

# Downtown Economic Development Ideas

*Fairfax Economic Development Advisory Committee  
1/13/07*

What's working NOW:	How do we further capitalize on it?
Downtown Nightlife is vibrant. Nightclubs, live music, restaurants, saloons, movies.	Do things to bring more people here at night and keep them here for a longer period of time: Provide even more entertainment and cafes; increase lighting, create festive environment, and perception of nighttime safety; encourage apartments over retail in downtown; theme nights; more teen coffee house nights; advertise that we have free parking.
Home of the Mountain Bike	Mountain bike museum; celebrate mountain bike culture; have a place for cyclists to use restroom/shower to keep them in downtown.
Many artists live in "the hills" of Fairfax	Celebrate their work; rotating art exhibits; ask Bugaboo landlord or other empty storefront to host art exhibits; artist receptions; can be a Youth Commission project? Website for local artists to display their work. Create a "thematic cooperative" of artists to promote their work.
Retail stores are downtown and offer some goods people need locally	Encourage hours of operation to be posted; encourage longer store hours; local newspaper to showcase local businesses; spread the word on a good experience you had in a local store; survey local businesses to ask "what would keep them here;" work with Chamber on promotions; survey of residents as to what stores they'd like to see here.
Build on our strengths	Recognize and celebrate that our local culture is unique and is what makes us attractive as a destination. Promote local culture. Start a local internet radio station. Involve youth as an integral part of the vibrancy of downtown.