

FOR IMMEDIATE RELEASE

Fairfield Bay Launches Bold Strategic Plan to Guide Community Through 2035
City, Community Club, and Chamber Join Forces to Execute the Plan Through the “Fairfield Bay Alliance.”

Fairfield Bay, AR – January 12, 2026 – Today, Fairfield Bay officially launched the **Fairfield Bay 2035 Strategic Plan**, a bold roadmap designed to position the community as a premier residential and resort destination over the next decade. The plan is the product of months of broad community input and collaboration, involving residents, property owners, business leaders, and civic organizations.

The **Fairfield Bay Alliance**—a new leadership coalition comprised of representatives from the City of Fairfield Bay, the Fairfield Bay Community Club, the Fairfield Bay Chamber of Commerce, and community volunteers—will guide and oversee the plan’s implementation. Organized around six strategic pillars, the plan focuses on Quality of Place, Sustainable Infrastructure, Tourism & Year-Round Visitor Recruitment, Resident Recruitment & Retention, Civic Engagement & Volunteer Capacity, and Economic Development.

“This plan is about building a thriving, sustainable future for Fairfield Bay,” said Rory Bradley, General Manager of the Fairfield Bay Resort and Chair of the **Fairfield Bay Alliance**. “For too long, our leadership has operated in silos. The **Alliance** ensures we move forward with unity, accountability, and measurable progress. It’s the structure we need to transform this vision into reality.”

Seth Connell, Mayor of Fairfield Bay, emphasized the importance of alignment between municipal priorities and broader community goals: “The **Fairfield Bay 2035 Plan** is more than a document—it’s a commitment. As Mayor, I am proud to stand shoulder-to-shoulder with the Community Club, the Chamber, and our residents to ensure our city services, infrastructure, and governance support this shared vision for growth and prosperity.”

Jeff Standridge, Fairfield Bay homeowner and volunteer strategic advisor, underscored the role of grassroots input: “This plan wasn’t written in a boardroom. It came from the voices of our community—residents, property owners, small business owners, and civic leaders who care deeply about Fairfield Bay. The **Alliance** structure guarantees that we keep those voices at the center of the Strategic Plan.”

The plan identifies immediate priorities for 2026 and beyond, including:

- Selecting Pillar Champions via an application process for each of the six Strategic Pillars identified in the Plan.

Fairfield Bay Alliance

- Establishing a coordinated communications platform across the City, Club, and Chamber.
- Beautifying and activating the Town Center as the heart of commerce and community life.
- Building a strong corps of volunteers to drive community initiatives.
- Launching a grant pursuit strategy to attract outside funding.

By 2035, Fairfield Bay aims to grow its permanent population, attract more annual visitors each year, and establish itself as one of the most desirable small-town resort communities in the Ozarks.

About Fairfield Bay

Located on the shores of Greers Ferry Lake in the Ozark foothills, Fairfield Bay is a unique residential and resort community known for its natural beauty, recreational amenities, and strong sense of community.

For more information, to read the full **Fairfield Bay 2035 Strategic Plan**, to apply to become a “Pillar Champion, and to learn about more volunteer opportunities, please visit www.FFBChamber.com/Vision2035.

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