



# California Main Street Alliance

## Annual Report Form 2016

Name of Local Program: Fairfield Main Street Association

Reporting Period: January 1- December 31, 2016

*The executive director of each local Main Street program must submit an annual report for their California Main Street Program. This is required for the community to maintain status as a California Main Street city. These statistics are reported to the National Trust Main Street Center and is a factor in determining your status as a National Main Street Center Accredited Program.*

*In the event of a vacancy of the executive director staff position, the board chair (or a person designated by the board chair) is responsible for completing and submitting annual reports on time.*

Report Completed By: Margaret Manzo

Title: Executive Director

Date Report Completed: February 27, 2017

Signature of Person completing report (electronic OK): Margaret Manzo

### Reporting Schedule

For the reporting period January 1, 2016 through December 31, 2016

**Report due March 1, 2017 – NO EXCEPTIONS**

### Report Contents

1. Organization
2. Accomplishments in Organization
3. Economic Restructuring
4. Accomplishments in Economic Restructuring
5. Design
6. Accomplishments in Design
7. Promotion
8. Accomplishments in Promotion
9. Networking with Other Communities
10. Network Meeting Substitution Form
11. Volunteers' Hours

Email completed report in Word (preferred) or PDF format to: [info@camainstreet.org](mailto:info@camainstreet.org)

**For California Main Street Alliance Use Only:**

**Date report received:**

**Report logged:**

**Numbers entered:**

(Rev. 01/17)

# ORGANIZATION

*Check boxes and complete information (if applicable):*

## Main Street Executive Director/Manager Information

Manager's Name: Margaret Manzo

Organization's Name: Fairfield Main Street Association

Organization's Mailing Address: 1000 Webster Street, First Floor, Suite A

City: Fairfield

State: CA

Zip: 94533

Organization's Physical Address: Same

City:

State:

Zip:

Telephone Number: 707-422-0103

Fax Number: 707-428-3005

Email address: margaret@fairfieldmainstreet.com

Website: www.fairfieldmainstreet.com

Date of Manager Hire: 05/01/2010

*Check here if the Main Street manager must be notified prior to faxing.*

## Main Street Organization Information

Number of staff members, including executive director: 2 Full Time 0 Part Time

Facebook address: Fairfield Main Street Association

Twitter address: FFMainstreet

Instagram Address: Fairfield\_mainstreet

Non Profit Tax Status (check all that apply)

 501c3 501c4 501c6

## Board Chair Information

Board Chair's/President's Name: Scott Tonnesen

Business Name: Nations Lending

Business Mailing Address: 609 Jefferson Street, Suite K

City: Fairfield

State: CA

Zip: 94533

Telephone Number: 707-246-5670

Fax Number:

Email address: [lenderscott@gmail.com](mailto:lenderscott@gmail.com)

### **City Manager/Administrator Information**

City Manager/Administrator Name: David White

City Name: Fairfield

Mailing Address: 1000 Webster Street, Fourth Floor

City: Fairfield

State: CA

Zip: 94533

Telephone Number: 707-428-7402

Fax Number: 707-428-7798

Email address: [dwhite@fairfield.ca.gov](mailto:dwhite@fairfield.ca.gov)

## Accomplishments in Organization

*Please check the appropriate boxes if the following project items were completed during this reporting period. (It is not necessary to attach items.)*

- Annual Report/Accomplishments
- Articles of Incorporation
- Business Improvement District -  Renewal  New Formation
- Board of Directors (list of, job descriptions, roles/responsibilities, etc.)
- Board Planning Retreat
- Budget** – Total Annual Budget: (including all aspects of program, special events and operations)  
\$237,890  
Operating Budget ONLY (Administrative expenses including salaries, benefits, insurance, rent, utilities, office supplies, equipment etc.) \$140,270  
Source of Funds: City Contribution: \$55,000                      Assessment District Contribution: \$30,000  
Assessment District type (check all that apply) –  BID  PBID  PBIA  
Other Fundraising: \$8,020 Grants: \$4,600 Business Contributions \$                      Merchandise Sales
- Bylaws/Amendments to Bylaws
- City/Main Street Agreement
- Committee (list of, job descriptions, roles/responsibilities, etc.)
- Executive Director Recruitment (brochure, application, etc.)
- Facebook/Other Social Networking Page for your program
- Funding/Fundraising
- Grant Proposals
- Insurance
- Membership (brochure, application, etc.)
- Newspaper clippings or other media clips
- Newsletters/E-Newsletters
- Nonprofit Status Application
- Personnel Management (job descriptions, evaluation forms, applications, etc.)
- Program Brochure
- Public Relations Campaigns
- Reports to City Council
- Strategic Planning
- Volunteer Management (job descriptions, applications, etc.)
- Volunteer Appreciation (certificates, award programs, etc.)
- Workplans for each committee
- Other (*please describe*):

