



DOWNTOWN ASSOCIATION OF FAIRBANKS NEWSLETTER

FIRST EVER QUEST FEST A WINNER!

INSIDE THIS ISSUE:

<i>New Look Website</i>	2
<i>Quest Fest Best Guess</i>	2
<i>Fairbanks Economy</i>	3
<i>Burning Cauldrons?</i>	3
<i>Card Room Thwarted</i>	3
<i>2005 Security Stats</i>	4

Staff Members:

- Emma Wilson
Executive Director
- Debra DeLong
Membership &
Sales Director
- Alison Parsons
Operations Director

Downtown Association
Of Fairbanks

250 Cushman St, Ste 3E
Fairbanks, AK 99701

Ph. 907-452-8671
Fax. 907-457-8859
Email: info@dtams.org

How do you encourage a large crowd to shop downtown after the mushers leave for Whitehorse?

Quest Fest, of course!

That was the answer the Downtown Association of Fairbanks and the Yukon Quest came up with to create excitement about “the world’s toughest sled dog race.”

An estimated 4,500 people came out to enjoy the unseasonably warm weather and watch the dogs depart on their 1000 mile race to Whitehorse, Yukon Territories. After the dogs departed, race goers flocked to the downtown area to enjoy all the fun of the first ever Quest Fest. With a downtown treasure hunt, 3 bands playing at various venues, and an historic display on loan from the Fairbanks Community Museum, the Downtown Association made sure there was something for everyone to enjoy. On a day that traditionally sees little effect from the Yukon



Crowds gathered at the start of the 2006 Yukon Quest

Quest, restaurants were packed with standing room only and the downtown treasure hunt designed to encourage exploring the various stores downtown was a huge hit. Based around the Yukon Quest, each person had to find the question and answer for four race related questions. Both hunters and store owners said it was a really fun way to explore the downtown shops and win a prize for their efforts. Envisioned by the new team at

the Downtown Association to bring a spike to retailers the week before Valentine’s Day, many downtown businesses took the opportunity to participate in Quest Fest through cooperative advertising and helped make this event the success it was.

Stay tuned—plans are already underway for next year’s Quest Fest.

NEW DIRECTION FOR DTA

The Downtown Association of Fairbanks welcomes their new team: Emma Wilson, Executive Director, Debra DeLong, Membership and Sales Director, and Alison Parsons, Operations Director. Collectively they bring to the organization a wealth of knowledge from their respective backgrounds that range from

retail, public safety, non-profit and tourism.

Leading the team, Ms. Wilson has extensive operational experience in management and sales in both Alaska and abroad, most recently working as Director of Operations for an Alaskan hotel chain. A seven year resident of

Fairbanks, Ms. Wilson is enthusiastic about the future of the organization, her team, and most importantly, the downtown area. “As Fairbanks sees continuing growth, my mission and the mission of our team have never been more crucial. It is vital that our downtown area (cont’d over page)



Quest Fest Best Guess

Facts & Trivia

- **Fastest Time Guessed:**
5 days, 4 hrs, 9 mins
- **Slowest Time Guessed:**
14 days, 23 hrs, 10 mins
- In a format where the entries were total days: total hours: total minutes: 53 people didn't know that there are only 24 hours in a day
- **Most Guessed Time:**
11 days, 11 hrs, 11 mins (18 people guessed this)
- **2nd Most Guessed:**
10 days, 10 hrs, 10 mins (9 people guessed this)

Downtown Association
Of Fairbanks

250 Cushman St, Ste 3E
Fairbanks, AK 99701

Ph. 907-452-8671
Fax. 907-457-8859
Email: info@dtams.org

NEW DIRECTION FOR DTA

(cont'd from page 1)
meets the challenges that urban sprawl and unstructured economic growth can represent for our community. I am confident that with a collaborative pro-active approach, Fairbanks will not only overcome these challenges but succeed in creating the vibrant, attractive and vitalized downtown that we all want."

