
Comment for April 2, 2026 Budget Meeting

From Jo Carson <jocarson797@gmail.com>

Date Mon 3/30/2026 2:56 PM

To Fairfax Town Council <fairfaxtowncouncil@townoffairfaxca.gov>

Dear Fairfax Town Council,

Greetings. Please save some money in the budget to keep our tiny Community Center building open, and to enhance it aesthetically; perhaps with input from our Artist-in-Residence? It provides an otherwise-missing place for smaller, unfunded community events to occur. Especially during the cold months when meeting outdoors isn't an option, we have nothing that could replace it.

Thank you,

Jo Carson,
Fairfax resident since 1986.

March 31, 2026

Greetings,

This is Susan Pascal Beran, Chair, Fairfax Open Space Committee (FOSC). I apologize that I cannot be present to make comment at the Budget Workshop due to previous work commitments, but am writing to ask you to please make sure to weigh in the importance of Open Space and our endeavors at this time.

As you know, the Fairfax Community is deeply invested in its open space and nature; many people site it as the reason for moving here. While we have had excellent successes in the past, continued population growth and our natural spaces are increasingly at odds. Our committee meetings have gone from sleepy affairs to dynamic discussions with local citizens intent on protecting the nature we have left.

Accordingly, we have ramped up our efforts to steward these environments by launching a number of action based projects including Rodenticide education outreach, Open Space monitoring and information gathering, trail inventory and assessment, Biodiversity awareness outreach, along with our traditional stewardship activities such as broom pulling and recreational activities dialoguing (dog walkers, night riding, maintaining and not defacing paths, etc.). We have volunteers, but these efforts require funding as well.

In addition to this, we are currently set to do a major fundraising push in coordination with San Anselmo Open Space (SAOSC) to acquire a new parcel in the Fairfax Sky Ranch region known as Sky Oaks Knoll. SAOSC has already pledged 800k towards this, and, depending on what may be required by local agencies in the way of hazards mitigation funds, we will have between 120k to 200 +/-k left to raise in a relatively short time (by July of this year).

While this is not yet a completely done deal, it is very close, and, beyond donating 50k or more of our measure A funds we want to be able to have sufficient resources to assure the success of this fundraising endeavor. This will become a part of Fairfax Open Space but be under the care of the County along with the other Sky Ranch properties, so it is a wonderful gain for our community, one our town needs must make happen.

These Open Space ecosystems are life sustaining, including our own, and are the natural inheritance of our future generations. This is our responsibility; this is our priority. Please act to financially support these endeavors.

Sincerely,

Susan Pascal Beran, Chair, FOSC

Budget Consideration: Fairfax Chamber Economic Vitality Partnership

From Minna Kim <minna@fairfaxchamberca.com>

Date Wed 4/1/2026 10:39 AM

To Minna <minna@fairfaxchamberca.com>

 3 attachments (252 KB)

Fairfax Chamber of Commerce Economic Vitality Report 2024-25.pdf; Fairfax Chamber of Commerce Economic Vitality Report 2025-26 Ytd.pdf; 2026 Chamber-Town Fairfax Economic Vitality and Community Event Partnership.pdf;

Dear Mayor and Town Council,

As part of the upcoming budget discussions, I am sharing three documents for your consideration regarding a potential partnership between the Town of Fairfax and the Fairfax Chamber of Commerce.

Over the past several years, the Chamber has expanded its work supporting local businesses, organizing community events, and promoting Fairfax as a destination. Many of these events now regularly bring visitors into town and create meaningful foot traffic for local businesses.

Because Fairfax's economy relies heavily on small independent businesses rather than large chains, coordinated events and destination promotion play an important role in supporting our local economy.

The attached proposal outlines a **one-year pilot partnership** between the Town and the Chamber to support economic vitality and community events.

