



Williams Main Street Association, Inc.

Office: 139 W. Route 66
 Mailing: 200 West Railroad Avenue
 Williams, AZ 86046
 (928) 635-1418 FAX (928) 635-1417

- **Organization Committee**

Open Chair

- **Design Committee**

Thad Johnson

- **Business Enhancement**

Patty Williams

- **Promotion-Merchants**

Sierra Miller

Supporting Members

- APS
- Arizona State Railroad Museum
- Arizona Engineering Co.
- Arizona 9 Motor Hotel
- Best Value Inn
- Best Western Inn of Williams
- CarQuest
- Colors of the West
- Christmas Tree Gallery
- Clover Hill Shell
- Days Inn
- Downtowner on Route 66
- Eastman Fine Arts Studios
- Farm Bureau Insurance
- Glassburn Rentals
- Gracie's Clothing and More
- Grand Canyon Log Homes
- Highlander Motel
- Holiday Inn
- Howard Johnson
- James Wurgler
- Kim Kadletz
- L.P.'s Excavating
- Matt Ryan
- Maverick/Airstar Helicopters
- McDonald's of Williams
- Motel 6—East
- Mountain Joy Treasures & Gifts
- National Bank of Arizona
- Pancho McGillicuddy's
- Pine Country Restaurant
- Pioneer Title
- Pizza Factory
- Pouquette Real Estate
- Red Garter Bed & Breakfast
- Red Raven Restaurant
- RE/MAX Great Northern
- The Lodge on Route 66, LLC
- Williams Grand Canyon News
- Williams Wear

December 2009

Mainly Main Street

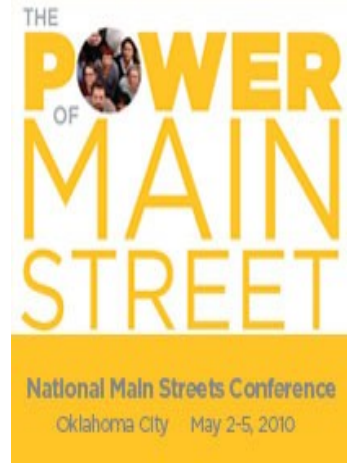
The following is an article that appeared in the current issue of the Main Street News put out by the National Trust for Historic Preservation

This holiday season, please spread your cheer where it counts, at home. Convenience may dictate online shopping or the mall, but think about making the holidays brighter for your friends and neighbors. Money spent on Main Street stays within the community and sustains those who need it most. When you shop with local business owners, the money you spend re-circulates in your community. Local business owners employ local workers, pay local taxes, give to local charities, and buy goods and services from other

local businesses. Money spent with out of town business owners leaves your community and has relatively little impact in your city or town. Times are tight and not everyone has money to give this season, but we can all choose where to do our holiday shopping. The dollars you spend have a real impact on the health of your city and by spending on Main Street you create jobs on Main Street. Local business owners have supported your hometown by choosing to operate in your community; please support them this year when you do your holiday shopping and spend with those you know. Jeff Siegler is the Director of Revitalization for Heritage Ohio.

Dates to Remember for December

- **Dec. 10th** City Council 7pm City Hall
- **Dec. 11th** Chamber Christmas Mixer 5pm-7pm at the Visitor Center
- **Dec. 14th** Main Street Board meeting noon City hall



Agenda for December 14th - noon at City Council Chambers

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| 1. Call to order | 6. Committee Reports | 7. Discussion / Focus: Main Street Grant |
| 2. Roll Call | Organization— | |
| 3. Intro. of Guests—Carolyn Smith, Chuck Vaughn | Promotion - BBQ Contest, Stroller Express | 8. Historic Commission Update |
| Members Comments | Business Enhancement | 9. Old Business |
| 4. Approval of Minutes | Design - Design ordinances, Thad Johnson | 10. New Business- |
| 5. Treasurer's Report | | 11. Adjourn |

