CITY OF FAIRFAX ECONOMIC DEVELOPMENT AUTHORITY
MEETING AGENDA
Wednesday December 4, 2024, 6:00pm
In Person Meeting

10306 Eaton Place, Training Room 115AB, 1st Floor, Fairfax, VA 22030

1. Call to Order — Chair Cho
2. Adoption of December Meeting Agenda **[VOTE]** — Commissioners
3. Closed Session **[VOTE]** — Commissioners
4. Reconvene Regular Meeting **[VOTE]** — Commissioners
5. Pathway Homes Presentation — Sylisa Lambert-Woodard
6. Mason Enterprise Center- Fairfax (15 mins w/ Q&A) — Center Director Hill
7. Conversation with representatives for Davenport (Fairfax City Financial Advisors) on the issuance of revenue bonds by the City's Economic Development Authority in the amount of $54M for Capital Improvements
8. Discussion with Davenport (FCFA) on partnership between Town of Herndon and the City of Fairfax Economic Development Authority
9. Authorization for the Executive Director/CEO to execute a consulting agreement with HGIS LLC **[VOTE]**
10. Consideration to authorize the Executive Director/CEO to enter into an agreement with Fairfax City for the future acquisition of real property **[VOTE]**
11. Business Investment Update (10 mins w/ Q&A) — Senior Assistant Director Toulouse
    a. LIFFT Grant Celebration and Reopening / Reporting
    b. Partner Events
    c. Subs for Subs
12. Operations/ Finance Update (10 mins w/ Q&A) — Assistant Director Easley
    a. FY2024 Annual Report
    b. FY2024 Audit
    c. MEC Organizational Consultant
    d. FCED Holiday Outing
13. Programs Update (10 mins w/ Q&A) — Programs Manager Borwey
    a. Marketing Microgrant **[VOTE]**
    b. Small Business Saturday
    c. Culinary Careers Collaborative
14. Public Relations and Marketing Update (10 mins w/ Q&A) — PR & Marketing Manager Jones
    a. Strategy Consultant Kickoff
    b. NOVA EDA Marketing and Communications Committee Chair
15. Tourism Update (10 mins w/ Q&A) — Tourism Specialist Gerson
    a. Tourism Committee – Chair

b. Tourism Advisory Board

c. Amending the strategic work plan and potential commissioner roles

d. Implementation timeline

16. New Business — Commissioners
17. Public Comment (5 mins) — Public
18. Adoption of November Meeting Minutes **[VOTE]** — Commissioners
19. Adjourn — Chair Cho

*****Next Meeting: January 8, 2024*****
6 pm, 10300 Eaton Pl. Fairfax, Virginia 22030
Subject to Change. Please Check gofairfaxcity.com for more information.

Fairfax City Economic Development Staff Report

Date: December 4, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO

FROM: Nicole Toulouse, Senior Assistant Director

SUBJECT: LIFFT Grant Celebration and Reopening, Partner Events, and Subs for Subs,

ISSUE(S):

LIFFT: December 4, FCED held a LIFFT check presentation press event representing the closing of Round 1 of LIFFT grants. Invitees include LIFFT recipients, building owners, building brokers, EDA commissioners, and elected officials. In the first round of funding, about $200,000 was granted to businesses leasing 18 new office spaces in priority Fairfax City buildings. **These 18 tenants will be paying over $3,000,000 in rent to the 19 priority buildings over the duration of their leases and support over $1,000,000 in tax revenues to Fairfax City**.

PE: Nov 14th FCED sponsored and presented at the Virginia Innovation Partnership Corporation and APEX Accelerator event held at the EDA building where attendees learned more about how to apply for SBIR/STTR funding through the National Institutes of Health and NASA. On Jan 23rd Mason Enterprise's Accelerate Breakfast Series will be held at MITRE in Mclean. Participating companies pitch to the room and are generally actively seeking seed-stage capital within the range of $500,000 - $2,000,000.

SBS: In January FCED will host an annual broker breakfast with Fairfax City CRE professionals. Staff will review programs available to tenants and highlight major opportunities. In February FCED will host the 2nd Subs for Subs event to connect small business government contractors with prime contractors in partnership with the US Small Business Administration.

