FAIRFAX CITY
ECONOMIC DEVELOPMENT OFFICE
& ECONOMIC DEVELOPMENT AUTHORITY

FAIRFAX CITY

Economic Development
COVID-19 Recovery
March 2021

FAIRFAX CITY
ReCONNECTED

FAIRFAXCITYCONNECTED.COM/RECONNECTED

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FAIRFAX CITY ReCONNECTED



This summary highlights the work done by our economic development teams in support of Fairfax City's small business community as we collectively continue to navigate the impacts of COVID-19.

The first half of 2020 saw city businesses in Fairfax responding to previously unimaginable shutdowns and social distancing requirements. City businesses felt an immediate and significant impact in loss of revenue and customers. In mid-2020 the city's Economic Development Office developed and launched a suite of initiatives to support the small business community. The size, scope, and scale of the ReConnected program represents Fairfax City's largest investment in small businesses to date and can serve as a template for future small business support operations throughout the region.

The ReConnected programs were developed with the goal of supporting small businesses with an identifiable and measurable need created by the required shutdowns. The programs also targeted business sectors throughout the city that typically experience slower growth or recovery times, as well as anticipated consumer skepticism. As charged by the City Council, the ReConnected support initiatives would be inclusive and available to all qualifying small businesses with specific opportunities extended to minority, women, and veteran-owned companies.

The ReConnected programs included an historic number of small business grants, capacity building programs, safety equipment, a reimagining of public spaces, and consumer incentive promotions. In order to implement the ReConnected suite of services the economic development teams came together to focus our efforts on recovery. Taken all together, the ReConnected programs resulted in over 1,300 business engagements and the responsible management of more than $2.2 million for COVID-19 recovery.

The Mayor and City Council deserve an enormous amount of credit for their leadership of the ReConnected programs, their establishing vision, and for their trust and support in the economic development teams, along with the Commissioner of the Revenue and the Treasurer's Office. The Economic Development Authority commissioners contributed to the implementation of these programs as well and deserve an equal amount of recognition. The bulk of recognition though, is for our economic development staff, which single handedly mobilized every resource available in order to provide as much service as possible to the businesses of Fairfax City.

Thank you

CHRISTOPHER BRUNO, DIRECTOR OF ECONOMIC DEVELOPMENT



FAIRFAX CITY ReCONNECTED TEAM

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Christopher Bruno

ASSISTANT DIRECTOR
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OPERATIONS/ ENGAGEMENT
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Destinee Tenakoun, Support Specialist*
Angeliou Schillinger, Legal Intern*

**Staff concluded employment prior to publication.*

Additional Support:

- Office of the Commissioner of the Revenue
- Office of the City Treasurer
- City Attorney's Office
- Departments and Offices of:
  - Finance
  - Code Administration
  - Zoning Administration
  - Public Works
  - Parks & Recreation

17

CARES funded programs and initiatives that provided economic relief, guidance, and resources with highlights below.

- Leveraged CARES resources to grow temporary staff positions for responsible programming. **Total staff at height of employment was 9.**
- Measured over **1,300 business engagement connections** through the administration of the 17 support programs.
- **Provided over $2,180,000 in aid** to city businesses with grants and supporting programs such as **Fairfax City ReConnected, the Winter Preparedness Initiative, Fairfax City ReConnected+, and the Feeding Fairfax City's Frontlines campaign.**
- In addition to providing economic relief, the economic development teams hosted **30 webinars and chat business videos** to keep businesses informed, safe and healthy, and to share best practices.
- Distributed nearly **100 banners** to help amplify business operation messaging to the public.
- Distributed resources to mitigate the health and safety concerns around in-person operations to roughly **400 businesses.** Each business was supplied **safety kits and branded cloth masks** early on in the pandemic.

