

## 2010 ARIZONA MAIN STREET AWARDS

### DESIGN/ECONOMIC RESTRUCTURING

#### Best Small Scale Renovation

##### Sedona

Sedona Main Street Program (SMSP) nominates the Victorian Cowgirl for Best Small Scale Renovation. This business was located in a commercial plaza on SR 179 amidst both service and retail businesses, and it was hidden upstairs in the back along the side. With little walking traffic, Victorian Cowgirl relocated to a street-front, pedestrian friendly tenant space along SR 179. The building's history in Sedona and the wooden Western façade lends charm and character, a good fit for the business.

Victorian Cowgirl owner, Candace Walters, is a fashion designer with her own couture fashion. In the new space she set up a work room with additional cutting tables and new sewing machines, and built a partition wall of specialty fabrics for creating her custom-designed clothing. With the additional square footage gained in the move, she also added a private fitting room. A local craftsman created the wrought iron fixtures for the dressing room drapes. Rugs were laid on the tiled floors to add warmth and comfort. She built accessory displays and acquisitioned Victorian custom cabinetry for displaying her "Inspirational Clothing, Unique Bridal Wear and one-of-a-kind Accessories, all with the Spirit of another Time". With the perfect interior ambience to display her unique collection of apparel and the facilities to create custom designs, Victorian Cowgirl and Candace can better accommodate her longstanding celebrity clients from her thirty years in the west coast fashion industry and entertainment world.

Candace added her own inviting touches to the exterior too. She hung flower baskets from the arcade roofline and additional marquee signage, and placed a Victorian girl silhouette that graces the front doorway. The display windows on the front & side were softened with sheer curtains and adorned mannequins to attract pedestrian and vehicular traffic.

Investing \$14,500 and many hours in a labor of love, Candace happily reports increased customer traffic. The increased visitation benefits the neighboring shops along the street. Combined with its enhanced visual image and rural character, Victorian Cowgirl's renovation creates a more vital shopping area and a positive impact.

**DESIGN/ ECONOMIC RESTRUCTURING**

**Best Small Scale Project**

Enhancing the visual image of the Main Street district with appropriate renovation activities help to create a positive impact for the Main Street district. Projects in this category include exterior or interior property improvement that did not expend over **\$150,000**.

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

**Arizona Department of Commerce  
Arizona Main Street Program  
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**PERSON/ORGANIZATION MAKING NOMINATION:**

Holly Epright, SMSP Executive Director  
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**LIST ALL PERSONS/ORGANIZATIONS WHO SHOULD RECEIVE CREDIT FOR THIS PROJECT:**

Name and Title: Candace Walters, Owner  
Role in Project: Visionary, designer, owner

Name and Title: Chris Dolan, Dolan Development  
Role in Project: General Contractor