MISSION:
To promote Mesa and its neighboring partner communities as a premier business and leisure travel destination on behalf of our stakeholders.

VISION:
Mesa and its surrounding regional partners are globally recognized as the preeminent visitor destination in Arizona.
Visit Mesa is riding a wave. A wave of change is upon us as city leaders reimagine our Downtown and pave the way for new growth in our core districts, and there is a wave of opportunity as we plan the year ahead with our sights set on new visitor developments and increased funding for destination marketing. Visit Mesa has just come off the heels of our most productive year yet with a record 95,534 booked room nights and increases in marketing reach, media impressions, and impressive audience gains on all our online media channels. All our hospitality indices we closely monitor illustrate to us that Mesa is more in-demand now than ever before.

In fact, our record growth in occupancy and revenue per available room are two key contributors to this fiscal year’s increase in our destination marketing funds distributed through Proposition 302. In FY 2018-19, Prop 302 revenues are expected to nearly double as compared to last year. This means we can effectively double our marketing outreach efforts in the year ahead, and then some. Those allocated Prop 302 funds are determined by total revenues generated in Maricopa County by visitor spending in hotels and Mesa’s share has grown in large part due to Visit Mesa’s aggressive and successful sales efforts over the past several years. We are now seeing hotel consumption from bookings that began as many as five years ago when we rebranded the destination. We can expect this consumption trend to continue in the years ahead based on booking business years in advance, and with new room inventory hitting the market in late 2018 and 2019, there is no stopping us.

We are also experiencing record growth at Phoenix-Mesa Gateway Airport as they track several consecutive months of commercial passenger growth. The year ahead will have Visit Mesa spearheading new efforts with Allegiant and increasing our market share with the airline. Because destination performance is doing so well, Visit Mesa is currently researching opportunities to engage in high caliber ‘out of the box’ guerrilla marketing tactics that may include carving our website and hotel deals into corn fields in select target cities, hosting consumer activation efforts celebrating our desert warmth in Chicago or even wrapping our Visit Mesa logo and brand messaging in unique ways from airplane seat tray tables to light rail cars. With the help of our agency, HAPI, Visit Mesa will be investing in the acquisition of new photography and utilize more video production to deliver cutting edge, timely marketing content to match new consumer behaviors. We will actively promote all of Mesa’s new developments coming on board for visitors including the new nightlife and entertainment options at Mesa Riverview.

Visit Mesa is also starting the new fiscal year with a full staff and recently filled support positions for both our Sales and Communications departments. We now have the talent on our team that matches the DNA of this organization. Our experts are on top of the latest trends in our industry; they know how to meet the needs of our customers, and they are fostering new demand for our destination.

This Business Development Plan is your ultimate resource guide to planning your sales and marketing efforts, and we invite you to join us as we get ready to ride this giant wave.

Marc J. Garcia
President and CEO | Visit Mesa
MESA VISITOR PROFILE

KEY FINDINGS FROM DOMESTIC VISITORS TO MESA

- 62% Visit friends and family
- 25% of Mesa visitors were influenced by destination marketing
- 85% Overnight visitors have visited once before
- Online travel agencies and airline sites are the most common booking source for overnight trips in Mesa, 13% higher than the national average
- 70% of respondents were very satisfied with their overall trip experience to Mesa
- Shopping, Fine Dining and Swimming are the top activities for overnight visitors to Mesa


TOP STATES OF ORIGIN
- Arizona: 23%
- California: 14%
- Illinois: 6%
- Texas: 5%
- Minnesota: 4%
- Iowa: 4%
- Washington: 4%
- New Mexico: 3%
- Utah: 3%

TOP CITIES OF ORIGIN
- Phoenix: 11%
- Los Angeles: 9%
- Tucson-Nogales: 9%
- Chicago: 5%
- Albuquerque-Santa Fe: 5%
- Seattle-Tacoma: 4%
- Salt Lake City: 3%
- San Francisco-Oakland-San Jose: 3%
- Minneapolis-St. Paul: 3%

PER PERSON EXPENDITURES ON OVERNIGHT TRIP TO MESA
- Lodging: $87
- Restaurants: $55
- Retail: $39
- Transportation: $25
- Recreation/Siteseeing/Entertainment: $21

SEASON OF TRIP
- January - March: 32%
- April - June: 24%
- July - September: 19%
- October - December: 25%

89% OF MESA VISITORS USED A DEVICE TO PLAN THEIR STAY
- Laptop: 51%
- Desktop: 45%
- Smartphone: 28%
- Tablet: 13%

71% OF MESA VISITORS USED SOCIAL MEDIA FOR TRAVEL

1.1 MILLION OVERNIGHT VISITORS (2016)
- Average Number of Nights in Mesa: 4.3
- Persons, Average Travel Party Size: 2.8
- 50% Male, 50% Female
- Average age of Mesa Visitor: 48

38% Lodging ($242 Million)
38% Recreation/Siteseeing/Entertainment ($87 Million)
15% Restaurants ($39 Million)
15% Retail ($21 Million)
11% Transportation ($25 Million)

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38% Recreation/Siteseeing/Entertainment ($87 Million)
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$242 MILLION IN SPENDING

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- 50% Male, 50% Female
- Average age of Mesa Visitor: 48
VISIT MESAs National Sales efforts will remain focused primarily on groups that are 50 to 250 peak room nights within the Association, Corporate, Government and Religious market segments. There will also be a growing emphasis on booking more citywide programs that would incorporate group room blocks at three or more hotels in our destination. A greater concentration will also be placed on group lead volume. Increasing our lead volume naturally leads to increasing our closing ratios. The higher the volume, the further our opportunities can extend. Meeting planners have said that the Visit Mesa Site & See Fly-In program and our City Limitless® Group Incentive program encouraged them to move Mesa to the top of their short lists. As a result, we have closed numerous association groups due to these two specific featured programs developed in-house at Visit Mesa.

