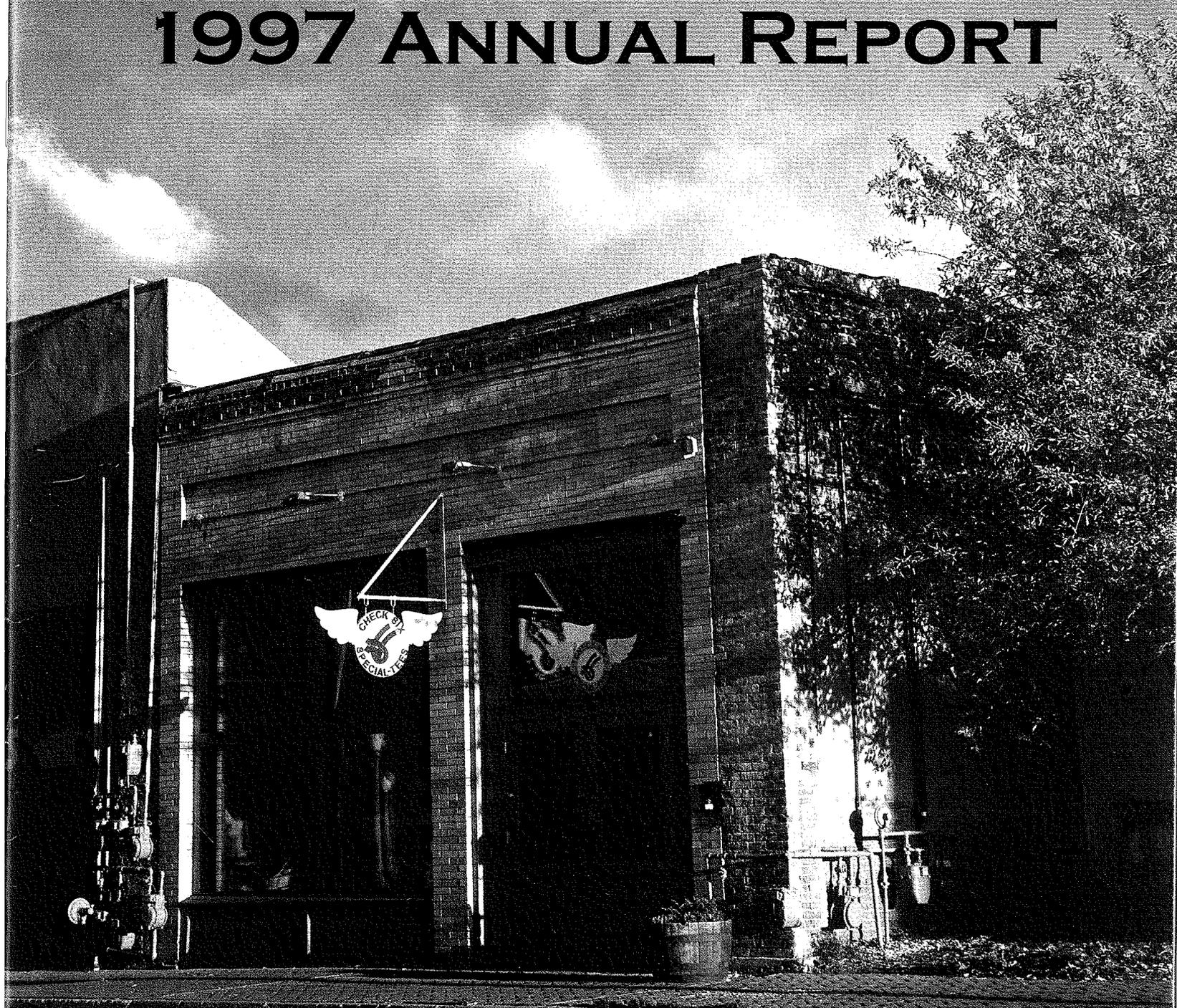


# Arizona Main Street Program



## 1997 ANNUAL REPORT

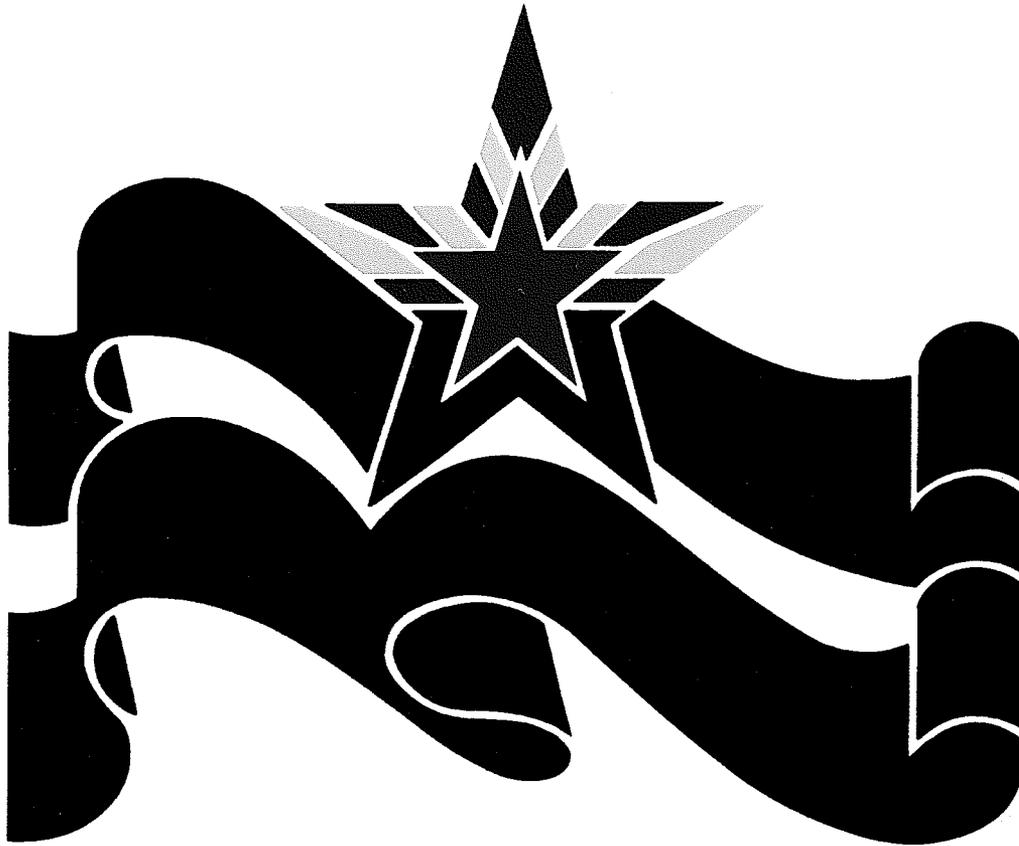


ARIZONA DEPARTMENT OF COMMERCE

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# Governor's Award Certificate

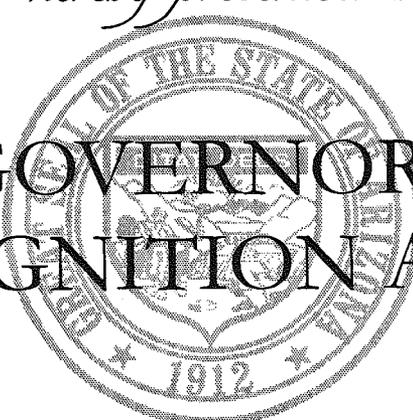
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**Arizona Main Street Program**

*is hereby presented the*

**GOVERNOR'S  
RECOGNITION AWARD**



*Janice Klee Hull*

The seal of the State of Arizona is visible in the background, partially obscured by the text. It features a central shield with a cactus and a sun, surrounded by the words "SEAL OF THE STATE OF ARIZONA" and the year "1912".

GOVERNOR

# Arizona Main Street Program



## PARTNERSHIPS AND PROGRESS

The Arizona Main Street Program proudly congratulates the 18 participating communities around the state for their progress and achievements during Fiscal 1997.

For the second consecutive year, the efforts of these communities have enabled the Arizona Main Street Program to top **\$80 million in reinvested dollars**. Also, for the third time in five years, Arizona Main Street has received the Governor's Spirit of Excellence Recognition Award.

These accomplishments would not be possible without the fundamental community building block — "Partnerships."

Local Main Street programs strive to revitalize their downtowns understanding that a healthy central business district is critical for a rural community's economic well-being. Public and private partners, of all sizes, played vital roles in the revitalization of Main Street areas.

Governmental partners such as Department of Transportation, State Historic Preservation Office, State Land Department, and Department of Commerce Strategic Finance Division have all greatly contributed greatly to projects around the state.

Corporations, public and private utilities, and banks continued to supply dollars and human resources to assist local Main Street efforts. Chief among this group continues to be Arizona Public Service.

The Arizona Hispanic Chamber of Commerce, another valued partner, has filled a void in rural Arizona by teaming with Arizona Main Street to administer the NxLevel Entrepreneurial Training Program which instructs business people in completing a business plan.

Finally, partnerships between Main Street, city councils, chambers of commerce, economic development organizations and other local groups are continually being forged for the benefit of the entire community.

The variety of partners contributing to local Main Street programs continues to grow and is the real strength of the Main Street approach. We salute all of our valued partners and look forward to a long and productive relationship.

