



Holiday Signage Program

*Prepared by Economic
Development Department*

November 7, 2017

HOLIDAY SIGNAGE PROGRAM

Purpose

- Promote local business awareness and economic growth
- Keep holiday spending local to boost jobs, community wealth, and revenue
- Encourage festive holiday shopping atmosphere



PAST SUCCESS

- City Council approved the Holiday Signage Program for 10 years
- Businesses have benefited from the program and express support to continue
- Program has encouraged festive holiday decorations in Maricopa's commercial areas.



2017 CHANGES

- Program period will be extended to include Thanksgiving weekend: November 22, 2017 – January 7, 2018
- Promotion will include an increased presence on social media and regular emails directly to business owners.
- Redesigned flyers will be delivered directly to local retail businesses.
- Additional incentives include cash prizes & free vendor booth at 2018 Salsa Festival

Holiday Homes & Businesses
ON PARADE

REGISTER NOW!

Register now for the 2017 Annual Holiday Homes and Businesses on Parade! Get creative decorating the exterior of your home or business with seasonal characters, scenes, and props!

· REGISTRATIONS WILL BE ACCEPTED FROM ·

SEPTEMBER 1 - DECEMBER 1, 2017.
JUDGING WILL TAKE PLACE NIGHTLY
FROM 6 P.M. UNTIL 9 P.M.
BETWEEN DECEMBER 9 - DECEMBER 18.

REGISTER AT
WWW.REGONLINE.COM/HH2017.
REGISTRATION WILL CLOSE AT
5 P.M., DECEMBER 1, 2017.

**CASH PRIZES
WILL BE
AWARDED!**

Maps will be available at:
www.maricopa-az.gov

THANK YOU!

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