FAIRFAX CITY RECONNECTED GRANT

250
Total Number of City Businesses Supported by FCRG

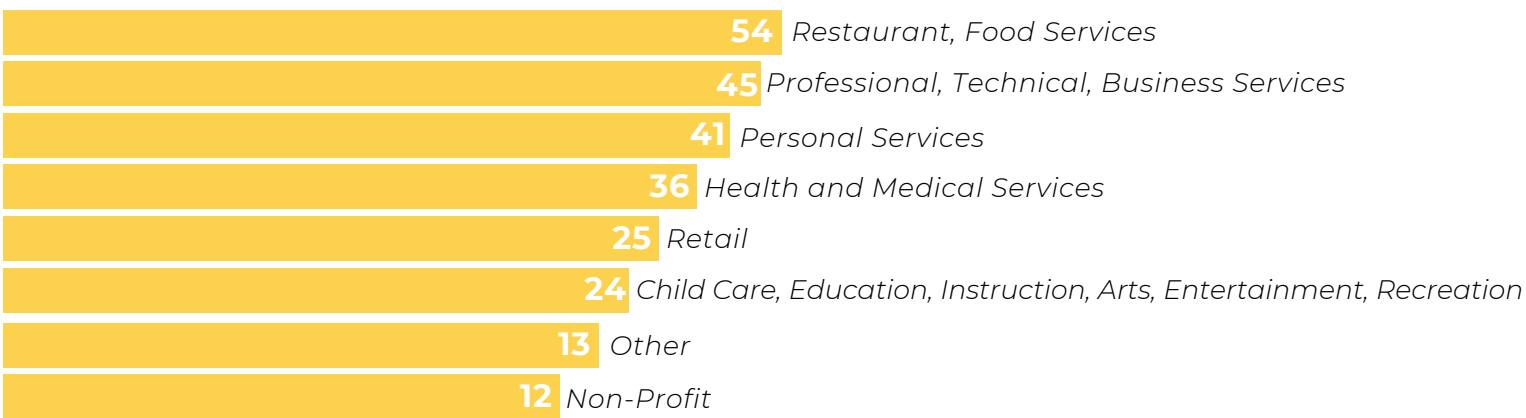
67%
Recipients Who Are Minority-Owned, Women-Owned, or Veteran-Owned Businesses

$1.55M
Total Grant Dollars Awarded to Businesses

The Fairfax City ReConnected Grant (FCRG) provided essential financial support and economic relief to small businesses and nonprofits that were negatively impacted by COVID-19. Grant funds were used to reimburse businesses exhibiting economic losses for the costs incurred necessary to adapting their services or operations during the COVID-19 pandemic. The timeline for eligible reimbursements through the FCRG program was March 12 through December 30, 2020. The FCRG program commonly supported items and activities such as PPE, cleaning supplies, technology advancements to support remote business operations, and enhanced or adapted marketing campaigns connecting businesses with consumers.

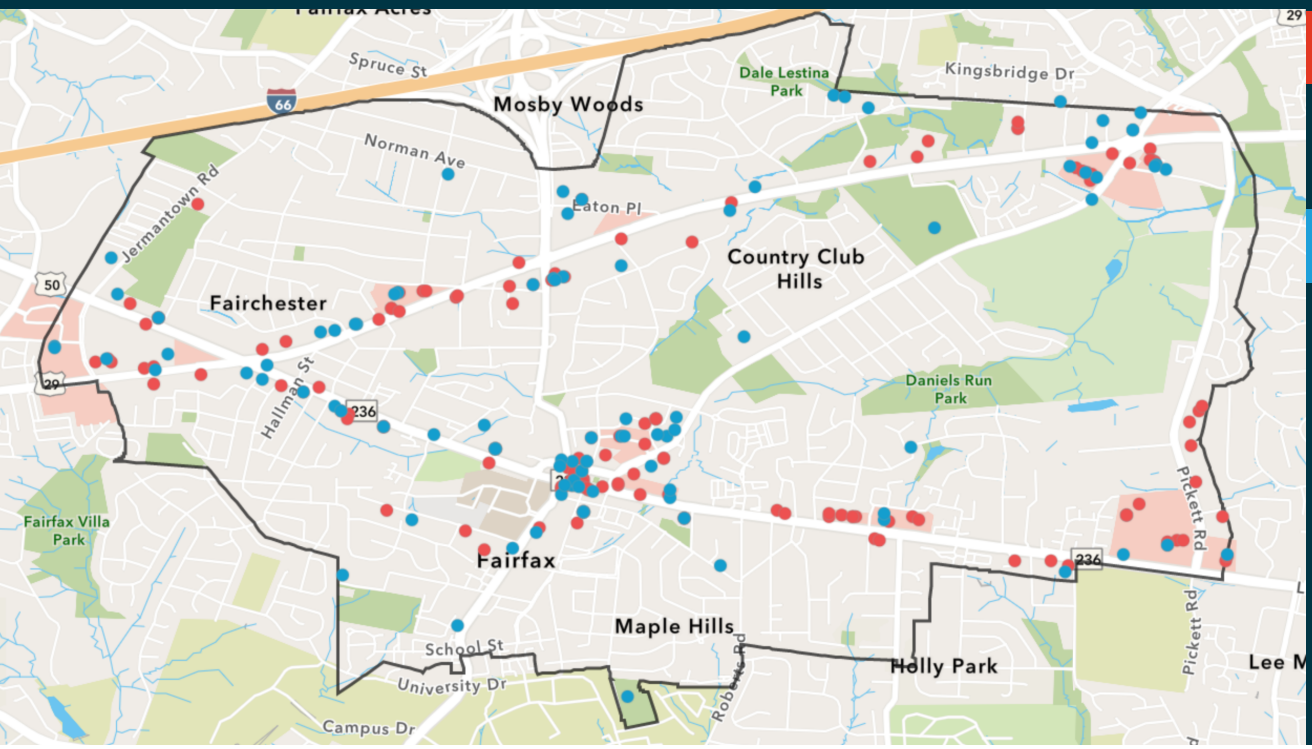
During the initial Series 1 administration, the program awarded $5,000 and $10,000 grants to 146 City businesses. During a second allocation of CARES Act funding, the program administered Series 2 which expanded eligibility most notably to include city-based non-profits and enrolled an additional 104 businesses with $5,000 grants. An additional $5,000 stimulus was also awarded to the non-profits to supplement their lack of operating funds as a result of fewer or nonexistent supporter contributions during the pandemic.