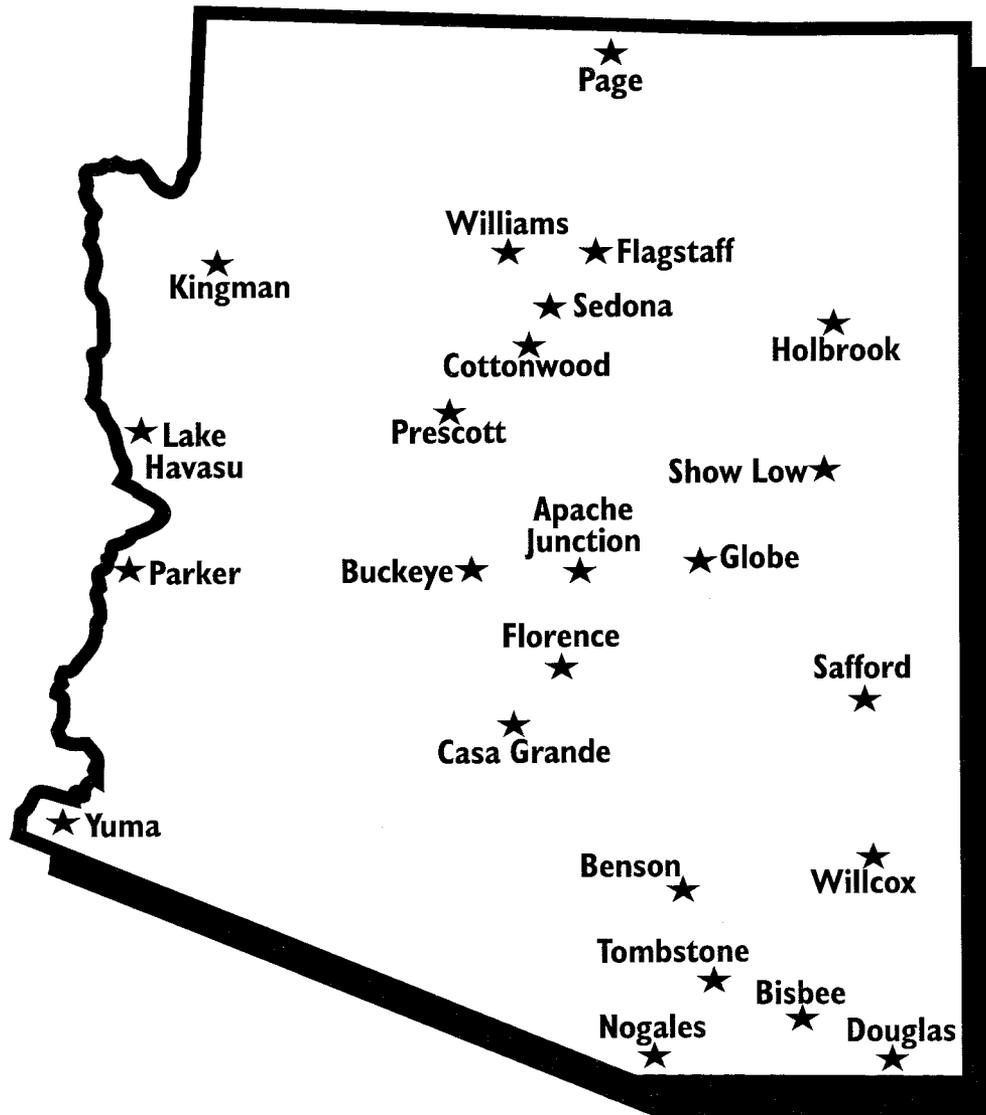
**Steve Schaefer**  
Arizona Main Street State Coordinator

## ARIZONA MAIN STREET IS . . .

a program of the Department of Commerce established to stimulate the revitalization of the central business districts in rural communities of this state. It is a comprehensive economic development strategy designed to produce increased levels of reinvestment and jobs. It also preserves and enhances the heritage, culture and quality of life in our participating communities.

The objectives of the local programs are to provide and implement a comprehensive revitalization strategy that is both incremental and long term. Using the four components of the Main Street Approach — Organization, Design, Promotion, and Economic Restructuring — local citizens implement plans with the technical assistance of the Arizona Main Street staff and consultants.

## ARIZONA MAIN STREET COMMUNITIES

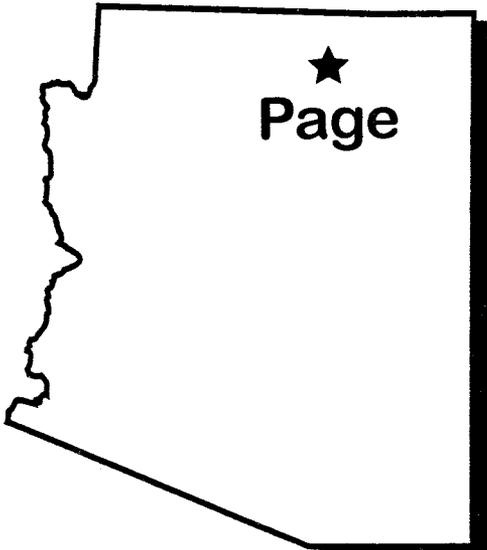


# 1997 MAIN STREET REINVESTMENT

In an effort to gauge the success of the local programs, we track the public and private reinvestment in each of the active Main Street areas. We also document the creation of new businesses and jobs. In 1997, we continued the trend of remarkable confidence in rural communities' central business districts. The value of public/private partnerships in developing the economic strength of a downtown cannot be overstated. It is critical that both sectors continue to invest in the future success of each community.

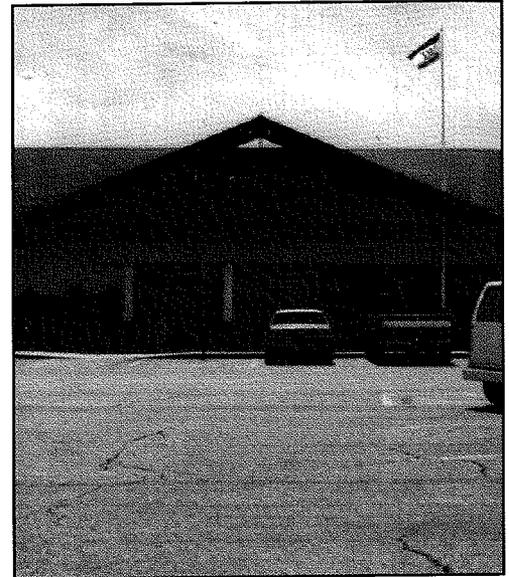
**1997 Arizona Main Street Reinvestment Figures**

Community	Building Projects		Property Acquired		Public Improvements		Net Increase in New		Total Reinvestment \$
	#	Total \$	#	Total \$	#	Total \$	Businesses:	Jobs:	
Apache Junction	7	\$1,038,000	10	\$518,517	2	\$245,000	13	44	\$1,801,517
Benson	242	\$8,104,000	9	\$710,500	6	\$2,254,000	8	41	\$11,068,500
Buckeye	10	\$83,488	10	\$702,001	3	\$157,900	-3	-1	\$943,389
Casa Grande	6	\$36,800	8	\$429,884	9	\$851,000	9	25	\$1,317,684
Cottonwood	15	\$751,000	4	\$630,000	3	\$11,500	3	25	\$1,392,500
Douglas	15	\$645,854	4	\$365,000	5	\$1,403,824	15	6	\$2,414,678
Flagstaff	22	\$1,086,395	8	\$2,866,395	14	\$8,965,482	13	65	\$12,918,272
Florence	18	\$545,850	0	\$0	3	\$1,927,000	0	0	\$2,472,850
Globe	22	\$318,200	8	\$805,000	2	\$10,000	2	7	\$1,133,200
Holbrook	4	\$3,540,000	4	\$1,365,000	3	\$320,000	4	31	\$5,225,000
Lake Havasu	19	\$997,776	11	\$1,043,000	1	\$107,000	8	14	\$2,147,776
Page	42	\$1,637,593	10	\$2,909,830	2	\$208,741	8	18	\$4,756,164
Parker	14	\$1,159,075	8	\$1,040,000	4	\$196,500	10	32	\$2,395,575
Sedona	54	\$718,957	8	\$1,741,400	2	\$150,623	4	48	\$2,610,980
Show Low	16	\$1,921,410	6	\$1,075,000	8	\$2,211,000	10	26	\$5,207,410
Willcox	7	\$186,500	1	\$37,000	17	\$1,133,000	7	6	\$1,356,500
Williams	56	\$2,167,077	20	\$8,034,415	10	\$1,738,847	16	58	\$11,940,339
Yuma	11	\$6,921,000	7	\$1,010,000	6	\$972,623	13	93	\$8,903,623
<b>Total</b>	<b>580</b>	<b>\$31,858,975</b>	<b>136</b>	<b>\$25,282,942</b>	<b>100</b>	<b>\$22,864,040</b>	<b>140</b>	<b>538</b>	<b>\$80,005,957</b>



*Page*

*"Home of Lake Powell:  
More U. S. shore line than the Pacific Ocean"*



*Boston's True Value Hardware could have built its new 16,000-square-foot building anywhere in Page. But, it chose to stay loyal to the Main Street district, giving the district a boost of confidence.*

<b>Page Main Street Reinvestment</b>		
	<b>1997</b>	<b>7 - Year Totals</b>
Number of Building Projects	<b>42</b>	<b>117</b>
Building Projects Total Dollars	<b>\$ 1,637,593</b>	<b>\$ 32,164,660</b>
Number of Property Acquisitions	<b>10</b>	<b>86</b>
Property Acquisitions Total Dollars	<b>\$ 2,909,830</b>	<b>\$ 12,221,149</b>
Number of Public Improvements	<b>2</b>	<b>11</b>
Public Improvements Total Dollars	<b>\$ 208,741</b>	<b>\$ 6,967,223</b>
Net Increase in New Businesses	<b>8</b>	<b>42</b>
Net Increase in New Jobs	<b>18</b>	<b>408</b>
Total Reinvestment Dollars	<b>\$ 4,756,164</b>	<b>\$ 51,353,032</b>

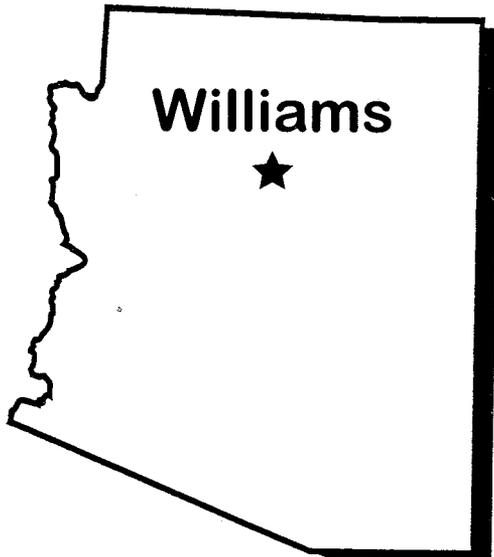
*"Main Street has helped downtown businesses to focus their efforts to the future. Main Street principles are being implemented throughout the city."*

