

Who made the restaurant recruitment list

Our illustrious intern is at it again. The intern program we have only allows for a one year assignment and time is marching towards the end of the term. Maybe our intern is putting forth best efforts to impress us before his duties come to an end.

Eric Dakin, (our Community Development intern from Sacramento State) has taken it upon himself to commission a survey of what restaurants people would like to see in Fairfield. The results of which would seemingly help provide targeted focus for restaurant business attraction.

If you did not get a chance to respond to the survey, it's probably because it was an informal study conducted via the intra-office electronic bulletin board and a dry erase board questionnaire placed in the City hall lunch room. Here's a peek at survey results.

Thirty-nine different restaurants have been compiled on our interns "restaurant recruitment" list. Top vote getters include Cheesecake Factory, Olive Garden, Claim Jumpers, Chilis, PF Chang, Black Angus, Cattleman's, Buckhorn, and Sonic. Other notables include Elephant bar, Rainforest Café, IL Fornaio, Macaroni Grill, Texas Rood House, Lonestar Steak House, California Pizza Kitchen and Panera Bread.

We could probably categorize the restaurant list in terms of American Cuisine, Steak House, Pasta/Italian, Asian, Burgers/Sandwich, or just call them Casual, Semi-formal, or Formal. However we catalog the restaurant list, it appears the restaurant recruitment respondents really want to know "where's the beef?" Steak houses seem to be a very sought after desire.

After compiling the "restaurant recruitment" results, our intern tried to test his cold calling skills by contacting some of the restaurants. Quite a few of the restaurants responded to express their interest or lack of interest in the Fairfield marketplace.

So what's the top category of restaurants that responded favorably to communicate an interest

in potentially locating a store in Fairfield?...Steak Houses. Although our intern's survey was unofficial (small intra-office focus) and certainly not a scientific study (random sampling), it appears there may be a customer – restaurant food connection (read: beef) on the horizon.

Our December 10 column begged the question "What's on your Christmas retail list?" Some of our readers responded by also talking about food for their wish list. Our reader, Ms. Rodriguez mentioned that the Old Spaghetti Factory is one of her favorite dining places. Well, we have had some discussions with the restaurant (thanks to our intern) and Fairfield is now on their radar.

Another reader wants to know if we can gift box "one or more high-end auto dealers" such as Lexus, BMW, Mercedes, or Audi to satisfy his retail wish list. We can only say that next Christmas, Mr. Arnold will need to revise his wish list if we ask again.

Another reader wishes for a Fry's electronics store to open in Fairfield so he does not have to travel to Concord and be a part of the retail sales leakage that occurs with some of our residents. Fry's has a very large retail footprint for their stores forcing them to draw from a wide regional customer base. It appears Fairfield is considered to a part of both the Sacramento and Concord customer base, dampening the probability to locate a store here.

Neither one of us responded to the intern's restaurant recruitment survey, nor did we ink anything on the Christmas wish list but we surely would be happy if the retail desires of our readers and food cravings of co-workers come to fruition.

Economic Notes is an update from Fairfield City Hall written by Brian Miller and Karl Dumas of the Fairfield Community Development Department. They can be contacted at 428-7461 or e-mail at kdu-mas@ci.fairfield.ca.us or bkmiller@ci.fairfield.ca.us.