**Objective**
- Combine tradeshow and sales missions in both the Washington, D.C. and Chicago, IL markets to have a stronger impact in these group and increase bookings generations of business ties between the two cities, and D.C. is the place to join us. Chicago has long served as a feeder city for Mesa with in both Chicago and Washington, D.C. this year and will invite partners to show us what about Mesa made it the perfect location to 10 minutes) is wonderful for a quick introduction to our destination; a given client. Having the opportunity to initially meet a client for a sales call almost immediately follows the tradeshow engagement with and increase bookings. We have found that positive results are achieved when an individual sales call almost immediately follows the tradeshow engagement with a given client. Having the opportunity to initially meet a client for a scheduled tradeshow appointment (which can last anywhere from 5 to 10 minutes) is wonderful for a quick introduction to our destination, but, returning to the market and scheduling a follow up appointment for an hour or more will result in a stronger relationship and an increased probability of booking their business. We intend to apply this approach in both Chicago and Washington, D.C. this year and will invite partners to join us. Chicago has long served as a feeder city for Mesa with generations of business ties between the two cities, and D.C. is the number one association market in the country.

**Strategy**
- Combine tradeshow and sales missions in both Washington, D.C. and Chicago, IL markets to have a stronger impact in these group and increase bookings.
- Deliver branded Visit Mesa citywide group proposals with strong visuals accenting the destination’s top attributes to enhance the sales experience from initial presentation through closing.
- Identify more digital marketing efforts with meeting planner call visuals and short lists. As a result, we have closed numerous association groups due to these two specific featured programs developed in-house at Visit Mesa.
- Capitalize on powerful client testimonials and endorsements of the National Sales experience from initial presentation through closing.

**Video to Drive Business**

National Sales is pleased to present our newest video featuring drone footage from several of our finest meeting venues and a call to action that supports our efforts to drive results. Videos that capture the essence of our destination help showcase our finest features, elevate our brand and (illustrate through beautiful imagery) that Mesa is a premier Arizona destination for meetings. Visit Mesa will promote these destination video reels on the Meeting Planner section of VisitMesa.com, and links will be shared in all client contacts. Videos are shared with our partner hotel sales staff and we incorporate video links into our proposals. These digital efforts enhance the customer engagement process as we continue to showcase the destination.

**National Group Sales Travel Schedule**

- Converg Marketplace Association
  - August 23-25, 2018  Salt Lake City, UT
- Converg D.C.
  - December 5, 2018  Washington, D.C.
- D.C. Sales Mission
  - January 2019  Washington, D.C.
- Converg Chicago
  - March 2019  Chicago, IL
- Chicago Sales Mission
  - April 2019  Chicago, IL

**VisitMesa.com**

- Senior Director, National Sales

- VisitMesa.com

- VisitMesa.com

- VisitMesa.com

- VisitMesa.com
**OBJECTIVES**

- Link select German tour operator marketing campaigns with a call to action that encourages including Mesa hotels in vacation packages that are bundled with flights on Condor Airways
- Expand Mesa product with WestJet Vacations and promote our latest marketing calls to action, while developing a series of unique landing pages with direct booking links. The user interface of the new booking engine is much easier to navigate and offers geo-location capabilities and side-by-side hotel comparisons.

**STRATEGIES**

**NEW TO CONSUMERS: EXCLUSIVE VISIT MESA BOOKING ENGINE**

**OBJECTIVES**

- Strengthen our relationship with Allegiant by identifying ways to coordinate both exclusive and co-op marketing campaigns with the airline
- Expand Mesa product with WestJet Vacations and promote our latest digital campaigns that compete with other rates that consumers may be offered through loyalty and points programs. Visit Mesa’s booking engine is the first of its kind for the organization. All hotel rates we automated and Visit Mesa will incorporate the booking engine into all marketing calls to action, while developing a series of unique landing pages with direct booking links. The user interface of the new booking engine is much easier to navigate and offers geo-location capabilities and side-by-side hotel comparisons.

**STRAATEGIES**

- Strengthen our relationship with Allegiant by identifying ways to increase Mesa’s presence on both the Allegiant website and other media streams they operate.

**TRAVEL INDUSTRY SALES SCHEDULE**

- Arizona Governor’s Conference on Tourism
  - July 19-20, 2018 — Phoenix
- Destinations International PDM: Fundamentals & DMA West Education Summit
  - October 3-5, 2018 — Boise, ID
- Tapa Tapa Conference on Tourism
  - September 10-13, 2018 — Boise, ID
- Receptive Operator Summit – L.A. Sales Mission
  - September 19-21, 2018 — Anaheim, CA
- UK Mission with TTM
  - September 22-24, 2018 — London, UK
- Receptive Operator Sales Cab / Behind the Scenes Summit
  - October 23-25, 2018 — Orlando, FL
- NTA Trade Show
  - November 4-6, 2018 — Milwaukee, WI
- Germany Sales Mission – Travel Agent & Product Training
  - November 19-23, 2018 — Germany
- Go West Summit
  - February 28-28, 2019 — Boise, ID
- U.S. Travel’s IPW
  - June 15, 2019 — Anaheim, CA

