



For Immediate Release

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Fairport Businesses Report Good Health Fairport Village Partnership/Simon School Survey Completed 92% of village businesses say they are either growing or holding steady

The Economic Restructuring Committee of the Fairport Village Partnership (FVP) in collaboration with the William E. Simon Graduate School of Business Administration at the University of Rochester has completed a survey of Fairport-based businesses. The results are encouraging.

Among key findings of the survey: When asked about the current state of their business, 54% reported that their business was growing, 38% holding steady, and only 7% shrinking.

“I’m very pleased to see growth being reported by such a large percentage of our businesses” said Ed Bradford, co-chair of the FVP’s Economic Restructuring Committee. “It bodes well for the future of the Fairport business climate,” according Bradford, who also serves as the President of the Fairport Perinton Merchants Association and partner of the Fairport office Edward Jones Investments.

Another survey finding indicates that the desire for a grocery store in the village, first identified in the FVP’s 2002 survey, still ranks high on the list of wants, as it did in the Village of Fairport’s Comprehensive Plan committee’s Residents’ Survey conducted last fall. “That both the residents and business owners cite a grocery store as a critical need is very interesting to us, particularly since we are already actively recruiting that kind of business” said Scott Winner, Director of the Partnership.

The survey also indicates that a perception persists that there is a lack of parking in the village. “In fact, with approximately 1,000 free parking spaces, we have three times as much parking in our business district than does, for example, the village of Pittsford. We have to do a better job of getting that message out” said Scott Gonyeo, co-chair of the FVP’s Economic Restructuring Committee and owner of Compass Properties. According to Gonyeo, the distance people walk from their cars to a mall is often much greater than the walk from any parking lot in the village, “Besides, walking across a massive parking lot is not nearly as nice an experience as walking through our quaint village.”

Survey results indicated that Fairport, Penfield, Pittsford, Webster, and Perinton are the top five communities in which village customers reside. “We’re somewhat surprised by this as we expected that Perinton would rank in one of the top two positions, not last” said Winner. “We believe it’s an anomaly created, in part, by how a business tracks its customers. For example: everyone in Perinton has a Fairport zip code regardless of whether they live in the village or not.”

Vinu Thomas, a member of the team of Simon students on the project, is excited by the potential the survey holds, “We were glad to be able to use the expertise we've gained from the Simon School on this project, where it can immediately be used to improve the community. Business' concerns and trends identified can be used by the Partnership to direct its strategies.”

Information collected from the survey will be used in economic development planning and strategy development. Some results of the survey may be incorporated into the Village of Fairport’s comprehensive plan, currently under review and revision by the village’s Comprehensive Plan Review Committee.

This is the second time in five years that the Partnership and the Simon School have collaborated on the survey. Results of the 2002 effort were used widely in planning and development efforts by the Partnership and the Village of Fairport.

Portions of the survey may be viewed on the FVP website www.fairportpartnership.org or in its entirety at the office of the Fairport Village Partnership, 6 N. Main Street, Suite 105 Fairport, NY 14450.

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