***Comments Regarding Organizational Concerns/Challenges/Accomplishments:***

## ECONOMIC RESTRUCTURING

*List the business starts and closures that have taken place during this reporting period. Use full-time job equivalents when reporting number of jobs created or lost. Business Type: Retail, Service, Restaurant, Professional*

### New Business Starts

1. The Red Anthurium	Retail	2
Name of Business	Business Type	# of Jobs Created
2. Crush Wine & Food	Restaurant	4
Name of Business	Business Type	# of Jobs Created
3. Baja Creme	Restaurant	4
Name of Business	Business Type	# of Jobs Created

**(If necessary, you may duplicate this page to continue your new business lists)**

## ECONOMIC RESTRUCTURING (continued)

### Business Expansions

1. Solano Carpet	Retail	1
Name of Business	Business Type	# of Jobs Created
Larger space with design improvements		
Type of Expansion		

### Business Losses

1. Touch of India	Retail	1
Name of Business	Business Type	# of Jobs Lost
Unknown		
Reason for Closure		

2. Pocket Dog	Restaurant	2
Name of Business	Business Type	# of Jobs Lost
Converted to Food Truck		
Reason for Closure		

(If necessary, you may duplicate this page to continue your expansion/loss of businesses lists)

### Summary of Business Activity

New Business Starts	3	Jobs Created from New Business Starts	10
Business Expansions	0	Jobs Created from Business Expansions	0
Business Losses	--2	Jobs Lost from Business Losses	-- 3
Net Gain/Loss of Businesses	=1	Net Gain/Loss of Jobs	=7

### Accomplishments in Economic Restructuring

*The following materials relate to the business activity listed on the previous page as well as other economic restructuring projects that were completed during this reporting period. Please check the appropriate boxes. It is not necessary to attach items.*

- Available Space Listings
- Business Cluster Program
- Business Education Flyers/Curriculum
- Business Incubator Program
- Business Recruitment Package
- Business Retention Program
- Check and Fraud Protection Program
- Economic Impact Reports
- Economic Restructuring Plan
- Façade Improvement Program
- General Plan
- Homeless Program
- Lease Agreements
- Major Discounters/Malls/Outlets
- Market Analysis
- Municipal Enterprise Zone

- Mystery Shopper Program
- Newspaper clippings or other media clips
- Parking Information/Brochure
- Permit Assistance/Streamlining
- Planning Materials
- Public Improvements Financing Program
- Public Safety Literature
- Retail Sales Tracking
- Small Business Financing Program
- Surveys and Analysis of Businesses
- Surveys and Analysis of Property Owners
- Surveys and Analysis of Residents
- Surveys and Analysis of Sales Activity
- Surveys and Analysis/Intercept Surveys
- Technical Assistance Program
- Transportation/Trolley/Shuttle
  
- Other (*please describe*):

*Comments Regarding Economic Restructuring Concerns/Challenges/Accomplishments:*



## DESIGN

### Public Sector Projects

*List the design activity that has taken place during this reporting period. Public sector projects are projects that are built with public money, including city, county or other public entity-owned buildings, parking lots, road repairs, undergrounding utilities, pedestrian amenities such as benches, light poles, planter boxes, etc. Count projects only when they have been completed.*

<u>Project</u>	<u>Funding Sources</u>	<u>\$Value</u>
1. Landscape Improvements Project Name	City	\$4,000
Project Description		
2. Project Name		\$
Project Description		

(If necessary, you may duplicate this page to continue your Public Sector Project list)

**Total Public Sector Projects: 1**

**Total Value: \$4,000**

## DESIGN

### Private Sector Projects

*List the design activity that has taken place during this reporting period. Private sector projects are projects that are built with private money, including new buildings, façade improvements, interior improvement, building expansions, new housing, etc. Count projects only when they have been completed.*