*Mike Woods, Mayor of Page*

▼

**Page Main Street Program**  
 Program Manager: Steve Nekolek  
 P. O. Box 3797  
 Page, AZ 86040  
 520.645.1289  
 FAX 520.645.9236  
 Email: [mainst@page-az.com](mailto:mainst@page-az.com)  
 Board President:  
 Steve Lunetta  
 Phone: 520.645.6851

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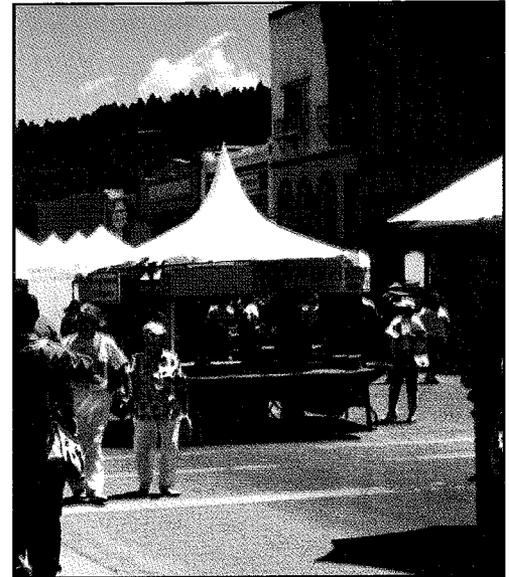


**Williams**



# Williams

*"Gateway to the Grand Canyon:  
Relive History on Route 66"*



*Festival in the Pines was held in Williams for the first time during 1997. Nearly 15,000 residents and visitors enjoyed the music, food, and arts and crafts at this summer spectacular.*

<b>Williams Main Street Reinvestment</b>		
	<b>1997</b>	<b>7 - Year Totals</b>
Number of Building Projects	<b>56</b>	<b>223</b>
Building Projects Total Dollars	<b>\$ 2,167,077</b>	<b>\$ 16,722,374</b>
Number of Property Acquisitions	<b>20</b>	<b>57</b>
Property Acquisitions Total Dollars	<b>\$ 8,034,415</b>	<b>\$ 12,096,415</b>
Number of Public Improvements	<b>10</b>	<b>45</b>
Public Improvements Total Dollars	<b>\$ 1,738,847</b>	<b>\$ 6,096,146</b>
Net Increase in New Businesses	<b>16</b>	<b>50</b>
Net Increase in New Jobs	<b>58</b>	<b>370</b>
Total Reinvestment Dollars	<b>\$ 11,940,339</b>	<b>\$ 34,914,935</b>

*"The City of Williams is very proud of the accomplishments of our Main Street Association and eagerly supports their activities."*

*Dennis Dalbeck, Williams City Manager*

## **Williams Main Street Program**

**Program Manager: Darla Johnson**

**P. O. Box 326  
Williams, AZ 86046**

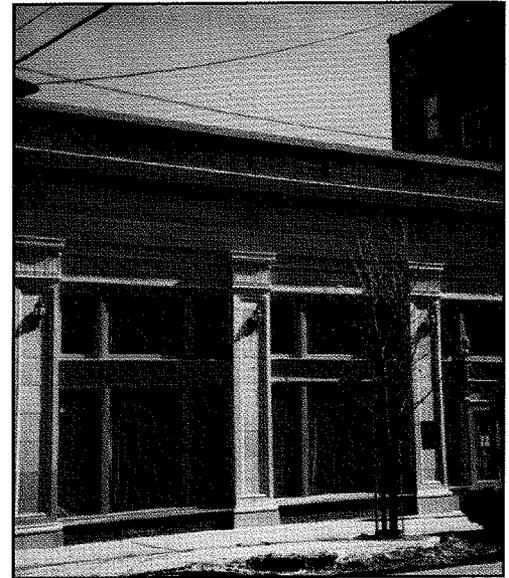
**520.635.2623  
FAX 520.635.2295**

**Board President:  
Sandy Jensen  
Phone: 520.635.4709**



# Flagstaff

*"From here you can see it all:  
The cool pines at 7,000 feet!"*



*Flagstaff's third post office has been meticulously renovated inside and out. It won the 1997 Arizona Main Street Award for Best Historic Rehabilitation.*

Flagstaff Main Street Reinvestment		
	1997	10 - Year Totals
Number of Building Projects	22	367
Building Projects Total Dollars	\$ 1,086,395	\$ 8,989,593
Number of Property Acquisitions	8	121
Property Acquisitions Total Dollars	\$ 2,866,395	\$ 27,552,053
Number of Public Improvements	14	69
Public Improvements Total Dollars	\$ 8,965,482	\$ 26,523,572
Net Increase in New Businesses	13	118
Net Increase in New Jobs	65	981
Total Reinvestment Dollars	\$ 12,918,272	\$ 63,065,218

*"Those who remember how bad Downtown was just five years ago can appreciate the difference Main Street has made for our community and our heritage."*

*Chris Bavasi, Mayor of Flagstaff*

## Main Street Flagstaff Foundation

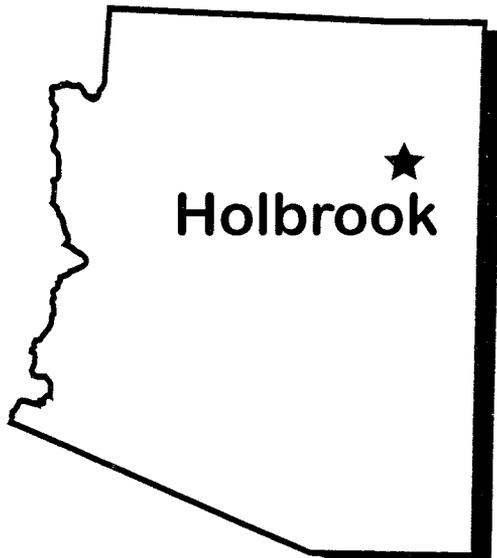
Program Manager: Jeffe Aronson

323 W. Aspen  
Flagstaff, AZ 86001

520.774.1330  
FAX 520.774.1397

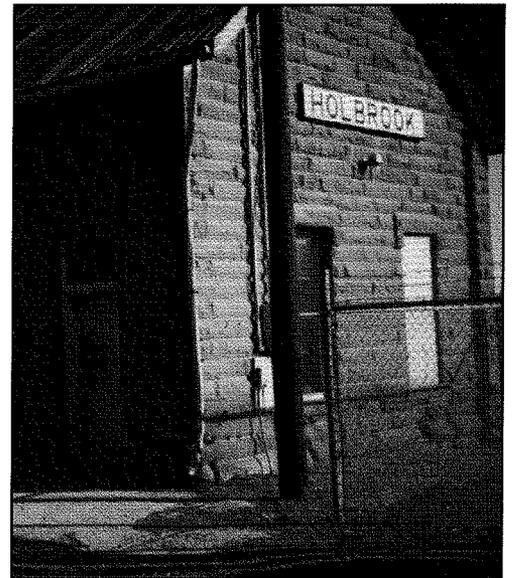
Email: [mainstreet@flagguide.com](mailto:mainstreet@flagguide.com)

Board President:  
Diane Greer  
Phone: 520.774.4054



# Holbrook

*"Commerce Hub of Northeastern Arizona"*



*"A Trip in Time" transportation showcase, featuring Old West, railroad and Route 66 themes, is one component of Holbrook's downtown revitalization plan.*

<b>Holbrook Main Street Reinvestment</b>		
	<b>1997</b>	<b>6 - Year Totals</b>
Number of Building Projects	<b>4</b>	<b>49</b>
Building Projects Total Dollars	<b>\$ 3,540,000</b>	<b>\$ 5,397,928</b>
Number of Property Acquisitions	<b>4</b>	<b>49</b>
Property Acquisitions Total Dollars	<b>\$ 1,365,000</b>	<b>\$ 4,520,029</b>
Number of Public Improvements	<b>3</b>	<b>32</b>
Public Improvements Total Dollars	<b>\$ 320,000</b>	<b>\$ 953,866</b>
Net Increase in New Businesses	<b>4</b>	<b>34</b>
Net Increase in New Jobs	<b>31</b>	<b>161</b>
Total Reinvestment Dollars	<b>\$ 5,225,000</b>	<b>\$ 10,871,823</b>

*"Holbrook Main Street is creating a positive image for our community in an effort to make Holbrook a place people want to visit again."*

*Jerry Wyatt, Community Development Director*

**Holbrook Main Street**  
 Program Manager: Dr. Dale Trimble

163 W. Hopi Dr.  
 Holbrook, AZ 86025

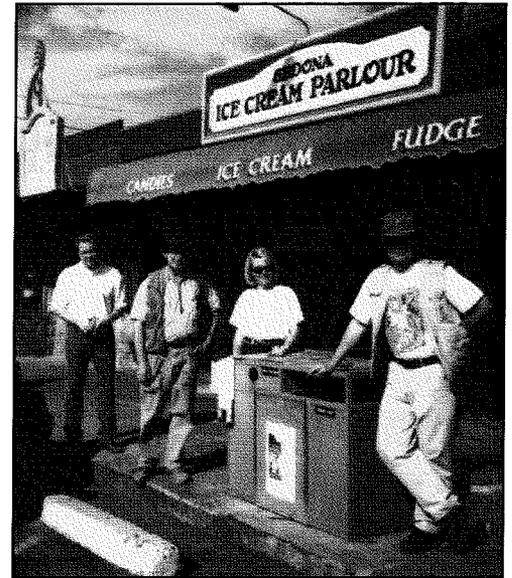
520.524.2801  
 FAX 520.524.2802

Web site: [ci.holbrook.az.us](http://ci.holbrook.az.us)



★  
**Sedona**

*Sedona*  
*"Red Rock Country:  
 Unmatched scenic beauty"*



*Sedona Main Street helped place trash/ recycling cans around Uptown. The cans feature plexi-glass side panels which display public art and promote worthwhile local non-profit and community activities.*