**CANUSA & CRUISE AMERICA**

Visit Mesa will host the sales executive team and the CEO of CANUSA TOURISTIK, a leading German special tour operator for individual travel in the U.S. and in Canada. This fall they will begin their Arizona product training expedition in Mesa, the corporate headquarters for Cruise America. Their executive sales team will be on a familiarization tour throughout the state and Visit Mesa will host activities for them during a portion of their two-week visit. Currently, Visit Mesa has product in the CANUSA TOURISTIK tariff, in which the company offers individual travel programs for all 50 U.S. states.
SPORTSALES

Visit Mesa’s Sports Sales efforts will be noticeably enhanced in the upcoming fiscal year with an emphasis on targeted recruitment as well as elevated services for current and new clients. With a brand new collegiate championship on the calendar, as well as the return of several prestigious national championships, Visit Mesa remains in the spotlight as one of the top youth and amateur sports destinations in the country. As sports business continues to grow, now is the best time to look at servicing sports groups to ensure we are both retaining and attracting event rights holders. Sports Sales will continue to travel nationwide appointment-based conferences but will boost our booking potential by adding smaller, more focused sales missions and client site visits to the calendar.

OBJECTIVES

- Create greater awareness and elevate Visit Mesa’s Group Services Program in support of sporting events
- Host pre-qualified familiarization trips as well as sales missions to target key clients and their events
- Continue to develop and strengthen relationships with local host partners and sport-specific organizations, with significance placed on the ability to attract new events
- Position Visit Mesa as the “championship” destination in Arizona and one of the nation’s premier locations for sporting events to National Governing Bodies (NGB) and event rights holders in anticipation of new venues coming online
- Serve as an advocate and community liaison to the Mesa Plays Association, supporting the campaign efforts and boosting the profile of the proposed Mesa Youth & Amateur Sports Complex to sports industry clients

STRATEGIES

FORE! NAIA MEN’S GOLF CHAMPIONSHIPS

Building on a strong local relationship with Benedictine University at Mesa, Visit Mesa will host the 2019 and 2020 National Association of Intercollegiate Athletics (NAIA) Men’s Golf Championships. As the host course, Las Sendas Golf Club is just the second Arizona location to host the NAIA’s Men’s Championship – the first in the state since 1985. Mesa has quickly become a top destination for collegiate golf championships with our year-round sunshine, esteemed golf courses and unique attractions when off the course. This showcase event will elevate our beautiful destination to NAIA student-athletes, coaches and families.

ELEVATING OUR BRAND WITH TOURS AND MISSIONS

In addition to attending a series of appointment-based trade shows, this year Sports Sales will create opportunities for targeted prospecting. The ability to meet with pre-screened, qualified clients and sport-specific organizations in a more intimate setting will provide an enhanced opportunity to build strong relationships and have a positive impact on securing new events. Visit Mesa will again partner with industry colleagues to host a one-to-one client-supplier relationship familiarization tour in March to show off the city and our assets during Spring Training. Sports Sales is working with two other similar sized U.S. cities to target a small group of potential sports planners from within the NGB community for a Fall sales mission to Colorado. Upon successful meetings in Colorado, the next step is to bring this pre-qualified business to Mesa for another site visit to increase our chances for bookings.

US MASTERS SWIMMING SPRING NATIONAL CHAMPIONSHIP

Visit Mesa and the entire Arizona aquatic community is pleased to welcome back in 2019 the US Masters Swimming Spring National Championship, in cooperation with Mesa Public Schools and the City of Mesa. As host in 2011, also at Kino Aquatic Center, Visit Mesa was kept busy as over 2,000 individual swimmers descended on the City and the 2019 event is expected to draw even larger attendance numbers. The return of US Masters Swimming is another reminder of Mesa’s dominance on aquatic sports’ calendars.

SPORTS SALES TRAVEL SCHEDULE

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>AZ Governors Conference</td>
<td>July 18-20, 2018</td>
<td>Phoenix</td>
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<tr>
<td>DMA West Education Summit</td>
<td>September 9-11, 2018</td>
<td>Boise, ID</td>
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<tr>
<td>United States Aquatic Sports Convention</td>
<td>September 25-28, 2018</td>
<td>Jacksonville, FL</td>
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<tr>
<td>Colorado Springs Convention</td>
<td>October 2018</td>
<td>Colorado Springs</td>
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<tr>
<td>45 Summit National Association of Sports Commissions</td>
<td>October 23-25, 2018</td>
<td>Cleveland, OH</td>
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<tr>
<td>Contact Women in Sports Forum</td>
<td>November 4-7, 2018</td>
<td>Denver, CO</td>
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<tr>
<td>US Sports Congress</td>
<td>December 2-4, 2018</td>
<td>Daytona, FL</td>
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<tr>
<td>United Soccer Coaches Convention</td>
<td>January 9-11, 2019</td>
<td>Chicago, IL</td>
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<tr>
<td>Connect LGBTQ Diversity Summit</td>
<td>February 28-29, 2019</td>
<td>TBD</td>
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<tr>
<td>Spring Training Familiarization Tour</td>
<td>March 2019</td>
<td>Mesa</td>
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<tr>
<td>National Association of Sports Commissions Women in Sports &amp; NCAA Women’s Final Four</td>
<td>April 2019</td>
<td>Tampa, FL</td>
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<tr>
<td>National Association of Sports Commissions Symposium</td>
<td>May 5-9, 2019</td>
<td>Knoxville, TN</td>
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</tbody>
</table>

GOAL

37,000 BOOKED ROOM NIGHTS

VISIT MESA BUSINESS DEVELOPMENT PLAN 2018 / 2019

VISIT MESA BUSINESS DEVELOPMENT PLAN 2018 / 2019
Inviting Mesa Businesses to Save the Date:

New Convention & Signature Event Calendar

Visit Mesa unveiled its long-anticipated interactive Mesa Convention & Signature Event Calendar available for viewing by current Visit Mesa Partners, via access through your Extranet login. The calendar is updated in real time so partners will know well in advance when large conferences and sports events will be held in Mesa. This calendar will allow business owners to know when to expect a potential surge in business, as well as the ability to contact the meeting/event planner to promote your business and services. The calendar will offer incredible value to our partners because it will show all group hotel bookings in Mesa, generated and contracted by the Visit Mesa sales team.