RECIPIENTS BY BUSINESS CATEGORY



FCRG CONT'D

98.6%
Reimbursement Rate



Series 1

146 Grants
$970,000 Total

Series 2

104 Grants
$580,000 Total

250
Total Grants

$1,550,000
Total Funds Awarded

$1,528,881.17
Total Funds Reimbursed

Total Grant Funds Awarded by Business Sector

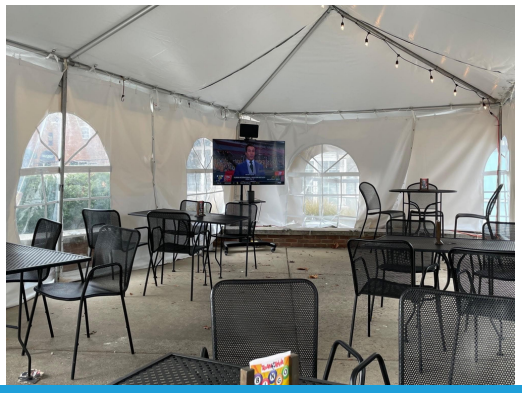
Participants	Funds Awarded
Restaurant, Food Services	$325,000
Personal Services	$260,000
Professional, Technical, Business Services	$250,000
Health and Medical Services	$200,000
Child Care, Education, Instruction, Arts, Entertainment, Recreation	$170,000
Retail	$155,000
Non-Profit	$120,000
Other	$70,000

FCRG BY QUADRANT









FCRO & WPI

Fairfax City ReConnected Outdoors (FCRO) provides restaurants with a temporary and measured expansion of outdoor dining. The guidance provided by FCRO supports restaurant recovery, promotes public health, provides clear operational guidance, and creates confidence for employers, employees, and patrons. The FCRO program established a cross-functional permitting process in collaboration with Community Development & Planning, Code Administration, the Treasurer, Commissioner of the Revenue, and the Department of Public Works.

The Winter Preparedness Initiative (WPI), a component of FCRO, was established to provide guidelines and financial assistance facilitating the continuation of outdoor dining during cooler weather. The WPI program disbursed micro-grants of $3,000 for up to 100 restaurants with an additional $1,500 in stimulus relief to grantees. WPI resulted in $4,500 of support directly to individual restaurants. In total, WPI successfully distributed over $213,000 in CARES funding to participating restaurants.

The Winter in Fairfax City campaign is a continuation of the Fairfax City WPI program's goal of creating outdoor dining experiences that not only attracts customers but provides comfort by offering patrons the option to purchase a blanket to keep warm while they eat out. Blankets are available at twenty (20) Fairfax City restaurants and retail for $20.00 each. When purchased, patrons will receive a FREE hot beverage and when they return for another outdoor dining experience with their blanket, they will receive an additional FREE hot beverage.

