

# The Downtown Pulse

June 2022



Thursday's  
3:00 - 7:00pm  
800 block of  
Texas Street

[Learn  
More](#)

## Farmers Market back in Downtown

*Join us on Thursday evenings through the  
end of September*

In 2020, the city signed a three-year contract with Pacific Coast Farmer's Market Association (PCFMA) to run Fairfield's downtown Farmer's Market. PCFMA operates approximately 50 markets throughout the greater Bay Area. The market is running this year on Thursday evenings from May through the end of September, with a few changes. The first change is the time. This year the market will run from 3:00 pm - 7:00 pm. The second change is the location. For this year, the market is located on the 800 block of Texas Street. Since safety requires that both the 700 and 800 blocks be closed off, the move of the market to the 800 block frees up the 700 block for outdoor dining.

Restaurants on the 700 block are encouraged and allowed to bring tables and chairs out on the sidewalk and even the street during the market hours. In order to further enhance the outdoor dining experience, the City is also booking music acts for each week of the market, with the music stage set up facing the 700 block. In

addition, the City has rented additional tables and chairs for market patrons to listen to the music or dine.

All businesses are encouraged to take advantage of potential new customers that the market brings every Thursday. Business advertising and marketing is done with the specific goal of attracting new customers. The downtown market brings potential new customers to your door on a weekly basis! If you are a restaurant, set up outdoor tables and chairs or come up with a *market special*. If you a retail store, feel free to bring your wares out on the sidewalk as a display and open your doors to make your location inviting to stop in.

## Downtown Summit

[\*Learn more about the Heart of Fairfield roadmap\*](#)

Fairfield's Economic Development Strategic Plan was approved in the form of roadmaps to transform the community. The roadmaps focus on transforming downtown as well as recruiting new businesses for Fairfield's industrial and business parks. It is designed to spur both immediate and long-term actions to transform downtown's image and economy to become the vibrant heart and soul of the Fairfield community.



[\*\*JOIN US!\*\*](#)

July 7,  
5:30 - 7:00pm  
Three Restaurant  
721 Texas St

The Economic Development staff will be hosting a Downtown Summit at Three Restaurant to engage and educate the community on the Heart of Fairfield roadmap. Members of the community will be able to stop by the open-house style meeting to learn about the activities and goals of the plan over the next two years and have questions and answer time with staff as well as the branding/marketing firm that is assisting the city with the planned outreach. Don't miss this opportunity to learn about the future of Fairfield's downtown!



Monday, July 4  
10am  
Starts at Corner  
of Webster &  
Kentucky Street

[Learn  
More](#)

## "Land of the Free" Independence Day Parade

*Family Fun Zone, Apple Pie Bake-Off,  
Watermelon & Hot Dog Eating Contests!*

The City of Fairfield Parks & Recreation Department will host the 2022 Independence Day Parade and Family Fun Zone in Downtown Fairfield on Monday, July 4. The theme for this year's parade is - 'Land of the Free.'

The Parade will step off at 10 a.m. from the corner of Webster and Kentucky Street. It will continue down Kentucky Street to Great Jones then turn on Texas Street to Washington.

The family fun zone will immediately follow the parade on the County Lawn located at the corner of Texas and Jefferson Street. Young and old alike are invited to participate in some

good old-fashioned lawn games, an apple pie bake-off, hot dog eating contest, and more! Admission to the parade and fun zone is free and open to the public.

New this year is a watermelon-eating contest for youth, ages 5-17! All contests require pre-registration. For more information, visit our website at [www.fairfield.ca.gov/events](http://www.fairfield.ca.gov/events).

## Local Heroes

### *Shining a Spotlight on Outstanding Local Entrepreneurs*

Every quarter we will be featuring an outstanding local entrepreneur that is contributing to the future of the community. Stay tuned for our first phenomenal Hero Headliner, Deanna Hurn, founder of Miracle Math Coaching.

To find out more about the Local Heroes feature contact Dwayne Dalman at [ddalman@fairfield.ca.gov](mailto:ddalman@fairfield.ca.gov)



[Learn More](#)



## City Provides Storefront Assistance Through R.E.A.P. Program

## *"REAP the benefits, REAP the rewards!"*

The City understands that making storefront improvements can be costly. To this end, the REAP Program (Revitalization & Enhancement Assistance Program) was established to encourage downtown business and property owners to enhance their properties. The program provides grants to assist with the following types of improvements:

- Windows & Doors
- Stucco & Siding
- Paint
- Awnings
- Signage
- Outdoor dining or seating

The program works as follows:

- For minor projects (costs up to \$10,000) the REAP Program offers grants up to \$7,500 or 75% of total costs.
- For major projects (costs between \$10,001 - \$50,000) the REAP Program offers grants up to \$25,000 or 50% of total costs.

The tagline for this program is *"REAP the benefits, REAP the rewards!"* A number of downtown businesses and property owners have taken advantage of this program to make improvements. We hope to continue to see new investment in Fairfield's downtown, and as a result, the community and the businesses can reap the benefits and rewards of attractive and unique storefronts.