Come join us on June 5-7, 2007 to ensure that the Downtown Vision Plan includes your thoughts and ideas!

The Safford community is beginning a visioning project for Downtown. The Downtown Safford Visioning Project encourages the active participation of all community members — including business and property owners, residents, and organizations — to develop a community-based vision. Downtown Immersion — 3 days full of participation opportunities — will focus on developing this vision for Downtown. Participate in the Understanding Downtown Safford Community Workshop to learn about the project and partake in interactive exercises to share your visions and ideas for the future of Downtown. Join the project team on a walk through Downtown and then share your ideas with maps and markers at the Design Charrette. Ideas created during Downtown Immersion will be displayed during the Open House. See the schedule below for specific times and locations of these events.

### Downtown Immersion Schedule At-A-Glance

<table>
<thead>
<tr>
<th>Date &amp; Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday, June 5</td>
<td>Community Workshop: Understanding Downtown Safford</td>
<td>High School Cafeteria</td>
</tr>
<tr>
<td>6:30 pm – 8:30 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Wednesday, June 6</td>
<td>Downtown Walk</td>
<td>Meet in front of City Hall</td>
</tr>
<tr>
<td>9:00 am – 12:00 pm</td>
<td>Downtown Safford Design Charrette</td>
<td>High School Cafeteria</td>
</tr>
<tr>
<td>6:30 pm – 8:30 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday, June 7</td>
<td>Downtown Safford Open House</td>
<td>City Hall Annex</td>
</tr>
<tr>
<td>10:00 am – 8:00 pm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

For more information, please contact Pete Stasiak at (928) 348 9544 or pstasiak@ci.safford.az.us
# Downtown Safford Implementation Matrix

## I. Policy Tool Kit
Developing strong policies is the first step to developing a strong community. Effective policies will guide desired development and redevelopment as well as protect valuable “treasures” within Downtown Safford. The Downtown Association will need to work in conjunction with City staff to develop effective policy programs. Final policies within that toolkit will need to be adopted by the City Council.

<table>
<thead>
<tr>
<th>Task/Action</th>
<th>Leader/Team</th>
<th>Resources</th>
<th>Timeline</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop Form-based Code for Downtown Safford</td>
<td>Downtown Association/City</td>
<td></td>
<td>ST</td>
<td>L</td>
</tr>
<tr>
<td>Adopt Downtown Design Guidelines</td>
<td>Downtown Association/City</td>
<td></td>
<td>ST</td>
<td>L</td>
</tr>
<tr>
<td>Adopt the Historic Building Code</td>
<td>Downtown Association/City</td>
<td></td>
<td>ST</td>
<td>L</td>
</tr>
</tbody>
</table>

## II. Organize for a Strong Future
Organization and promotion are key elements of successful Downtowns. The Downtown Association should focus on promoting Downtown Safford as a destination location and encourage new economic investment.

<table>
<thead>
<tr>
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<th>Resources</th>
<th>Timeline</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hire a Downtown Planner/Manager</td>
<td>Downtown Association and City</td>
<td>Arizona Main Street Association</td>
<td>ST</td>
<td>L, S</td>
</tr>
<tr>
<td>Focus on Special Events and Activities in Downtown</td>
<td>Downtown Association and City</td>
<td>Arizona Main Street Association</td>
<td>ST</td>
<td>L, P</td>
</tr>
<tr>
<td>Encourage New Economic Investment based on Market Research</td>
<td>Downtown Association and City</td>
<td>Arizona Main Street Association</td>
<td>MT</td>
<td>L, S, F, P</td>
</tr>
<tr>
<td>Develop a Maintenance Program for Downtown</td>
<td>Downtown Association</td>
<td>Prisoner Program</td>
<td>ST</td>
<td>L, P</td>
</tr>
</tbody>
</table>

## III. Implement Unique Streetscape Improvements
Streetscape furniture (streetlights, trash receptacles, benches, pavers, etc.) helps to create a unique identity and contribute to a positive Downtown experience.

<table>
<thead>
<tr>
<th>Task/Action</th>
<th>Leader/Team</th>
<th>Resources</th>
<th>Timeline</th>
<th>Funding</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop a Plaque Program with a “Menu” of Streetscape Items for Purchase</td>
<td>Downtown Association</td>
<td></td>
<td>ST</td>
<td>L, P</td>
</tr>
</tbody>
</table>

**Notes:**

1 Timeline: ST = Short term, MT = Mid-term, LT = Long Term
2 Potential Funding Sources: F = Federal, S = State, L = Local and Regional, P = Private/Non-profit
Public Improvements

Main Street
And
8th Avenue
2005/2006
Public Infrastructure
THE PURPOSE OF THE FACADE GRANT PROGRAM IS TO WORK IN PARTNERSHIP WITH PRIVATE PROPERTY AND BUSINESS OWNERS TO:

- Revitalize and beautify Downtown Safford
- Increase foot traffic and shopping Downtown
- Increase property values and sales tax revenue.
Façade Grant
Eligible Projects

- Full facade renovations
- Sidewalk cafes and shade
- Structures
- Awnings
- Signs
How It Works