<u>Project</u>	<u>Funding Sources</u>	<u>\$Value</u>
1. Eagle Eye Engraving Name of Building/Business  716 Jackson Street, Fairfield, CA 94533 Address	Private	\$12,000

Remodel  
Project Description

2. Crush Wine & Food Name of Building/Business  846 Texas Street, Fairfield, CA 94533 Address	Private	\$22,000
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Transformed space from a hot dog shop into dining venue and wine bar  
Project Description

(If necessary, you may duplicate this page to continue your Private Sector Project list)

**Total Private Sector Projects: 2**

**Total Value: \$34,000**

### Summary of Design Activity

	<u># of Projects</u>	<u>\$Value</u>
Private Sector Projects:	2	\$34,000
Public Sector Projects:	1	\$4,000
New Construction Projects:	0	\$0
New Housing Units Created (All Types):	0	\$0

## Accomplishments in Design

*The following relates to the design activity listed on the previous page as well as other design projects that were completed during this reporting period. Please check the appropriate boxes. It is not necessary to attach items.*

- Americans with Disabilities Act/Handicap Access
- Art in Public Places
- Banner Projects
- Before and After Photos of Façade Renovations
- Bicycle Racks or Street Striping
- Brochures on Design
- Building Surveys and Analysis
- Cleaning and Maintenance Program
- Design Contests
- Design Guidelines
- Design Review Board
- Design Workshop/Education
- Downtown Clean Up Days
- Downtown Specific Plan
- Graffiti Abatement Program
- Historic Building Inventory
- Historic District
- Historic Preservation Education
- Municipal Codes/Design and Historic Preservation
- Murals
- Newspaper clippings or other media clips
- News rack Placement
- Ordinances/Design and Historic Preservation
- Paint
- Placemaking Projects
- Pushcarts/Street Vendors
- Seismic Safety
- Signage
- Street Furniture or other Pedestrian Amenities
- Training Manuals on Design/Historic Preservation
- Window Display

Other *(please describe and attach items):*

*Comments Regarding Design Concerns/Challenges/Accomplishments:*

# PROMOTION

*List the promotional events produced/co-sponsored/supported by your Main Street program during this reporting period.*

1. Fairfield Certified Farmers' Market

Name of Event

Thursdays, May 12 – October 5

Date(s) Held

*Check the appropriate box:* This event was a  retail event  special event

2. Thursdays on the Green

Name of Event

Thursdays, May-October

Date(s) Held

*Check the appropriate box:* This event was a  retail event  special event

3. Independence Day Parade

Name of Event

July 4

Date(s) Held

*Check the appropriate box:* This event was a  retail event  special event

4. Food Truck Festival

Name of Event

June - October

Date(s) Held

*Check the appropriate box:* This event was a  retail event  special event

5. 25<sup>th</sup> Annual Fairfield Tomato Festival

Name of Event

August 20-21

Date(s) Held

*Check the appropriate box:* This event was a

retail event

special event

7. Wine & Food Pairing

Name of Event

August 19

Date(s) Held

*Check the appropriate box:* This event was a

retail event

special event

8. Booz & Brewz Halloween Beer Fest

Name of Event

October 8

Date(s) Held

*Check the appropriate box:* This event was a

retail event

special event

9. Veterans Day Commemoration & Parade

Name of Event

November 11

Date(s) Held

*Check the appropriate box:* This event was a

retail event

special event

10. Small Business Saturday

Name of Event

November 26

Date(s) Held

*Check the appropriate box:* This event was a

retail event

special event

11. Christmas Tree Lighting & Holiday Festivities

Name of Event

December 2

Date(s) Held

*Check the appropriate box:* This event was a

retail event

special event

**(If necessary, you may duplicate this page to continue your Promotion event list)**

## Accomplishments in Promotion/Marketing

*The following materials relates to the events listed on the previous page as well as other promotional projects that were completed during this reporting period. Please check the appropriate boxes. It is not necessary to attach items.*