<b>Sedona Main Street Reinvestment</b>		
	<b>1997</b>	<b>2 - Year Totals</b>
Number of Building Projects	<b>54</b>	<b>78</b>
Building Projects Total Dollars	<b>\$ 718,957</b>	<b>\$ 1,057,990</b>
Number of Property Acquisitions	<b>8</b>	<b>43</b>
Property Acquisitions Total Dollars	<b>\$ 1,741,400</b>	<b>\$ 30,741,400</b>
Number of Public Improvements	<b>2</b>	<b>3</b>
Public Improvements Total Dollars	<b>\$ 150,623</b>	<b>\$ 195,623</b>
Net Increase in New Businesses	<b>4</b>	<b>4</b>
Net Increase in New Jobs	<b>48</b>	<b>48</b>
Total Reinvestment Dollars	<b>\$ 2,610,980</b>	<b>\$ 31,995,013</b>

*"Main Street is vitally important as it serves as the catalyst for implementing the community's future vision for Uptown Sedona."*

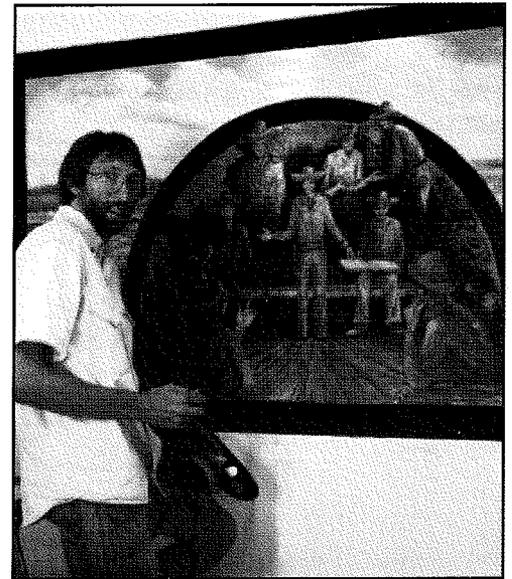
*John O'Brien, Community Development Director*

**Sedona Main Street Program**  
 Program Manager: Ginger Levitt  
 P. O. Box 1363  
 Sedona, AZ 86339  
 520.204.2390  
 FAX 520.204.2548  
 Email: [sedmain@sedona.net](mailto:sedmain@sedona.net)  
 Board President:  
 Becky O'Bannion  
 Phone: 520.282.5995



# Cottonwood

*"The Heart of the Verde Valley"*



*This beautiful mural, painted circa 1950, was accidentally re-discovered on the wall of the historic Cottonwood Jail and professionally restored last spring.*

## Cottonwood Main Street Reinvestment

	<b>1997</b>	<b>4 - Year Totals</b>
Number of Building Projects	<b>15</b>	<b>79</b>
Building Projects Total Dollars	<b>\$ 751,000</b>	<b>\$ 1,502,822</b>
Number of Property Acquisitions	<b>4</b>	<b>14</b>
Property Acquisitions Total Dollars	<b>\$ 630,000</b>	<b>\$ 1,136,000</b>
Number of Public Improvements	<b>3</b>	<b>7</b>
Public Improvements Total Dollars	<b>\$ 11,500</b>	<b>\$ 53,400</b>
Net Increase in New Businesses	<b>3</b>	<b>23</b>
Net Increase in New Jobs	<b>25</b>	<b>76.5</b>
Total Reinvestment Dollars	<b>\$ 1,392,500</b>	<b>\$ 2,692,222</b>

*"Thanks to the dedication and hard work of many individuals and the Main Street Program, Cottonwood's historic Old Town has made great strides forward."*

*Ruben Jauregui, Mayor of Cottonwood*

**Old Town Cottonwood Assn.**

**Program Manager: Helga Freund**

**1101 N. Main St.**

**Cottonwood, AZ 86326**

**520.634.9468**

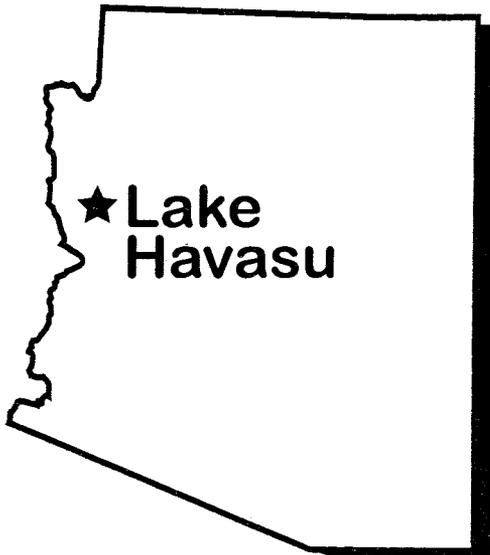
**FAX 520.639.0948**

**email: [info@oldtown.org](mailto:info@oldtown.org)**

**Board President:**

**Jack Morgenstern**

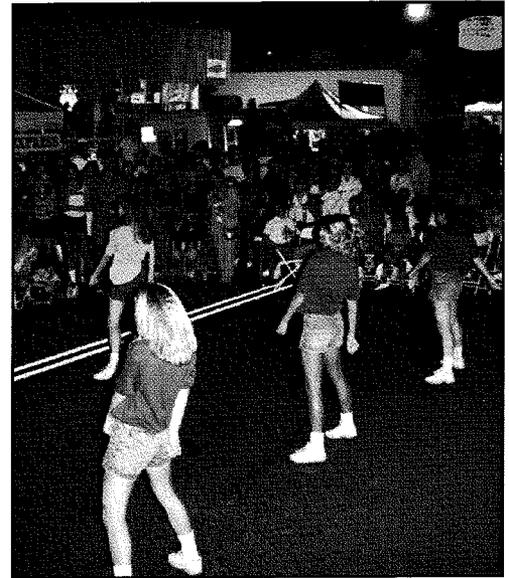
**Phone: 520.634.9271**



★ Lake Havasu

# Lake Havasu City

*"Whatever your passion;  
this is the place"*



*Lake Havasu High School "Poms & Cheers" dance team entertains the crowds at the Skat Trak World Finals (jet ski competition) Block Party last October.*

## Lake Havasu Main Street Reinvestment

	<b>1997</b>	<b>3 - Year Totals</b>
Number of Building Projects	<b>19</b>	<b>35</b>
Building Projects Total Dollars	<b>\$ 997,776</b>	<b>\$ 1,977,983</b>
Number of Property Acquisitions	<b>11</b>	<b>17</b>
Property Acquisitions Total Dollars	<b>\$ 1,043,000</b>	<b>\$ 1,799,000</b>
Number of Public Improvements	<b>1</b>	<b>5</b>
Public Improvements Total Dollars	<b>\$ 107,000</b>	<b>\$ 183,800</b>
Net Increase in New Businesses	<b>8</b>	<b>32</b>
Net Increase in New Jobs	<b>14</b>	<b>78</b>
Total Reinvestment Dollars	<b>\$ 2,147,776</b>	<b>\$ 3,960,783</b>

*"The transformation of McCulloch Boulevard, our Main Street, is evident all along the corridor. It is creating an ambience that is truly reflective of a viable downtown area."*

*Dick Hileman, Mayor of Lake Havasu City*

### Lake Havasu City Main Street

Program Manager: Leanne Tingay  
2000 McCulloch Blvd., Suite J  
Lake Havasu City, AZ 86403

**520.855.6246**

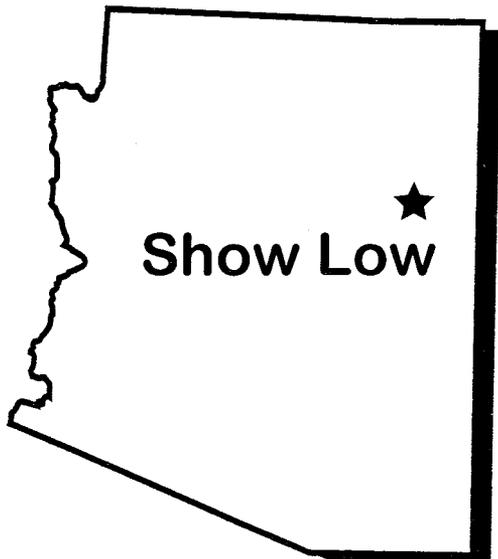
**FAX 520.453.8175**

Email: [mslhc@juno.com](mailto:mslhc@juno.com)

Board President:

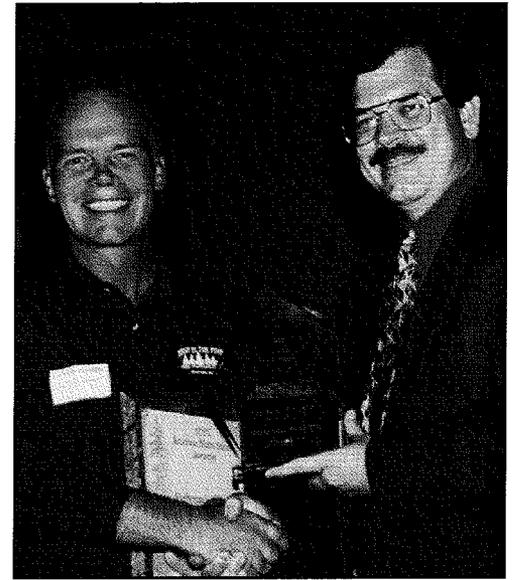
Alex Ross

Phone: 520.855.7677



# Show Low

*"Named by the turn of a card"*



*Harry Viehmann receives his 1997 Arizona Main Street Award for Best Facade Renovation under \$10,000.*

<b>Show Low Main Street Reinvestment</b>		
	<b>1997</b>	<b>8 - Year Totals</b>
Number of Building Projects	<b>16</b>	<b>234</b>
Building Projects Total Dollars	<b>\$ 1,921,410</b>	<b>\$ 20,726,496</b>
Number of Property Acquisitions	<b>6</b>	<b>31</b>
Property Acquisitions Total Dollars	<b>\$ 1,075,000</b>	<b>\$ 4,330,958</b>
Number of Public Improvements	<b>8</b>	<b>38</b>
Public Improvements Total Dollars	<b>\$ 2,211,000</b>	<b>\$ 68,981,760</b>
Net Increase in New Businesses	<b>10</b>	<b>97</b>
Net Increase in New Jobs	<b>26</b>	<b>522</b>
Total Reinvestment Dollars	<b>\$ 5,207,410</b>	<b>\$ 34,039,214</b>