Key Points

- Chamber events and activations engage **thousands of residents and visitors each year**
- Year-to-date activities have reached **approximately 4,000–5,000 participants** through community events and downtown activation
- Chamber promotion of Fairfax businesses generates **30,000–50,000 social media views per month**
- Events support local restaurants, retailers, and services while strengthening Fairfax's identity as a destination town
- The proposal outlines a **one-year pilot partnership** aligned with the Town's fiscal year (July–June) to formalize collaboration and support community events
- \$24,000 annually to support community events, downtown activation, and business participation

This proposal is intended to formalize and stabilize work that is already happening, allowing Fairfax to continue producing community events and business activations comparable to neighboring towns with larger budgets. The proposal also includes an annual Economic Vitality Report, similar in spirit to the Town's Recreation & Community Services Impact Review, highlighting the outcomes of Chamber programs and partnerships each year.

<https://townoffairfaxca.gov/2025-26-impact-review-from-fairfax-recreation-and-community-services/>

I appreciate the Council's consideration and am happy to answer questions or discuss the proposal further.

Thank you for your continued support of Fairfax's local businesses and community life.

In community,

Minna Kim
Executive Director
Fairfax Chamber of Commerce
Connecting Community & Commerce

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www.fairfaxchamberca.com

Follow us on Instagram:

[@fairfaxopenforbusiness](https://www.instagram.com/fairfaxopenforbusiness)

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Fairfax Chamber of Commerce

Economic Vitality Report

Fiscal Year 2025 (July 2024 – June 2025)

Prepared for: Town of Fairfax

Prepared by: Fairfax Chamber of Commerce

Overview

The Fairfax Chamber of Commerce plays a central role in supporting the economic vitality of downtown Fairfax. Through events, business coordination, marketing, and community partnerships, the Chamber helps drive visitor traffic, support local businesses, and strengthen Fairfax's identity as a destination.

Unlike many neighboring communities, Fairfax has very few chain businesses and relies heavily on small, locally owned establishments. Because of this, community events and coordinated promotion play an especially important role in sustaining the local economy.

During Fiscal Year 2025 (July 2024 – June 2025), the Chamber continued to operate with limited financial resources while producing programs and events that bring residents and visitors into downtown Fairfax and support the businesses that define the town's character.

Core Economic Vitality Functions

The Chamber contributes to Fairfax's economic vitality in several key ways:

Event Production and Activation

The Chamber produces and supports community events that bring visitors into downtown Fairfax and create opportunities for local businesses.

Destination Marketing

Through coordinated marketing and promotion, the Chamber helps position Fairfax as a destination for dining, shopping, and community experiences.

Business Coordination

The Chamber connects businesses with each other and with Town resources, helping strengthen the local business ecosystem.

Communication Bridge

The Chamber serves as a communication partner between the Town and the business community, helping ensure important information reaches local businesses efficiently.

Community Events and Economic Activity

During Fiscal Year 2025 (July 2024 – June 2025), the Chamber produced and supported a range of events designed to activate the downtown business district and bring visitors to Fairfax.

Signature Community Events

- Assisted with Fairfax Festival and Parade
- Fairfax Winter Market & Craft Faire (assisted)
- Fairfax Irish Festival
- Halloween Parade and Haunted Grove

Community Activation Events

- Fall in Love with Fairfax
- Taylor Block Party
- Spring Egg Hunt & Town Picnic (assisted)
- Bingo Nights and business mixers

Event Impact

Chamber events bring residents and visitors into downtown Fairfax throughout the year, supporting restaurants, retail shops, and local services.