David Haines-
President
Red Raven
Restaurant

Chuck Coleman-
Vice-President
Pizza
Factory

Carol Bultema
Banker's
Real Estate

Patty Williams
Williams
Wear

James Wurgler,
M.D.
Williams
City Council

Sierra Miller
Christmas
Tree Gallery &
Williams
Realty

Teresa Rodriguez
Holiday Inn
of Williams

Kim Kadletz
Treasurer
Goldie's Diner

Sue Atkinson
Events &
Main Street
Coordinator

Gozaic

Connects Downtowns to Heritage and Cultural Travelers

By Scott Gerloff | From *Main Street News* | September 2009 | 264

I'm pleased to announce that Heritage Travel, Inc., a subsidiary of the National Trust for Historic Preservation, has launched Gozaic (www.gozaic.com), an online community for people seeking heritage- and culture-rich travel experiences.

What is Gozaic?

Our vision for Gozaic (pronounced go-ZAY-ic) is to become the premier online destination for heritage travelers, enabling visitors to explore and enjoy places rich with history and culture and connect with other travelers who share their interests in those places. Visitors to Gozaic.com can browse through a variety of cities, towns, historic sites, heritage areas, cultural events and activities, and more to find places that match their particular interests. Gozaic also offers travel tools such as the ability to build itineraries, write reviews of places listed on the website, and post photos; but the foundation of Gozaic is the community – members sharing their thoughts and experiences from their travels.

The Beginnings of Heritage Travel and Main Street

Heritage and cultural travel, as an economic development strategy, had its genesis in 1978 as part of the National Trust for Historic Preservation's Main Street Project. At that time I was a project manager in Hot Springs, South Dakota – a community of almost 5,000 residents in the southern Black Hills region of the state. Hot Springs is near Mount Rushmore, Wind Cave National Park, and many other visitor attractions – so it was a natural decision to focus on tourism as a key part of its economic restructuring strategy. This type of tourism did not have the "cultural/heritage" label at the time, but efforts concentrated on a series of products and events that celebrated the history, architecture, and "small town" attributes of Hot Springs. These included guided and self-guided walking tours, movies in the park, and a "Christmas in the Hills" event. The result: the number of tourists visiting Hot Springs' historic downtown increased, as did the amount of money spent. Christmas in the Hills has recently celebrated its 30th anniversary, and Hot Springs continues to be a draw for travelers to the region.

Main Streets Can Benefit from Gozaic

Main Streets like Hot Springs and your community can benefit from heritage tourism by becoming a Gozaic Partner. According to recent research sponsored by Heritage Travel, Inc. (commissioned by the U.S. Cultural & Heritage Tourism Marketing Council, in partnership with the U.S. Department of Commerce, and conducted by Mandala Research):

- 78 percent, or 118 million, of leisure travelers consider themselves cultural/heritage travelers;
- 28 percent, or 36 million, travelers will take a cultural/heritage-oriented trip in the next 12 months;
- These travelers spend more on cultural/heritage trips than on the average trip: \$994 versus \$611;
- Half of their trip expenditures are on activities, dining, and shopping; and
- The number one driver for these travelers is to "seek travel experiences where the destination, its buildings, and surroundings have retained their character."

These travelers are the customers of historic downtowns, and Gozaic is a global stage for promoting and increasing exposure of the heritage and cultural businesses, activities, and events they have to offer. Consider just a few of the benefits of becoming a charter Gozaic partner:

- Affiliation with the National Trust for Historic Preservation, America's leader in promoting places that matter. For nearly 40 years, the National Trust has been a leader in heritage travel with programs such as National Trust Tours, Historic Hotels of America, and Dozen Distinctive Destinations.
- A multi-million dollar integrated marketing budget that will drive heritage and cultural travelers to the website and your participating destination.
- An efficient marketing channel for your destination focused on cultural and heritage travelers.