Visitors traveling to our city on business or for a sports event can enjoy inspired experiences throughout the duration of their stay in Mesa. Group Services provides event coordinators, tournament directors and meeting planners with an array of services such as supplying destination collateral, working with convention vendors, boosting social media presence, and recommending off-site activities and attractions, all the way through to assisting with on-site services, such as maps, name badges, registration, official greetings, welcome bags, transportation and signage. At every point of their journey the Group Services department has them covered.

GROUP SERVICES

Objectives

- Improve community awareness of Visit Mesa’s Group Welcome Program and usage of the destination mobile app
- Build relationships with Mesa businesses raising awareness locally about the economic benefits of the meetings and sports industries
- Develop a service culture that helps our hospitality partners secure business by engaging with both meeting and sports event attendees
- Work with Visit Mesa’s Partner Relations department to collaborate promotions for Visit Mesa services and tools including the mobile app
- Increase survey responses with the addition of incentives for input on working with Visit Mesa and how to enhance their experience in the future
- Develop a Group Services online portal thus creating an online resource for clients
- Identify and work with new, unexpected Mesa venues and businesses to showcase events
- Plan social media campaigns with the Communications department in advance of signature events to increase audience share for Mesa’s biggest sports events

Strategies

Inviting Mesa Businesses to Save the Date:

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Visit Mesa’s Group Services Team recently launched the Group Welcome Program giving Visit Mesa partners an opportunity to place “Welcome to Mesa” signage at their business entrance alerting our in-market visitors here on business that we are open for business! The welcome signage will be on display throughout the city, but primarily in Downtown Mesa, to encourage meeting/event planners and their attendees to utilize the Downtown area to their advantage for dining, shopping and any leisure time they have scheduled into their conference and convention schedule. As we all know, Downtown Mesa is a vibrant business hub with Mesa’s largest hotel anchored on Centennial Way adjacent to the Mesa Convention Center. Visit Mesa is primed for success with the Mesa Arts Center, city museums, restaurants and event venues here in Downtown Mesa and we are learning on nearby businesses to show our out-of-town visitors that Mesa is honored they are here. The welcome program is a tool for Visit Mesa’s sales team to promote the attributes of the city and the in-demand offerings that are available to sports/meeting planners and their attendees during their stays in Mesa.

Group Welcome Program

Visit Mesa’s Group Services Team recently launched the Group Welcome Program giving Visit Mesa partners an opportunity to place “Welcome to Mesa” signage at their business entrance alerting our in-market visitors here on business that we are open for business! The welcome signage will be on display throughout the city, but primarily in Downtown Mesa, to encourage meeting/event planners and their attendees to utilize the Downtown area to their advantage for dining, shopping and any leisure time they have scheduled into their conference and convention schedule. As we all know, Downtown Mesa is a vibrant business hub with Mesa’s largest hotel anchored on Centennial Way adjacent to the Mesa Convention Center. Visit Mesa is primed for success with the Mesa Arts Center, city museums, restaurants and event venues here in Downtown Mesa and we are learning on nearby businesses to show our out-of-town visitors that Mesa is honored they are here. The welcome program is a tool for Visit Mesa’s sales team to promote the attributes of the city and the in-demand offerings that are available to sports/meeting planners and their attendees during their stays in Mesa.

Group Services Travel Schedule

- Destinations International
  - PDM Fundamentals Conference
    - September 12, 2018
    - Boise, ID
- 45 Summit for the National Association of Sports Commissions 2018
  - October 23-25, 2018
  - Cleveland, OH
- Destinations International Convention Services Summit
  - December 2018
  - TBD
- Privilege Institute WFC 2019 (2020 Hosting Responsibility)
  - April 4-7, 2019
  - Grand Rapids, MI

Visit Mesa Business Development Plan 2018 / 2019

Inviting Mesa Businesses to Save the Date: New Convention & Signature Event Calendar

Visit Mesa unveiled its long-anticipated interactive Mesa Convention & Signature Event Calendar available for viewing by current Visit Mesa Partners, via access through your Extranet login. The calendar is updated in real time so partners will know well in advance when large conferences and sports events will be held in Mesa. This calendar will allow business owners to know when to expect a potential surge in business, as well as the ability to contact the meeting/event planner to promote your business and services. The calendar will offer incredible value to our partners because it will show all group hotel bookings in Mesa, generated and contracted by the Visit Mesa sales team.
Visit Mesa is working with HAPI agency to develop a fresh new look and feel to our advertising placements, which will merge the best components of our current campaigns and expand on them with new user-generated visuals and on-trend headlines. After a full year of building the exclusive Visit Mesa booking engine it is now available to consumers seeking the best value for Mesa stays. All delivered ads in the new fiscal year will lead to unique, customized landing pages on VisitMesa.com and the web click through will serve as the call to action. Using tags and unique click-thru URLs, all ads will be tracked to the landing pages all the way through to the hotel booking conversion, if applicable. The FY18-19 campaign will be focused on reaching specific feeder markets, including Canada, during peak travel-planning season. Marketing will use a small variety of mediums in a three-tier strategy to make prospective travelers aware of Mesa as a leisure travel destination choice in Arizona by driving clicks to campaign relevant landing pages where users will be presented with options to book directly on the site. We will track and optimize as we analyze the resulting consumer behavior. In addition, we reexamined our audiences and shifted each core lifestyle to a new demographic reach matching that of our visitor profile study.