FISCAL IMPACT:. N/a

RESPONSIBLE STAFF/
POC: Nicole Toulouse

COORDINATION: Chris Bruno, Marie Spittell

FAIRFAX CITY
Economic Development Authority

Fairfax City Economic Development Staff Report

Date: December 4, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO CMB

FROM: Matthew Easley, Assistant Director for Operations/ Finance

SUBJECT: Finance and Operations Update

ISSUE(S): The FCED Finance and Operations team is responsible for overseeing administration, procurement, budgeting, spending, hiring, and maintaining a hospitable and equitable work environment. This report will serve to update on the FY2024 Annual Report, the FY2024 Audit, progress on the MEC-Fairfax Organizational Consult, and the upcoming FCED Holiday Outing.

FY2024 ANNUAL REPORT: Operations staff have been working to consolidate the CY2023 Annual Report into a more concise presentation for FY2024, aligning with industry reporting standards. The design and initial data inputs are complete, and both operations and program staff will work to release this report before the New Year. Operations staff will coordinate the final release of the FY2024 annual report with the PR & Marketing division.

FY2024 AUDIT: Finance and Operations staff have been working closely with firm Cherry Bekaert Advisory along with Treasurer McGruder to complete the inaugural FCED audit. Because this is the first independent government audit that FCED is completing, the process has been intensive, requiring many staff resources. CEO Bruno and Treasurer McGruder has authorized an additional up to $6,200 fee to complete the audit as quickly as possible and transmit this to the city. FCED is a component unit of Fairfax City, and the city audit requires all component units to submit audits for the city audit to be completed.

MEC ORGANIZATIONAL CONSULTANT: Operations staff has been working closely with the MEC-Fairfax Organizational Consultant to complete phase one of the deliverable, which consists of interviews and heavy research on the history of the MEC-Fairfax and how that translates to current operations. Phase 2 of determining future options is underway where additional input from EDA Commissioners, MEC-Fairfax and related staff and FCED staff will be required. The consultant will be prepared to deliver another update by mid-December or at the regular January meeting of FCED.

FCED HOLIDAY OUTING: The Annual FCED Holiday Outing will be held at Earp's Ordinary in Old Town this year. FCED is celebrating programmatic success, collaborative strategic efforts, and overall positive growth while enjoying the holiday season's vibes. Staff, Commissioners, and partners will be present.

FISCAL IMPACT: An additional $6,200 pulled from the Economic Development Initiatives fund to complete the FY2024 audit.

RESPONSIBLE STAFF/
POC: Assistant Director Easley
COORDINATION: Assistant Director Easley, Account Support Associate Mara, Treasurer McGruder, CEO and Director Bruno

FAIRFAX CITY
Economic Development Authority

Fairfax City Economic Development Staff Report

Date: December 4, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO

FROM: Tara Borwey, Programs Manager

SUBJECT: Marketing Microgrant

ISSUE(S): Fairfax City Economic Development (FCED) oversees programs funded through EDA-allocated resources that support the city's economic development goals. This report includes a request for the reallocation of Unplanned Economic Development Initiatives funds for FY25 to support one such program in the amount of $25,000.

SUMMARY: FCED proposes a marketing support initiative to complement its small business support efforts through a Micro-Marketing Grant program designed to benefit small businesses in Fairfax City. Staff is requesting a total of $25,000 to support at least five city businesses in developing and implementing marketing strategies to foster business growth and expand their customer base. This grant will enable recipients to access professional marketing services, providing them with the tools needed to enhance visibility and competitiveness.

Detailed information about the grant, including program requirements and application instructions, will be available on the FCED website. Business owners will need to download the grant application, identify their preferred marketing service vendors, and obtain a quote for the proposed services. The application must include business identification details, an explanation of how the proposed marketing services will enhance the business's growth, proof of an active business license, and a detailed quote from the selected marketing firm outlining the services to be provided.

Submissions will be evaluated on a point scale by a small selection committee. The committee will assess applications based on the potential impact of the marketing services on the business and the business's overall contribution to the community. This grant program represents a strategic investment in the growth and sustainability of Fairfax City businesses, empowering them to leverage professional marketing tools to thrive in a competitive market.

FISCAL IMPACT: $25,000 for Marketing Microgrant

RECOMMENDATION: Authorize the Executive Director to allocate funds to the Marketing Microgrant from the FY25 Budget.