*"The Main Street Program is bringing a new vitality to downtown Show Low — both in appearance and in community pride."*

*Gerry Whipple, Mayor of Show Low*

**Show Low Main Street Program**  
 Executive Director: Dorothy Elwood  
 1201 E. Cooley, Suite F  
 Show Low, AZ 85901  
 520.537.8181  
 FAX 520.537.3049  
 Email: [mainst@whitemtns.com](mailto:mainst@whitemtns.com)  
 Board President:  
 Anita Ehmke  
 Phone: 520.537.2365



*Parker*

*"Best little river town in Arizona"*



*The River Run and Downtown Street Dance gave 1,000 Parker residents and visitors the chance to see classic cars and dance to rock-n-roll performed by a local band.*

**Parker Main Street Reinvestment**

	<b>1997</b>	<b>4 - Year Totals</b>
Number of Building Projects	<b>14</b>	<b>58</b>
Building Projects Total Dollars	<b>\$ 1,159,075</b>	<b>\$ 12,297,773</b>
Number of Property Acquisitions	<b>8</b>	<b>53</b>
Property Acquisitions Total Dollars	<b>\$ 1,040,000</b>	<b>\$ 7,408,172</b>
Number of Public Improvements	<b>4</b>	<b>10</b>
Public Improvements Total Dollars	<b>\$ 196,500</b>	<b>\$ 270,000</b>
Net Increase in New Businesses	<b>10</b>	<b>17</b>
Net Increase in New Jobs	<b>32</b>	<b>78</b>
Total Reinvestment Dollars	<b>\$ 2,395,575</b>	<b>\$ 19,975,945</b>

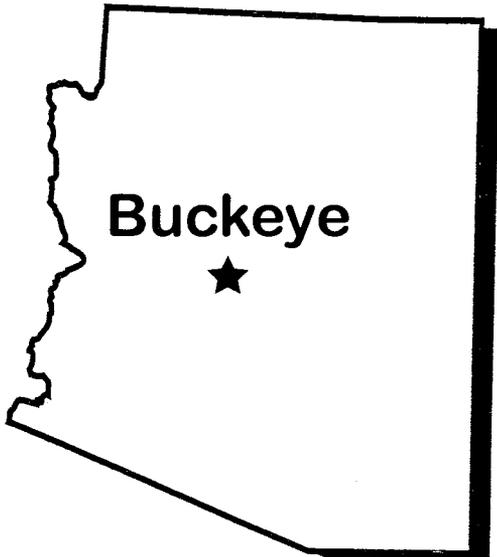
*"The City of Parker is extremely proud of the Main Street Program's ability to assist in the development of Heritage Park — the gateway to our downtown."*

*Greg Lucero, Parker Town Manager*

▼

**Parker Main Street Program**  
 Program Manager: Carla Faulkner  
 P. O. Box 1732  
 Parker, AZ 85344  
 520.669.6333  
 FAX 520.669.6333  
 Email: [cjfaulk@rivcom.net](mailto:cjfaulk@rivcom.net)  
 Board President:  
 Joann Churchill  
 Phone: 520.669.6195

▼



*Buckeye*

*"The Valley's Western Gateway"*



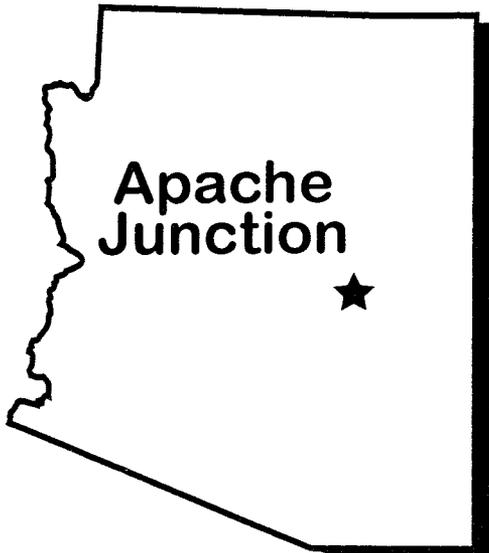
*Wisteria, Buckeye's 1996-1997 Best New Business, converted a former 1929 bank building into a full-service beauty salon.*

<b>Buckeye Main Street Reinvestment</b>		
	<b>1997</b>	<b>10 - Year Totals</b>
Number of Building Projects	<b>10</b>	<b>60</b>
Building Projects Total Dollars	<b>\$ 83,488</b>	<b>\$ 3,633,861</b>
Number of Property Acquisitions	<b>10</b>	<b>66</b>
Property Acquisitions Total Dollars	<b>\$ 702,001</b>	<b>\$ 4,018,227</b>
Number of Public Improvements	<b>3</b>	<b>27</b>
Public Improvements Total Dollars	<b>\$ 157,900</b>	<b>\$ 622,265</b>
Net Increase in New Businesses	<b>-3</b>	<b>17</b>
Net Increase in New Jobs	<b>-1</b>	<b>85.5</b>
Total Reinvestment Dollars	<b>\$ 943,389</b>	<b>\$ 8,274,353</b>

*"Buckeye's government and staff respect Buckeye Main Street's many efforts toward downtown revitalization and look to the organization for direction for future public investment projects."*

*Delbert Self, Buckeye Town Manager*

**Buckeye Main Street Program**  
 Program Mgr.: Annette Napolitano  
 P. O. Box 352  
 Buckeye, AZ 85326  
 602.386.2466  
 FAX 602.386.1026  
 Email: ARIZNAP@aol.com  
 Board President:  
 Jennie Alva  
 Phone: 602.250.3284

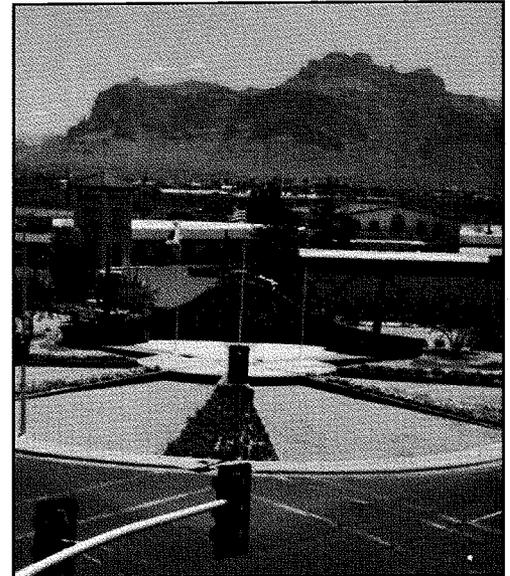


**Apache Junction**



# Apache Junction

*"Gateway to the Superstition Mountains"*



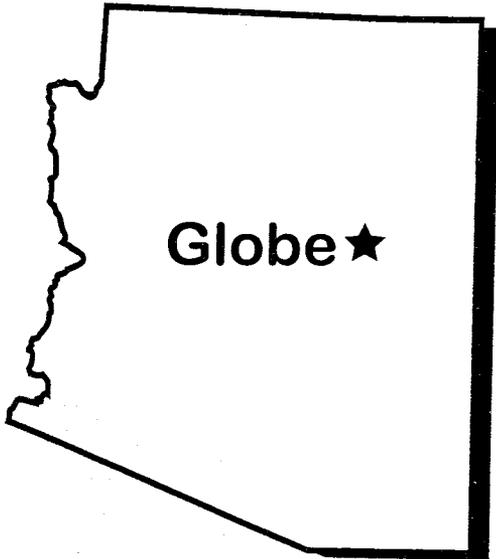
*The Focal Point Project in Apache Junction won a 1997 Arizona Main Street Award for Best Public Improvement Project. It is the first step toward improving the appearance of Apache Junction's Central Business District.*

<b>Apache Junction Main Street Reinvestment</b>		
	<b>1997</b>	<b>4 - Year Totals</b>
Number of Building Projects	<b>7</b>	<b>32</b>
Building Projects Total Dollars	<b>\$ 1,038,000</b>	<b>\$ 4,643,000</b>
Number of Property Acquisitions	<b>10</b>	<b>20</b>
Property Acquisitions Total Dollars	<b>\$ 518,517</b>	<b>\$ 1,971,617</b>
Number of Public Improvements	<b>2</b>	<b>13</b>
Public Improvements Total Dollars	<b>\$ 245,000</b>	<b>\$ 1,428,000</b>
Net Increase in New Businesses	<b>13</b>	<b>36</b>
Net Increase in New Jobs	<b>44</b>	<b>178</b>
Total Reinvestment Dollars	<b>\$ 1,801,517</b>	<b>\$ 8,042,617</b>

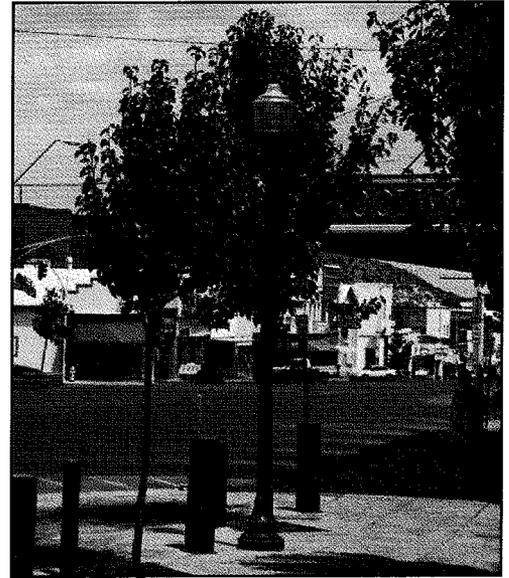
*"We see Apache Junction Main Street as a vital investment in the future of our downtown business district. To a large degree, our success as a community depends upon the success of downtown."*

*Doug Coleman, Mayor of Apache Junction*

**Apache Junction Main Street**  
 Program Manager: Rayna Barela  
 P. O. Box 3699  
 Apache Junction, AZ 85217  
 602.982.3747  
 FAX 602.982.3742  
 Email: [chamber@ci.apache-jct.az.us](mailto:chamber@ci.apache-jct.az.us)  
 Board President:  
 Tony Vehon  
 Phone: 602.982.1656



