CITY OF FAIRFAX ECONOMIC DEVELOPMENT AUTHORITY
MEETING AGENDA
Wednesday, February 7, 2024, 6:00 p.m.
In Person at Economic Development Offices

10300 Eaton Place, Small Conference Room, Fairfax, VA 22030

1.	Call to Order	*Chair Young*
2.	Authorization for Remote Participation **[VOTE]**	*Chair Young*
3.	Adoption of February Meeting Agenda **[VOTE]**	*Commissioners*
4.	Convene Closed Session for Consultation with Legal Counsel (10 Mins) **[VOTE]**	*Commissioners*
5.	Reconvene Regular Meeting **[VOTE]**	*Commissioners*
6.	Presentation by City Ombudsperson (15 Mins w/ Q&A)	*Tommy Scibilia*
~~7.~~	~~Mason Enterprise Center – Fairfax (15 Mins w/ Q&A)~~	~~*Center Director Hill*~~
8.	Mason Enterprise Center – Fairfax Budget Review (10 Mins w/ Q&A)	*Treasurer McGruder*
9.	Culinary Work Force Development Update	*Programs Manager Borwey and Natalie Monkou, Town of Vienna*
10.	Programs Update *a.* Restaurant Week *b.* FLEX Card	*Programs Manager Borwey*
11.	FY2024 Budget Adjustment **[VOTE]**	*Assistant Director Easley*
12.	New Business	*Commissioners*
13.	Public Comment (5 Mins)	*Public*
14.	Adoption of January Meeting Minutes **[VOTE]**	*Commissioners*
15.	Adjourn	*Chair Young*

*****Next Meeting: March 6, 2024*****

6 pm, 10300 Eaton Pl. Fairfax, Virginia 22030

Subject to Change. Please Check fairfaxcityconnected.com for more information.

TO: Economic Development Authority Commissioners

THROUGH: Executive Director, Christopher Bruno

FROM: Programs Manager, Tara Borwey

SUBJECT: Culinary Careers Program

ISSUE/ TOPIC: The Town of Vienna Economic Development Division and Fairfax City Economic Development have collaborated in an exploratory effort to discover and address the workforce needs of our region's restaurant community. Staff is seeking consensus and approval to move forward as FCED is now considering entering into a pilot project of the Culinary Careers Program that seeks to provide resources and training for individuals seeking culinary skills and employment within Fairfax City and Town of Vienna.

SUMMARY: The proposed initiative by the Town of Vienna Economic Development Division and Fairfax City Economic Development aims to establish a comprehensive culinary training program. This program will equip current and aspiring restaurant workers with essential skills such as food preparation, cooking techniques, beverage service, customer service, and kitchen/restaurant management.

To tailor the program effectively, we collaborated closely with local restaurants to understand their staffing needs and skill requirements. Additionally, a collaboration with the Virginia Restaurant, Lodging & Travel Association and George Mason University were formed to develop a curriculum aligned with industry standards.

Key objectives of this initiative include identifying and addressing staffing needs in the restaurant sector, providing individuals with crucial culinary skills, offering practical training in a professional kitchen environment, and facilitating job placements within restaurants, bars, and breweries in the Town of Vienna and Fairfax City.

FISCAL IMPACT: $30,000

RECOMMENDATION: Authorize staff to enter into pilot agreement.

ALTERNATIVE COURSE OF ACTION: Do not authorize/ table the discussion.

RESPONSIBLE STAFF/ POC: Tara Borwey, Programs Manager

COORDINATION: Natalie Guilmeus, Economic Development Director, Town of Vienna; Legal Counsel, Crystal Kramer.

TO: Economic Development Authority Commissioners

THROUGH: Executive Director, Christopher Bruno CHB

FROM: Programs Manager, Tara Borwey

SUBJECT: Programs Report: 2024 Fairfax City Restaurant Week and the Fairfax City Flex Card

ISSUE/ TOPIC: The Economic Development Authority is responsible for overseeing the use of certain programs relying on EDA-allocated funds that advance the economic development goals of Fairfax City. This serves as an update for two of those programs: 2024 Winter Restaurant Week (FCRW) and Fairfax City Flex Card (FCFC).

2024 Winter FCRW: The 2024 Winter Restaurant Week is set for February 26 to March 3, with an optional extension week. This event, a joint initiative by Fairfax City Economic Development, the Central Fairfax Chamber of Commerce, and the Old Town Fairfax Business Association, features specially curated menus from participating restaurants, including prix fixe dinner and lunch specials, as well as Two for $10 deals at select specialty eateries. Presently, 25 restaurants are part of the program.

The Proclamation ceremony, led by Fairfax City Mayor Read, will take place on February 13 at 6:00pm during the City Council Meeting. We encourage EDA Commissioners and FCRW Committee members to attend. Furthermore, we invite them to support Restaurant Week by dining at any of the participating establishments. For a comprehensive overview of restaurant locations and offerings, please visit www.farifaxcityrestaurantweek.com. We also ask Commissioners and Committee members to share their dining experiences on social media, tagging @fairfaxcityEDA and @fairfaxcityrestaurantweek.

FCFC: The FCFC's Buy One-Get-One ("BOGO") Holiday Shopping promotion has concluded, successfully utilizing the allocated $20k budget. Notably, since its launch, the Flex Card program has earned $192k in sales. Participating merchants have redeemed $149k to date, resulting in an overall redemption rate of 78% for the program. Currently, the program encompasses a diverse range of 50 businesses, spanning various retail establishments, including restaurants, spa and self-care services, and experiential retail destinations.

In addition, Yiftee continues to expand its customer service team and offerings, now introducing a "White Glove" service. They have also expressed their commitment to enhancing user experience by developing a tap-to-pay option for the gift cards, slated for release in the upcoming summer.

Fairfax City EDA
Economic Development Authority Staff Report

Date: February 7, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/ Executive Director

FROM: Matthew Easley, Assistant Director

SUBJECT: FY2024 Budget Adjustment Proposal

ISSUE(S): As Fairfax City Economic Development (FCED) continues to improve financial controls, finance staff has recognized a need to create an additional budget line to cover expenses that are not related to transportation, meals, or a program. Additionally, staff is proposing the transfer of the previous FY's Economic Opportunity Fund to the current FY2024 Economic Opportunity Fund.

SUMMARY: 1. Finance staff, with approval from the Director, has proposed the creation of a Miscellaneous subline in the Administration Budget. This subline will have $15,000 which has been subtracted from the Executive Director Budget. This will bring the previously allocated $50,000 Executive Director Budget down to $35,000.

2. Finance staff has determined that the previous FY's Economic Opportunity Fund amounts to $475,504.10. With approval from the director, finance staff has proposed to move these previous FY funds to the current FY2024 Economic Opportunity Fund. This will increase the Economic Opportunity Fund to $725,504.10 from $250,000 and allow us Staff to further simplify financial management among fewer bank accounts.

FISCAL IMPACT: None; these movements are structural and no spending will occur.

RECOMMENDATION: Approve the additional Miscellaneous subline creation for transactions that are not program or meals/transportation-related.

Approve the movement of the previous FY's Economic Opportunity Fund into the current FY2024 budget.

ALTERNATIVE COURSE OF ACTION: Do not approve the proposals.

RESPONSIBLE STAFF/ POC: Christopher Bruno, Director/ Executive Director; Matthew Easley, Assistant Director; Tatjana Mara, Account Support Specialist

ATTACHMENTS: Current FY2024 budget, Proposed changes to FY2024 budget