OUR VISION:
Sedona Main Street District is a vibrant pedestrian-friendly destination that embraces the beauty of the surrounding red rocks and creates a unique experience for all.

OUR MISSION:
To facilitate a vibrant business district that benefits the whole community.

…because Main Street Matters

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For additional information, contact Stephen Craver, City of Sedona Engineering Supervisor, at (928) 203-5059 or email SCraver@SedonaAZ.gov.
Pedestrian Access Improvement Renderings

North Side of Wayside Chapel
Thanks to Our SMSP Champions!

- Our Program Benefactors: Sedona Chamber of Commerce, Arroyo Roble Resort, Best Western Plus Arroyo Roble & Creekside Villas, Sedona Center and the City of Sedona for their substantial financial support

- Our Media Partners for donating promotional coverage throughout the year (http://www.sedonamainstreet.com/mediapartners.htm)

- The Woellmer family for donating the proceeds from the Matterhorn Shoppes water fountain

- Community Police Alliance volunteers for safety and traffic patrols at SMSP events

- Sedona Volunteer Park Rangers for being great Ambassadors in the Sedona Main Street District, and great partners who consistently help with all SMSP events

- Special thanks to the National Day of the Cowboy Celebrations Volunteers who donated their time and talents to create fun for everyone!

- Cybertrails.com for donating hosting of our website (www.sedonamainstreet.com) since 1999

SEDONA MAIN STREET PROGRAM (SMSP)
BOARD OF DIRECTORS
FOR DONATING THEIR SKILLS, EXPERTISE & COUNTLESS HOURS TO CREATE A BETTER SEDONA FOR EVERYONE IN OUR DISTRICT & COMMUNITY

- Tudy Longmire, President — Sedona Fudge Company
- John Di Battista, 1st Vice President — Di Battista Construction, Inc
- Laura Aronson, 2nd Vice President — Red Rock Magic Trolley
- Tom Gilomen, Treasurer — Cowboy Club & Sedona Center Development
- Barbara Bailey — Oaxaca Restaurant
- Michael Baird, Secretary — Peace Place Gifts
- Whitney Cunningham — Aspey, Watkins & Diesel, PLLC
- Kyle Larson — Sedona Red Rock News
- Pamela Mikesell-Hyatt — Piñon Pointe Residence Club
- Zachary Richardson — Gallery of Modern Masters

Special Thanks to all our Volunteers & Partners who make everything possible!
The “Main Street Paint Out” on Saturday October 17 from 1:00 to 4:00 p.m. is the kick-off event for Sedona Arts Center’s 11th Annual Sedona Plein Air Festival with twenty-two nationally recognized plein air artists from all over the United States. It is sponsored by Sedona Main Street Program to bring together all these artists in one place at the same time. Look for their easels set up all along the plazas and courtyards in Uptown Sedona (along N. State Route 89A). It’s a wonderful opportunity to witness the creation of a painting from start to finish within the three hour “Paint Out”. People meet and interact with the artists at work in the open air, as their paintings develop to capture the beauty and charm of Uptown Sedona.

This free event kicks-off the Plein Air Festival, an eight day celebration of outdoor painting. The invited artists must be award-winning plein air artists with regional/national recognition and current representation in a fine art gallery. This year, six of the artists are from Arizona and the rest are coming from Arkansas, California, Colorado, Illinois, Pennsylvania, Tennessee, Utah, Vermont, Virginia, Washington DC and Wisconsin.

The paintings created during the “Main Street Paint Out” will be quickly framed and exhibited for sale from 4 - 5:00 pm at Sedona Arts Center, on the corner of “Main Street” (N. SR 89A) and Art Barn Road in Uptown Sedona. This is the first opportunity to purchase this year’s creations, making it perfect for visitors in town for just that weekend or the day. Immediately following the sale is an opening reception at Sedona Art Center’s Art Barn from 5 – 7:00, open to the public and complete with light refreshments. There you can see exhibits of work that all the painters brought with them, and those exhibits will evolve throughout the weeklong Festival as their artwork is purchased and newly created paintings are added. The Festival has many activities open to the public. Visit www.sedonapleinairfestival.com for all the details.
Sedona Historical Society Hosts Annual Community & Pioneer Picnic

The Sedona Historical Society will host its annual pioneer and community potluck picnic at Indian Gardens’ Park, also known as Bacon Rind Park, in Oak Creek Canyon, on Sunday, October 4 at noon. This event is open to the public. It is a wonderful small-town event to be enjoyed by anyone interested in meeting Sedona pioneer descendants, long-time residents, and maybe even your neighbors!