Estimated attendance based on past event records and ticketing:

- Fairfax Festival & Parade (assisted): ~3,000–5,000 attendees over the weekend
- Fairfax Winter Market: ~1,000 attendees
- Fairfax Irish Festival: ~100-150 attendees
- Halloween Parade & Haunted Grove: ~3,000 attendees
- Fall in Love with Fairfax: ~800 attendees
- Taylor Block Party: ~50 attendees (coincided with the tragedy last April)
- Spring Egg Hunt: ~200 children plus families (~400–500 people total)
- Bingo Nights and community gatherings: ~80 per event

Estimated annual impact:

- 12+ community events produced or supported
- Approximately 8,400–10,600 total attendees across events
- Dozens of local businesses participating
- Visitors traveling from across Marin County and the Bay Area

Based on typical visitor spending patterns, if attendees spend approximately \$25–\$50 while visiting downtown Fairfax, Chamber-supported events could generate an estimated **\$210,000–\$530,000 in local economic activity annually** through restaurant dining, retail purchases, and other local services. Even if only a portion of attendees spend locally, the impact remains significant for Fairfax’s small business district.

Event attendees frequently shop, dine, and explore the town before and after events, providing direct economic benefit to local businesses.

Visitor Attraction

Chamber events draw visitors from across Marin County and the broader Bay Area.

Events such as the Fairfax Soup Walk and Winter Market attract attendees from communities including:

- Fairfax
- San Anselmo

- San Rafael
- Mill Valley
- Larkspur
- Tiburon
- Petaluma
- Santa Rosa
- San Francisco
- Sausalito

These visitors contribute to local economic activity by dining in restaurants, shopping in local stores, and discovering Fairfax businesses.

Supporting Local Businesses

The Chamber supports local businesses year-round through a variety of activities:

- Promoting businesses through Chamber marketing channels
- Encouraging collaboration between merchants
- Helping businesses participate in community events
- Connecting businesses with Town resources and information
- Supporting communication between the Town and the business community

The Chamber also assists the Town in reaching businesses when important information needs to be communicated to the local business community.

Partnerships

The Chamber regularly collaborates with local and regional partners to deliver programs and events, including:

- Town of Fairfax
- Fairfax Parks and Recreation

- Local nonprofit organizations
- Community volunteers
- Local schools and youth groups
- Regional organizations such as Zero Waste Marin

These partnerships allow Fairfax to produce meaningful community experiences while operating with limited resources.

The Role of Events in Fairfax's Economy

Fairfax has a strong base of independent businesses and very few chains. As a result, community events and coordinated promotion play an especially important role in supporting the local economy.

Events help:

- Drive foot traffic to downtown businesses
- Support restaurants and retail shops
- Increase awareness of Fairfax as a destination
- Strengthen community identity
- Encourage residents to shop and dine locally

Consistent programming and coordinated promotion are essential to sustaining a vibrant local business district.

Chamber Operational Context

The Fairfax Chamber operates with limited financial resources compared with chambers in neighboring communities.

Despite these constraints, the Chamber continues to organize events, promote businesses, and coordinate community initiatives that contribute to Fairfax's economic vitality.

Additional investment in Chamber programming would allow Fairfax to:

- Produce higher quality community events

- Expand destination marketing
- Support more business participation
- Increase visitor traffic
- Strengthen the local economy

Return on Community Investment

In addition to economic activity generated through events and business promotion, the Fairfax Chamber serves as a unifying, non-political force within the community. In a town known for strong opinions and active civic engagement, the Chamber provides a collaborative space where businesses, community groups, and public partners can work together toward shared community goals, which is why we live here.

By focusing on practical outcomes—supporting local businesses, attracting visitors, and strengthening the town’s identity—the Chamber helps bridge different perspectives and keep attention on the long-term vitality of Fairfax.

Looking Ahead

The Fairfax Chamber remains committed to working collaboratively with the Town of Fairfax, local businesses, and community partners to strengthen Fairfax’s economic vitality.

With increased support, the Chamber can continue expanding programs that bring visitors into town, support local businesses, and help ensure Fairfax remains a vibrant and unique place to live, work, and visit.

