



2012 Special Event Permit: Supporting Holiday Shopping

October 16, 2012



Purpose

- Promote local business awareness and economic growth
- Keep holiday spending local to boost community jobs, wealth, and City revenue
- Create a more festive holiday atmosphere



Program Basics

- Businesses get to display, free of charge, additional signage and displays during holidays (Nov 15, 2012 – Jan 6, 2013)
- Program open to local businesses in Industrial and Commercial Business Zones with current business license
- Eligible businesses need only follow program criteria and guidelines to participate



Past Success

- Council has approved the program each of the past 5 years
- Businesses have benefited from the program and say they want it to continue
- Program has helped to raise the bar for holiday decorations in Maricopa's commercial areas



Integration with Holiday Homes & Businesses on Parade

- Last year, Holiday Homes on Parade decoration contest expanded to include businesses
- In conjunction with competition, City staff proposes a 6 month banner permit fee waiver for award-winning businesses
- Award-winners benefit through greater visibility and sales and reduced future signage costs



Questions?

