



December 14, 2020

Thank you for your interest in the Downtown Association of Fairbanks.

The Downtown Association of Fairbanks formed in 1979 to serve its members as a 501c4 nonprofit corporation. After realizing that an Association needs to also serve charitable purposes and community needs to address downtown's broader revitalization, the Downtown Association formed a subsidiary 501c3 corporation, the Downtown Association of Fairbanks Community Services. Today, these corporations encourage downtown's improvement to benefit the Fairbanks community. These two corporations promote downtown and advocate for investment downtown; and host major community events like the Midnight Sun Festival and Solstice Fireworks Downtown, and make it possible for Fairbanks to have a Community Service Patrol program.

Downtown was doing well before Covid-19. New businesses were opening downtown and businesses stayed downtown when they moved to a different space. Visitor numbers continued to rise. Public investment in road and sidewalk projects kept coming. City government was warming to the idea of using city services as building blocks to help downtown grow and improve.

We can't know the full impacts of the pandemic on our member businesses or the business community, and we can only guess about the future of large community events like our Midnight Sun Festival. But we do know that transportation projects to beautify and functionally enhance downtown will move forward, like 5th Avenue, Wendell Street and Cushman Street bridge replacements, and more. We know that government will either help or neutralize downtown's process of revitalization. We know that downtown will continue to be the historical and cultural heart of our community and, with work, it will be Fairbanks' well-maintained civic, creative, entertainment and social hub.

So in the year ahead, we will advocate for downtown transportation projects. We will advocate for city services downtown, educating city leaders that downtown's sidewalks, roadways and public spaces make up roughly 30% of downtown's surface area. If downtown appears cared-for, safe and easy to use, then downtown can be its best in the days ahead.

Please join the Downtown Association and we will:

- Keep you informed of our efforts to improve downtown.
- Keep you informed of road projects and opportunities for input.
- Host major community events when it is appropriate to do so again, with an eye toward the winter holidays and Winter Solstice.
- Contribute financially to city government services by raising \$110,000 of grants and private sector donations to give to the city of Fairbanks for the Community Service Patrol.

Thank you for your consideration, as we look forward to a new partnership with you in 2021!

Sincerely,

Chris Miller, Board President

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