



**CAREFREE-CAVE CREEK CHAMBER OF COMMERCE**

**Summer & Restaurant Special Edition**

**Features:**

- ◆ **Summer initiative to increase Business.**
- ◆ **New Developments.**
- ◆ **New Members.**
- ◆ **Restaurant Group**
- ◆ **Chairman's Report**
- ◆ **Restaurant Website page**

The new **Easy Street Project**, was recently previewed by Ed Lewis owner of Butte Development. His vision was a “new mixed use village” development with high-end restaurants, boutiques and one of a kind condos. Ed Lewis, the developer of the famous Kierland properties said that Easy Street would “soon be the best town in Arizona”

Apart from a large underground and street level parking garage, the second floor condos will face into a beautiful recreational area with lap pool, sauna, exercise facilities, wet bar and a BBQ center. The condos are located on the second and third floors, with 17 different floor designs from 1600 sq ft to 3200 sq ft. Emphasis has been placed on very large balconies with spectacular views.

The development is “green friendly” and planned to minimize the use of electricity. Ed did not want any National chain stores or restaurants, but rather the very best boutiques and one of a kind restaurants available. He said that this “Village would far surpass anything built in Arizona”.

The development will cost 90 million dollars. Inquiries: Kirsten Lewis (480) 219-1960



**THE NEW EASY STREET DEVELOPMENT**

**Stage Coach Village** is an exciting new specialty retail development, located on the northwest corner of Cave Creek Rd and Galloway Dr, in the town of Cave Creek. Truly representative of the old southwest, the village will allow patrons to move freely through the various retail shops, offices and dining establishments in an open air environment.



**STAGECOACH VILLAGE**

Historical architecture will feature windmills, bronze statues of cowboys on horses; an area engulfed in western heritage. One of the entrances to this development will be via a bridge joining the shopping center to Cave Creek Rd. The center will cater for high end shops and offices and will be 17.9 acres in size.

Stagecoach Village is in its final stages of construction and is scheduled to open in the 1st quarter of 2008.

The listing agents are RBI Retail Brokers represented by:

Barbara McKenney (480) 365-1202 and Heather Cheney (480) 365-1239.

**OfficeMax**

**A Sponsor of the Chamber News Letter**



**BUY WHERE YOU SEE THE CHAMBER LOGO**



**BUY CHAMBER “ FIRST”**

**In summer our Restaurants tend to be our best kept secret.**

**Calendar of Events**

See our new website for details on Calendar of Events

[www.carefreecavecreek.org](http://www.carefreecavecreek.org)

So why all the photos of restaurant signs throughout the newsletter?? These photos were taken randomly of our unique and fabulous restaurants located in our two towns. Why unique?? The majority of our restaurants are “one of a kind”—



no franchises or national chains. This is “original chef” food preparation at its best. We have restaurants that are famous for walleye, fried chicken, fish fry ,a Mexican restaurant that has a large pond as a courtyard, to name a few. This makes all our restaurants very mar-

ketable. The Valley no longer is slow in summer, July is the busiest month of the year at Sky harbor airport—visitors are in the Valley for the summer deals.

**WE NEED TO DO A MUCH BETTER JOB OF ATTRACTING VISITORS TO OUR TWO TOWNS IN SUMMER.**

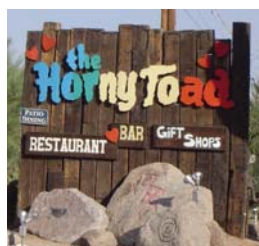
Your Chamber is ready to help facilitate the development of a summer road map that by “collaborative”



planning with our businesses and restaurants, we can use the power of collective advertising & marketing to reach these visitors.

This summer the Chamber will hold several town hall type discussions with businesses, interested in improving their summer trade. Put your thinking caps on—we need to make summers a busier time for all our merchants.

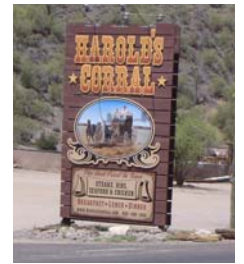
In addition, the Chamber will be starting a program with the Concierges of the main resorts and hotels in N. Scottsdale and N. Phoenix, to develop partnerships & reciprocal business.



**Ian Ellison**  
Executive Director (480) 488-3381

**MONTHLY BUSINESS BREAKFAST**

**Thursday July 26th**  
**at 7.30 a.m.**  
**Harold's Coral**  
**Great Breakfast**  
**Great Networking**



**MIXER WITH A HEART**



**July 11th 2007**  
**at 5.30 p.m.**

**Sponsored by**  
**M&I Bank &**  
**Sonoran News**

**At M&I Bank**  
**21911 Scottsdale Rd**

**Annual Chamber Event for Foothills Food Bank**

**Entry \$10 or 4 cans of food.**

**Catering by**  
**Sonoran Fine Foods**  
**Appearance by**  
**Arizona Pepper**

**Great Networking**  
**Great Cause**

## From: The Chairman of the Board of Directors



The Karsten Corporation

### Karsten's ACE Hardware

Value...