FCRO BY QUADRANT

SW	0
SE	15
NW	6
NE	9

Increase in restaurant outdoor dining areas due to FCRO/WPI

38%

167
Total # of Fairfax City Restaurants
data as of 6/20 NAIC Codes

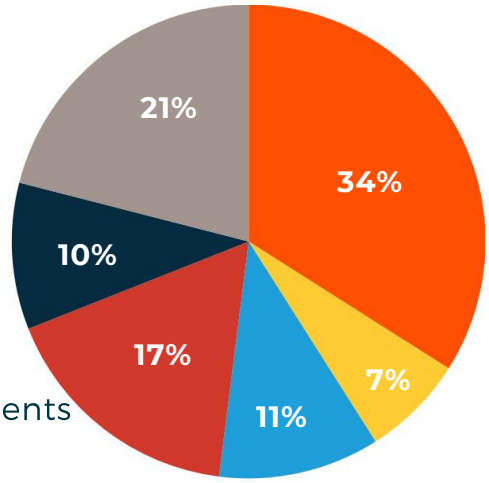
105
Restaurants Connected with for WPI

WPI BY QUADRANT



WPI Dining Elements

Heating
Advertising
Lighting
Structures
Windbreaking Elements
Accessories

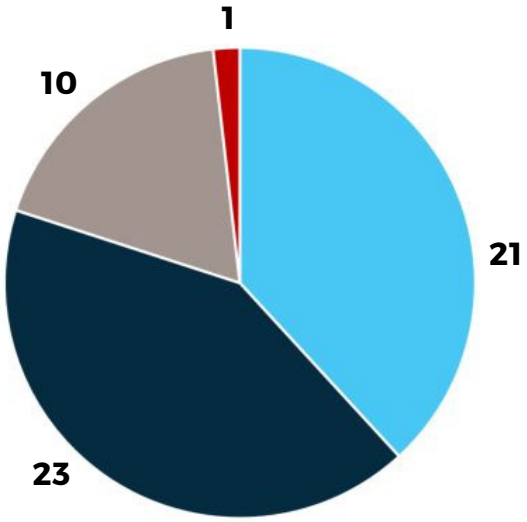


FCR+

The Fairfax City ReConnected program, Fairfax City ReConnected+ (FCR+) expanded financial assistance directly to Fairfax City businesses by supporting their customers with new reasons to shop. FCR+ incentivized gift card purchases by allowing customers to purchase gift cards at a 50% discount with the EDA supplementing the cost utilizing CARES funds.

The program was funded by a budget allocation of $100,000 and included an enrollment of 100 participating businesses. After program modifications, 99% of the budget allocation was successfully met.

This innovative program partnered local government with small businesses to expand support to businesses and consumers.



Sales Success

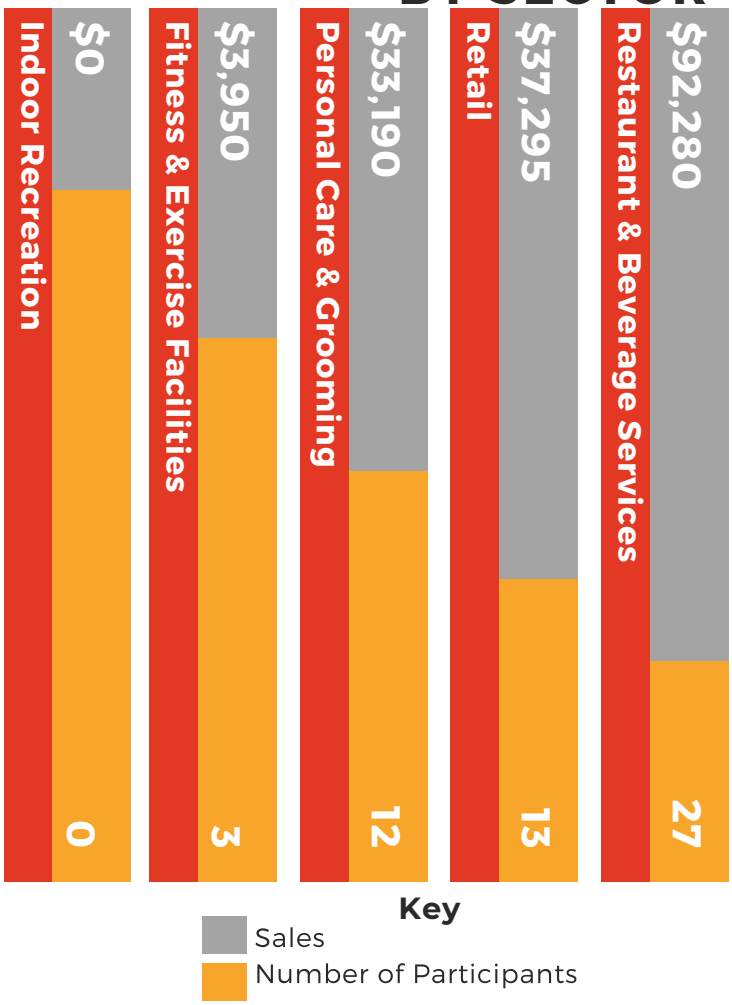
# Business Sold Out	21
# Business Sold Out 50-99%	23
# Business Less Than 50%	10
# Business With No Sales	1