*Globe*  
*"Arizona's Best-Kept Secret"*



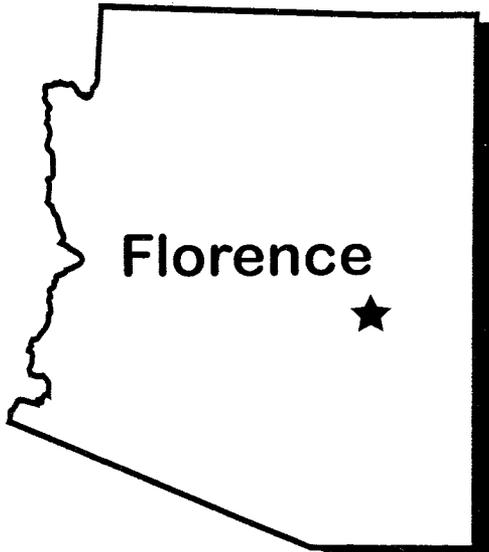
*This is a view of Globe's charming downtown looking down Broad Street, as seen from the steps of the Old Gila County Court House.*

<b>Globe Main Street Reinvestment</b>		
	<b>1997</b>	<b>10 - Year Totals</b>
Number of Building Projects	<b>22</b>	<b>125</b>
Building Projects Total Dollars	<b>\$ 318,200</b>	<b>\$ 1,802,050</b>
Number of Property Acquisitions	<b>8</b>	<b>118</b>
Property Acquisitions Total Dollars	<b>\$ 805,000</b>	<b>\$ 8,127,181</b>
Number of Public Improvements	<b>2</b>	<b>14</b>
Public Improvements Total Dollars	<b>\$ 10,000</b>	<b>\$ 206,400</b>
Net Increase in New Businesses	<b>2</b>	<b>48</b>
Net Increase in New Jobs	<b>7</b>	<b>159</b>
Total Reinvestment Dollars	<b>\$ 1,133,200</b>	<b>\$ 10,135,631</b>

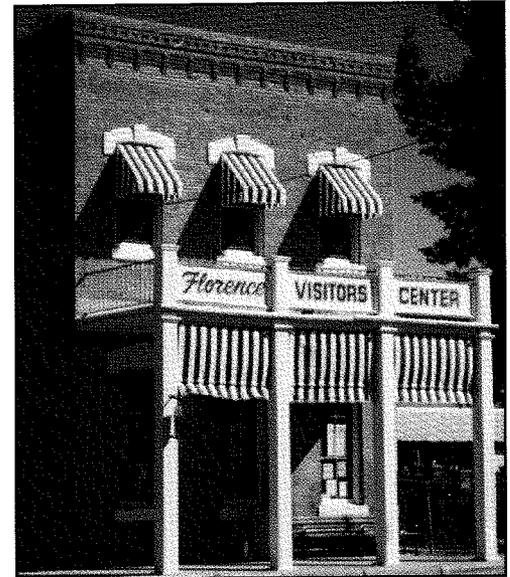
*"Globe Main Street has been instrumental in bringing more awareness of the goods, services, and retail establishments available in downtown Globe."*

*Bob Moffett, Economic Development Director*

**Globe Main Street Program**  
 Program Manager: **Connie Teague**  
 P. O. Box 662  
 Globe, AZ 85502  
**520.425.9340**  
**FAX 520.425.6154**  
 Board President:  
**Ed Gardea**  
 Phone: **520.425.0223**



*Florence*  
*"Visit Historic Florence,*  
*Founded 1866"*



*The Florence Visitors Center is located in this 1889 landmark. The Territorial-period Brunenkant City Bakery Building also served as the Town Library during the 1970s.*

Florence Main Street Reinvestment		
	1997	8 - Year Totals
Number of Building Projects	18	34
Building Projects Total Dollars	\$ 545,850	\$ 892,560
Number of Property Acquisitions	0	15
Property Acquisitions Total Dollars	\$ 0	\$ 511,925
Number of Public Improvements	3	22
Public Improvements Total Dollars	\$ 1,927,000	\$ 4,066,672
Net Increase in New Businesses	0	9
Net Increase in New Jobs	0	32
Total Reinvestment Dollars	\$ 2,472,850	\$ 5,471,157

*"The Main Street Revitalization Plan will develop economic strategies and implementation tools to continue the transformation of the heart of our town."*

*John Geib, Florence Town Manager*

**Town of Florence**

**Jim Webb, Grants Coordinator**  
 133 N. Main St.  
 Florence, AZ 85232

520.868.5889  
 520.868.5223

email: [jgeib@casagrande.com](mailto:jgeib@casagrande.com)

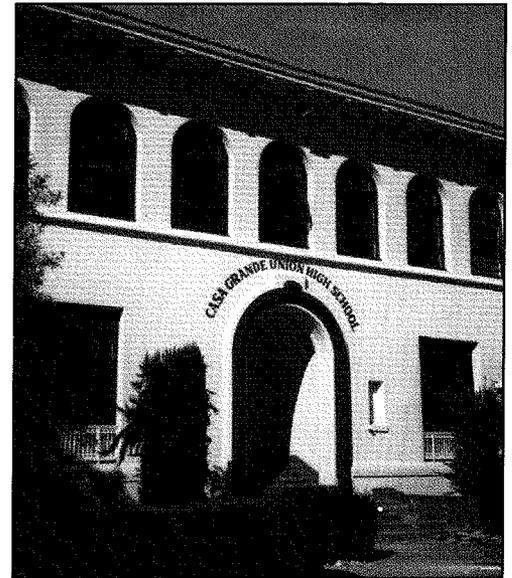


**Casa Grande**



# Casa Grande

*"The Grande Treasure of the Golden Corridor"*



*The original Casa Grande High School is being refurbished to house the new City Hall. This is a real tribute to the vision of the city council and staff.*

<b>Casa Grande Main Street Reinvestment</b>		
	<b>1997</b>	<b>6 - Year Totals</b>
Number of Building Projects	<b>6</b>	<b>49</b>
Building Projects Total Dollars	<b>\$ 36,800</b>	<b>\$ 2,269,600</b>
Number of Property Acquisitions	<b>8</b>	<b>31</b>
Property Acquisitions Total Dollars	<b>\$ 429,884</b>	<b>\$ 1,650,534</b>
Number of Public Improvements	<b>9</b>	<b>12</b>
Public Improvements Total Dollars	<b>\$ 851,000</b>	<b>\$ 1,016,100</b>
Net Increase in New Businesses	<b>9</b>	<b>47</b>
Net Increase in New Jobs	<b>25</b>	<b>187</b>
Total Reinvestment Dollars	<b>\$ 1,317,684</b>	<b>\$ 4,936,234</b>

*"The Main Street area has never looked as good as it does now."*

*Bob Mitchell, Mayor of Casa Grande*

## Casa Grande Main Street

Exec. Director: Donna Renninger

P. O. Box 10062

Casa Grande, AZ 85230

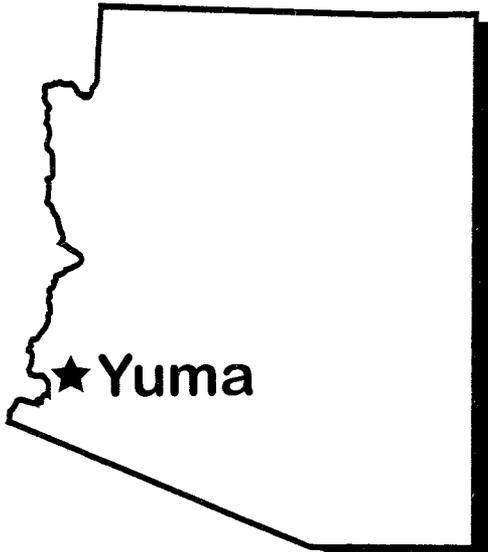
520.836.8744

FAX 520.421.0676

Board President:

Steve McCarville

Phone: 520.836.8265



# Yuma

*"Best of the Historic Southwest"*



*The historic Yuma Theatre is the winter home for Starlight Productions and its Main Street Tonight Variety Show. The show has brought night-time traffic back to Yuma Main Street.*

Yuma Main Street Reinvestment		
	1997	10 - Year Totals
Number of Building Projects	11	144
Building Projects Total Dollars	\$ 6,921,000	\$ 14,273,711
Number of Property Acquisitions	7	55
Property Acquisitions Total Dollars	\$ 1,010,000	\$ 6,520,065
Number of Public Improvements	6	27
Public Improvements Total Dollars	\$ 972,623	\$ 4,454,186
Net Increase in New Businesses	13	139
Net Increase in New Jobs	93	874
Total Reinvestment Dollars	\$ 8,903,623	\$ 25,247,962

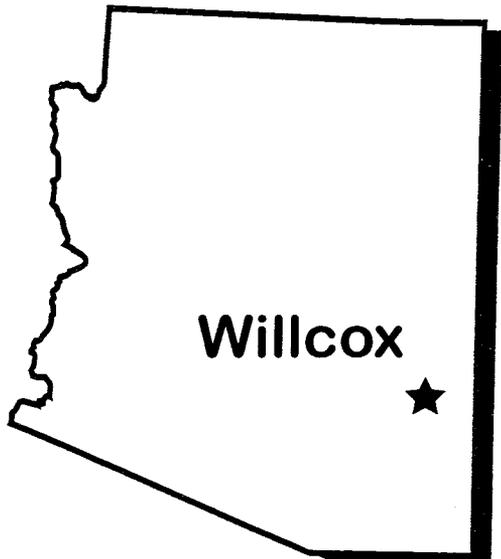
*"Main Street is an exciting and vital part of our entire North End plan. Its sparkle will attract more interest and investment in this revitalized area."*