All those attending should arrive by 11:30 a.m. The potluck picnic lunch starts at noon. Attendees are asked to bring a food dish to share. A meat entree and beverages will be provided by the Sedona Heritage Museum.

The theme of this year’s “history” discussion and sharing will focus on “Tales Out of School”. Old-timers and newcomers alike will be invited to share a part of their own history by telling a personal story of their school years.

A microphone will be passed around for pioneers and others to tell stories and share memories. Indian Gardens Park is at 3953 N. Highway 89A in Oak Creek Canyon, across from the Indian Gardens Store. The picnic ramada is covered for rain or shine and handicapped restrooms are available.

“MORE Deception, Lies & Alibis” at the Sedona Heritage Museum

The Sedona Heritage Museum presents Michael Peach in a performance of his original show “MORE Deceptions, Lies & Alibis” on Saturday, October 3 at 1:30 p.m.

Peach’s show features his unique blend of original cowboy poetry with a tongue-in-cheek look at Arizona and local history, also incorporating jokes, stories, and first person narrative.

"Strange tales have been told by those who rode Arizona's rugged trails. And sometimes the facts ain't exactly exact, when you scrutinize the details," quotes Peach. And for the stories based on history, the facts are one of the things award-winning actor, playwright and historian Michael Peach is especially good at bringing to life in this show, highlighting his original cowboy-style poetry. But Mike isn’t afraid to spin some tall tales, too.

No two shows will be alike this year as he introduces new material, yet heaps up a helping of long-time favorites. Informative and entertaining, Mike’s shows have long been a favorite of university, state and national parks, and historically-oriented audiences.

The show is about an hour long. Tickets are $6, with children under 12 free. Museum admission is separate.

For more information, call 928-282-7038. The Sedona Historical Society’s mission is to research, preserve and teach the history of the greater Sedona area. As part of that effort the Society operates the Sedona Heritage Museum at 735 Jordan Rd. in Uptown Sedona and is open daily 11am - 3pm.

Check out the Gift Shop, Museum, Historical Tractor Shed and much, much more.

info@sedonamainstreet.com
You make it happen...

Remember the Trick or Treaters will be coming to your storefront on Halloween evening!

This will be the 29th Annual Safe and Fun Trick or Treat, thanks to you the Sedona Main Street Merchants and Business Owners. You provide a safe and fun environment for the community's children and create the traditional small town character. Please keep your doors open and provide treats.

We hope you'll treat all mummies & dancers with haunting music, fun decorations and maybe a trick or two to accompany the sweets. You and your employees can add to the fun by wearing costumes for the 1500-2000 good ghouls & ghosts Trick or Treating from 5-8pm.

This night attracts children of all ages, so consider having information, specials or coupons for hand-outs to welcome shoppers back for Holiday and future purchases.

Costume Contest
Thriller & Ghost Rave Performances
Roaming Cowboy Zombies

Remember, many of your friends & neighbors will be searching for available parking, so let's make it easy for them! Let's encourage all employees to park in designated employee spaces or park at Sedona's Public Parking Lot on Schnebly Road and carry a flashlight.

NOTE: For the second year, SMSP and City Parks & Rec are hosting costume contest at Canyon Breeze Plaza starting at 5:30 with 4 contest categories: little ones up to age 6, children 7-14, youth 15 & up, and groups/couples. First, second and third place prizes will be awarded. Yes, the Thriller-Ghost Rave performances, complements of community dancers, will be back again. They'll perform on Jordan Road between the pedestrian crosswalk and Mesquite Avenue from 5 - 8 pm, so that small section of the road will be closed to through traffic.