As the summer season heats up, your Chamber leadership has been doing the same for you. To begin with, the month of June brought us **12 NEW Members!** This is a new record for any summer month – outstanding! Increasing our membership base gives us the means to promote and build business, to increase visibility within our communities, and to attract interesting and informative speakers among many other things.

Other June News...

- Our new website was launched with overwhelming excitement from the membership offering tremendous business exposure and advertising opportunities with many new features coming soon in Phase II and III
- Our Visitors Center was reconfigured to allow access to information even when the Chamber Offices are closed
- The Board Room was enlarged to accommodate our GROWING committees. YOU all make this Chamber work!
- Our Chamber presented our business plan and 2007-2008 Operating Budget to the new Carefree Town Council and Mayor
- An "Easy Street Village" project was started to bring increased visibility to these businesses (multi-faceted project - more on this to come)
- The Chamber has begun talks with the Town of Cave Creek to establish a Visitors Center in that Town, allowing us to capture visitor traffic from both ends of town
- Similar to the Easy Street project, our Chamber will be working closely with Stagecoach Village in Cave Creek to help promote business and services within their "village" and beyond

This is an extremely exciting time to be a part of such a dynamic and progressive Chamber. I personally want to thank our Executive Director, Ian Ellison for his dedication to our business community and to the Towns that we also serve. Ian's leadership and program execution are key to this Chamber's success. Ian has no intention of slowing down through these hot summer months. The rising outdoor temperature and your customer count may be an inverse relationship right now, but we want to try and reduce that. Look for Ian to be stopping by to personally visit with you regarding our website and exciting summer promotion ideas.

Ian has positioned our Chamber of Commerce to adapt to the ever-changing business climate that is necessary for us to not just survive, but to thrive. We all provide some sort of goods or services that we each believe has value to our customer. The Chamber is here to help us to get the word out, to help promote our businesses, to provide education to the small business, to provide a network of great people with great knowledge, and to help create an environment in the Towns that is conducive to doing business. As a Chamber, we must continue to do what works, but most importantly, we must continue to explore new ideas and ways of doing business and attracting new business. The Chamber must provide this Value to its membership. **(Continued over page )**



Dave Karsten

### BOARD OF DIRECTORS

#### Board Chair

Dave Karsten  
Ace Hardware

#### Board Chair Elect

Bill Burnsed  
Carefree Golf

#### Past Board Chair

Joanne Gemmill  
English Rose Tea Room

#### Secretary

Judi Anderson  
P.V. Community College

#### Treasurer

Marie Vale  
Harold's Coral

#### Directors

Garry Kaylor  
Storage Solutions  
Jackie Dean  
Great S.W. Mortgage  
Noah Kendrick  
Edward Jones Inv.  
Debbie Fireman  
Chase Bank  
Linda Markham  
Allstate Insurance

### CHAMBER STAFF

Ian Ellison

#### Executive Director



Phone (480) 488-3381

Fax (480) 488-0328



**Buy Chamber First**

**(Chairman of the Board continued..)**

For the day we stop providing value, will be the day we start losing customers.

I hope that you find membership in the Chamber valuable. Your board of directors, all business people like you, are committed to that mission.

As a member of this Chamber, I would also like to thank our board of directors and all of our Committee members. These people are all working hard for the benefit of all of us. If you would like to get more involved, our Committees are always looking for fresh faces and creative ideas. Contact Ian or myself for more information.

As always, Thanks for your support!

**David Karsten, Board Chairman**

Owner Karsten's Ace hardware

Tel : (480) 513-7020

email: Karstens@acehardware.com



**Bertram Signs and Graphics**

Howard Bertram and his son own a state of the art sign and graphics business. They are located on the NE corner of Cave Creek Rd and Tom Darlington. They do it all— from small stick on logos to a variety of marketing and informational

signs to sophisticated vehicle signs. Go down and see Howard, you will find that he will help you market your business with a sign custom made for you. Howard has been in Business in for many years and a long-time member of our Chamber. (480) 595-4744

**Cave Creek Information Center**

Your Chamber is actively speaking to merchants that face onto Cave Creek Rd. in Cave Creek. We are looking for a minimum of 200 sq ft in which to house a variety of promotional materials and a map of Cave Creek with an associated list of businesses. The Chamber will coordinate the center and look for volunteers to meet and talk to visitors. Visitors look for an easy to find, well signed, information center, where they can obtain good information about; things to do, the local merchants, restaurants and accommodations.

**Summer & Restaurant Special Edition**

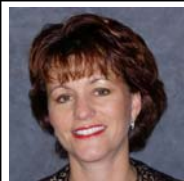


Carefree Cave Creek  
Chamber of Commerce  
748 Easy Str  
Carefree AZ 85377

**To:**

\_\_\_\_\_

To Restaurants Members and Non Members



Jo Gemmill

Calling all Carefree/Cave Creek eating establishments that are NOT on our website!



