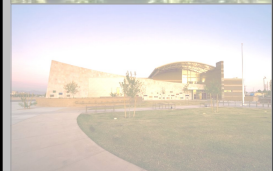
HPEC Next Level



HPEC Next Level



HPEC Next Level



Horseshoe Park Equestrian Centre Covered Arena 2

POPULOUS



HPEC Next Level



HPEC Next Level



Horseshoe Park Equestrian Centre Covered Arena 2

POPULOUS®



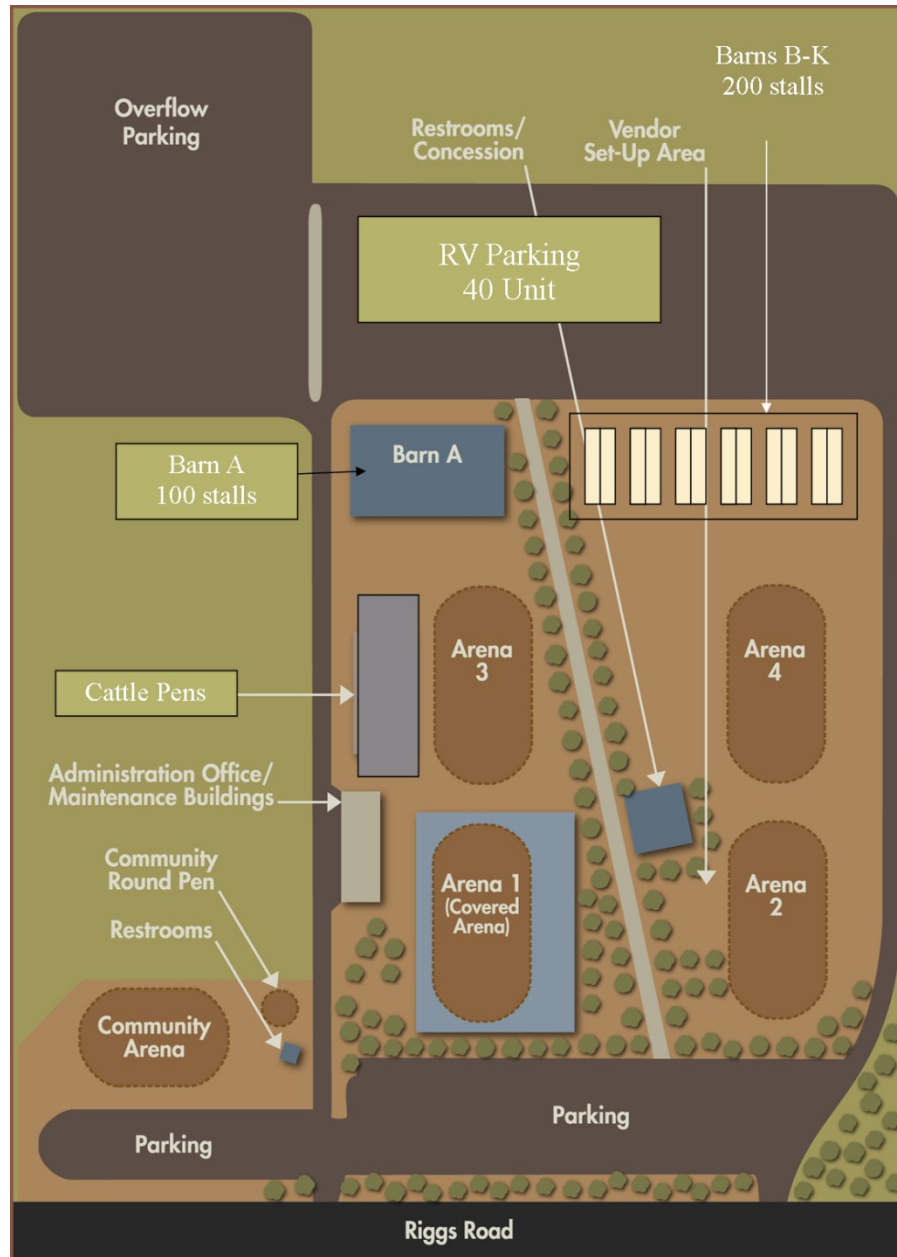
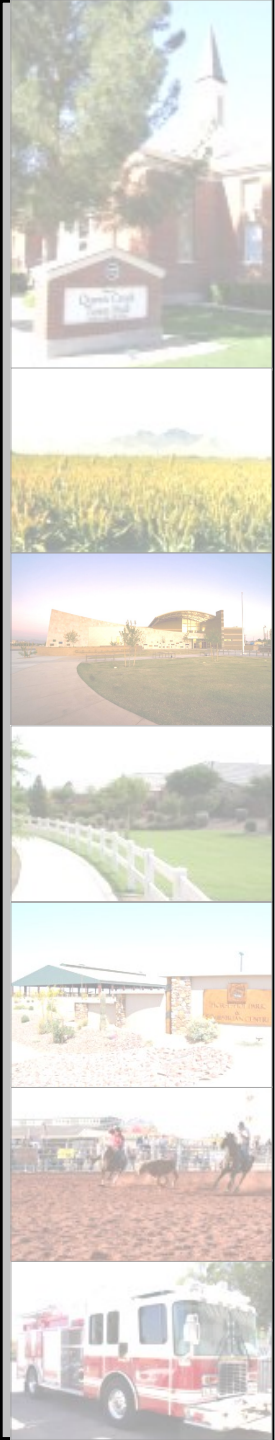
HPEC Next Level



Horseshoe Park Equestrian Centre Covered Arena 2

POPULOUS





TOWN OF
QUEEN CREEK
ARIZONA

Thank You!

