



City of Maricopa

Legislation Text

File #: PRES 17-39, **Version:** 1

The Mayor and City Council shall discuss and possibly take action to re-authorize an annual holiday signage program that assists in promoting local business awareness and economic growth from November 22, 2017 to January 7, 2018. Discussion and Action.

This program is intended to allow businesses to display additional signage, absent of a permit, during the holiday season; providing greater visibility of local businesses and a festive shopping atmosphere.

Has this been done before, and to what success?

This program, with similar guidelines, was implemented each year from 2007 to 2016 by the City Council in response to business requests for assistance in encouraging residents to shop local.

How is staff working to make it even more successful this year?

With City Council approval, this event would be integrated with the Holiday Homes & Businesses on Parade competition for a seventh consecutive year. Per request by Council, the time period for the Business Holiday Signage Program has been extended to include the Thanksgiving weekend and Black Friday, typically the most popular shopping day of the year. Staff is proposing, similar to last year, award-winning businesses are granted a banner permit fee waiver for a period of 6 months (January - June of 2017). Additionally, the Grand Prize winner of the Business Program will be awarded a free vendor booth at the 2018 Salsa Festival. This additional incentive will encourage increased participation by our local businesses.

In addition to proposing the above fee waiver for businesses with award-winning decorations, staff is working to ensure the holiday signage and Holiday Homes & Businesses on Parade programs are adequately promoted. As this is the eleventh year of the holiday signage program and seventh of the Holiday Homes & Businesses on Parade combined program, many local businesses are familiar with the guidelines and program benefits. Staff believes the current Shop Local campaign, the second year of Copa Bingo!, will help in making this program an even greater success. New marketing flyers for homeowners and business owners have been designed to make the program more attractive to potential participants.

If Council should approve this program, staff is prepared to market it as follows:

- Special e-newsletter announcements will be sent to local businesses
- Program information to be posted to the City website
- Posts on MaricopaMatters Facebook and Twitter pages
- Email notice will be sent to local business groups for distribution among their members
- Communicate with local media to encourage story placement promoting the event and describing its benefit to local businesses
- Flyers will be distributed and posted at various public places (i.e. Copper Sky Recreation Complex, City Hall, Maricopa Public Library, Maricopa Center for Entrepreneurship and Maricopa Chamber of Commerce)
- Presentations on the program will be given at the Maricopa Chamber of Commerce monthly Breakfast

This item will be presented by Economic Development Director Denyse Airheart.

The City Manager recommends City Council approve the attached Special Event Permit program, to be in effect from November 22, 2017 to January 7, 2018.