ALTERNATIVE COURSE OF ACTION: Table the discussion; direct the Executive Director to develop alternative programs utilizing requested funds.

RESPONSIBLE STAFF/ POC: Tara Borwey, Programs Manager

COORDINATION: Christopher Bruno, Executive Director, Finance Staff

FAIRFAX CITY
Economic Development Authority

Fairfax City Economic Development Staff Report

Date: December 4, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO

FROM: Tara Borwey, Programs Manager

SUBJECT: Small Business Saturday and the Culinary Careers Collaborative

ISSUE(S): Fairfax City Economic Development (FCED) oversees programs funded through EDA-allocated resources that support the city's economic development goals. This report serves as an update on Small Business Saturday and the Culinary Careers Collaborative.

SBS: On November 30, 2024, Fairfax City Economic Development (FCED), in partnership with the Old Town Fairfax Business Association (OTFBA) and the Central Fairfax Chamber of Commerce, supported Small Business Saturday with two welcome stations located at the Fair City Mall (at a kiosk outside Cinema Arts), and Victorian Square (inside Paradise Games and Gifts). These stations featured shopping brochures listing all participating Flex Card businesses, QR links to a citywide shopping deals PDF, holiday treats, a photo booth, pictures with Santa and a Flex Card giveaway. The event highlighted Fairfax City as a "Shop Small" destination while driving traffic to local businesses during the holiday season.

Additionally, FCED launched the Flex Card BOGO promotion, offering customers a 40% bonus value on every Flex Card purchase (e.g., buying a $50 Flex Card provided an additional $20 bonus card). This initiative incentivizes spending at participating businesses, boosting sales and fostering stronger engagement with local retailers, restaurants, and service providers.

These efforts were bolstered by newly selected PR & Marketing consultants, Joy Riot, who provided event outreach services to encourage participation and enrollment in the Flex Card program while also managing the collection of Small Business Saturday shopping deals. Their contributions included creating an event landing page, running social media ads, and issuing a press release to promote the event.

CCC: The Town of Vienna Economic Development Department (ToVEDD) and Fairfax City Economic Development (FCED) have partnered to address workforce needs in the region's restaurant community through the Culinary Careers Collaborative. This pilot program offers resources and training for individuals seeking culinary skills and employment within Fairfax City and the Town of Vienna.

With approval from the Economic Development Authority (EDA), FCED and ToVEDD collaborated with the Virginia Restaurant, Lodging & Travel Association (VRLTA) and George Mason University (GMU) to develop an industry-aligned curriculum. The program includes three tracks, each with a four-day, six-hour-per-day class, scheduled as follows:

- **Advanced Track:** May 12–14 and 19–21
- **Beverage Arts Track:** Jan 6–8 and 13–15
- **Beginner Track:** Jun 5–10

Classes will take place at GMU's Nutrition Kitchen and Dolce Vita's wine bar. Instructors and dates have been finalized, and PPR Strategies has been engaged to market the courses.

FISCAL IMPACT: There is no fiscal impact related to these updates; all above initiatives have already been approved as part of the FY25 budget.

RESPONSIBLE STAFF/
POC: Tara Borwey, Programs Manager
COORDINATION: Christopher Bruno, Executive Director, Finance Staff

FAIRFAX CITY
Economic Development Authority

Fairfax City Economic Development Staff Report

Date: December 4, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO

FROM: Brittany Jones, PR & Marketing Manager

SUBJECT: Public Relations and Marketing Updates

ISSUE(S): The Fairfax City Economic Development (FCED) PR and Marketing Team provides updates on current initiatives. Recent activities include onboarding a consultant to develop a comprehensive marketing and communications strategy for FCED and the appointment of a team member as Chair of the NOVA EDA Marketing and Communications Committee for 2025. Please see below for a detailed overview of these updates.

STRATEGY CONSULTANT KICKOFF: The PR and Marketing Team has onboarded Development Counsellors International (DCI) to develop and implement a comprehensive strategy for FCED. DCI is currently in the process of gathering insights through exercises with the team to understand departmental goals, target audiences, and communication channels. The finalized strategy is expected to be presented by the end of January 2025.