The enthusiasm that Ms Wilson has for the mission of the Downtown Association is extended to her obvious faith in the team that she has created. "I couldn't ask for better people to be tackling

this mission with; both Debra and Ali are positive, enthusiastic and bring balancing skills with them."

With 30 years of watching Fairbanks grow, Ms DeLong's love for her home city and effusive praise for it's outlook makes her ideal for her role of Membership & Sales Director. As Ms. DeLong will say to anyone within listening range "to have the opportunity to actually make a difference and help develop downtown Fairbanks to reach it's potential as a city is just amazing".

Unintentionally, Ms Parsons represents an ongoing tradi-

tion within the Downtown Association to bring a touch of the British Isles (replete with British accent) to the organization. Ms. Parson's methodical, systematic approach to the projects and tasks for the Association is beyond value in her capacity as Operations Director.

As any organization knows, it takes a combination of great ideas, practical implementation and thorough follow through to be successful and that is precisely what the new team looks forward to bringing to every task they take on.

NEW LOOK WEBSITE GOES LIVE WWW.DOWNTOWNFAIRBANKS.COM

Whether a member wants to change their membership details or a potential vendor for the Midnight Sun Festival wants to sign up online, Downtown Association's new website allows them to do just that. Designed and developed in-house, the website offers the Downtown Association a quick and ready out-

reach tool. With new features that include a downtown calendar, members only access area, online registration for DTA events and Live After 5 band biographies, www.downtownfairbanks.com is designed to be a great resource tool for everyone.

All our members are welcome

to avail of these fantastic online benefits:

- Free event advertising
- Free advertising of downtown commercial or residential property Vacancies
- Free 30 word enhanced membership listing with web and email links

FIRST EVER QUEST FEST BEST GUESS—

.....and the winner is.....(drum roll please)...Marge Wimmer with a guess of 10 days, 7 hours and 48 minutes!

Created to inspire greater interest in the Yukon Quest and raise funds to help promote Quest Fest and downtown, the Downtown Association's first ever Quest Fest Best Guess proved to be a fun challenge for everyone. All you had to do was to guess the total elapsed time of the winning team to cross the

finish line of the Yukon Quest—wherever that ended up to be!

Guessing just one minute off Lance Mackey's winning time of 10 days, 7 hours and 47 minutes, Marge Wimmer, a long time supporter of the Yukon Quest was delighted with her winning check.

We look forward to another great Quest Fest Best Guess next year!



Emma Wilson (right) presents the winning check to Marge Wimmer

FAIRBANKS ECONOMY— THE FACTS ARE IN

Fairbanks economic indicators for the second quarter of 2005 were mostly up in key sectors according to the FNSB Community Research Center.

Local banks held \$682.1 million on deposit, up 9.1% from the same period last year.

According to the ACCRA Cost of Living Index, the cost of living in Fairbanks in 2005 was 30.2% higher than the average for the 283 participating cities.

Housing sales were up for the 2nd quarter of 2005 with a 28.5% increase in houses sold over the same period in 2004 with the average selling price

12.4% higher.

Apartment rental vacancy rate was 3.1% in June 2005, up from 2.5% in June 2004 with the average 2-bedroom rental going for \$874—down from a first quarter average of \$984. This is a reflection of the increased number of rental units available—up 92 from June 2004

Population continued to climb with a 3.4% increase since 2003 with the City of Fairbanks population increasing by 1.6% since 2003 to a total of 29,954.

The hot spot in the economic picture is the construction industry which will probably eclipse its 2005 record-breaking year.

Although mostly seasonal, wages for the average full time worker are in the range of \$50,000 annually allowing it to be a stabilizing effect on the economy.

According to Alaska Travel Industry Association, tourism is also looking good with the 2005 season up an estimated 2% over 2004, bringing the total visitors to Alaska to more than 1.5 million.

