



www.fairfield-city.org

Fairfield, OH BUSINESS BOOSTER

May 2009

Get into the summer swing with the Chamber Golf Outing

The Fairfield Chamber of Commerce 2009 Annual Golf Outing will be held on Wednesday, May 20, at the Fairfield Greens South Trace Course. The outing includes 18 holes of golf, lunch, dinner, and plenty of networking and socializing.

For more information, contact the Chamber at 513-881-5500. ☺

Planning your company function?

For your next company gathering, remember that City facilities are available. Park shelters can be reserved for informal family events. Facilities are also available at the Community Arts Center, the Fairfield Green South Trace Golf Course, or the Elisha Morgan Farm Mansion. For more information, call 867-5348.

Customers encouraged to “Explore Route 4”

Everyone knows that Route 4 in Fairfield is a major transportation and commercial corridor. The area is home to 15 automobile dealerships, and 11 authentic ethnic restaurants to sample. Visitors can get repairs for their motorcycle, purchase a new speedboat, or find an exotic bird.

The corridor is so unique that the Fairfield Chamber of Commerce has developed a promotion to “Explore Route 4.”

“Explore Route 4” — and the accompanying website www.ExploreRoute4.com — is a public-private partnership designed to brand and market the Route 4 business corridor as an interesting place to visit for unique shopping and



entertainment options. The concept for the campaign began with the automobile dealerships. The City and Chamber want to expand it to include many more destination-type businesses.

Several categories of businesses are included in this first phase of work, including:

- Automobile Dealers
- Motorized Vehicles
- Food, Dining & Entertainment
- Sports & Family Entertainment
- Retail Shopping & Services

Many businesses are even offering coupons for product discounts, so shoppers are encouraged to check the website for great deals.

The “Explore Route 4” theme has been the subject of recent television and radio commercials

promoting sales at the Route 4 auto mile dealerships. The ads started running in late April.

Other marketing efforts will include banners, billboards and window stickers. All efforts are designed to build awareness of the assets of the corridor and increase traffic to www.ExploreRoute4.com. ☺

Businesses in the corridor can participate in the marketing campaign. For information, contact the Fairfield Chamber of Commerce at 513-881-5500.

A wide world of taste awaits along SR 4

If current trends continue, Route 4 in Fairfield may soon become known as “International Avenue.” Shoppers have always been able to find a wide variety of food products from around the world at Jungle Jim’s International Market. In recent months, however, several new ethnic restaurants and groceries have opened in the corridor.

Route 4 is now home to at least 11 authentic ethnic restaurants, including Mexican, Cuban, Peruvian, Caribbean, Chinese, Korean, Thai and African. There are also at least seven stores, including Jungle Jim’s, specializing in ethnic groceries.

Groceries:

Jungle Jim’s International Market
5440 Dixie Highway

Asafo African Market
7255 Dixie Highway

Carniceria Mercado
(Mexican Meats)
6503 Dixie Highway

Panaderia Las Mexicana
(Mexican Bakery)
6503 Dixie Highway

El Riconcito Deli
5951 Boymel Dr.

Las Palmas Supermercado
10 Donald Dr.

Yung Chen Oriental Supermarket
5250 Dixie Highway

Restaurants:

Acapulco Mexican
5953 Boymel Dr.

Adom African Restaurant African
5353 Dixie Highway

Cinco de Mayo Mexican
6701 Dixie Highway

El Havanero Cuban
6435 Dixie Highway

Moon Garden Korean
20 Donald Dr.

Panda Garden Chinese
6600 Dixie Highway

Sabor Peruano Peruvian
7105 Dixie Highway

Taqueria Mercado Mexican
6507 Dixie Highway

Thai Bangkok Café Thai
4876 Dixie Highway

The Green Plantain
Caribbean/South American
6679 Dixie Highway

Tortas Locas Mexican
4623 Dixie Highway

city a destination for adventurous diners from the region. ☺

Wake Nation ready to make some waves

Mercy among nation's best

Fairfield's Mercy Hospital has recently been named one of the nation's top hospitals for cardiac care. The honor was announced by Thomson Reuters, a publicly traded research firm based in Michigan. The company annually awards top hospitals with the organization's Cardiovascular Benchmark Award.