55 BUSINESSES ACROSS FIVE SECTORS

Total #of FCR+ gift cards sold. **1,961**

$166,715 *Total FCR+ gift card sales*

PARTICIPANTS & SALES BY SECTOR



Statistics by Quadrant

	SW	SE	NW	NE
Sales	10%	60%	21%	9%
Participants	9%	62%	20%	9%

FAIRFAX CITY ReCONNECTED
Additional Facts

BY THE NUMBERS

FAIRFAX CITY ReCONNECTED PLEDGE

COME IN
FAIRFAX CITY
Let's Get ReConnected!

319 registered businesses

Voluntary program identifying businesses that implement safety precautions to reduce the spread of COVID-19.

COVID-19 BUSINESS CHAT SERIES AND WEBINARS

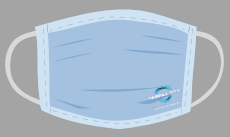
10 business chat videos

Video chat series highlighting strong city businesses that innovated their operational strategies through COVID-19 and were able to share their success stories with other city businesses.

20 webinars

Individually hosted and partnered with the NOVA EDA on webinars to provide the latest COVID-19 information and resources to assist with recovery efforts.

FAIRFAX CITY ReCONNECTED SAFETY KITS & MASKS



300 safety kits purchased with CARES funds and distributed directly to local businesses

Safety Kits included essential supplies such as face masks, hand sanitizer, thermometers, and business sector guidelines to ensure public health and employee safety and support the reopening and safe operations of city businesses.

75 businesses received cloth masks

Branded cloth face masks were provided to businesses at the onset of the pandemic.

GUIDELINES AND STATE REQUIRED SIGNAGE TEMPLATES



2 online communication resources

Created a suite of public health signs to address VDH requirements.

Provided 1-page business sector summary guidelines on mandatory state requirements.

CITY SQUARE

6 designated outdoor dining areas

Pilot program in Old Town Fairfax City reimagined public space to create outdoor dining areas supporting business recovery and promoting adherence to health and safety precautions.

GRAB & GO AND YES, WE'RE OPEN BANNERS

48 "grab & go" banners

30 "yes, we're open" banners

Collaborated with Community Development & Planning on regulations permitting the use of temporary signage.

Economic Development provided banners at the onset of the pandemic at **no cost to businesses** to amplify operational messaging.

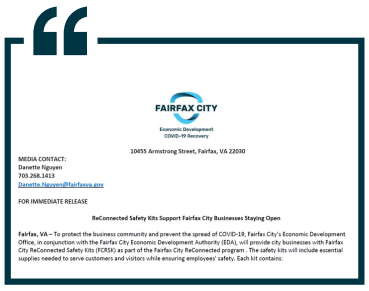
PRESS RELEASES



FOR IMMEDIATE RELEASE:
August 4, 2020

Fairfax City Restaurant Week Returns to Support
City's Diverse and Independent Culinary Scene
Regional Foodies Welcomed Back to Try #FairfaxCityEats September 13 through September 20

FAIRFAX, VA – The 3rd annual Fairfax City Restaurant Week returns September 13 through September 20. As the week-long program moves forward this year its focus will be on the return, recovery, and support of the city's independent dining establishments. Participating restaurants will offer three-course prix fixe dinners for $35 and $20 for lunch/brunch per person or couple for both dine-in and take-out with RW2Go.



