

POLICY OF THE CELEBRATE FAIRFAX, INC. BOARD OF DIRECTORS

POLICY TYPE: ENDS

POLICY 1.0

POLICY TITLE: *ENDS STATEMENTS*

Date of Adoption or Last Revision: January 9, 2017

1.0 Global Ends Statement (Organizational Mission):

Celebrate Fairfax, Inc. exists to Celebrate Fairfax County and Its Communities

Vision:

CFI will accomplish its mission through events and programs, delivering value to its stakeholders across three priorities: celebration, community, and education.

1.1 CELEBRATION PRIORITIES

CFI will provide and support high quality celebrations and events that provide positive quality-of-life impacts for the citizens and communities of Fairfax County. CFI will:

- A. Produce celebrations, including but not limited to the Celebrate Fairfax! Festival, recognized as the official county fair for Fairfax, Virginia, and which are enjoyed by and have positive impacts on the citizens of Fairfax County.
- B. Create and/or support programs and events that educate the public and showcase Fairfax County as a desirable place to live, work, recreate, and visit, including but not limited to:
 - i. Arts and culture in our communities
 - ii. Business and corporate impacts on quality of life
 - iii. Diversity of the people and communities of Fairfax County
 - iv. Educational institutions and their effects on quality of life
 - v. Fairfax County Government services, agencies, and facilities
 - vi. History and heritage of Fairfax County
 - vii. Nonprofit community impacts and collaboration
 - viii. Sustainability of the environment and beauty of Fairfax County
 - ix. Volunteerism as a driver of quality of life in Fairfax County
- C. Provide and support varied programs and events that enhance a sense of community throughout Fairfax County.

1.2 COMMUNITY PRIORITIES

Through CFI's independent and collaborative efforts with leaders in the community, and within the corporate, nonprofit, and government sectors, positively impact the people and communities of Fairfax County.

- A. Create and actively maintain partnerships and working relationships that lead to capacity building and greater efficiencies in serving Fairfax County.
- B. Play a leadership role by creating and managing programs and events which provide greater

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communication, effectiveness, and quality of celebration among organizations serving Fairfax County.

- C. Elevate the likelihood of success of programs and events in Fairfax County in delivering CFI expertise, value, and quality.

1.3 EDUCATIONAL PRIORITIES

CFI will provide and/or support educational programming, events and initiatives focused on improving the quality of life in Fairfax County.

- A. Create, manage and maintain initiatives that provide educational impacts for Fairfax County residents.
- B. Provide one or more scholarship programs for Fairfax County Public School students which are based in whole or in part on their success in the areas of community engagement, volunteerism, education, and/or the arts.
- C. Develop, implement and continually update an internship program that provides opportunities for collegiate and/or secondary level students pursuing careers in fields related to CFI's events and programs.