Fairfax Chamber of Commerce

Economic Vitality Report, Year to Date

July 2025 to April 1, 2026

Key Highlights (July 2025 – April 1, 2026)

For readers who prefer a quick summary, the Chamber's year-to-date economic vitality work includes:

- **Approximately 4,000–5,000 people engaged** through Chamber-supported events and downtown activations
- **8 major community events** bringing visitors and residents into downtown Fairfax
- **3,000 attendees** at the Halloween Parade and Haunted Grove
- **900–1,100 attendees** at the Fairfax Winter Market
- **210 tickets sold** for the inaugural Fairfax Soup Walk with 17 participating restaurants
- **320–360 participants** across four Bingo Nights with more than half repeat attendees
- **200–400 participants** at the Spring Egg Hunt
- **500 attendees** at the Town Picnic
- Ongoing promotion of Fairfax businesses and downtown activity
- **30,000–50,000 Instagram views per month** on Chamber social media content promoting Fairfax businesses and events
- Collaboration with businesses, schools, community groups, and public agencies

These activities help drive foot traffic, support independent businesses, and reinforce Fairfax's identity as a vibrant destination town.

Purpose

This report summarizes the Fairfax Chamber of Commerce's economic vitality work from July 2025 through April 4, 2026. It is intended to show how the Chamber supports local business activity, community connection, destination marketing, and downtown activation through consistent, hands-on work.

This is a year-to-date report, not a full fiscal-year summary.

Overview

From July 2025 through April 1, 2026, the Chamber continued to serve as a practical, visible, and unifying force for Fairfax businesses and the broader community. In a town that values independence and strong opinions, the Chamber plays an unusual and important role: it brings people together around shared economic and community interests.

The Chamber's work during this period included:

- Producing and supporting events that bring people into downtown Fairfax
- Promoting Fairfax as a destination to residents and visitors
- Supporting merchants through communication, visibility, and collaboration
- Helping local businesses navigate Town processes and public impacts
- Partnering with public agencies and community organizations on projects affecting commerce
- Creating positive, family-friendly reasons for people to spend time and money in Fairfax

Why This Work Matters

Fairfax does not rely on big chain retail to drive sales traffic. Its economy depends heavily on independent businesses, local loyalty, destination appeal, and a lively downtown experience. That means economic vitality does not happen automatically.

It takes consistent organizing, promotion, relationship-building, and event production to keep Fairfax visible, welcoming, and active.

The Chamber helps fill that role by creating the conditions that support foot traffic, business exposure, community participation, and local spending.

Core Areas of Impact

1. Downtown Activation

The Chamber regularly creates and supports events that draw people into Fairfax and encourage them to explore downtown shops, restaurants, and services.

These efforts help:

- Increase foot traffic
- Encourage dining and retail spending
- Introduce new visitors to Fairfax businesses
- Give residents more reasons to stay local
- Strengthen Fairfax's reputation as a vibrant small-town destination

2. Business Support and Communication

The Chamber serves as a communication partner for the business community.

This includes:

- Sharing updates and opportunities with businesses
- Helping businesses participate in town-wide events
- Supporting merchant collaboration
- Helping businesses stay informed about projects, closures, and civic issues that affect commerce
- Amplifying local business presence through marketing and outreach

3. Place-Making and Town Identity

Fairfax's economic vitality is closely tied to its unique lifestyle identity. The Chamber helps reinforce and promote the qualities that make Fairfax a destination town rather than just a pass-through community.

Place-making in Fairfax is rooted in several defining elements:

- **Outdoor lifestyle.** Fairfax sits at the gateway to some of Marin's best hiking and mountain biking trails, drawing outdoor enthusiasts into town before and after rides and hikes.
- **Health-conscious culture.** Businesses like Fitlab and the popularity of Good Earth Natural Foods reflect Fairfax's strong wellness and fitness community.
- **Live music and nightlife.** Fairfax has a long tradition of music venues, evening activity, and a lively social atmosphere that brings people downtown after hours.
- **Strong restaurant scene.** Independent restaurants and cafés create a dining culture that attracts visitors from across Marin and the Bay Area.