FAIRFAX CITY
Economic Development
COVID-19 Recovery

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FOR IMMEDIATE RELEASE

ReConnected Safety Kits Support Fairfax City Businesses Staying Open

Fairfax, VA – To protect the business community and prevent the spread of COVID-19, Fairfax City's Economic Development Office, in conjunction with the Fairfax City Economic Development Authority (EDA), will provide city businesses with Fairfax City ReConnected Safety Kits (FCRSK) as part of the Fairfax City ReConnected program. The safety kits will include essential supplies needed to serve customers and visitors while ensuring employees' safety. Each kit contains:



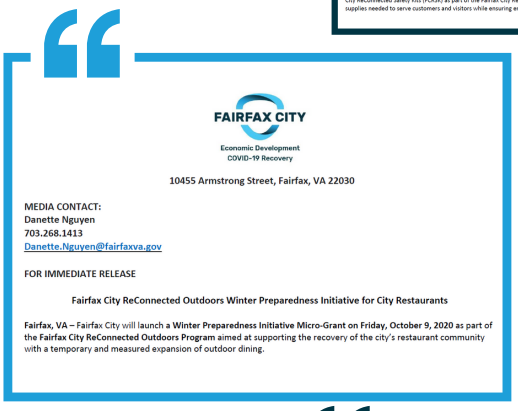
'ax City
'omic Development Authority
Armstrong Street, Fairfax, VA 22030

MMEDIATE RELEASE
l, 2020

airfax City EDA Provides Cloth Face Masks to City Businesses

Dozens of City Businesses Receive Free Masks to Slow the Spread of COVID-19

'ax, VA – To help slow the spread of COVID-19 and protect the community, the Fairfax City
omic Development Authority has partnered with local manufacturer Sundog Productions to
uce 500 cotton cloth masks for city businesses.



FAIRFAX CITY
Economic Development
COVID-19 Recovery

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FOR IMMEDIATE RELEASE

Fairfax City ReConnected Outdoors Winter Preparedness Initiative for City Restaurants

Fairfax, VA – Fairfax City will launch a **Winter Preparedness Initiative Micro-Grant on Friday, October 9, 2020** as part of the **Fairfax City ReConnected Outdoors Program** aimed at supporting the recovery of the city's restaurant community with a temporary and measured expansion of outdoor dining.



Fairfax City
Economic Development Authority
10455 Armstrong Street, Fairfax, VA 22030

FOR IMMEDIATE RELEASE
May 27, 2020

Fairfax City *ReConnected* Outdoors

FAIRFAX CITY
Economic Development
COVID-19 Recovery

Emergency Ordinance to Facilitate the Fairfax City ReConnected Outdoors Program

Fairfax, VA – To help support Fairfax City businesses and restaurants while following Forward Virginia's Phase 1 guidelines, City Council approved two emergency ordinances to facilitate the Fairfax City ReConnected Outdoors Program by allowing temporary street and public right-of-way closings and to permit temporary waivers of zoning regulations and review requirements in connection with general outdoor commercial activity.



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Economic Development
Authority

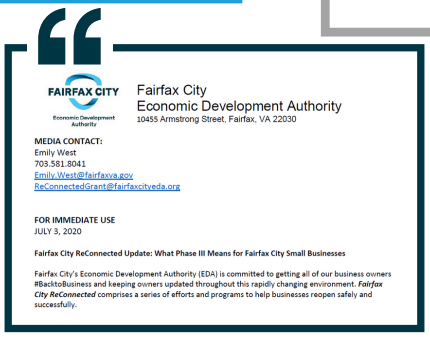
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FOR IMMEDIATE RELEASE
AUGUST 14, 2020

FAIRFAX CITY ANNOUNCES 48 GRANTEES FOR ENHANCED $10,000
RECONNECTED GRANTS

Fairfax City's Economic Development Authority (EDA) today announced that 48 Fairfax City small business that applied for a ReConnected Grant and Grant in the amount of $10,000 after a competitive selection process for demonstrating resilience or creative new best practices and techniques to adapt to new health and safety procedures.



FAIRFAX CITY
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FOR IMMEDIATE USE
JULY 3, 2020

Fairfax City ReConnected Update: What Phase III Means for Fairfax City Small Businesses

Fairfax City's Economic Development Authority (EDA) is committed to getting all of our business owners #BacktoBusiness and keeping owners updated throughout this rapidly changing environment. ***Fairfax City ReConnected*** comprises a series of efforts and programs to help businesses reopen safely and successfully.