**MARKETING OBJECTIVES**

- Execute a Fall Break campaign targeting California on Facebook and Google Display ads with an intention to introduce the new Visit Mesa booking engine to this audience
- Expand on our WestJet Airlines marketing partnership with a new campaign that includes print, display leaderboards on WestJet.ca, and a Mesa profile feature in their newsletter
- Support Phoenix-Mesa Gateway Airport with an extended digital campaign on Allegiant.com and work alongside the airline on additional direct to consumer marketing opportunities
- Build upon our Canadian marketing outreach to include digital display ads on leading Canadian newspaper outlets in the country’s largest cities including Vancouver, Toronto and Montreal
- Deliver video pre-roll ads in 15 and 30 second formats featuring our 360-degree footage

**OUTDOOR PROJECT:**

One of the more successful campaigns that resulted from The Grand Pitch was a media buy with Outdoor Project. Visit Mesa anchored all ads with a call to action to download the Adventure Explorer guide. The campaign featured strong visuals and fully-integrated branding with Outdoor Project’s existing trail guides in the region. Anyone on their site planning adventures in our region would have seen landing pages layered with Visit Mesa imagery and messaging. This year, we will continue to elevate the Adventure Explorer lifestyle with a campaign that includes sponsored blog posts, featured articles in their popular newsletter, and 15 sponsored adventure guides, among other components. Based in Portland, Oregon, Outdoor Project is building a growing fan base on social outlets including both Instagram and Facebook, and their site is a leading resource for those planning adventure travel. The content-rich resource includes field guides, maps, gear reviews and more.

**STRATEGIES**

Keeping with the latest trends in digital marketing, Visit Mesa will unveil a series of ads using new cinematic photography technology. Cinemagraphs are still photographs in which a minor and repeated movement occurs, forming a video clip. They can give the illusion that the viewer is watching an animation and encourages more viewing time when delivered as a digital ad. Each cinemagraph will be branded to appeal to our lifestyle pillars: Adventure Explorer, Fresh Foodie and Active Family. Applying the auto-loop format on our ads will help consumers react to our imagery and invite the audience to the visual journey. Cinemagraphs are already proving to impact engagement and they drive more CTAs (click-thru rates) than still photography. This new medium is captivating and encourages people to pause and zoom in on the experience being served up during their online search.

**ADDITIONAL MOVEMENT TO MESA: CINEMAGRAPHICS**

Keeping with the latest trends in digital marketing, Visit Mesa will unveil a series of ads using new cinematic photography technology. Cinemagraphs are...
Sorry, we don’t consider eating under a roof dining out.

#FreshFoodieTrail

Gourmet meals plucked right out of thin air.

FINDING OUR TARGET TRAVELER:
VISIT MESA FEEDER MARKETS & REGIONS
UNITED STATES
- California
- Oregon
- Washington
- Utah
- Texas
- Illinois
- Michigan
- Minnesota
- Kansas City, MO
- Boise, ID
- Indianapolis, IN
- Tampa, FL
- Grand Forks, ND
- Great Falls, MT
- Belleville, WA
- Milwaukee, WI
- St. Louis, MO
- Louisville, KY
- Kansas City, MO
- Omaha, NE
- Edmonton
- Saskatoon
- Regina
- Winnipeg
- Toronto
- Montreal

32% OFF HOTELS
VISITMESA.COM
ARIZONA

It’s not a climb upward. It’s a climb inward.

More than 330 days of sunshine. You may get wet.
Consumers are bombarded with thousands upon thousands of marketing messages every day, so it’s important to make an impact on the right people in the right place at the right time. While the bulk of Visit Mesa’s paid marketing efforts will consist of direct response digital tactics, we’ll also work to generate brand awareness through big, engaging ideas that get noticed, and get press coverage.

WARM-UP ROOM
Let’s bring our amazing winter experience to people who don’t get the opportunity to enjoy it. We want to set up a “warm-up room” in one of our cold feeder markets, a heated and inviting tent that allows passersby to warm up and enjoy our great desert scenery and learn more about why they should visit Mesa. And, they can enter to win an all-expenses-paid trip to escape their freezing temps.
DIGITAL STRATEGY

Visit Mesa will enhance VisitMesa.com with the first substantial refresh of the website since the rebranding to City Limitless® in 2013. The goal of this reboot is to make the mobile user experience more engaging and easier to use, while maintaining optimum desktop platform performance.

The mobile experience online, while visual, is not intuitive to the end user and content needs to be truncated and access points to key pages (Events Calendar, Things To Do, Itineraries, etc.) need to be more prevalent and enhanced to encourage use. Visit Mesa will work with our design team at HAPI to re-tool and reimagine the mobile user experience.

GOOGLE DESTINATIONS

Last fiscal year, Visit Mesa began efforts to gain additional exposure on the Google search engine for Mesa events, Visit Mesa blog content and to increase website traffic to VisitMesa.com. We did this using Google for Destinations, a new communication channel built exclusively for the DMO industry. Visit Mesa now uses the tool, Posts on Google, and creates posts to promote our website content. Google treats these posts as pre-qualified destination information and Visit Mesa is now a trusted provider. Posts we serve up on Google are specific to Visit Mesa content, branded videos and partner events.