- **Unique retail.** Fairfax is known for quality vintage and consignment shopping, along with independent boutiques that reinforce the town's creative and eclectic identity. Fairfax's economy is values-driven. Many of these businesses intentionally keep prices more accessible than neighboring towns.

The Chamber's events, promotions, and collaborations help amplify these strengths by giving people more reasons to visit, stay longer, and experience what makes Fairfax distinctive.

4. Public-Private Collaboration

A particularly important partnership is the Chamber's evolving collaboration with Fairfax Parks and Recreation (PARC). The Chamber and PARC maintain a strong, mutually supportive working relationship, coordinating on events, community programming, and shared town initiatives. This collaboration allows both organizations to leverage their strengths—PARC's community programming and facilities and the Chamber's business engagement, promotion, and event activation—to create more successful community experiences and stronger economic activity for downtown Fairfax.

The Chamber often functions as a bridge between businesses, the Town, partner organizations, and the public.

This role includes:

- Coordinating with agencies and organizations on projects affecting downtown
- Helping shape messaging to the business community
- Raising concerns early when public projects may affect commerce
- Supporting smoother communication and better business awareness

Events and Activation: July 2025 to April 1, 2026

The Chamber's economic vitality work during this period included event production, promotion, and support for activities that bring people into town and create visibility for local businesses.

Major Chamber-Led or Chamber-Supported Activity

- Fall in Love with Fairfax (800 attendees)
- Irish Festival (100 attendees)
- Halloween Parade and Haunted Grove (3000 attendees)
- Winter Market (900–1,100 attendees)

- Bingo Nights (320–360 attendees)
- Fairfax Soup Walk (200 attendees)
- Spring Egg Hunt (200–400 attendees)
- Town Picnic (500 attendees)
- Spring seasonal promotion and event outreach
- Ongoing promotion of Fairfax businesses and downtown activity

Event Highlights

The Chamber also supports major annual community events such as the **Fairfax Festival**, which draws thousands of visitors to downtown Fairfax each summer and contributes significantly to local economic activity for restaurants, retailers, and other businesses.

Fairfax Winter Market

The 3rd Annual Winter Market continued to build Fairfax’s identity as a festive and active downtown destination during the holiday season. The event brought together local businesses, schools, performers, families, vendors, and community groups, creating significant visibility and foot traffic during an important retail period. A strong youth music component was featured, including performances by the Archie Williams Jazz Band, CAL Jazz Choir, the middle school band, and the Manor Elementary Singalong, highlighting local student talent and drawing many families into downtown Fairfax.

Estimated attendance: approximately **900–1,100 people** throughout the evening, including families, visitors from neighboring towns, and local residents.

4 Bingo Nights

Bingo Nights created repeat evening activation and brought people into Fairfax businesses during off-peak hours. More than half of attendees are repeat participants, showing strong community engagement and sustained interest. The events have also begun drawing participants from across Marin and nearby areas, making Bingo Night a small but consistent regional attraction that brings visitors into town in the evening.

Attendance averages **80–90 participants per event**, with approximately **320–360 total participants** across the four events held during this reporting period.

These smaller events help create local energy without requiring the scale or cost of a major festival.

Halloween Parade and Haunted Grove

The Halloween Parade and Haunted Grove is one of the largest annual community gatherings in Fairfax and a major draw for families across Marin. The event activates downtown streets and the redwood grove with costumes, music, and community participation.

Estimated attendance: approximately **3,000 participants**, including families from Fairfax, neighboring Ross Valley towns, and visitors from across Marin.

The event creates significant pedestrian activity throughout downtown and reinforces Fairfax's reputation as a lively, family-friendly destination for seasonal community celebrations.

Fairfax Soup Walk

The inaugural Fairfax Soup Walk, held on February 28, 2026, was a strong example of economic vitality in action.

