



## **CREATIVE BRIEF**

If it was a song, the melody would be found somewhere between Gene Autry's "Back in the Saddle Again" and Aerosmith's single of the same name. If it was a person, he would be a straight-shooter, brave and true; a maverick with a creative side, protective, steadfast, and adventurous. As a place, Florence, Arizona is a town built on grit and determination; where live music infuses peaceful evenings with energy and life; and where you know that your neighbors have always got your back.

Florence was originally an outpost, where the Gila River fed the farms of both tribal ancestors and farmers who cultivated the lands. Today, it is a melting pot where cowboys, ranchers, dreamers, builders, and artists come to be a part of something bigger than themselves. Florence drinks from a well of wine and wisdom, as can be experienced in the unexpected beauty of Windmill Winery and the picturesque presence of St. Anthony's Greek Orthodox Monastery. The adobe buildings that date back to the late 1800s and line Main Street are a testament to the hard-working spirit that built this community, and that drives their vision for the future to this day.

Beyond Old Historic Downtown and the ranches and farms of Florence, the north and east buttes reflect brilliant shades of orange and yellow across expansive open space as the sun rises and sets each day. This is a special town where people respect one another and cherish their traditions - where you can feel safe and will always be welcome.

## **FLORENCE'S BRAND PROMISE**

A contemporary western experience in a well preserved historic town surrounded by the majestic Sonoran desert.

## **BRAND VALUE PROPOSITION**

Experience western culture in a well preserved historic downtown, modern and traditional western entertainment and recreational opportunities in the unique beauty of the Sonoran Desert.

## **BRAND POSITIONING**

To families and individuals who yearn to experience western heritage, partake in cowboy culture, soak in music entertainment, be thrilled by unique desert adventures and discover crafted treasures by the artisan people of Florence.

## **ELEVATOR PITCH**

Step into a place that is keeping western traditions alive, from the oldest junior rodeo in the United States to craftspeople and ranchers that are living rugged, inspired lifestyles. Not just a theme park or a facade, a real western culture thrives here today, where people are hardworking and neighbors always have your back. Leave your pretenses behind and connect genuinely with a town that straddles the line between yesterday and today. Explore Main Street's many well preserved adobe buildings and over 140 historic buildings that all tell a story of its Old West past. Reset your clock and enjoy a slower pace where you can relax and reconnect with your family and loved ones. In Florence Arizona you are invited to set foot into a western state of mind.

## **TARGET AUDIENCE**

Individuals who have a passion for western culture, live entertainment, enjoy time spent outdoors, and learning about local history.

Facebook and website users (55+) primarily from the Phoenix and Tucson area who are looking for a day trip or weekend getaway. Snowbirds who are looking for their winter nest or who have landed in Phoenix or the surrounding area for the winter and have some free time to take trips around the region. We find that this group uses Facebook and websites mainly to receive and share information.

Instagram users (35-44) primarily from the Phoenix and Tucson areas who are outdoor enthusiasts that enjoy documenting and sharing their personal experiences, and make travel plans centered around music, festivals and events. Creative types looking for inspiration through locally crafted goods, food and beverages.

## **TONE OF VOICE**

Welcoming  
Informative  
Captivating  
Inspiring  
Nostalgic  
Storytelling

## **MISSION STATEMENT**

To give a voice to and position Florence as a premier small town western travel destination in Arizona that offers a sense of Old West heritage, entertainment, desert adventure, and one-of-a-kind artisan crafts. To inspire travelers to plan day trips or overnight stays while promoting local dining and lodging options.

## BRAND PILLARS

**Western History & Culture:** Historic Downtown/Preserved historic adobe buildings/ Downtown on National Register of Historic Places since 1982/McFarland State Park & Visitors Center/Pinal County Historical Museum/St. Anthony's Greek Orthodox Monastery/Tom Mix Memorial/Florence Junior Parada Rodeo /Rail Three Ranch Rodeo/Farmers Market

**Music & Entertainment:** Country Thunder Music Festival/Windmill Winery/Dining, Main Street Classic and Custom Car Show/3rd Fridays - Live music and shopping

**Outdoor Recreation:** Golf courses: /ATV adventure co. / Hike to the top of Poston Butte where you'll find the tomb of Charles Poston, the "Father of Arizona." / Arizona ATV adventures - explore the surrounding deserts mountains and canyons, AZ ATV Adventure is the largest and oldest of AZ outdoor adventure businesses, all tours include one ATV, certified guide, insurance, helmets gloves and goggles. Tour takes about half a day. / AZ. Rentals and More LLC - rental agency for off road vehicles to explore the rugged areas near Florence - especially the famous box canyon./(All Trails App for more detailed rugged places and how to get there)

## HEADLINE BENEFITS

### WESTERN HISTORY & CULTURE

Visiting downtown, learning the history, visiting the museums

Old West history and culture beckons curious minds to visit Florence Arizona's historic downtown.

There is something bigger here than just another small town.

Florence keeps the Old West relevant today. Discover a vibrant town with deep roots in western culture and history.

Florence boasts a strong sense of community that outside visitors find approachable.

Make sure not to miss out on the monthly farmers market every second Saturday on the porch of McFarland State Park.

Florence is a melting pot where cowboys, ranchers, dreamers, builders, and artists come to make a living doing what they love and are passionate about.

## **MUSIC & ENTERTAINMENT**

Live music infuses peaceful evenings with energy and life in Florence's cantinas and cafes.

Get roped in to the fun at Florence's rodeos! Whether you come for the Junior Parada Rodeo, the oldest in the United States, or the Rail Three Ranch rodeo you can see how cowboys and cowgirls play.

Small town meets big time during Florence's country music festival Country Thunder featuring big names in country music and rising stars.

Kick your boots up at the Windmill Winery while drinking in the country charm and sipping libations in a spectacular setting.

3rd Fridays in Florence brings the opportunity to experience historic downtown on warm desert evenings as shops stay open late and provide live music. The Sonoran sunsets are always free.

## **OUTDOOR RECREATION**

Got golf? Florence does. Two unique golf courses await the sportsman in you. Play an 18 hole championship course open to any skill level at the Poston Butte Golf Course. The Golf Club at Oasis is considered a hidden gem golf course in Arizona.

Experience a rugged thrill going off road in the surrounding mountains and canyons of the Sonoran desert on ATV. Remember to bring your binoculars to spot wildlife and unique desert scenery.

Hike to the top of Poston Butte where you'll find the tomb of Charles Poston, the "Father of Arizona." A relatively easy 1 mile roundtrip trek that you can bring your pooch on just make sure to bring lots of water and a good pair of hiking boots!

# PHOTOGRAPHY WISH LIST

Would be great to see a mix of people doing the activities listed below, captured candidly, in action and also posing mid activity too.

## **WESTERN HISTORY & CULTURE:**

- Shots of people walking historic downtown
- Greek Monastery - lush gardens & architecture
- Historic adobe buildings
- McFarland State Park
- Pinal County Historical Museum
- Farmers Market scene/vendors
- Downtown shopping experience - people in shops

## **MUSIC & ENTERTAINMENT:**

- Crowds at Country Thunder
- Windmill Winery - the barn - inside, outside, and the grounds + gardens
- Rodeo action shots and cowboys and girls
- Bands playing live music at events - especially outside!
- 3rd Friday scene

## **OUTDOOR RECREATION:**

- Someone golfing at one of the courses with nice background to show off landscape
- People off roading
- Someone hiking to Poston Butte