- Business Directory
- Brochures
- Budgets
- Checklists
- Concept Papers/Proposals
- Cooperative Advertising
- Correspondence
- Coupon Books
- Evaluations
- Fact Sheets
- Facebook/Other Social Networking Page/Campaign for your events or organization
- Farmers Market
- Flyers
- Image Advertising
- Instagram
- Maps
- Marketing Plan
- Media Plan
- Planning Materials
- Press Releases
- Promotional Items for Sale or Giveaways
- Promotion Package
- Program Books
- Rules and Regulations for Special Events
- Social Media
- Sponsorship Guidelines
- Sponsorship Marketing Materials
- Street Entertainment
- Surveys during Events
- Twitter
- Vendor Applications
- Vendor Contracts

- Walking Tour Brochure
- Website Redesign/Refresh

Other *(please describe)*

*Comments Regarding Promotional Concerns/Challenges/Accomplishments:*

## Networking With Other Communities

*Please describe your outreach efforts to both California Main Street network and non-network cities for this reporting period, as part of your participation agreement. This can include telephone or in-person advice, hosting visits from other communities, regional meetings with other Main Streets or downtown associations, or help/advice for other downtown projects.*

- |                             |  |
|-----------------------------|--|
| 1. Name community assisted  | Suisun City                            |
| Date(s) of assistance       | 4/16/16                                |
| Type of assistance provided | Shared Carnival contractor information |
| 2. Name community assisted  | Vacaville, CA                          |
| Date(s) of assistance       | 6/2/16                                 |
| Type of assistance provided | Shared insurance carrier information   |



## Career Development Training

*List any career development training opportunities you have attended during this reporting period.*

*(Examples: Time Management, Writing Successful Newsletter, Public Speaking, Social Media, etc.)*

*Please remember to include the California Main Street Annual Conference and the National Main Street Center Annual Conference if you attended.*

1. California Main Street Alliance Annual Conference Name of Workshop/Seminar	2/24-2/26, 2016 Date Attended	Oceanside, CA Location
2. Farmers' Market Grant Workshop Name of Workshop/Seminar	4/5/2016 Date Attended	Sacramento, CA Location
3. Instagram Workshop Name of Workshop/Seminar	5/18/16 Date Attended	Fairfield, CA Location
4. Market Match Training Webinar Name of Workshop/Seminar	6/3/16 Date Attended	Fairfield, CA Location

## NETWORK MEETING

### Substitution Form

*Designated California Main Street programs are required to attend regularly scheduled meetings held by the state program. From time to time, a local program may not be able to attend a network meeting due to a variety of circumstances. Your participation agreement allows for network meeting substitutions. Should a local program miss the California Main Street Annual Conference and/or the National Main Street Center Annual Conference, this form should be used to document its attendance at a substitute training/event.*

Name of individual attending and  
his/her relationship with the Main  
Street organization (i.e., executive  
director, board chair)

Margaret Manzo  
  
Executive Director

Name of conference/workshop you are using as a network meeting substitution (must coincide with those events outlined in the participation agreement).	CalFest Conference
Conference/workshop organizer	CalFest
Date(s) of event	January 17-20, 2017

## VOLUNTEER HOURS

*Please state the total number of volunteer hours that your program has received in 2016. You may count committee and board meetings, unpaid office volunteers and unpaid interns, and volunteer hours at special events. While we realize that this is a difficult task, please give us your best estimate.*

Volunteer hours for your Main Street in 2016: 3,035

## OTHER INFORMATION FOR 2016

- 1) Total number of downtown housing units (houses, condos, apartments) 216
- 2) Total number of commercial spaces in your district/area 218
- 3) Total number of vacant commercial spaces in your district/area as of 12-31-16 12

*The National Main Street Community Criteria:*

**Community:** Fairfield

- 1. Has broad-based community support for the commercial district revitalization process, with strong support from both the public and private sectors
- 2. Has developed vision and mission statements relevant to community conditions and to the local Main Street program's organizational stage
- 3. Has a comprehensive Main Street work plan
- 4. Possesses an historic preservation ethic
- 5. Has an active board of directors and committees
- 6. Has an adequate operating budget

**Annual Budget and Sources of Funding**

Total Budget \$237,890

Income Sources:	\$30,000	Assessment District
	\$55,000	City – General Fund
	\$140,270	Events income
	\$4,600	Grant income
	\$8,020	Other income

- 7. Has a paid professional program manager
- 8. Conducts a program of ongoing training for staff and volunteers
- 9. Reports key statistics

10. Is a current member of the National Trust's Main Street Network membership program

Main Street Membership number: 71706543

Expiration date: 6/17