Highlights included:

- Sold out with 210 tickets.
- 17 participating restaurants
- Visitors from across Marin and beyond
- Strong pedestrian activity throughout downtown
- Direct business exposure for restaurants and nearby merchants

The event brought people into Fairfax during the winter season, supported restaurant participation, encouraged browsing and shopping, and helped position Fairfax as a destination for creative, community-centered events.

Estimated Reach and Community Participation

Based on event participation and typical downtown activity connected to Chamber-led programming, the Chamber's work from July 2025 through April 1, 2026 has generated repeated community engagement and sustained visibility for Fairfax businesses.

Year-to-date, Chamber-supported events and activations have likely reached several thousand people through a combination of in-person attendance, repeat local participation, destination visitors, volunteer involvement, school/community partnerships, and digital promotion. Chamber social media content highlighting local businesses and events regularly reaches **30,000–50,000 views per month on Instagram**, extending the visibility of Fairfax well beyond those who attend events in person.

Return on Community Investment

The Chamber's work generates value beyond direct revenue.

Its return on community investment includes:

- More foot traffic for downtown businesses
- More reasons for residents and visitors to spend locally
- Increased visibility for independent merchants
- Greater community connection and goodwill
- Support for Fairfax's distinct identity as a destination town
- A non-political, unifying force that helps bring different parts of the community together

This role matters in Fairfax. The Chamber is one of the few organizations that consistently works across business, civic, family, and community lines to create shared momentum.

Economic Value Estimate

Based on typical small-town event spending patterns, Chamber-supported events and downtown activations likely generate meaningful local economic activity through restaurant dining, retail purchases, beverages, services, and incidental spending.

Even conservative per-person spending across Chamber-supported events can translate into substantial year-to-date local economic impact, especially in a town where independent businesses rely on in-person traffic and community participation.

A final annual estimate can be calculated at the end of the fiscal year once all event attendance figures are compiled.

Additional Value Provided by the Chamber

The Chamber's work also provides value that is harder to quantify but deeply important.

This includes:

- Trusted relationship-building with businesses
- Ongoing communication and coordination
- Event planning and execution capacity
- Town and partner coordination
- Marketing and promotion for Fairfax as a whole

- Support for community morale, identity, and connection

Without this work, Fairfax would have fewer coordinated economic activation efforts, fewer destination-style events, and less organized support for the business community.

Conclusion

From July 2025 through April 1, 2026, the Fairfax Chamber continued to play a central role in supporting economic vitality in Fairfax.

Its work helped activate downtown, support local businesses, strengthen town identity, and create shared community experiences that contribute to both economic and civic health.

The Chamber is not just producing events. It is helping sustain the conditions that allow an independent-business town like Fairfax to remain lively, connected, and economically resilient.

Next Step

At the end of the fiscal year, this report can be updated with:

- Final attendance totals
- Additional spring event outcomes
- Refined economic impact estimates
- A completed July 2025 to June 2026 summary

Fairfax Economic Vitality and Community Event Partnership

Town of Fairfax & Fairfax Chamber of Commerce

Overview

The Fairfax Chamber of Commerce and the Town of Fairfax have worked together since 1988 to support the local business community and activate downtown Fairfax.

Over the past year, the Chamber has significantly expanded its work organizing events, supporting local businesses, and promoting Fairfax as a destination. Several Chamber events now regularly sell out and bring visitors into town. These activities generate foot traffic for local businesses, create opportunities for residents to gather, and strengthen Fairfax's identity as a vibrant small-town destination.

This proposal establishes a **one-year pilot partnership** that formalizes collaboration between the Town and the Chamber so these efforts can continue in a sustainable and coordinated way.

Why This Matters

Strong local businesses are an important part of the Town's economic foundation.

When businesses thrive, they generate:

- sales tax revenue
- business license revenue
- visitor spending

When businesses struggle, the Town's revenue base shrinks.

The cost of doing nothing is real. Fairfax has experienced periods in the past when businesses struggled and visitors went elsewhere. Supporting the vitality of the local business community helps prevent that cycle.

