



BP MIDNIGHT SUN FESTIVAL

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Our Mission:

To encourage and foster economic growth that will result in a downtown that is a vital, energetic and attractive center of the community.

Downtown Association
 of Fairbanks

410 Cushman Street
 Fairbanks, AK 99701

Ph. 907-452-8671
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www.downtownfairbanks.com

This year's BP Midnight Sun Festival was bigger and better than ever with more vendors, more food, and more visitors... not to mention perfect weather!

We would like to thank all the local businesses for their cooperation and support of this year's event. We would also like to thank all the sponsors and volunteers that make this event possible year after year.

Downtown's biggest one-day event welcomed thousands of visitors who enjoyed great food, fun, and festivities for twelve hours. This included some of the biggest crowds ever witnessed at the three stages featuring music and dancing. Some of the musicians and dancers that graced the stages volunteered their talents.

return, they were able to sell merchandise during the event and post an audio clip and contact information on our website. This is a great resource for anyone looking for entertainment at a future event.

This day of fun is not only a celebration of what makes Fairbanks so great and our summers so treasured, it is also a great economic boom for both the vendors and businesses. While many vendors list this as one of their greatest events of the year, downtown businesses reap the year-round benefits of introducing thousands to the downtown streets. This festival, along with the Winter Solstice and the Yukon Quest Fest, is just one way to get thousands of people to recognize the great shopping, dining and entertainment opportunities that downtown has to offer.

A CELEBRATION IN PICTURES





HOT TOPICS

Two-Way Cushman

The ball is rolling to get two-way traffic back on Cushman. The city approved a viable plan to make the switch in conjunction with Barnette going two-way and upgrades to Illinois Street.

The Fairbanks Metropolitan Area Transportation System has been able to secure funding for the projects, and work is slated to begin soon on Cushman from Airport to 7th Ave.

A pedestrian friendly street is a basic retail revitalization requirement. As a one-way street, Cushman is not pedestrian friendly. Cushman as a two-way street would benefit shoppers and downtown businesses by creating a comfortable street environment.

The best downtowns have a signature "Main Street." Cushman is the only street in the downtown that has the adjacent land area and redevelopment potential to accommodate a viable concentration of retail.

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Welcome, David van den Berg!

We are pleased to introduce our new executive director. David van den Berg comes to the Downtown Association of Fairbanks from the Northern Alaska Environmental Center, where he was also executive director.

At the NAEC, David was the fundraiser and chief spokesperson. He led strategic planning and program development, supervised six staff, and worked with a 13-member Board of Directors to promote and preserve Alaska's wild lands and to make renewable energy and energy conservation objects of public policy.

A Fairbanks resident for 19 years, he is a partner in Arctic Wild, a wilderness guiding company operating throughout the Brooks Range and Alaska's North Slope.

David is thrilled by the Downtown

Association's mission to promote, preserve and revitalize downtown Fairbanks. A philosophical heir to former Executive Director Emma Wilson, his near-term goals are to implement Vision Fairbanks and to renew and stabilize funding for the Community Service Patrol.



David van den Berg, the new DTA executive director is also expecting his first child with his wife Amy in the beginning of August.

Supporting the Community Service Patrol

The Community Service Patrol (CSP) has been making headlines lately. The city has started a task force to deal with the chronic inebriate issue downtown. Through discussions with other organizations, it has been brought up that the CSP program is the most economical way of getting people off the streets and into treatment. By being able to identify and transport those in need, the CSP program lifts that burden off the police department.

Funding for the CSP program has been another focus of those discussions. We took over the CSP program in July of 2007 after a federal grant ran out and the program faced elimination. Currently the program is funded by donations from local organizations. However, some promised money never materialized and with the rising cost for fuel, CSP is underfunded for 2008 and faces some major cuts if both short term and long term funding can't be secured.

We are exhausting all efforts to obtain funding for this crucial program. The CSP Ambassadors are a great asset and fulfill a vital role for the downtown area. Right now we have a person dedicated to researching and applying for grants. Also, we are working with the City of Fairbanks, Fairbanks Native Association, Fairbanks Memorial Hospital, and other Golden Heart Project members to not only find sustainable funding, but also to find long-term solutions to the issue of chronic inebriates.

We are dedicated to keeping the CSP program going for as long as we possibly can with the funding that is available. We appreciate all the downtown business owners' support and kind words about this program. We also have to thank the support and partnerships that we have with the Golden Heart Project members. We can make a difference by working together.

THE FACTS ABOUTS FLOOD INSURANCE

Micheline Patterson with Ken Murray Insurance gave us the permission to share the following from her article, **Flood... The Forgotten Insurance!**

Only Flood Insurance Protects Against the Risk of Damage from Floods!

Your business or home has a 26 percent chance of being damaged by a flood during the course of a 30-year loan, compared to a 9 percent chance of damage or loss due to fire. Floods can occur almost anywhere at anytime - not just near water. Flooding is the #1 natural disaster in the United States, and has caused nearly \$1.6 million in damages in Alaska and \$23.8 billion in the U.S. over the last 10 years. Flood coverage is sold separately from all other types of insurance coverage and is available for protection from loss for commercial buildings, residential buildings/homes, and renters' personal belongings.

Lender Placed vs. Owner/Buyer Placed Insurance

If you are applying for a building or home loan, the lender may take the initiative to place insurance coverage for you in order to meet the loan requirements. This is known as "Lender Placed" insurance coverage, and it often may be more geared to protecting the lender's interests rather than your interests. Additionally, lender placed coverage could cost you up to three to four times more than if you placed the insurance yourself through an insurance agency/agent. Lenders will notify borrowers if flood insurance is required as a condition of the loan. Flood insurance is mandatory if the lender is federally regulated and your property is located in a Special Hazard Area.

