



Celebrate 
FAIRFAX 
AND ITS COMMUNITIES

Celebrating Fairfax since 1981!

Celebrate
FAIRFAX
AND ITS COMMUNITIES



Celebrate Fairfax: Value Proposition



CELEBRATE FAIRFAX



CF!
"Celebration" happens here

Celebrate Fairfax: Service



Marketing



Volunteers



Network



Operations



Concepts



Vendors



Programming



Site Design



Consultation



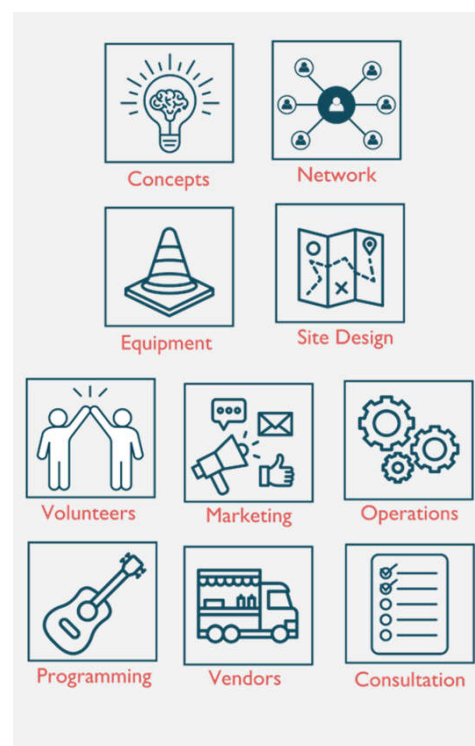
Equipment

Celebrate Fairfax: Possibilities

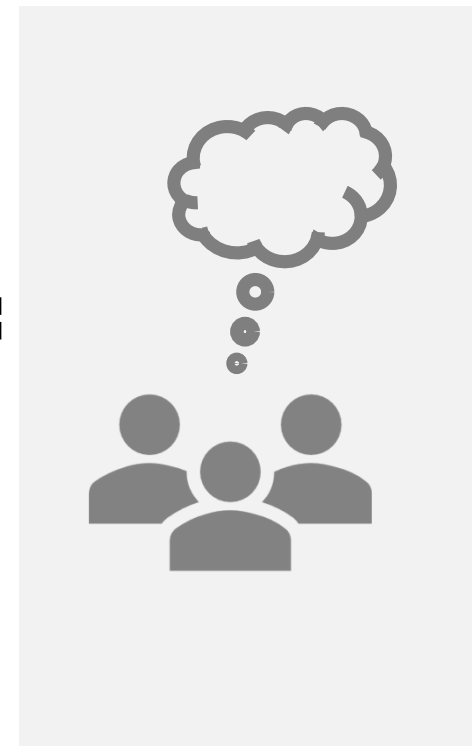
FOCUS AREAS



SERVICES & SUPPORT



POSSIBILITIES



Example: Placemaking

Celebrate
FAIRFAX
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Vacant Spaces to Vibrant Places