The Chamber's goal is not to ask the Town to fund the Chamber as an organization. The goal is to ensure Fairfax has a stable partner focused on supporting local businesses and activating downtown.

Return on Community Investment

Fairfax's business landscape is largely made up of small, locally owned businesses rather than large chains. While this contributes to the town's unique character and identity, it also means that local businesses do not benefit from the large marketing budgets and brand recognition that chain stores often bring. Many neighboring communities host large, well-funded civic events supported by bigger marketing budgets or corporate sponsors. In Fairfax, community events organized by the Chamber help provide that same visibility and draw for small businesses that would otherwise be difficult to achieve individually.

Events and downtown activation help fill this gap by creating shared opportunities for visibility, foot traffic, and customer engagement that individual small businesses often cannot generate on their own.

When events draw visitors into town, those visitors shop in local stores, dine in restaurants, and explore Fairfax businesses.

Even modest increases in visitor activity can have a meaningful impact on the local economy. Events organized or supported by the Chamber help:

- increase foot traffic for local retailers and restaurants
- generate additional sales tax and business revenue
- create repeat visitation to Fairfax
- strengthen Fairfax's visibility as a destination town

By supporting event programming and business coordination, the Town helps sustain activities that directly benefit the local economy and the overall vitality of downtown.

What the Chamber Already Does

The Chamber currently:

- produces events that bring visitors into Fairfax
- supports local businesses and merchant collaboration
- promotes Fairfax as a destination
- connects businesses with Town resources
- coordinates with merchants on community events
- assists with and helps coordinate many Fairfax Parks and Recreation Commission (PARC) events
- serves as a business communication partner for the Town
- supports and promotes the Fairfax Farmers Market as a community gathering that brings visitors and residents into town

Recent Chamber events include:

- Fairfax Soup Walk
- Winter Market & 2 other block parties

- Halloween
- Bingo and other community gatherings throughout the year

Many of these events sell out or are well attended, demonstrating strong community participation and demand.

Event Support Partnership Model

This proposal uses an **event support model**.

The Chamber

- produces Fairfax events
- coordinates with local businesses
- promotes Fairfax as a destination
- supports Town community events

The Town

- provides operational coordination and support
- assists with permitting, public works, and public safety when needed
- provides event partnership funding through the annual budget process

Proposed Pilot Partnership

The proposed agreement establishes:

- a **one-year pilot partnership**
- continued collaboration on community events
- ongoing business liaison support
- an **annual economic vitality report** summarizing activities and outcomes

At the end of the pilot year, the Town and Chamber can evaluate the partnership and determine whether to renew or expand it.

Proposed Event Partnership Funding Structure

Rather than creating a large new program, the partnership focuses on **supporting events that bring people into Fairfax and support local businesses**.

While many Chamber events are successful and frequently sell out, they are limited by available resources. Additional partnership funding would allow the Chamber to improve the quality and scale of Fairfax events so they are comparable to community events in neighboring towns with larger budgets. Strengthening event production helps attract more visitors, support local businesses, and enhance Fairfax's reputation as a destination.

Downtown Block Parties

Three community block parties that activate downtown businesses.

Estimated support: **\$6,000**

Downtown Activation Events

Business-driven events such as the Soup Walk and other merchant activations that bring visitors into town.

Estimated support: **\$12,000**

Community Event Coordination

Support for Town events such as the Egg Hunt, Town Picnic, and other community gatherings involving local businesses (for example: restaurant week, holiday events, downtown celebrations, treasure hunts, small business promotions, business mixers, or collaborative community activities that bring residents and visitors into town).

Estimated support: **\$6,000**

Total Suggested Annual Partnership

\$24,000

This pilot investment would support events and activities that bring visitors into Fairfax, increase foot traffic for local businesses, and strengthen the local economy.