Trick or Treats sponsored by participating Merchants (YOU);
Costume Contest sponsored by Sedona Main Street Program and City Parks & Recreation.
Dance performances courtesy of community dancers as produced by Martha Edwards;
Roaming Cowboy Zombies courtesy of the Red Rock Posse; Event coordinated by Sedona Main Street Program with assistance from the City of Sedona, Sedona Police Department and Sedona Fire District.

Thanks for all you do to make this event a howling success by giving away treats!

Donations of prizes for the Costume Contest are welcomed and appreciated.
Please contact SMSP at your earliest convenience.
Ramsey's Rocks and Minerals has called Sedona home since 1949. It is one of the longest continuously running businesses in Sedona. The new owners, Bob and Susan Obijiski have a new perspective and a healthy respect for the grand tradition. Su and Bob have been collecting, prospecting and studying gems and minerals for over thirty years.

Bob is a craftsman and specializes in jewelry repair. He is known for his meticulous inlay repair. "Our customers love Bob's work," Susan says. "We also work with local jewelers who specialize in gold and silver repair and repair of vintage and legacy pieces, and Native American turquoise pieces."

Susan offers workshops and consulting on Crystal and Stone Therapy and metaphysics, and has created an advanced metaphysical section for visitors and residents who want to add more healing tools to their collection.

When you walk through the door at Ramsey's, you are greeted with a friendly welcome. Leisurely browsing is encouraged. When you have a question, or you are ready to buy that special piece, Bob, Susan, and Chris will be there to help. As Susan says, "We welcome customers from around the corner and around the world."

Ramsey's is proud of the referrals they receive from other shop owners on Main Street and in Uptown. "We take our referrals very seriously," Bob says. "We want our customers to have a great experience with us, so that the referral will reflect well on the reputation of our fellow business owners."

"Ramsey's is invested in the success of the community and other small business owners," Su says. "We try to find out what makes other businesses unique - what product or service they offer that makes them stand out from other businesses - so we can refer our customers to the right restaurant, shop or service provider. Customer service and customer satisfaction are key to our success and to the success of every business in Sedona."

"We love our customers," says Bob. "And we want them to have a great experience. Ask us a question, bring in a piece for us to identify, show us a favorite stone from your collection, ask us to design a custom piece, or stop by and say hello - in other words, make yourself at home. Our customers are family!"

"We feel it is important to honor the tradition that John Ramsey started," Susan says. "We cater to rock hounds, collectors, and Sedona visitors. Sedona and the Main Street spirit play an important part in our lives and in how we approach our business."

The Ramsey's team works with vendors, jewelers and rock dealers all over the world to fill special orders and find just the right piece for customers. Bob heads up a team of talented local and national jewelers who are always ready to make a custom piece or repair a vintage or legacy piece of jewelry. The store carries a wide selection of minerals, fossils, crystals, and unique jewelry - all at reasonable prices! Ramsey's also offers appraisal services, and a variety of evening workshops.

Ramsey's is open Monday through Saturday 10:00 a.m. to 5:00 p.m., and Sundays by appointment. You can find Ramsey's at 150 SR 179 STE 6, Sedona (at the intersection of 179 and 89a), on Facebook at Ramsey's-Rocks-and-Minerals, and on the web at www.ramseysedona.com. Call 928-204-2075 for more information.
Re-investment Statistics
What you should know:

Within the next 60 days you’ll be contacted by a Sedona Main Street Program Board Director with 4 simple questions about your business investment during the past Fiscal Year (July 1 – June 30).

Be thinking of your tenant/property space, capital improvements, technology/equipment additions, job creation or losses, and we’ll be contacting you.

If you prefer, this private web-link has Reinvestment Information, a form to download and print for your inclusion of grand totals only: http://www.SedonaMainStreet.com/fy2014-2015.htm

Why you should respond:

All information you provide is confidential and compiled into single composite totals only, with no personal or individual detail revealed. Providing this high-level, non-detailed report to the AZ & National Main Street Programs qualifies YOUR Sedona Main Street Program to receive technical and financial assistance that serves OUR Main Street District.