FAIRFAX CITY
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FOR IMMEDIATE RELEASE
AUGUST 10, 2020

FAIRFAX CITY RECONNECTED GRANTS AWARDED TO ALL ELIGIBLE APPLICANTS

Fairfax City's Economic Development Authority (EDA) today announced that every Fairfax City small business that applied for a ReConnected Grant and met the minimum eligibility requirements will receive one, an extraordinary success for the business community. Fairfax City has a history of being supportive of its small business community and today's announcement is a significant step in reinforcing that message during the COVID-19 pandemic.



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FOR IMMEDIATE RELEASE

Winter in Fairfax City – Blanket Program Supporting
Fairfax City Restaurants

Fairfax, VA – Fairfax City's Economic Development Authority (EDA) with support from the Economic Development Office is proud to launch *Winter in Fairfax City* beginning Tuesday, March 2, 2021. The *Winter in Fairfax City* campaign is a continuation of the Fairfax City Winter Preparedness Initiative (WPI) Micro-Grant program's goal of creating outdoor dining experiences that attract customers to local restaurants during the cooler months. Utilizing CARES Act funds, the EDA purchased the blankets and are providing them to city restaurants at no cost to promote outdoor dining by offering patrons the option to purchase a blanket to keep warm while dining out.



FAIRFAX CITY
Economic Development
Authority

Fairfax City
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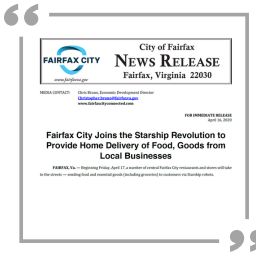
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FOR IMMEDIATE USE
June 30, 2020

ReConnected Grant Program Launches for Fairfax City Small Businesses

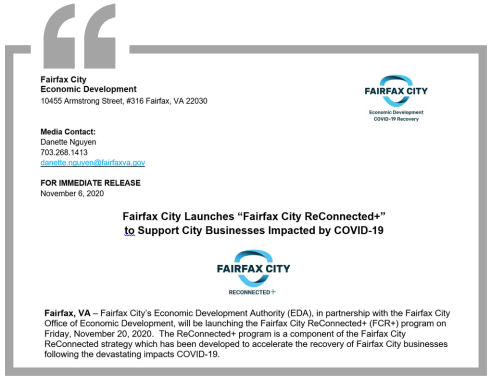
Fairfax City's Economic Development Authority (EDA) today will launch a grant program through its ReConnected Fairfax campaign to promote a successful #BackToBusiness environment for the city's small businesses.





City of Fairfax
NEWS RELEASE
Fairfax, Virginia 22030

Fairfax City Joins the Starship Revolution to Provide Home Delivery of Food, Goods from Local Businesses



Fairfax City
Economic Development
10455 Armstrong Street, #316 Fairfax, VA 22030

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FOR IMMEDIATE RELEASE
November 6, 2020

Fairfax City Launches "Fairfax City ReConnected+"
to Support City Businesses Impacted by COVID-19

FAIRFAX CITY
RECONNECTED+

Fairfax, VA – Fairfax City's Economic Development Authority (EDA), in partnership with the Fairfax City Office of Economic Development, will be launching the Fairfax City ReConnected+ (FCR+) program on Friday, November 20, 2020. The ReConnected+ program is a component of the Fairfax City ReConnected strategy which has been developed to accelerate the recovery of Fairfax City businesses following the devastating impacts COVID-19.



FAIRFAX CITY
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FOR IMMEDIATE RELEASE
JULY 7, 2020

FAIRFAX CITY RECONNECTED GRANT APPLICATION DEADLINE EXTENDED TO JULY 15

Fairfax City's Economic Development Authority (EDA) today announced it ***will extend the deadline for local businesses to demonstrate eligibility for the no-repay Fairfax City ReConnected Grants through Wednesday, July 15.***



Fairfax City Introduces New Outdoor Eating Experience – City Square

As the commonwealth's *Forward Virginia* plan for reopening businesses progresses, restaurants are slowly increasing their indoor dining capacity. However, some diners may still feel more comfortable eating outdoors during this time. To help restaurants navigate these challenging times and to provide diners with an alternative to grab-and-go meals, the City of Fairfax and the Fairfax City Economic Development Authority are launching a new street-side dining concept in Old Town Fairfax called City Square on Wednesday, July 1, 2020.