Employment in the Fairbanks North Star Borough was up 1.9% over 2nd quarter 2004 and unemployment for June 2005 was 5.8% which was a decrease of 1.3 percentage points from the previous June.



Apartment rental vacancy rate was up 0.6% to 3.1%, with the average 2-bedroom rent decreasing by 2.1% to \$874.



Check it out!
New Look Logo for
Midnight Sun Festival
2006
*Be a part of the fun -
Volunteer & Vendor
registration is online at
www.downtownfairbanks.com*

Downtown Association
Of Fairbanks

250 Cushman St, Ste 3E
Fairbanks, AK 99701

Ph. 907-452-8671
Fax. 907-457-8859
Email: info@dtams.org

BURNING CAULDRONS IN FAIRBANKS?

Membership and Sales Director, Debra DeLong, while visiting the East Coast took the opportunity to visit several downtown associations for inspiration and to find out how they have revitalized their downtowns. The city of Providence, Rhode Island was one place she visited. Now an up and coming city Providence was facing a dying downtown as their base of manufacturing moved overseas with

nothing to replace it. Providence decided to revitalize their downtown by focusing on their assets—an incredible array of old buildings and a river! Through a variety of federal, state, local, and private funding Providence has created an attractive riverfront area for the arts. A key component of the revitalization is “Riverfire” which has cauldrons that burn during the summer nights to the

accompaniment of piped in music while visitors from all over the east coast enjoy food vendors and arts and crafts. This single destination attraction became the focus for the entire revitalization of downtown Providence. So, the question remains, what inspiration will our river provide for the future of Fairbanks? Burning cauldrons anyone?

DOWNTOWN SECURITY IN THE LOOP SIGNIFICANT INCREASE IN CALLS OVER 2005

Think we don't need our Downtown Security Ambassadors?

Think again!

Just in the month of February, the Downtown Association's Security Ambassadors made 20 arrests, transported 21 subjects to either detox units or hospital, helped a citizen who needed to be transported by emergency vehicle, and

issued several warnings for a total of 68 calls. This was an increase from 56 calls for the same time last year.

The Downtown Security is instrumental in keeping downtown safe by helping bridge the gap that exists from a stretched Police Department. One recent example prevented another card room from setting up gambling on

its premises. Acting on an anonymous tip, the Downtown Association's Security Ambassadors were able to inform the Fairbanks City Police that another illegal card room operation was being planned for 3rd Ave. The resulting intervention saw the police arrest 2 subjects at the site, one of whom was a convicted felon.

Way to go guys!



MEMBERSHIP NEWSLETTER

250 Cushman St, Suite 3E
Fairbanks, Alaska 99701

Phone: 907-452-8671
Fax: 907-457-8859

Email: info@downtownfairbanks.com

We're on the web!
www.downtownfairbanks.com

*Promoting, Preserving, and Revitalizing
Downtown*

Annual Report for 2005 Calls

Call	Description	Total
ARR	Subject Arrested	158
CIT	Citation Issued	34
CSP/12	COM/Service 12 Hours	75
CSP/FM	COM/Service Patrol/FMH	138
CSP/HM	COM/Service Patrol/Home	68
CSPD	COM/Service Patrol/Detox	92
EMS/FM	EMS/FMH	18
FI	FI's Completed	71
FPD CR	FPD Cited and Released	23
FPD/12	FPD/12 Hours Sleep Off	31
FPD/D	FPD/Detox	9
FPD/FM	FPD/FMH	5
FPD/HM	FPD/Home	1
GD	Group Dispersed	16
GOA	Gone on Arrival	58
RPT	Report Taken	81
TRES	Trespass	3
TRES/W	Trespass Warning Issued	59
UTL	Unable to Locate	12
WARN	Warning Issued	244
Total for all calls		1196

DOWNTOWN ASSOCIATION'S SECURITY AMBASSADORS - 2005 AT A GLANCE