Thank you.
SEDONA MAIN STREET PROGRAM REINVESTMENT FORM

Business Information for Sedona Main Street Program use only
WE DO NOT DIVULGE INDIVIDUAL BUSINESS INFORMATION

Business Name

Physical Address

Mailing Address

Owner Name

Owner Phone

Contact Name & Title

Contact Phone

Email

Fax

REINVESTMENT INFORMATION NEEDED – DESCRIPTION & GRAND TOTALS ONLY
Please circle any capital improvement you have made from 7/1 of last year through 6/30 of this year or list any capital improvements below

Renovation/Improvements examples: New Carpet, flooring, lighting, painting, additions, tenant improvements, new signage, roof repairs, new furniture, display cases, benches, artwork, landscaping, computers, upgraded technology/business equipment, etc.

Total Dollars Spent/ Estimated Costs $

Is this a New Business? Yes or No

Did Ownership Change? Yes or No

New Positions Hired #

Eliminated Positions this year #

Total square footage of your business space # sq.ft. ____________;

if applicable, square footage of your plaza/public space # sq.ft. ____________

Name of person providing info:

Phone #

PLEASE contact Sedona Main Street Program (SMSP) with any questions, comments or inquiries you may have.

Phone 204-2390; Fax 204-2548; Email info@sedonamainstreet.com;
Mail 450 Jordan Road, Suite B, Sedona, AZ 86336

THIS FORM MAY BE SENT BY FAX, MAIL, EMAIL, OR CALLED IN WHEN COMPLETED
2014 REINVESTMENT FIGURES REPORT
Sedona Main Street District
Year End Report from Sedona Main Street Program

BUILDING/BUSINESS PROJECTS
This includes the number and dollars spent on all building & business projects within the Main Street district. Include new construction, renovations, capital improvements, interior and exterior rehabilitations. Two figures are needed: Number of projects and dollars invested in the projects.

Building/Business Projects: Number = 47 Dollars = $4,525,610.17

PROPERTY ACQUISITIONS
This category should contain the number of properties sold in the Main Street area and the dollar cost of the sales. The sales could be public or private transactions of real commercial property within the district. Two figures are needed: the number of property sales and the total dollar cost of transactions.

Property Acquisitions: Number = 3 Dollars = $764,000.00
(Private transactions = 3; public transactions = 0)

PUBLIC IMPROVEMENTS
This area includes capital projects such as parks, street improvements, sewer, lighting, curbs and gutters, utility improvements, etc. You could also include the purchases of buildings by the city, which have been demolished or improved for use within the Main Street area. Remember to include any county or state (i.e., ADOT) projects that took place in your district and any utility improvement projects (electric/gas/cable/phone companies, etc.) Two figures will be reported: Number of projects and total dollar value of the improvements.

Public Improvements: Number = 10 Dollars = $26,893.26
(City of Sedona Improvements: Number = 8; Dollars = $22,893.26)
(State = $ 0.00; Utility Companies = $4,000.00)

NET NEW BUSINESSES
Here the outcome is one number, which is the NET increase in new businesses. (If 8 new businesses open in the district and two close or move out of the area, your net would be 6 new businesses.)

Net New Businesses: Number = -2
(New Business Start-ups = 24, minus Closed/Moved out of District = 26)

NET NEW JOBS
This is similar to the new businesses in that the outcome is one number - the NET change in number of jobs within the district. Remember, job additions or cuts can come from existing businesses too! Both this and the previous figure could conceivably be negative numbers if you lost more businesses or jobs than you gained. These numbers may take some legwork to gather; i.e., visit to each business.

Net New Jobs = -30
(New job positions created = 8, minus job positions lost/terminated = -38)

TOTAL # of DOWNTOWN HOUSING UNITS = 127 residential units
TOTAL # COMMERCIAL SPACES=370/ # VACANT SPACES=43; 11.6% vacancy rate
AVERAGE RENTAL RATE = $6.50/s.f. estimated/ TOTAL S.F. RENTAL SPACE = TBD
We need your help!