DIGITAL STRATEGY TRAVEL SCHEDULE

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<thead>
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<tr>
<td>DMA West Tech Summit</td>
<td>March 20-22, 2019</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>simpleview Summit</td>
<td>May 2019</td>
<td>Phoenix</td>
</tr>
</tbody>
</table>

DIGITAL PASSPORT: CREATING AN EXPERIENCE ON THE MOBILE APP

VisitApps, the operator of Visit Mesa’s mobile app, recently launched the digital passport. This enhancement to the current mobile app will allow us to offer an experience to those visitors cued into digital travel and technology resources when they visit the destination. A Digital Passport offers the app user a guided destination or venue experience, seeing details like restaurant/business/exhibitor booth listings, plus directions and contact information, while earning rewards for participation/check-ins. Visit Mesa’s first digital passport will include all the pre-determined Limitless Geotagging locations. This effort will pick up from last year’s Adventure Explorer lifestyle launch. Visitors now accessing the app will be able to ‘check in’ at each geo location (ex: Usery Mountain Regional Park, Salt River, etc.) and they receive the digital badge. If they collect all five experiences they can earn a Visit Mesa t-shirt. Based on the popularity of this effort, Visit Mesa may also develop the Fresh Foodie Trail® attractions into a second digital passport for visitors (Spring 2019). Visit Mesa will brand each location and build the trail on the app encouraging check-ins and those visitors who complete up to 3 stops will earn a Tastes From the Foodie Trail recipe book and branded Visit Mesa cooking utensil.

DIGITAL STRATEGY

GOALs

- Enroll in simpleview certification courses that will provide detailed insights into the operation of the CRM
- Begin process to become a trusted provider on Google Maps for images and location updates when users search Mesa, Arizona
- Complete Destination Marketing Accreditation Program (DMAP) recertification on behalf of Visit Mesa
- Adhere to a simplified social media strategy using the new Preview application which delivers curated content on the Instagram story feature, using a scheduler
- Implement geography-centric hashtags on social media posts for Mesa locations, as well as incorporate the most used and trending hashtags into our social media content, using hashtag aggregation software
- Send 360-degree video content, shot last year using our loaned Google camera, to increase views and engagement across all media platforms

OBJECTIVES

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STRATEGIES

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DIGITAL STRATEGY TRAVEL SCHEDULE

<table>
<thead>
<tr>
<th>Event</th>
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<th>Location</th>
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</thead>
<tbody>
<tr>
<td>DMA West Tech Summit</td>
<td>March 20-22, 2019</td>
<td>Albuquerque, NM</td>
</tr>
<tr>
<td>simpleview Summit</td>
<td>May 2019</td>
<td>Phoenix</td>
</tr>
</tbody>
</table>
COMMUNICATIONS

The power of influencers will continue to be measured as Visit Mesa targets storytellers on social media. The Communications team will be identifying those travel influencers who are building user-generated content that goes well beyond a single “wish you were here” post. We find that our best outcomes are when our invited guests string together their experiences in Mesa via a well-crafted story feed on Instagram or Snapchat and back up their endorsement of the destination with a lifestyle blog post that details all there is to do and see in Cacti, Mesas and Mountains®. Starting this year, we will qualify all influencers using the brand collaboration platform provided by Facebook and new influencer marketing software tools. We can now access influencer search engines that allow our team to effectively mine a database of millions of social media personalities and monitor engagement rates, track interests in a range of categories, and gauge national rankings. Vetting software will be critical for weeding out those travel influencers who are building user-generated content that goes well beyond a single “wish you were here” post.

In addition, the year ahead has the Communications team introducing new Mesa attractions and offerings to media. The new entertainment options at Mesa Riverview will be a strong focus for inbound media guests in the year ahead, as well as a continued focus on the new developments along the Fresh Foodie Trail®. We will also expand on the successful media launch of the Adventure Explorer brand pillar with two dedicated group press tours focused on outdoor recreation. Last fiscal year, Visit Mesa hosted more than 100 travel writers, influencers and bloggers on confirmed assignments to generate positive media coverage on the destination.

Visit Mesa will also establish a channel on Instagram as part of its new IGTV video platform. Before the start of high season, Visit Mesa will upload all branded videos and will build up content on the platform over the next year with influencer-driven videos shot on location during press tours. IGTV is built for long-form videos that range from one minute to one hour, as well as short video clips. This new functionality also allows for user engagement including comments, shares and likes.

OBJECTIVES

- Develop consistent messaging on the Visit Mesa blog with weekly and monthly columns intended to entice return visits, as well as repurpose access to the blog on both VisitMesa.com and the mobile app
- Expand on the Fresh Foodie Trail® messaging with the creation of the Tastes From the Trail recipe collection featuring attractions
- Enroll in the Professional of Destination Management continuing education courses offered by Destinations International in collaboration with DMA West, offering layered insights into the dynamics of destination marketing and management
- Create Media Tour online form inviting media to apply online to qualify for Visit Mesa’s group press tours
- Align with established travel media groups (ex: Association of Food Journalists, Travel Media Association of Canada, Society of American Travel Writers, North American Travel Journalists Association) whose membership consists of seasoned travel and lifestyle writers, and access to these groups help elevate Visit Mesa’s status as a professional DMO that supports the travel media industry
- Serve as an advocate and community liaison for the Mesa Plays Association in the public relations campaigns promoting the benefits of the proposed Mesa Youth & Amateur Sports Complex leading up to the November election

INTERNATIONAL MEDIA MARKETPLACE

Visit Mesa will attend the inaugural TravelCon event being held in Austin, TX this fall. This three-day conference is presented in a workshop format and addresses the travel media environment’s constant evolution. Visit Mesa will be a sponsor during the Media Marketplace Expo and participate in tutorial sessions, hear from industry leaders and have an opportunity to network with travel bloggers, influencers, writers and editors. With increasing competition within the travel industry vying for the attention of influencers and active travel media, this event establishes Visit Mesa as one of the first DMOs supporting this program and will be substantial.