Did you know that for a tourist coming up to the Carefree/Cave Creek area for a vacation or day trip, we can offer 47 different opportunities to dine at one of our eating establishments! From ice-cream and steaks to sushi and sandwiches, our restaurants and cafes can offer something for every discerning palate.....however, many of our potential customers will NEVER know about this as many of these establishments are not members of our Chamber and therefore are NOT listed on our website (which is currently receiving 3,000 hits a day).

In the heat of summer when we are all trying to manage our costs, suggesting another business expense by joining our Chamber may not be greeted with great enthusiasm...but this Chamber wants to promote ALL of the fantastic places to eat in Carefree and Cave Creek during the summer, so we are offering the following:

**FREE temporary membership for 3 months!** This will be at NO COST to you! We just want the opportunity to prove to you how the Chamber can increase your business volume.....and who doesn't need more customers?

- Free temporary membership will allow you to benefit from the following:
- A listing on the restaurant page of our website PLUS the opportunity to post your menu on-line.
- Invitations to our breakfast mixers.
- Invitations to our after-hours networking mixers.
- Inclusion in our concierge service at our visitors center.

I will be personally contacting all business owners of restaurants and cafes in our area to encourage owners to sign up for this fantastic opportunity. If we are receiving 3,000 hits a day on our website, or let me put it another way, over 1 million hits a year...imagine how many of those potential customers want to look at the restaurant page, and then want to look at your menu...one thing is for certain, we all have to eat!

Confession: I do have an ulterior motive! I would also love to see our Chamber provide an opportunity for restaurants to communicate with each other on a local level via a restaurant association. A chance to learn about industry trends, changes in legislation that affect our businesses, exploring opportunities for bulk purchasing agreements etc. This could be a first step for us in having a positive communication channel for all members of the food and beverage industry in our towns.

If you can't wait for me to contact you (!) and want to find out more about our temporary membership package, please call Ian Ellison at 480.488.3381.....

If you're not on our website, you are missing out on potential customers.

**Jo Gemmill**

**Business Development Committee Chair**

Owner, The English Rose Tea Room.

Tel: (480) 488-4812

email: carefreetea@aol.com

We have great "One of a Kind" restaurants:



Buy where you see the Chamber Logo



**Members Page:**

**New Members in June**



**Medical House Calls !!!!** - Shuree Oldehoeft , a Physician's Assistant and owner of Arizona Medical Boutique, makes medical house calls. She typically treats common conditions and has medications on site.

Shuree completed a three year internship in emergency medicine and urgent care.

She is defined as a primary care provider and typically offers her medical services to private individuals, resorts and hotels. She joined the Chamber a few weeks ago and is a member of our Ambassadors. (480) 766-0550

**Member to Member Discounts**

**Great Southwest Mortgage**

Jackie Dean  
(602) 818-0995

**100% refund of appraisal fee at close of escrow**

**Office Max**

Ken Keene  
(480) 488-2622

**Retail Connect Card**

**Valley Guide**

Cindy Bruce  
(602) 617-7734

**Up to 50% discount on advertising costs**

**Storage Solutions**

Garry & Donna Kaylor  
(480) 585-0113

**10% off on storage, initial set up fee waived**

**Cosmetic Dentists**

Dr Mark Ellicson  
(480) 488-9735

**10% off on dental services**

**Happy Hidden Ranch**

Babs Sandifer  
(480) 575-7191

**Room Rate \$59 (members and their families)**

**Carefree Coverings**

Debra Pelow

**10% Discount on window coverings**

- Tom McNulty

**United Home Loans**

(480) 948-7404

- Shuree Oldehoeft

**Arizona Medical Boutique**

(480) 766-0550

- Kathleen Doherty

**Creative U**

(480) 575-8500

- Robert Martino

**Robert Martino Electric**

(480) 471-8555

- Pete Real

**Sterling Payment System**

(480) 626-5836

- Robert Lyons

**Grr8ideas**

(480) 502-0297

- Steve Marples

**Equitable**

(480) 200-6987

- Mike Crossetti

**Culligan Water Conditioning**

(602) 264-3111

- Curtis Lovejoy

**Countrywide Loans**

(623) 825-9800

- Kirk Wilson

**Synergy Wealth Systems**

(480) 222-3500

- Linda Waymire

**Guaranty Title Agency**

(480) 513-3730

- Kathi Celaya-Bentley

**Cena To Go**

(623) 215-5462

**Website News: [www.carefreecavecreek.org](http://www.carefreecavecreek.org)**

- Each member can elect to have a mini “home page” within our website.
- Advertising is available at very low pricing.
- A “Restaurants” Page will be launched in the next few days. (this will include the temporary member program).
- We are receiving on average **+3000 hits** per day.

**Can you afford not to be a member ?**