- 50% or more of the cost of the entire project must be contributed by the merchant or property owner.
- Applicant applies to Safford Downtown Association.
- Construction is begun and completed.
- Project is inspected and paid invoices are submitted for grant reimbursement.
Façade Grant - Before
Façade Grant - After
Façade Grant - Before
Façade Grant - After
Façade Grant - After
Façade Grant - Before
Façade Grant - After
The Wear - Before
1. 1,767 S.F. STAMPED AND COLORED CONCRETE (4" THICK OVER 23 C.Y. "AB" MATERIAL 4" THICK), SEE SHEET 18
2. 586 S.F. RAMP AREA, TYPE 'A' AS PER MAG STD. DTL. 233 MODIFIED TO A 10" OPENING (OVER 6 C.Y. "AB" MATERIAL 4" THICK), SEE SHEET 18
3. 326 L.F. TYPE 'A' VERTICAL CURB AS PER MAG STD DTL. 222
6" MINIMUM CURB FACE REVEAL EXCEPT FOR RAMP OPENINGS
4. 139 L.F. RAMP DECORATIVE BORDER AS PER MAG STD. DTL. 225, TYPE 'B'
5. 182 L.F. TYPE 'B' VERTICAL CURB AS PER MAG STD. DTL. 222 (SEE BUMPER DETAIL, SHEET 18)
6. DOUBLE CRAWLER TYPE 'C' AS PER MAG STD. DTL. 537
DTL. 537 (SEE DRAINAGE PROFILE, SHEET 17)
7. 237 TOTAL L.F. 24" HEPE DRAIN PIPE (SEE SHEET 17)
BACKFILL AS PER MAG STD. 200, TYPE 'C' UTILIZING "AB" MATERIAL PER TOP 24" CRAWLER
8. 6 S.Y. CONCRETE PATCH (6" THICK) WITH CLASS 'A' CONCRETE
9. 44 S.Y. CONCRETE VALLEY GUTTER 5" WIDE
SUNBURST HONEY LOCUST AS STREET TREE ALTERNATIVE

Provide non-decorative tree grates that allow minimum paving disruption.

VERTICAL ACCENTS OF ITALIAN CYPRESS AT ENTRY NODES

CRAPE MYRTLE AS SMALL STREET TREE

Lighted bollard if necessary at corner pedestrian areas.

"PLAINWELL" BENCH BY LANDSCAPEFORMS

"PLAINWELL" TRASH RECEPIENT BY LANDSCAPEFORMS

Utilize "concrete" brick pavers in crosswalks and in bump out areas.

CONTINUE EXISTING BRICK BAND ALONG EDGE OF BUMP OUTS

SAFFORD STREET FURNITURE PALETTE
No Success Downtown Is Too Small.
SalsaFest
2010
AUG
26 & 27
State Finalist Main Street
Individual of the Year
As a small business in Safford, you are invited to attend this exciting workshop offered at no cost. Find out why so many businesses are using these free marketing tools called “social media”! We will have social media experts on hand to show you how easy it is to connect with your own customers as well as find new ones. You will learn which type of social media is best for your specific business and how to get the most out of it.

The same workshop is being offered twice. Space is limited to 30 attendees. Please bring your laptop if you have one available to you.
Join us for two FREE workshops that will help get you more exposure in the media & online!

**HOW TO CREATE A PRESS RELEASE**  8am - 10am
Learn how to craft a press release that will get noticed! We will walk through the Do’s and Definitely Don’ts that make all of the difference when promoting events or news to the media.

**SEARCH ENGINE OPTIMIZATION (SEO)**  6pm - 8pm
How easy is it to find your business online? There are many tweaks and tricks to raising your visibility on internet search engines like Google and Yahoo, we’ll show you how.

This workshop is funded through a USDA - Rural Business Enterprise Grant in partnership with...
2014 Events

- Main Street Family Festival – April 12th
- Cinco de Mayo—May 3rd
- Lemons and Lemonade July 11th – 12th
- 4th of July Parade—July 4th
- Salsa Festival—Sept 26th—27th
- County Fair Parade—Oct. 10th
- Homecoming Parade—Oct. 17th
- Harvest Festival—Oct. 18th
- Merry Main Street—Nov 28th
- Light Parade—December 6th
alsa Festival
Harvest Festival
Harvest Festival
Harvest Festival
erry Main Street
Jerry Main Street
Merry Main Street
Merry Main Street
Me
erry Main Street
Holiday Light Parade
Holiday Light Parade
Holiday Light Parade
Holiday Light Parade
Best of Safford Awards

Friendliest Service Organization
Best Business Newcomer of 2013
Best Remodel
Best Dish
Best Dessert
Best Dining Experience
Best Breakfast
Best Coffee
Best Customer Service
Best Business Excellence Award
Partnerships

- Chamber of Commerce
- City of Safford
- The Artist formerly known as the Department of Commerce Main Street Program
- Safford Lion’s Club
- Freeport McMoRan
- ADOT
- UofA
- USDA
- Local First Arizona
- Eastern Arizona College SBDC
Burning Questions?