

FAIRPORT VILLAGE PARTNERSHIP

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King Assumes FVP Steering Committee Chair Fairport Village Partnership Welcomes Former Mayor Schalabba Ends highly Successful Two Year Leadership Stint

Fairport, NY: Clark King, formerly Mayor of the village of Fairport for 18 years, has taken on the mantle of Chairman of the Fairport Village Partnership (FVP) Steering Committee. King has served as a steering committee member since the Partnership's inception in 2000. King succeeds Steve Schalabba, who chaired the committee since November of 2005.

“As a life-long resident of Fairport I bring the perspective of a village resident as well as local government experience and strong ties with all the funding partners” said King.

King initially sees two areas of emphasis for his efforts: reinvigorating the volunteer base of the Partnership and exploring the feasibility of creating a formal facility for train spotting in the village with the goal of broadening the tourism base. “Steve is a tough act to follow but he's laid the groundwork to move the Partnership to even greater achievements for the greater good of the village of Fairport” according to King.

Schalabba's term included high-profile successes for the Partnership, such as the acquisition and installation of the refrigerated outdoor ice rink at Fairport Junction, and the creation and implementation of the original “Put your foot down!” marketing campaign during the Main Street liftbridge repairs in the summer of 2006. The rink has become a wintertime institution in the heart of the village. The marketing campaign was so successful that many merchants saw increased sales during a time that was feared would be disastrous for village businesses. “Put your foot down!” – with its movie nights and tapas pub crawl – has since become an annual promotional event in the village.

“The Partnership is where ‘the rubber meets the road’ in Fairport's economic development efforts” said Schalabba, who also serves as the Chairman of the Fairport Municipal Commission (FMC). “It's been an exciting couple of years and a lot of fun to be a part of.” Schalabba remains on the FVP Steering committee as the FMC's representative.

Formed in 2000, the Fairport Village Partnership is a nonprofit entity primarily created to: Strengthen existing Village businesses, promote the Village as a great place to live, work and invest, enhance the visual and aesthetic appearance of the Village's downtown business district and public spaces, and pursue land uses consistent with community objectives. It is a joint effort of the Fairport Office of Community and Economic Development, the Fairport Perinton Merchants Association, the Fairport Municipal Commission and the Village of Fairport.

For more information go to www.fairportpartnership.org or call Scott Winner at 585/377-6010

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