THE EVER-CHANGING MEDIA LANDSCAPE: TRAVELCON

TraveMedia has carved out a niche in the public relations sector of the visitor industry with their International Media Marketplace showcases around the globe. This year, Visit Mesa will participate in their forums in both New York (January) and London (March). These appointment-based shows have shown the greatest return in media coverage for the destination, with influential bloggers and travel editors in attendance or from hosting media that learned about Mesa during the show. IMB quickly established itself as the industry’s leading event for the media to meet travel and tourism brands. This year, the Town of Queen Creek will have an appointment-taking role in the New York event. Manhattan is this nation’s media capital with all major publishers and networks being anchored there.

COMMUNICATIONS

Strategies

Visit Mesa will be an active participant in the quarterly Media MarketPlace Expo and will participate in all the forums in both New York and London. This annual event has shown the greatest return in media coverage for the destination, with influential bloggers and travel editors in attendance or from hosting media that learned about Mesa during the show. IMB quickly established itself as the industry’s leading event for the media to meet travel and tourism brands. This year, the Town of Queen Creek will have an appointment-taking role in the New York event. Manhattan is this nation’s media capital with all major publishers and networks being anchored there.

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Visit Mesa offers support to local, domestic and international lifestyle editors, freelance travel writers, bloggers, photographers, and social media influencers visiting Arizona on assignment. Visit Mesa will coordinate the following group press tours with separate experiential tracks for long-form storytelling and visual content creators. In addition, Visit Mesa will plan customized, individual media tours all year long.

**AWESOME BLOOMS: SPRING IN THE DESERT**
Featuring the Peach Blossom Festival at Schnepf Farms
February 22-25, 2018

**A DESERT OASIS:** SPLASHING AROUND IN MESA
May 9-12, 2019

Visit Mesa runs one of the most layered, dynamic Partnership departments in the destination marketing industry nationwide. As our Partnership program continues to expand with new opportunities for exposure and inclusion on Visit Mesa’s social media networks, we will strive this year to truly illustrate the benefits of partnership to our stakeholders. We will again host the annual Open House to attract prospective partners and introduce them to the role of a DMO in their community, while educating how aligning with our organization can truly impact their bottom line through visitor expenditures. Another matter that will be at the forefront of the new fiscal year is partner retention and we will launch a new quarterly celebration of the different paths that lead to the Lost Gold along the historic Superstition Wilderness. This tour will also feature a visit to Schnepf Farms, a 300-acre peach orchard, partner with Mesa Urban Farm, will work with Schnepf Farms and help maintain their peach blossoms and more visitors plan their morning adventures with the Peach Blossom Festival, as well as seasonal u-pick flowers and produce, at Schnepf Farms. We’ll head to Windmill Winery for Arizona wine and weeding class at Agritopia’s community Garden on the winter harvest, and participate in a 350-acre pumpkin patch and barnyard at Schnepf Farms. On the Wave Cave Trail, guests will learn about endless adventures that can be shared in the desert. They can also find a plethora of red, purple, orange, yellow and blue trails and the desert overflows with hues of need in the world and invite others to join the movement of giving. Destinations International is finding purpose in their journeys and seeking ways to leave a lasting impact in the destination they call home. This tour features daily tented experience in the wilderness, to provide hang gliders with the perfect setting for this tour, which is focused on the Wave Cave Trail. Guests will learn about the area’s famous Peralta stones and the many paths that lead to the Lost Gold along the historic Superstition Wilderness. This tour will also feature a visit to Schnepf Farms, a 300-acre peach orchard, partner with Mesa Urban Farm, will work with Schnepf Farms and help maintain their peach blossoms and more visitors plan their morning adventures with the Peach Blossom Festival, as well as seasonal u-pick flowers and produce, at Schnepf Farms.

#### GOALS

**COMMUNICATIONS TRAVEL SCHEDULE**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>Arizona Avalanche Conference at Hesper</td>
<td>July 10-12, 2018</td>
<td>Phoenix</td>
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<tr>
<td>U.S. TravelNET</td>
<td>August 17-18, 2018</td>
<td>Phoenix</td>
</tr>
<tr>
<td>NTC Media Mission (3rd Plug-in)</td>
<td>September 25-29, 2018</td>
<td>Phoenix</td>
</tr>
<tr>
<td>DMA West Education Summit and PDM Course</td>
<td>September 17-19, 2018</td>
<td>Boise, ID</td>
</tr>
<tr>
<td>Travel Media Showcase (Town of Queen Creek)</td>
<td>September 19-21, 2018</td>
<td>Phoenix, AZ</td>
</tr>
<tr>
<td>TravelCon</td>
<td>September 22-23, 2018</td>
<td>Austin, TX</td>
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<tr>
<td>Association of Professional Jouralists Conference</td>
<td>September 24-28, 2018</td>
<td>Phoenix</td>
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<tr>
<td>Bisbee Sessions</td>
<td>October 14-16, 2018</td>
<td>Terrieker, Canada</td>
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<tr>
<td>Winter CA Media Mission</td>
<td>October 29, 2018</td>
<td>Vancouver, Canada</td>
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<tr>
<td>Charge Media Mission (3rd Plug-in)</td>
<td>November 19-21, 2018</td>
<td>Chicago, IL</td>
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<tr>
<td>Travel Crossroads - Arizona Media at a Media Platform (Phoenix Office of Tourism)</td>
<td>November 27, 2018</td>
<td>Phoenix</td>
</tr>
<tr>
<td>Pacific Northwest Media Mission (3rd Plug-in)</td>
<td>January 8, 2019</td>
<td>Seattle / Portland</td>
</tr>
<tr>
<td>Travel Media International: Media at a Media Platform (New York Office of Tourism)</td>
<td>January 22-25, 2019</td>
<td>New York City</td>
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<td>DMA West Youth Summit</td>
<td>March 20-22, 2019</td>
<td>Albuquerque, NM</td>
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</tr>
<tr>
<td>U.S. Travel IPW</td>
<td>June 17-19, 2019</td>
<td>Philadelphia, PA</td>
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**PARTNER RELATIONS**