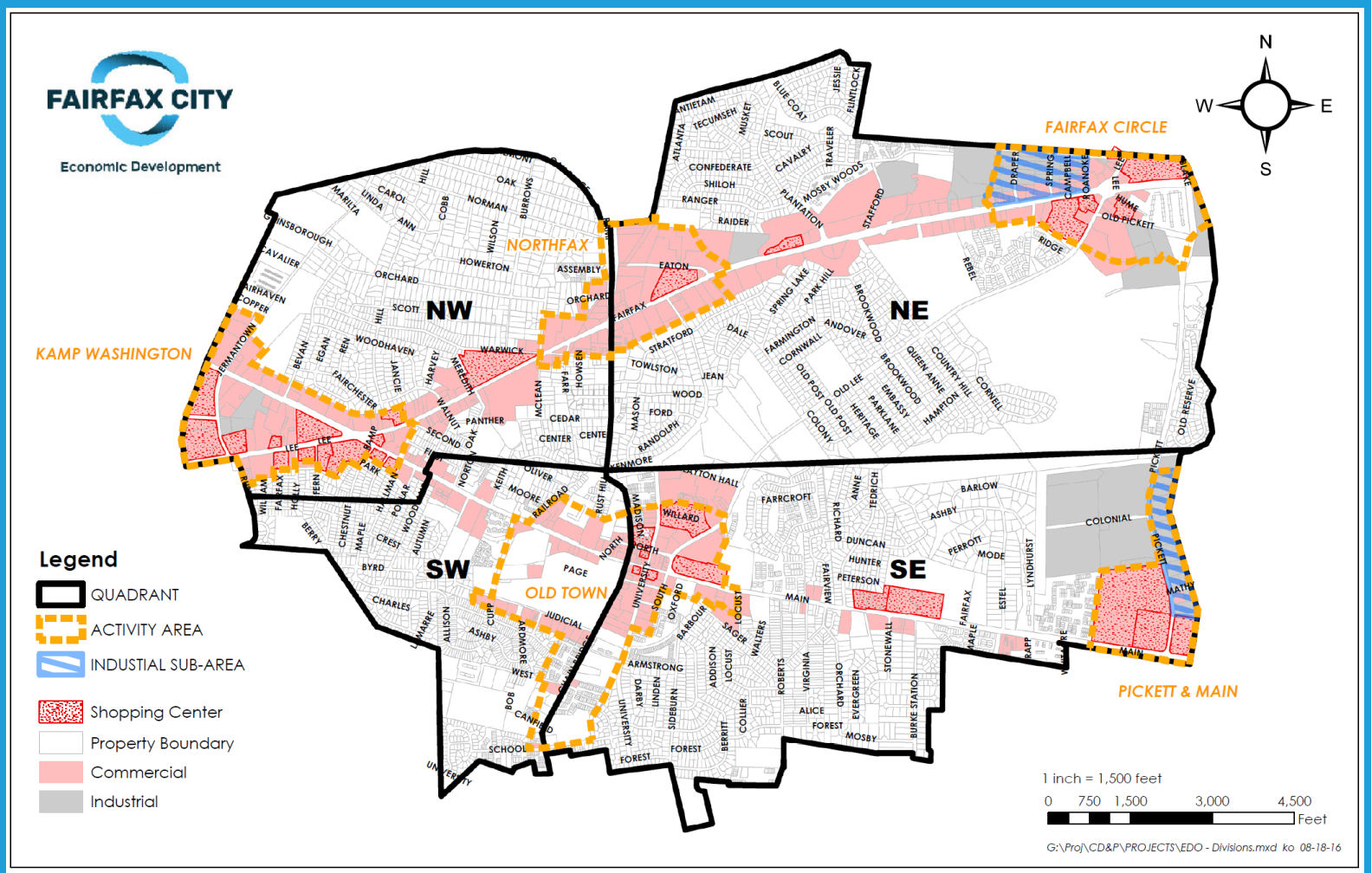
FAIRFAX CITY
CITY SQUARE
Open Daily 11:00 am - 10:00 pm

15

Press releases issued in support of Fairfax City ReConnected programs and initiatives.

FAIRFAX CITY
Economic Development Map

detailed quadrant areas for reporting purposes only



FAIRFAX CITY
ECONOMIC DEVELOPMENT OFFICE
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FAIRFAX CITY

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COVID-19 Recovery

FAIRFAX CITY RECONNECTED

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