*Marilyn Young, Mayor of Yuma*

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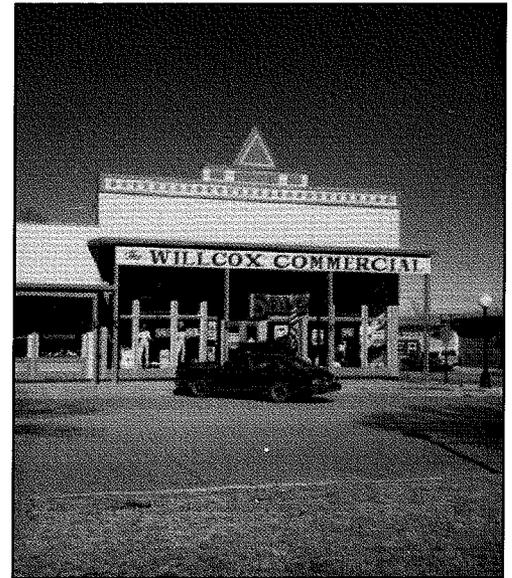
**Yuma Main Street Program**  
 Program Manager: Laretta Geren  
 377 S. Main St., Suite 101  
 Yuma, AZ 85364  
 520.782.5712  
 FAX 520.782.6911  
 Email: yumamain@digitaldune.net  
 Board President:  
 Ted Bowen  
 Phone: 520.344.4300

▼



*Willcox*

*"Western Fun - Willcox Style"*



*Willcox Commercial is one of Main Street's earliest and biggest successes. This beautiful renovation project has not only improved sales for the store, it has also been the cornerstone for redevelopment in Willcox.*

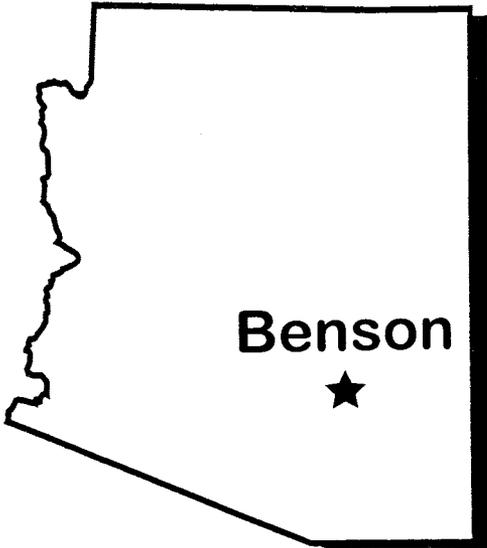
<b>Willcox Main Street Reinvestment</b>		
	<b>1997</b>	<b>11 - Year Totals</b>
Number of Building Projects	<b>7</b>	<b>68</b>
Building Projects Total Dollars	<b>\$ 186,500</b>	<b>\$ 1,261,162</b>
Number of Property Acquisitions	<b>1</b>	<b>22</b>
Property Acquisitions Total Dollars	<b>\$ 37,000</b>	<b>\$ 1,145,000</b>
Number of Public Improvements	<b>17</b>	<b>21</b>
Public Improvements Total Dollars	<b>\$ 1,133,000*</b>	<b>\$ 1,383,000</b>
Net Increase in New Businesses	<b>7</b>	<b>62</b>
Net Increase in New Jobs	<b>6</b>	<b>145</b>
Total Reinvestment Dollars	<b>\$ 1,356,500</b>	<b>\$ 3,789,162</b>

*"Five ribbon-cuttings in one day and all on Main Street — and the Avenue is looking good, too!"*

*Dick Seidel, Official Mayor of Railroad Avenue*

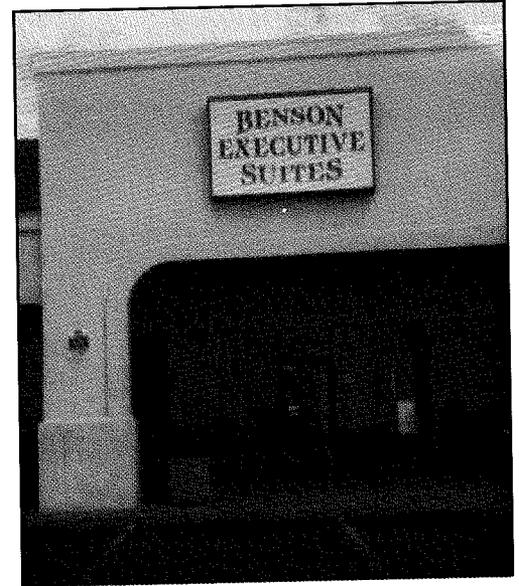
**Willcox Main Street Program**  
 Program Manager: Eddie Browning  
 1500 N. Circle I Rd.  
 Willcox, AZ 85643  
 520.384.2995  
 FAX 520.384.0293  
 email: [willcoxchamber@vtc.com](mailto:willcoxchamber@vtc.com)  
 Board President:  
 Sue Coder  
 Phone: 520.384.3541

\* This figure represents a recapture of public projects not reported in previous years.



## Benson

*"Home of Kartchner Caverns & The San Pedro Excursion Train"*



*As a means of generating revenue to support Benson Main Street's worthwhile activities, this shopping center space was converted into executive suites which are rented to local entrepreneurs.*

<b>Benson Main Street Reinvestment</b>		
	<b>1997</b>	<b>3 - Year Totals</b>
Number of Building Projects	<b>242</b>	<b>334</b>
Building Projects Total Dollars	<b>\$ 8,104,000</b>	<b>\$ 10,829,799</b>
Number of Property Acquisitions	<b>9</b>	<b>55</b>
Property Acquisitions Total Dollars	<b>\$ 710,500</b>	<b>\$ 4,210,622</b>
Number of Public Improvements	<b>6</b>	<b>12</b>
Public Improvements Total Dollars	<b>\$ 2,254,000</b>	<b>\$ 2,579,000</b>
Net Increase in New Businesses	<b>8</b>	<b>28</b>
Net Increase in New Jobs	<b>41</b>	<b>133</b>
Total Reinvestment Dollars	<b>\$ 11,068,500</b>	<b>\$ 17,619,421</b>

*"Benson Main Street's assistance has been invaluable as we prepare for the future Benson Campus of Cochise College."*

*Dr. Walter Payton, President, Cochise College*

### Benson Main Street Program

Program Manager: Neal Diltz

579 W. 4th St.

Benson, AZ 85602

520.586.7327

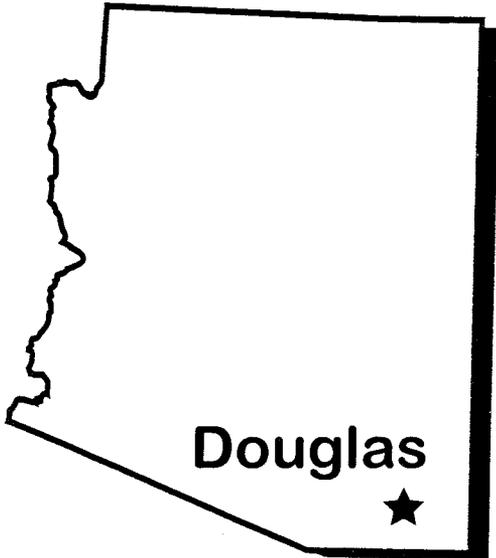
FAX 520.586.7327

Email: [diltz@theriver.com](mailto:diltz@theriver.com)

Board President:

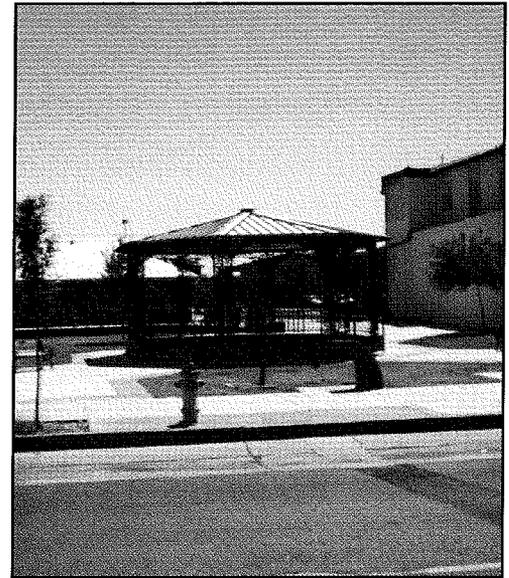
Faline Colglazier

Phone: 520.586.7507



# Douglas

*"The Premier Southwestern  
Border Community"*



*The City of Douglas built this "pocket park," complete with a beautiful gazebo and restrooms. It enhances downtown and serves as a community gathering place during Main Street special events.*

<b>Douglas Main Street Reinvestment</b>		
	<b>1997</b>	<b>2 - Year Totals</b>
Number of Building Projects	<b>15</b>	<b>21</b>
Building Projects Total Dollars	<b>\$ 645,854</b>	<b>\$ 917,854</b>
Number of Property Acquisitions	<b>4</b>	<b>8</b>
Property Acquisitions Total Dollars	<b>\$ 365,000</b>	<b>\$ 1,107,734</b>
Number of Public Improvements	<b>5</b>	<b>11</b>
Public Improvements Total Dollars	<b>\$ 1,403,824</b>	<b>\$ 2,516,264</b>
Net Increase in New Businesses	<b>15</b>	<b>16</b>
Net Increase in New Jobs	<b>6</b>	<b>27</b>
Total Reinvestment Dollars	<b>\$ 2,414,678</b>	<b>\$ 4,541,852</b>

*"There has been a wave of activity in the shops that hasn't been seen in quite some time. This is a direct result of Main Street, the Chamber and the City of Douglas working together."*  
*Carlos Fernandez, Chamber President*

## Douglas Main Street Program

Executive Director: Darcy Mason

1042 G Avenue

Douglas, AZ 85607

520.364.8711

FAX 520.364.6659

Email: [dangelc2i2.com](mailto:dangelc2i2.com)

Board President:

Jay Jones

Phone: 520.364.2367

# 1997 ARIZONA MAIN STREET AWARDS

PRESENTED BY: APS

Recognizing the terrific accomplishments of local Main Street Programs in rural Arizona.  
Presented Wednesday, September 3, at  
The Governor's Rural Development Conference in Flagstaff.

90 nominations were received in 12 categories.

Finalists received a commemorative plaque.

Winners received an engraved award and \$500 for the local Main Street organization.