What is a Special Hazard Area?

This is a designated area with the highest risk of flooding. Flood Insurance Rate Maps show high risk areas. However, nearly 25 percent of all flood claims come from medium or low-risk flood areas. Anyone can purchase flood insurance whether or not they are in a Special Hazard Area.

How are Flood Insurance Premiums Calculated?

Flood insurance premiums are based upon the elevation level of the building or home. A "Flood Elevation Certificate" is necessary before flood premiums can be determined. This certificate must be completed by a licensed land surveyor or professional engineer who is authorized by law to certify elevation information. Flood Elevation Certificates cost between \$200 and \$1000 to complete. Completed Flood Elevation Certificates should be kept on file with your local community planning department.

New Construction Information

The participating community will require an owner or builder to obtain a "Floodplain Permit" before construction begins. This permit is issued by the community planning office and requires property owners to build above the base flood elevation (BFE). Check with the local community planning office to determine your flood zone. Remember: building above the BFE results in lower flood insurance premiums; building below the BFE results in higher premiums.

How do I go about getting Flood Insurance?

Applying for flood insurance is easy! Flood insurance is available through about 90 insurance companies in more than 20,300 participating communities nationwide.

Your chosen insurance agent will require a Flood Elevation Certificate which will have the necessary information to rate the policy. The premium charged for an accurately rated NFIP policy will be the same, regardless of who you purchase the policy. For more information on rates, premiums or maps contact your local independent insurance agent.



Save Your Certificates & Save Big Money

Local residents should know that the Fairbanks North Star Borough is now storing Flood Elevation Certificates on their database.

Why is this important?

Lenders and insurance companies destroy their files 7 years after a policy is cancelled. If turned into the FNSB for storage, homeowners would not have to repurchase the Flood Elevation Certificate, saving them the \$650 to \$1000 to have an elevation certificate drafted when they sell their home and can't find their copy.

For more information call Micheline Patterson at 456-6646 or your insurance provider.

Would you like to share something with other DTA members? Contact us!

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Projects In Motion



Buying For Retail

This September, we will be holding a retail workgroup based on Westfield's SEED On-line Training courses. Westfield is the world's largest retail management firm, and we have exclusive rights here in the United States to offer their training programs to local businesses.

Buying for Retail will develop your understanding on how to buy the correct amount of stock, maximize sales and profit, balance merchandise, and negotiate the right deal. This interactive work session combines information from two university studies and expertise from leaders in the industry. It is also a chance to talk with other local business owners to see what works the best here in Fairbanks.

Look in the August Update for the date of this work session. Also, we are still offering Westfield's online *Visual Merchandising* course. Please contact us to learn more and set up your class today.

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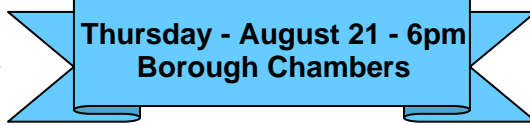
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FINAL PUSH FOR VISION FAIRBANKS

This is it! Mark your calendars and get that blue shirt ready. A date has been set for Vision Fairbanks to go in front of the Fairbanks North Star Borough Assembly for its final consideration.



Be there in blue and show that we are committed to getting this plan passed. Now is the time to take a stand and let the borough assembly know that our community wants to start planning for a downtown that we can be proud to pass down to future generations.

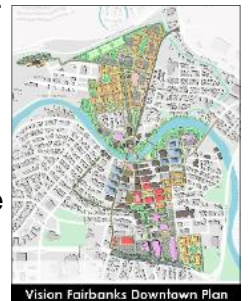
Vision Fairbanks is the first step to keeping the Golden Heart in the heart of downtown with renewed commerce and recreation. It can be done with good planning and smart allocation of resources.

The secret to revitalization is using the money that gets invested in both public and private projects wisely. The city and borough need to know the community envisions a thriving

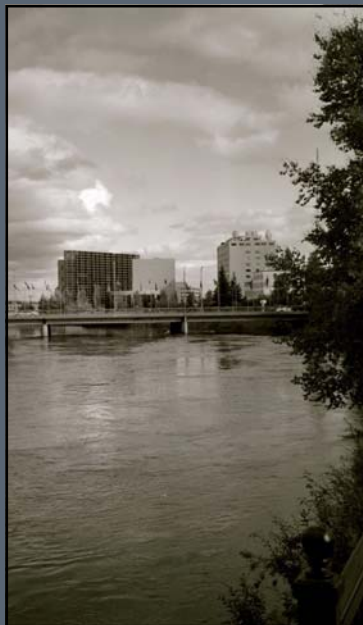
downtown with less urban sprawl and more in-fill in existing buildings. This will not only improve the quality of life for all of Fairbanks, it will also help address the energy crisis in the Interior by supporting smart growth principles. Developers want to know that their investments will be worth it and supported by good zoning practices, design standards, and development guidelines.

Vision Fairbanks is a road map to get where we want to go. When passed, the real work will begin. Further public process will determine how this plan will be implemented.

The time to act is now. Come, show your support and send a strong message to both the local governments and future developers that we are serious about keeping downtown as the heart of this community.



This link to the final draft of the plan is available at www.downtownfairbanks.com.



Annual General Meeting

Save the Date:

Westmark Hotel - Yukon Room
October 7, 2008
7:30am - 9:30am
Breakfast Served

Please RSVP for this year's Annual General Meeting by September 15 to 452-8671.