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**OBJECTIVES**

- **Digital sales tool** to show prospects and current partners what Visit Mesa is doing behind the scenes on their behalf
- **Produce short video reels** for the Priceless, Boundless and Limitless partners for use on a variety of mediums, including the Visit Mesa YouTube Channel
- **Collaborate with Group Services**, promoting specific opportunities for exposure to partners related to booked group business
- **Encourage partners to post special deals and discounts**, events and other offerings on VisitMesa.com, the Calendar of Events, the mobile app as well as through the Group Welcome Program
- **Develop a Partnership Review** in the form of a short questionnaire for partners leading up to their renewal
- **Launch the Visit Mesa Ambassador Program**

**GOAL:**

- 430 MILLION Earned Media Impressions

**PARTNER RELATIONS TRAVEL SCHEDULE**

- Destinations International Membership Summit | October 21-24, 2018 | Palm Springs, CA
- Get to Know your DMO/Extranet Training | September 20-23, 2018 | Phoenix, AZ
- Annual Holiday Partnership Mixer | December 5, 2018 | Phoenix, AZ
- U.S. Travel IPW | June 17-19, 2018 | Philadelphia, PA
- DMA West Education Summit and PDM Course | September 11-13, 2018 | Boise, ID
- Travel Media Showcase (Town of Queen Creek) | September 11-14, 2018 | Niagara Falls, NY
- NYC Media Mission (Visit Phoenix) | August 28-30, 2018 | New York City
- Western Canada Media Mission | October 29, 2018 | Vancouver, Canada
- Charge Media Mission (3rd Plug-in) | November 19-21, 2018 | Chicago, IL
- Travel Crossroads - Arizona Media at a Media Platform (Phoenix Office of Tourism) | November 27, 2018 | Phoenix
- Pacific Northwest Media Mission (3rd Plug-in) | January 8, 2019 | Seattle / Portland
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- U.S. Travel IPW | June 17-19, 2019 | Philadelphia, PA

**PARTNER RELATIONS EVENT DATES**

- Season Kick-Off Partnership Mixer | September 26, 2018
- Get to Know your DMO/Extranet Training | September 27, 2018
- Annual Holiday Partnership Mixer | December 5, 2018
- Get to Know your DMO/Extranet Training | December 12, 2018
- Get to Know your DMO/Extranet Training | February 13, 2019
- Annual Spring Training Appreciation Day | March 29, 2019
- Get to Know your DMO/Extranet Training | May 1, 2019
- Visit Mesa Open House | May 16, 2019
ADVOCACY

Visit Mesa will continue its legislative affairs consultancy services with The Aarons Company, which has now protected the Mesa Visitor Industry’s interests for the last six years. Led by Barry Aarons, the organization has played an integral role in helping restore and protect $1 million in state tourism funding for fiscal year 2019. Along with Arizona Representative Michelle Ugenti-Rita, among others, Aarons was directly responsible for ensuring those dollars were reinstated in the final budget for the Arizona Office of Tourism. If those funds were removed, DMOs across the state would have immediately felt the impact. The Aarons Company will continue to help guard against potential harmful legislation that can damage our visitor industry and our reputation as a welcoming state to all. Aarons and his team help protect Visit Mesa, our stakeholders and our partners from toxic bills which could weaken Visit Mesa’s brand equity. He and his team regularly counsel staff and our Board of Directors to help us gain a deeper understanding of the issues facing the industry. It’s critical to be on the forefront of any of introductory deliberations that may impact our hospitality community and Aarons ensures our elected officials are fully aware of our industry’s role and importance to the local economy.

$350.3 MILLION to the Local Economy
$199.3 MILLION in Direct Visitor Expenditures

3,256 New Sustained Jobs

ACCORDING TO Elliott D. Pollack & Company, ongoing annual revenues created by Mesa Plays are forecasted to exceed the expected annual operating expenses of the facility. It is estimated to have a direct economic impact of $350.3 million annually.

This complex will consist of 24 multiuse fields, two of which are stadium fields with seating for up to 7,000. This complex can be used all year long, attract youth and amateur sports tournaments and events from around the country, and bring in visitors with new dollars to the local economy. Not to mention, a development that attracts an estimated 350,000 new athletes and their families traveling to Mesa will ultimately prove to be a catalyst for additional economic development projects like hotels, retail outlets and restaurants. These out-of-town visitors will spend money and create new jobs in our community. Increased sales tax revenue from visitor spending means residents can enjoy improved services like police and fire protection without increasing our sales tax.

The site was selected through years of exhaustive Market Feasibility & Economic Impact Studies and was chosen because this site, adjacent to the Red Mountain Multi-Generational Center, can only be used for recreational purposes. An East Mesa site is strategic because it helps to guarantee, as much as possible, that visitors consume products and services in Mesa rather than in other nearby cities.

You will see Visit Mesa ambassadors in rather large numbers spread the word about this important development and the benefits this complex will have citywide via a formal campaign. Please join us in voicing your support of this new venue by signing up for news and alerts and free campaign signage in advance of the election at www.MesaPlays.com.