150+
Volunteer
Hours



4
Art
Exhibits



15
Shop Local
Markets



6
Block
Parties



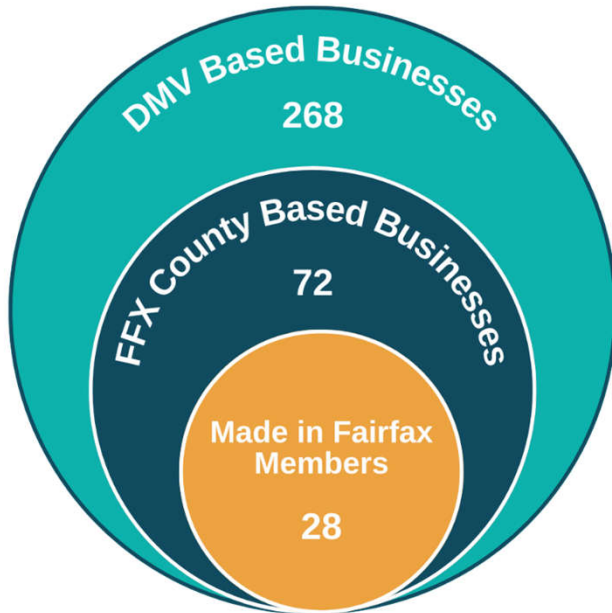
10
Pop-Up
Activations



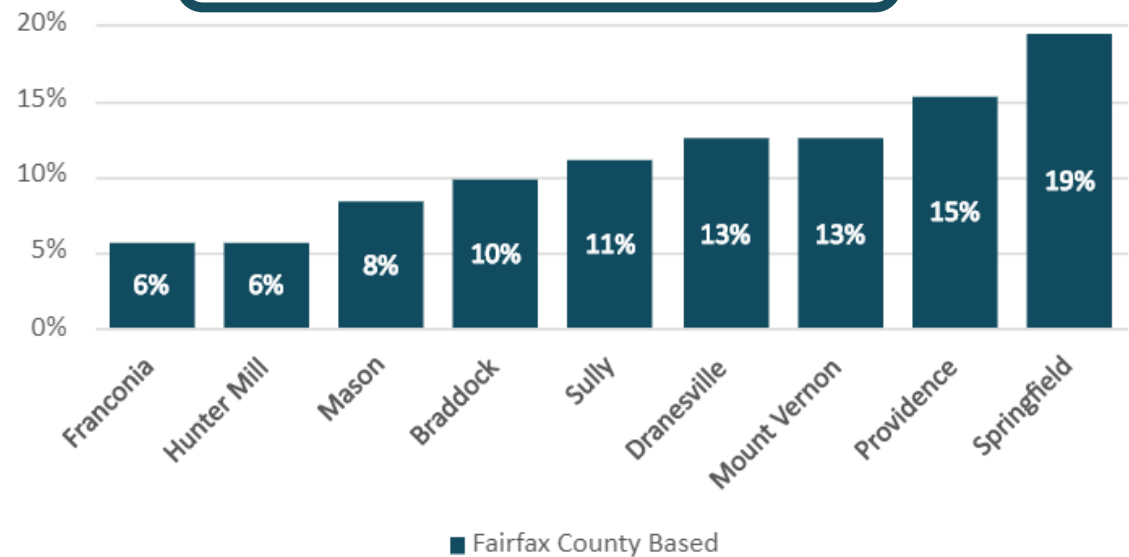
* Event data from July 2021 to June 2022

Example: Small Business Support

Market Participation Overview



FFFX COUNTY BASED BUSINESS PARTICIPATION BY DISTRICT



* Shop Local Market data from October 2021 to June 2022

Example: Art, Culture & History



CF *Wilson* Culmore Community Day

Event Partners:

- Fairfax County Park Authority
- Woodrow Wilson Library

Our Support:



CF *Mount Vernon* Gum Springs Community Day/ Juneteenth

Event Partners:

- New Gum Springs Civic Association
- Neighborhood & Community Services

Our Support:



CF *Providence* PARC Mural Debut & Art Exhibits

The PARC provided an opportunity for several artists to showcase their work to the public without a fee.

Our Support:



Example: Partnerships

EVENTS & ACTIVATIONS



CF! Braddock Bark

The inaugural Braddock Bark event was held at Lake Accotink Park. This event offered residents and their pets a chance to enjoy interactive programming. We filled over 20 booth spaces made up of nonprofit organizations, local makers, and county agencies. Attendees were able to learn more about local services and resources, watch Fairfax County Police K9 demonstrations, and even adopt a new best friend.

Our Support:  Full Event Production

14,000+ Social Media Impressions



CF! Block Party

The summer Block Party series began July 2021 as a pilot program, transforming a vacant space in Tysons. Since then we hosted several more successful engagements, and each Block Party focused on different forms of community. Some examples included local breweries and performers, artisans and makers, County agencies showcasing resource tables and public safety displays, interactive children's programming, donation opportunities to area nonprofit organizations, and many more.

Our Support:  Full Event Production

200+ Attendees Per Event

RESOURCE SHARING



Examples of a few entities we supported:

- Arts Fairfax
- Fairfax County Health Department
- George Mason University
- Gum Springs Community Day
- Herndon Festival
- Mount Vernon District Office
- Providence District Community Center
- Taste of Annandale
- ViVa Vienna
- Volunteer Fairfax
- Woodlawn

OUTREACH

440,000+ Total Impressions

24,000+ Total Audience

16,000+ Total Engagements

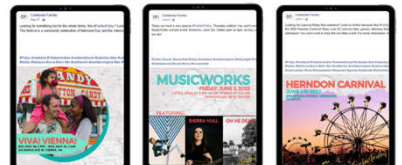
Social Media

f 18K

Instagram 3K

Twitter 2.6K

Example of #FairfaxFriday campaign to promote partners:



For more information, please visit:
www.CelebrateFairfax.org