The 3rd Annual Holiday Central Sedona is fast approaching and we are hoping that you will participate in this event to help create a festive atmosphere for our community and visitors to enjoy! Please get creative and decorate your store front with fabulous decorations and brilliant holiday lights. Holiday lighting and other decorative displays can be displayed beginning the week of Thanksgiving through January 15, 2016. Please remember that all lighting and decorative displays must be contained to individual private properties and cannot extend into public right-of-ways without proper approvals. Also, decorative displays cannot block or obstruct pedestrians, ADA accessible pathways or vehicular traffic. All outdoor decorative lighting must be turned off by 10 p.m. to ensure consistency with the spirit of Dark Sky regulations.

Based on the success of last year’s pilot program, “Adopt A Holiday Pole”, the Holiday Central Team is once again offering the opportunity for merchants to sponsor a street pole ($500/pole) located near their business that will be decorated for the holidays with garland and bows. If this program sounds appealing and you would like to join your fellow merchants and sponsor a street pole, please contact Rachel Murdoch, the city’s Parks and Recreation Manager, at 928-203-5011 for details regarding the program and associated charges.

Thank you for your participation and holiday spirit! We look forward to another bigger and better Holiday Central Sedona season. For more information about the event, please visit the website at www.holidaycentralasedona.com.

If you have any questions about city codes or regulations related to holiday lighting and decorative displays, please contact Audree Juhlin, Community Development Director, at ajuhlin@SedonaAZ.gov or by phone at 928-204-7107.

Newsletter articles in this issue may not necessarily reflect the opinions of Sedona Main Street Program and its’ Board of Directors.

SMSP funding sources include the City of Sedona, membership dues, benefactors, events, and donations. SMSP is a 501(c)(6) non-for-profit organization. Donations are not deductible as a charitable contribution for federal income tax purposes but may be a business expense.

Newsletter funding provided by the City of Sedona
Want to make a difference?

→ Give a few hours a month & make a world of difference in YOUR business community

→ Be a participant in the future of Main Street and the District

→ Share your passion with us & your business neighborhood

→ Be an Active participant in bringing ideas and solutions for a better Sedona

Join Our Team...

→ Sedona Main Street wants & needs business people and property owners to join its’ Board of Directors

Join Your Main Street Program who works for you & your Business

Join and be a part of the Solution

Participate and be heard

You can make a difference

We support the properties, property owners & merchants in Sedona’s historic business core

We are a National Trust for Historic Preservation Member and Sedona Main Street is accredited by the National Trust
EVENT PRESENTING SPONSORS

RED ROCK WESTERN & A DAY IN THE WEST JEEP TOURS

JOHN WAYNE SPONSORS

CANYON BREEZE, CLEAR CREEK TRADING COMPANY,
OPEN RANGE GRILL AND TAVERN, SEDONA PIZZA COMPANY

ROY ROGERS SPONSORS

SEDONA FUDGE COMPANY, COWBOY CLUB, PATRIOT DISPOSAL, INC

GENE AUTRY SPONSORS

CACTUS CARLOS & RED ROCK IMPRESSIONS,
STERLING FINANCIAL SERVICES, LLC

TOM MIX SPONSORS

BEST WESTERN PLUS ARROYO ROBLE HOTEL & CREEK SIDE VILLAS,
JOE WILCOX INDIAN DEN, OUT OF AFRICA

CANOPY SPONSOR
Verve Events & Tents, DiBattista Construction, Inc

TELEVISION SPONSOR
Sedona Now Network

TRUSTY STEEDS

Red Rock Posse - Sedona Now Network- City of Sedona
Wells Fargo Bank, Sedona Branch & Stagecoach
DiBattista Construction - Florange Signs & Designs - Sedona Showstoppers
Verve Events & Tents - ProBuild - Star Motel - Joe Kolbeck
Sedona Segway Tours - Cowboy Corral - Southwest Designs - Olsen’s Grain

Thank You for Making this Event Possible!
Thank You for Making this Event Possible!
National Day of the Cowboy Celebration

See Additional Photos Here

Thank you to all our Photographers:
The Buffalo Soldiers, Al Comello, 
Jay Chatzkel, Dot Williamson, 
and
Sedona Main Street Program
Representatives