



# 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

Jean-Ellen Kegler cell: 928-607-4038

- **Organization Committee**

Open Chair

- **Design Committee**

Thad Johnson

- **Business Enhancement**

Open Chair

- **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

## July 2009

### Mainly Main Street July, 2009

You've probably heard about **Cultural Heritage Tourism**. I just returned from Arizona's Historic Preservation Conference (which, thanks to the generosity and ingenuity of many, cost our Main Street *nothing* except the expenses of gas and parking). At the conference, a major topic was capturing the **cultural heritage tourist**.

**What is the cultural heritage tourist looking for?** They want authentic representations of the past and present culture of a place. They want art and architecture and activities that truly reflect the character of a town. In Williams, that's why we have cowboys roaming the streets – and why we're hoping the City will support even more of these authentic, historic

characters for visitors to enjoy. We can do more.

**Why do we want these cultural heritage tourists?** Typically, they stay longer (5.2 nights as compared with 3 nights for other tourists) and they spend more (\$623 per trip, compared with \$457 and they do more shopping. Plus, they tend to be greener and cleaner than other tourists. We can do more to attract them.

**And what do they like to buy?** They want items that are representative of our area – preferably items that are made here. That category of goods is part of what's called "heritage retailing" – products that are grown or produced locally. We can do a much better job of offering such products.

**More about cultural heritage tourists:**

- They're often baby boomers, with high expectations.

- They feel a certain time crunch, so often rely on the internet to make plans.
- They enjoy the idea of travel as "escape."
- They have a genuine interest in history and appreciate itineraries that connect several historic sites or activities.
- They especially appreciate museums.

Although they feel some money crunch, they are willing to spend for what they consider to be valuable, authentic experiences and things.

Please toss an email my way if there's something on your mind. It's always good to hear a good idea.  
[MainStreetWill@aol.com](mailto:MainStreetWill@aol.com).

Jean-Ellen Kegler  
Main Street Manager

## Agenda for July 13th - noon at City Council Chambers

- |                                      |                        |                               |
|--------------------------------------|------------------------|-------------------------------|
| 1. Call to order                     | 6. Manager's Report    |                               |
|                                      | 7. Committee Reports   |                               |
| 2. Roll Call                         | Organization—          | 9. Historic Commission Update |
| 3. Intro. of Guests—Karen Greenspoon | Promotion -            | 10. Old Business              |
| Members Comments                     | Business Enhancement   | 11. New Business-             |
| 4. Approval of Minutes               | Design                 | 12. Adjourn                   |
| 5. Treasurer's Report                | 8. Discussion / Focus: |                               |

MAIN STREET  
WILLIAMS  
BOARD OF DIRECTORS

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

Debi Zecchin  
Treasurer  
RE/MAX Great  
Northern

Sierra Miller  
Christmas  
Tree Gallery &  
Williams Realty

Teresa Rodriguez  
Holiday Inn of  
Williams

Kim Kadletz  
Goldie's Diner

Jean-Ellen Kegler  
Williams  
Main Street  
Manager

Sue Atkinson  
Events &  
Main Street  
Coordinator

## Dates to Remember for July

- July 7th Williams Clean & Beautiful, noon @ Superior Propane
- July 9th City Council meeting, 7pm @ City Hall
- July 13th Main Street Board meeting, noon @ City Hall
- July 17th Chamber of Commerce Board meeting, 11am @ Rosa's
- July 17th Red Ribbon cutting 4:30 @ Visitor Center parking lot
- July 17th Ambassador Mixer, 5 - 7pm @ Grand Living B & B
- July 23rd City Council meeting, 7pm @ City Hall
- July 31st Ambassador Mixer 5 - 7pm @ Rosa's Cantina

Check [www.williamschamber.com](http://www.williamschamber.com) for a listing of all the events going on in Williams in July. There are way too many to list here!

Just a Reminder again of simple things that can be done to enhance the overall "Williams Experience" for our visitors!

**LIGHT IT UP!** INDOOR LIGHTS, OUTDOOR LIGHTS – TURN 'EM ON! WHITE OUTDOOR LIGHTS CAN BE UP FOR THE SEASON, THROUGH LABOR DAY, SO IF YOU'VE BEEN THINKING ABOUT ADDING THEM, PLEASE DO. SPRUCED UP WITH LIGHTS, OUR TOWN CAN FEEL LIKE A FESTIVAL EVERY SINGLE DAY.

**GET IT ON!** WE MEAN COSTUMES. PICK A PART OF WILLIAMS' HERITAGE AND DRESS THE PART. POODLE SKIRT? OK. COWBOY HAT? FINE. NATIVE-AMERICAN FINERY? ABSOLUTELY. VICTORIAN RUFFLES? YOU BET. A ROUTE 66 BALLCAP? WELL, ALL RIGHT. IT'S A GREAT WAY TO LET VISITORS KNOW WE'RE PROUD OF OUR TOWN (AND TO PROVIDE PHOTO-OPS FOR THEM).

**LET IT ALL HANG OUT!** IN THIS CASE, WE'RE TALKING FLAGS THAT SAY "OPEN" – IF YOU HAVE ONE OR WANT TO GET ONE, GO RIGHT AHEAD... IT'S GOOD FOR BUSINESS – YOURS AND EVERYONE ELSE'S.

**SPILL OUT!** IF YOUR PLACE OF BUSINESS HAS AN ENTRY THAT ALLOWS FOR OUTSIDE DISPLAYS WITHOUT CROWDING THE SIDEWALK, PUT STUFF OUT THERE. OUR VISITORS LOVE TO SEE "SPILL OUT."

**SUPPORT SHOOT-OUTS!** ENCOURAGE CUSTOMERS TO JOIN IN THE FUN AT THE NIGHTLY WILD WEST SHOW

Remember: The Cataract Creek Gang will be out on the sidewalks by 6 p.m., with the Wild West Show beginning at 7 p.m. Before they kill each other (again), they'll be encouraging visitors to explore our Main Street.

**TOGETHER, WE CAN MAKE OUR TOWN IRRESISTIBLE.**

We're on the Web!  
[www.williamschamber.com](http://www.williamschamber.com)