

2010 ARIZONA MAIN STREET AWARDS  
PROMOTION  
Best Promotional Activities  
Sedona

Sedona Main Street Program (SMSP) nominates the Main Street Sedona “Sense of Place” Banners for Best Promotional Activities.

The SMS District is along SR 89A & SR 179 (thoroughfares) that were separated by lack of pedestrian lighting and a lack of continuity. When the SR 89A streetscape project was completed in the Sedona Main Street (SMS) District, a new amenity of pedestrian lighting with banner brackets was added. In negotiations between ADOT and the City of Sedona, the same pedestrian lighting and banner brackets were added along SR 179, completing the streetscape along the major thoroughfares of our District.

SMSP worked with the City of Sedona to establish an agreement to hang Main Street “Sense of Place” Banners on the banner brackets year round for no fee. A Banner program allowing non-profit organizations to hang event banners (for a fee) intermixed with the “Sense of Place” Banners was also created. Then SMSP Promotion Committee created “Sense of Place” Banners that now hang from one end of the District to the other on the pedestrian light poles; they provide visual cohesive interest and connectedness, enhance the sense of place by identifying our unique character, and lend to the vitality by sending a call to action message in an aesthetically pleasing manner.

The Main Street Sedona “Sense of Place” Banners lets the viewer know, “they have arrived”! Each Sense of Place Banner includes the SMSP Logo, branding our District, along with call to action phrases that corresponds to the major types of business within our District.

- Stay & Enjoy
- Tour & Explore
- Shop & Dine
- Relax & Rejuvenate

Additionally, “Welcome To” and “Come Back Soon” banners are hung at the District Gateways on both State Routes to flow from one end of Sedona Main Street District to the other.

The impact of these 66 “Sense of Place” banners can be measured using an advertising industry standard of the number of impressions created. Based solely on the estimated 2.5 visitors annually in the SMS District and a ten-year life expectancy for banners, the number of visitor impressions for each banner is estimated at 25 million (i.e., 165 million impressions for all 66 banners). For a cash outlay of \$6,335, that is quite a phenomenal return on investment.

Sedona Main Street unified its district with “Sense of Place” banners. Arizona Main Street Grant dollars plus cash and service donations from local businesses and volunteer efforts made it happen.

# ARIZONA MAIN STREET AWARDS

2010

*Fiscal Year July1 – June 30*

## **PROMOTION**

### **Best Promotional Activities**

This awards looks at promotional materials and events. Promotional materials highlight the products and services that exist to enhance the image of the sense of place that Main Street provides. This includes advertising and informational resources that are developed to promote the positive image of the Main Street activities. Best Special Events help to create a positive image, encouraging people to live, work, play and shop in the Main Street district. This includes events that have occurred within the Main Street area, provided an economic impact and helped to strengthen the positive image of a vibrant Main Street.

*Nominations are due to the Arizona Main Street Office  
no later than September 3rd, 2010*

**Arizona Department of Commerce  
Arizona Main Street Program  
1700 W. Washington, Suite 620  
Phoenix, AZ 85007**

### **PERSON/ORGANIZATION MAKING NOMINATION:**

Holly Epright, SMSP Executive Director  
450 Jordan Road, Suite B  
Sedona, AZ 86336  
928-204-2390

### **LIST ALL PERSONS/ORGANIZATIONS WHO SHOULD RECEIVE CREDIT FOR THIS PROJECT:**

Name and Title: Sedona Main Street Program Promotions Committee (Shirley Tolley - Chairwoman,  
John DiBattista, Jaime Fraley, Dennis Morrissey and Jeff Siet

Role in Project: Overall concept & design of Banners, negotiations with City for year-round exposure,  
acquisition of local Sponsors/Donor and project oversight

Name and Title: City of Sedona City Council; City of Sedona Staff including Public Works Director-Charles  
Mosley, Assistant City Manager-Alison Zelms, Arts & Culture Director-Ginger Wolstencroft,  
Banner Program coordinator-Victor Estrada

Role in Project: Council oversight of policies, SR 89A & SR 179 project coordination, development of Event  
Banner Program, Public Works implementation & ongoing operations

Name and Title: AZ Main Street Program

Role in Project: Public grantor for portion of banner production cost

Names: Sunterra (now Diamond Resorts International), Arroyo Roble Resort and Florange Signs & Design

Role in Project: Three local business contributors of cash and design services