The study reviewed 970 hospitals nationally before naming its top 100. Only 30 community hospitals from across the nation can be named to the list. The other 70 top spots are reserved for teaching hospitals.

Three years ago, Mercy Hospital was named to the nation's top 100 hospitals by Solucient, a subsidiary organization of the Thomson Corporation, which became Thomson Reuters last year. ☺

A unique attraction is set to open in Fairfield this summer on Joe Nuxhall Way near Joyce Park. So unique is the feature that owners of Wake Nation expects to attract customers from several surrounding states.

Wake Nation is a water-sports complex that enables guests to wakeboard, water ski, kneeboard and wakeskate on a man-made oval-shaped lake. Riders will be pulled at about 20 miles per hour from a cable suspended 30 feet in the air, instead of the traditional way of being pulled from a boat.

Although wakeboarding is America's fastest growing water sport, Wake Nation in Fairfield will only be the seventh such park in the United States. The closest



park is in Kansas City.

Wake Nation was designed to appeal to a wide range of riders, from beginners just learning to stay up to experienced professionals who want to ride the rails or practice their jumps. The lake will accommodate up to seven riders at a time, so water time should be maximized while wait time will be minimal. Park officials designed the park to appeal to the entire family, with

rides available for ages 10 and up.

During Wake Nation's grand opening on Tuesday, June 2, seven of the world's best wakeboarders will entertain opening crowds with demonstrations and an exhibition contest. The grand opening event will be free and open to the public. The latest details will be available at www.WakeNation.com in the days leading up to the grand opening.

The park will be open seven days a week from 10 a.m. to dark. Rates start as low as \$20 for one hour. Equipment is available to rent, so the only requirement is a bathing suit. ☺

For more information, visit www.WakeNation.com or call 513-887-WAKE.

FOCUS ON: ORCHEM Corp.

Unmatched on the basketball court, hometown hero Oscar Robertson has set the pace to do the same with his businesses.

ORCHEM Corporation (Oscar Robertson Chemicals), located in Fairfield since 1993, was founded by Oscar Robertson in 1981 and has grown to become the leading minority-owned specialty chemicals manufacturer in the United States. ORCHEM provides cleaning and sanitizing chemicals to the food processing industry, as well as the institutional, industrial, residential, commercial, and healthcare industries.

ORCHEM has most recently launched a nationwide rollout of its Spectrum 24 Disinfectant targeted at the healthcare industry. Spectrum 24 is a revolutionary product that wipes out the "superbug"

Fairfield's winning tradition



MRSA virus in two minutes. The product also eliminates other infections as well.

Unbeknownst to most consumers, ORCHEM handles food sanitation for major corporations, among them are Kraft, Frito-Lay and Tyson. ORCHEM also has an environmentally safe product line called Fade Away that features an enzyme based wipe that easily eliminates spots, spills and accidents on clothing. The wipe can currently be purchased in various local Bigg's stores.

Oscar continuously strives to manufacture products that benefit businesses and



Basketball legend Oscar Robinson prides himself on being a part of the Fairfield business community.

consumers alike. He prides himself on being a socially conscious business owner and member of the Fairfield business community. ☺

For more information about ORCHEM or any of its products, visit www.orchemcorp.com or call (513) 874-9700.

Numbers to Know

- Building/Zoning:** 513/867-5318
- Customer Service:** 513/867-5351
- Development Services:** 513/867-5345
- Fire Prevention:** 513/867-5379
- Economic Development:** 513/867-5345
- City Income Tax:** 513/867-5327
- Utilities/Billing:** 513/867-5370
- General Info:** 513/867-5300