

# Fairport-East Rochester Post

## Village Partnership keeps Fairport 'Front Porch Friendly'

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**Messenger Post**

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### Fairport, N.Y. — 5 Things you didn't know about the Fairport Village Partnership

#### 1. What is it?

The FVP is non-profit organization funded by four village-central groups: Office of Community and Economic Development, the Fairport-Perinton Merchants Association (FPMA), the Fairport Municipal Commission, and the Village itself.

#### 2. How did it start?

It was first formed in 2000 after Tops and Vix Pharmacy moved out of the Fairport Village Landing and then mayor Clark King joined with a group of citizens and business leaders to restore what was missing from the gaping holes left behind.

The group's four committees include design, outreach, promotion, economic restructuring, overseen by a steering committee to brainstorm ways to fill these critical village storefronts and improve the village as a central economic and recreational hub. Its main goals are to strengthen businesses, promote the Village as a great place to live, work and invest, enhance the visual and aesthetic appearance of the downtown business district and public spaces, pursue land use consistent with the community objectives, and ensure long-term funding for the Partnership.

"Elevating Fairport as a place to live, visit and do business is really at the core of our mission," said FVP Director Scott Winner.

#### 3. Where can i find it?

The FVP office is located in the Box Factory plaza in at 6 North Main St., Suite 105. Although it may be quiet there this time of year, it gets especially hectic when the Erie Canal opens in the spring. During that time boaters, walkers, and tourists come in search of information about things to do and sights to see.

#### 4. What have they done so far?

You may have heard the term "front porch friendly" as a brand for the village through the FVP's promotion materials. In past years, the tagline for the village was "jewel of the Erie Canal," but Winner says the new phrase is a better characterization of the Fairport experience. "If a Norman Rockwell painting were to come to life, it would be Fairport," he said.

But the FVP does much more than provide brochures to visitors. During the last decade it has spearheaded projects like the redesign of the Kennelley Park and Fairport Junction, including the installation of the outdoor ice rink, obtained historic preservation grants and partnered with service programs like Adopt-A-Trail and Clean Sweep, community service sentencing as well as creating events such as Cinco de Mayo, the Tapas Pub Crawl, Cruz Nites, Oktoberfest, and Come Home For the Holidays.

#### 5. How can I get involved?

Anyone can volunteer. There are currently 80 volunteers who serve on the four FVP committees, but they're still looking for more. "Replenishing and refreshing our ranks is an important part of our vitality," said Winner. Those interested may contact him at 377-6010.

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