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The Downtown Pulse January 2023

A business resource newsletter highlighting new businesses, happenings, and information on city-provided services for downtown business owners.

Event Highlights

SizeUp Fairfield Launching Soon!

SizeUp helps small businesses with the market research and business intelligence they need to succeed.

Market research is an important part of any business launch. But hiring a consultant or going it alone can be an expensive undertaking. While larger companies can typically allocate funds for research, smaller businesses may not be so lucky. Now, that dynamic is about to change.

Fairfield's Economic Development Division is offering the SizeUp platform at no cost to the Fairfield small business community. SizeUp helps small businesses with the market research and business intelligence they need to succeed. This free online tool helps to answer three common questions that most business owners have:

How do I compare?

Find out how your business measures up to the competition in your industry.

Who and where are my customers?

See the demographic profile of residents and customers in your community, as well as the locations of potential customers, suppliers, and competitors.

Where should I advertise?

Invest your advertising budget in the right place.

SizeUp Fairfield is launching on **Thursday, February 16th**, with a free online webinar designed to help potential users learn how to use the platform.

[Register Now](#)



Vibrant Vacancy Program Kicks Off in Downtown Fairfield

When downtown shines, we all benefit. That's the thought behind the Vibrant Vacancy Program that launches this month.

The program will require vacant downtown commercial spaces to install window treatments, such as wraps or art, to transform vacant window fronts into vibrant, attractive

spaces. With a spruced-up appearance, the program aims to attract new tenants and improve the appearance of downtown.

Downtown property owners will be required to notify the City of Fairfield (City) of commercial vacancies, submit a plan for window treatments, and install them upon approval. Property owners can either use window treatments provided by the City for free, or elect to design and put them in place on their own.

Applicants can notify the City of vacancies and begin the process by applying online or contacting Jennifer Rice, Real Estate Specialist (jrice@fairfield.ca.gov or (707) 428-7727).

Visit the Program website to learn more or apply online.

[Apply Online](#)



Vibrant New mural in Downtown Fairfield

In collaboration with Local Edition Creative, a San Francisco Bay-based agency dedicated to artistic integrations, the City is installing a mural in downtown Fairfield.

The City of Fairfield is taking one step closer to realizing its vision of turning downtown into a thriving Food and Arts district. In collaboration with Local Edition Creative, a San Francisco Bay-based agency dedicated to artistic integrations, the City is installing a mural in downtown Fairfield.

The modern floral design by David “Hyde” Cho captures the agricultural heritage and nature surrounding Fairfield. Once installed, it will complement another two installations, “California Poppies” and “Dreams of Fairfield,” that already grace the intersection of Texas and Madison

streets. Brought to Fairfield by the Art in Public Spaces program, the new mural fits perfectly with the City's roadmap to give downtown a distinct food and arts profile.

David Cho is a native Bay Area artist, passionate about illuminating environments with positive visual imagery. He holds a Bachelor's in Fine Arts and boasts 18 years of painting experience. Local Edition Creative, the City of Fairfield, and the Cultural Arts Advisory Committee went through several rounds of discussions to determine the most fitting design for the wall of Euphoria Spa & Boutique.



Here, There, & Everywhere Online: Online Strategy

January 12th from 12-2pm

Whether you're an online novice or looking for ways to drive more traffic to your website, this introductory class covers the basics of e-marketing.

Learn how to start optimizing your online marketing with the right digital tools to create a thriving online business. You'll also learn how to:

- Focus your efforts online
- Go from essentials to high impact (high-response websites)
- Stand out from your competition
- Use of your money effectively online to generate business

This is an open and interactive marketing discussion, which you can join in person or online.

[Register Today](#)

Search Engine Savvy: Make Friends with Google & The Gang

January 19th from 12-2pm

This workshop provides a bite-sized yet comprehensive overview of SEO. Learn the basics of how to rank on the first page of Google.

In this intensive course, you will learn:

- What is SEO and why it matters
- How search engines work
- The importance of keywords and keyword research
- Essentials for basic on-page SEO
- How to rank on Google

This is an open and interactive marketing discussion, which you can join in person or online.

[Register Today](#)

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City of
Fairfield, CA

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