**Main Street Individual of the Year**  
**Joyce Wilson, City Administrator**  
**Yuma**

**Best Historic Rehabilitation**  
**Third Post Office**  
**Flagstaff**

**Best Promotional Materials**  
**Main Street Logo**  
**Sedona**

**Best Public/Private Partner**  
**Arizona/California Railroad**  
**Parker**

**Best Facade Renovation Over \$10,000**  
**Jackson Building**  
**Williams**

**Best Public/Private Partner**  
**McCarville, Cooper & Vasquez**  
**Casa Grande**

**New Main Street Business of the Year**  
**Route 66 Magazine**  
**Williams**

**Most Creative Fund-Raiser**  
**Big Bucks Bash**  
**Douglas**

**Best Special Event**  
**Route 66 Festival**  
**Flagstaff**

**Best Economic Restructuring Story**  
**Hotel San Carlos**  
**Yuma**

**Best Interior Renovation**  
**Zane Grey Ballroom**  
**Flagstaff**

**Best Facade Renovation Under \$10,000**  
**Viehmann Building**  
**Show Low**

**Best Public Improvement Project**  
**Focal Point Project**  
**Apache Junction**

**AZ Main Street Award of Appreciation:**  
**State Historic Preservation Office**  
**Arizona Public Service**

## PUBLIC AND CORPORATE PARTNERS

Arizona/California Railroad  
 Arizona Commission on the Arts  
 Arizona Community Foundation  
 Arizona Department of Transportation  
 Arizona Hispanic Chamber of Commerce  
 Arizona MultiBank  
 Arizona Preservation Foundation  
 Arizona Public Service

Arizona State Land Department  
 Bank of America  
 Retail Lease Trac  
 Rural Development — U.S.D.A.  
 State Historic Preservation Office  
 Stockmen's Bank  
 US West Communications

### Arizona Department of Commerce Partners:

Business Assistance Center  
 Community Assistance Division  
 Greater Arizona Development Authority  
 Strategic Finance Division

## ARIZONA MAIN STREET CONSULTANTS

### Architects

Otwell Associates	Prescott
David Wilson & Assoc.	Tucson
Ryden Architects	Phoenix

### Economic Development

RKH Assoc.	Hartford, CT
McClure Consulting	Phoenix
ESI Corp.	Phoenix

### Urban Design

Urban Design Studio	Irvine, CA
John Minett	Tempe

### Tourism

Strategies, Inc.	Tempe
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### Landscape Architects

Planners Ink	Tucson
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### Promotions

Kerry Nolen	Tempe
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## AZ Main Street Program Criteria

In order for a community to be accepted into the Arizona Main Street Program, it must meet the following eligibility criteria. The acceptance of new communities into the program will be announced at the Governor's Rural Development Conference held each September.

To qualify, a community must:

- Have a population of 50,000 or less.
- Be located outside Phoenix and Tucson Metro areas.
- Commit to a full-time project manager.
- Commit to a long-term operating budget.

# ARIZONA MAIN STREET REINVESTMENT HISTORICAL SUMMARY

The Arizona Main Street program began in 1986. To date, 23 communities have participated in the program. The cumulative reinvestment in the downtowns of these communities while active in the Main Street Program totals **\$369,059,848**. The values of building projects, property acquisitions, and public improvements have risen dramatically over the program's 11 years as have the numbers of new businesses and new jobs. Main Street is a proven method of revitalizing rural Arizona central business districts.

Arizona Main Street Program Community Reinvestment Figures by Fiscal Year									
	Building Projects		Property Acquired		Public Improvements		Net Increase in New		Total Reinvestment
	Number of:	Total Dollars:	Number of:	Total Dollars:	Number of:	Total Dollars:	Businesses:	Jobs:	Dollars
1987	24	\$1,547,050	30	\$3,403,343	4	\$1,154,940	0	0	\$6,105,333
1988	113	\$2,867,922	110	\$8,927,230	6	\$269,300	82	363	\$12,064,452
1989	174	\$4,459,460	79	\$7,683,868	16	\$2,239,000	80	436	\$14,382,328
1990	190	\$4,618,830	87	\$8,195,868	13	\$1,519,000	104	491	\$14,333,698
1991	149	\$4,485,904	91	\$10,685,685	18	\$6,314,089	97	359	\$21,485,678
1992	126	\$8,033,143	55	\$5,088,149	26	\$1,479,124	66	361	\$14,600,416
1993	230	\$7,314,720	69	\$7,477,790	34	\$1,815,109	54	423	\$16,607,619
1994	146	\$19,366,989	57	\$9,570,901	45	\$14,796,026	103	644	\$43,733,916
1995	377	\$37,742,743	142	\$14,613,984	81	\$12,310,225	148	749	\$64,666,952
1996	327	\$27,351,644	188	\$48,047,885	53	\$5,673,970	121	533	\$81,073,499
1997	580	\$31,858,975	136	\$25,282,942	100	\$22,864,040	140	538	\$80,005,957
<b>Totals</b>	2436	\$149,647,380	1044	\$148,977,645	396	\$70,434,823	995	4897	\$369,059,848

# AZ MAIN STREET'S 4 + 2 APPROACH

The fundamental success of the Arizona Main Street model is based on the National Main Street Center's Four Point Approach to downtown revitalization. This approach integrates Organization, Promotion, Design, and Economic Restructuring. In Arizona, we have added two important elements that we believe are critical factors in making downtowns more viable — Transportation and Community Redevelopment. Arizona Main Street is the only proven method in the state for stabilizing a community's central business district.

## The Main Street Four Point Approach

ORGANIZATION:	Downtown Neighborhood Issues Budget/Funding Community Involvement Non-Profit Management ISTEA Projects
PROMOTION:	Image/Public Relations Retail Promotions Special Events Tourism
DESIGN:	ADA Compliance Building/Property Maintenance Historic Preservation Infrastructure Landscape/Streetscape Urban Design
ECONOMIC RESTRUCTURING:	Business Incentives/Financing Market Analysis/Mix Business Retention/Expansion/Recruitment Office/Retail Leasing Retail Merchandising/Window Display



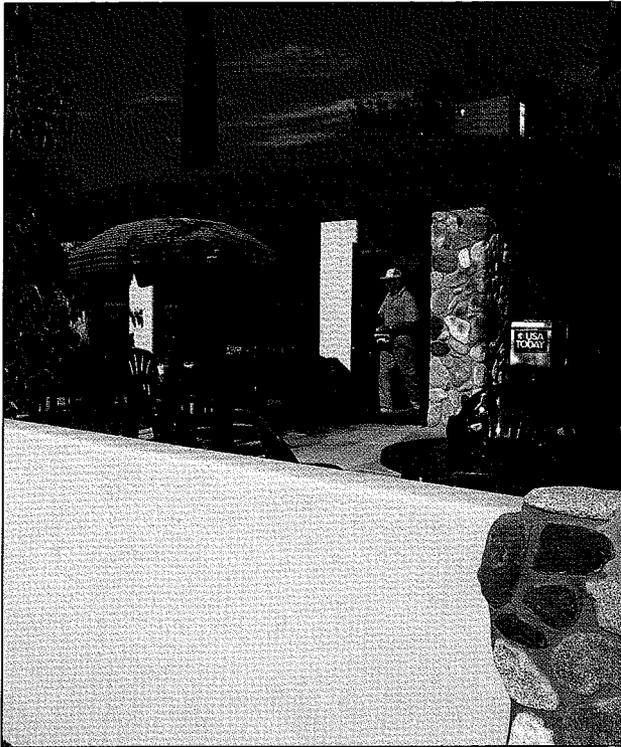
*Show Low's City Council is a stellar example of a Main Street public partner.*

## +2 Areas for Comprehensive Revitalization

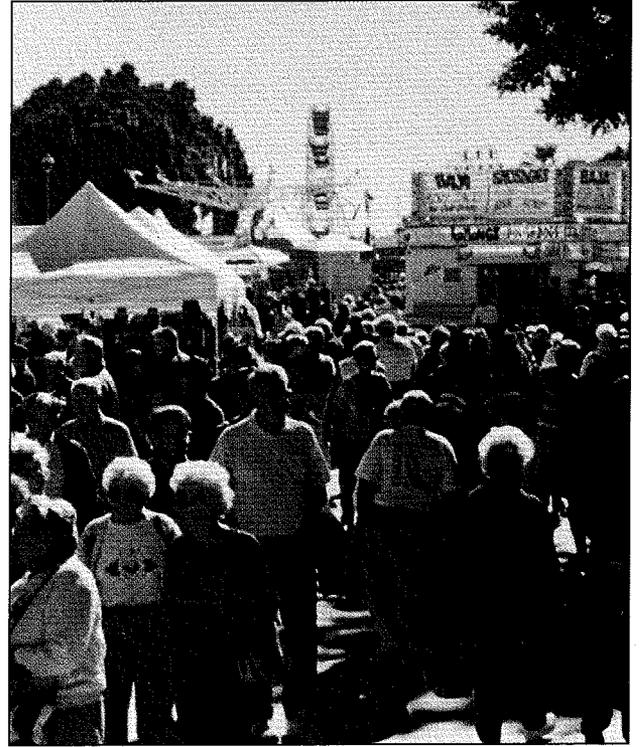
TRANSPORTATION:	Accessibility Parking Public Transportation Circulation: <ul style="list-style-type: none"><li>Vehicular</li><li>Pedestrian</li></ul>
COMMUNITY REDEVELOPMENT:	Crime Prevention Environmental Concerns Housing Quality of Life Social Services



*Flagstaff's Gateway Plaza is just a part of this town's downtown revitalization.*



*An Old Town Cottonwood new business, Olde Town Bagel & Deli is an example of the confidence to invest in Arizona Main Street's districts.*



*Old Town Jubilee in Yuma draws thousands to the Main Street district each January. Events such as this bring fun and vitality to downtown.*

For more information about the Arizona Main Street Program, contact:

Steve Schaefer, State Coordinator  
email: [stevesch@ep.state.az.us](mailto:stevesch@ep.state.az.us)

Mike Foulds, Development Specialist  
email: [mikef@ep.state.az.us](mailto:mikef@ep.state.az.us)

3800 N. Central Ave., Suite 1400 • Phoenix, AZ 85012  
602.280.1350 • FAX 602.280.1305

Please visit our web site:  
[www.state.az/ep/commasst/mainst.shtml](http://www.state.az/ep/commasst/mainst.shtml)