Economic Vitality and Community Event Partnership Agreement

1. Parties

This Agreement is entered into between the **Town of Fairfax**, a municipal corporation of the State of California ("Town"), and the **Fairfax Chamber of Commerce**, a California nonprofit organization ("Chamber").

The Executive Director is authorized to sign this Agreement on behalf of the Chamber. The Town Manager is authorized to sign on behalf of the Town following approval by the Fairfax Town Council.

2. Purpose

The purpose of this Agreement is to support the economic vitality of Fairfax by formalizing collaboration between the Town and the Chamber.

Over the past year, the Chamber has expanded its work supporting the local business community and activating downtown Fairfax. Chamber events regularly bring visitors into town, generating foot traffic for local businesses and creating community gathering opportunities.

The Chamber organizes events, activates downtown spaces, supports local businesses, and promotes Fairfax as a destination. This Agreement formalizes that work so it can be sustained and coordinated in partnership with the Town.

3. Term

This Agreement establishes a **one-year pilot partnership** beginning **July 1 and ending June 30**, aligned with the Town's fiscal year.

At the end of the pilot term, the Town and Chamber may review the effectiveness of the partnership and determine whether to renew or modify the agreement.

4. Scope of Services

Business Liaison

The Chamber will serve as a communication bridge between the Town and the local business community by:

- assisting businesses navigating Town processes
- connecting businesses with appropriate Town departments
- providing a point of contact for business questions
- sharing relevant Town information with businesses
- reinforcing Town communications such as business license renewals and TOT requirements

Business Community Coordination

The Chamber will support the health of the local business ecosystem by:

- connecting businesses with one another
- encouraging merchant collaboration
- facilitating communication regarding issues affecting local businesses

Destination Promotion

The Chamber will promote Fairfax as a destination through:

- marketing campaigns highlighting Fairfax businesses
- promotion of events and local experiences
- identifying opportunities that enhance the visitor experience

Event Activation

The Chamber will organize and coordinate events that bring visitors into Fairfax and activate downtown spaces.

Examples include:

- Fairfax Soup Walk
- Downtown block parties
- Halloween celebrations
- Restaurant Week
- merchant-led activation events

Support of Town Events

The Chamber may assist the Town with coordination and promotion of community events including:

- Egg Hunt
- Town Picnic
- Square Dance
- Craft Faire
- other community gatherings

5. Event Support Model

This partnership operates using an **event support model**.

The Chamber organizes and executes community and business events that activate downtown Fairfax and support local businesses.

The Town supports these efforts through coordination, operational assistance, and event partnership funding.

Activities supported may include:

- business activation events such as the Soup Walk
- **three downtown block parties annually**
- coordination with local businesses for community events
- support for Town events such as the Egg Hunt, Town Picnic, and Craft Faire

6. Deliverables

During the term of this Agreement, the Chamber shall:

- organize **three downtown block parties annually**
- coordinate business activation events such as the Soup Walk
- assist with Town events when requested
- provide business liaison services to the local business community
- promote Fairfax as a destination

At the end of the fiscal year, the Chamber shall provide the Town with an **Annual Economic Vitality Report** summarizing activities and outcomes.

7. Compensation

The Town may provide partnership funding to support community events and economic vitality activities coordinated by the Chamber.

The amount and structure of funding shall be determined through the Town's annual budget process.

8. Town Support

The Town may provide operational support for community events, including:

- Public Works coordination
- police services when required
- event permitting
- fee waivers where applicable

9. Insurance

The Chamber shall maintain appropriate insurance coverage for events organized under this Agreement, including:

- general liability insurance
- event insurance
- liquor liability insurance when alcohol is served

10. Independent Contractor

The Chamber shall operate as an independent nonprofit organization and shall not be considered an employee or department of the Town.

11. Termination

Either party may terminate this Agreement with **60 days written notice**.

12. Signatures

Town of Fairfax

Town Manager

Date: _____

Approved by Fairfax Town Council

Fairfax Chamber of Commerce

Executive Director

Date: _____