NOVA EDA MARKETING AND COMMUNICATIONS COMMITTEE CHAIR: Brittany Jones has been appointed Chair of the NOVA EDA Marketing and Communications Committee for the 2025 calendar year. In this leadership role, Jones will oversee monthly committee meetings focused on enhancing the branding of the NOVA EDA partnership, coordinating LinkedIn social media requests, and refining strategies for marketing the region at conferences and events. As Chair, she will also provide regular updates to the NOVA EDA directors during their monthly meetings.

FISCAL IMPACT: There is no fiscal impact related to these updates; the strategy consultant payment is within the approved FY25 budget.

RESPONSIBLE STAFF/
POC: Brittany Jones, PR & Marketing Manager

COORDINATION: Christopher Bruno, Executive Director

Fairfax City Economic Development Staff Report

Date: December 4, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO

FROM: Stephanie Gerson, Tourism Specialist

SUBJECT: Tourism Strategic Workplan Update

ISSUE(S):

Recent activities include forming a Tourism Committee, which will provide updates on key initiatives aimed at enhancing the city's tourism efforts and aligning tourism's role across city departments. Additionally, we are working with Streetsense to add tourism as an element to the FCED Strategic Workplan. This element will also include several initiatives that will guide the focus of tourism within FCED and the city. Integrating tourism into FCED's workplan is one of four phases in my suggested tourism implementation timeline. To assist in this process, we have formed an advisory board to provide expert guidance on long-term tourism strategy efforts. Continuing projects are being prioritized further to strengthen the city's tourism infrastructure and cultural offerings. Please see below for a detailed overview of these updates.

CITY TOURISM COMMITTEE MEETING:

The City Tourism Committee recently hosted a meeting with representatives from Parks and Recreation, Cultural Arts, Transportation, OHR, IT, and Marketing. The meeting on November 7th focused on explaining the chair's role within Fairfax City Economic Development (FCED) and how this alignment will benefit the city. The committee provided an overview of the chair's responsibilities and discussed collaborative efforts to enhance tourism initiatives. The next meeting, scheduled for **December 6th,** we will discuss tourism related assets/resources within each department and potential marketing strategies to promote the city's attractions. These discussions will play a pivotal role in furthering the city's tourism objectives and ensuring a cohesive promotional effort across departments.

STRATEGIC PLAN- AMENDING STRATEGIC PLAN- SEE ATTACHED:

In order to successfully implement a Fairfax City Tourism strategy, FCED needs to fully understand and integrate tourism initiatives into its own strategic workplan. Staff are starting this process by reaching out to StreetSense to see how this can be done. To make this a smoother process, Staff has developed a draft workplan that can then be worked on to a fuller extent. This workplan is attached.

IMPLEMENTATION TIMELINE:

Integrating tourism into the FCED strategic plan is step one of a larger 4 step process that will eventually end with a visitor facing tourism brand that will act as an umbrella marketing organization for the city to target specific markets to the city. As Staff works through this timeline, FCED will continue to update the EDA on the process. This timeline is attached

ADVISORY BOARD:

The FCED CEO has formed an advisory board to help in this process. Staff has selected three industry stakeholders that will be instrumental in helping develop this process. They are Kirstin Feenstra, General

Manager for Residence Inn; Barry Biggar, CEO for Visit Fairfax, Susan Gray, director for Office of Historic Resources

CONTINUING PROJECTS:

Murals: This program has been carried over from our past placemaking initiatives.We currently have funding for at least one more mural to be commissioned in the city. Location will be Senberry – we have received permission from the building owners and the Condo Board. Working with Commission on the Arts and Cultural Affairs for this project.

RESPONSIBLE STAFF/ POC: Stephanie Gerson

COORDINATION: Christopher Bruno, Executive Director ; Brittany Jones, FCED PR and Marketing Manager; Tara Borwey, Programs Manager; Matthew Kaiser, IT/Marketing Director; Mitzi Taylor Event and Athletic Manager; Megan DuPois, Cultural Arts Manager; Susan Gray, Director of Office of Historic Resources; Chloe Ritter, Transportation Division; Kirstin Feenstra, General Manager for Residence Inn; Barry Biggar, CEO for Visit Fairfax, Susan Gray, director for Office of Historic Resources