CITY OF FAIRFAX ECONOMIC DEVELOPMENT AUTHORITY
MEETING AGENDA
Wednesday, June 5, 2024, 6:00 p.m.
In Person at Economic Development Offices

10300 Eaton Place, Small Conference Room, 1st Floor, Fairfax, VA 22030

1.	Call to Order	*Chair Young*
2.	Convene for Closed Session with Legal Counsel	*Commissioners*
3.	Adoption of June Meeting Agenda **[VOTE]**	*Commissioners*
4.	Formation of Nominating Committee for FY'24 EDA Officers (5 mins)	*Commissioners*
5.	Mason Enterprise Center – Fairfax (15 Mins w/ Q&A)	*Center Director Hill*
6.	Business Investment Update 1. Northern Virginia Community College Workforce Program 2. Small Business Administration Government Contracting Partnership 3. Raytheon Defense Innovation Symposium 4. Real Estate Updates & Event	*Senior Assistant Director Toulouse*
7.	Operations Update ~~1. Presentation on FY2025 Draft Budget~~ 2. FCED RW RFP23.1 Update 3. Process for selection of an Auditing Firm	*Director Bruno & Assistant Director Easley*
8.	Programs Update 1. Women's Entrepreneur Grant Opportunity **[VOTE]**	*Director Bruno on behalf of Programs Manager Borwey*
9.	Public Relations and Marketing Update 1. Rebranding Update 2. Discussions Involving Ad Buys 3. New iHeart Radio Ads	*PR & Marketing Manager Jones*
10.	New Business	*Commissioners*
11.	Public Comment (5 Mins)	*Public*
12.	Adoption of May Meeting Minutes **[VOTE]**	*Commissioners*
13.	Adjourn	*Chair Young*

*****Next Meeting: July 3, 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: Christopher Bruno, Executive Director

FROM: Nicole Toulouse, Senior Assistant Director, Business Investment

SUBJECT: Business Investment Updates

NORTHERN VIRGINIA COMMUNITY COLLEGE WORKFORCE PROGRAM:

City Manager Palko has approved a FCED led initiative to create no-cost certification program with Northern Virginia Community College for in demand certifications such as AWS, CompTIA+, various medical licensures, HVAC certifications, etc. for Fairfax City residents and Fairfax City businesses employees. This initiative would launch this fall. It will be funded by existing Fairfax City general funds but redirected from a capital improvement program to this initiative. No EDA funds required.

SMALL BUSINESS ADMINISTRATION & NAVY GOVERNMENT CONTRACTING PARTNERSHIP:

SBA has asked to partner with FCED in connecting multiple prime contractors from various industry sectors with local SWaM and small businesses. Currently in discussions around an event in mid-July and late-fall.

FCED is in the preliminary stages of signing an agreement with the DC Area Tech Bridge Directors at the US Navy to host a similar event with their procurement and technology teams in the early spring.

RAYTHEON DEFENSE INNOVATION SYMPOSIUM:

FCED co-hosted the Raytheon Defense Innovation Symposium with the APEX Accelerator and Raytheon June 3rd. Senior Assistant Director Toulouse presented to the group of over 100 attendees about FCED's services and received several potential new tenant leads.

2024 FAIRFAX CITY DEVELOPMENT INDUSTRY MEETING:

The Fairfax City Development Review Ombudsman's office is hosting a Fairfax City Development Industry Meeting with the help of the Northern Virginia Commercial Real Estate Development Association. Fairfax City Economic Development will be presenting how we assist in the real estate development process for Fairfax City. Other relevant Departments will also be presenting on their roles in the process. The meeting will be held from 5-7pm June 12 at Old Town Hall. Registration begins at 4:30pm. Commissioners are encouraged to attend and can register at: https://www.fairfaxva.gov/Home/Components/Calendar/Event/20577/20?backlist=%2F

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/ Executive Director

FROM: Matthew Easley, Assistant Director

SUBJECT: Operations and Finance Updates

FCED RW RFP23.1: The Fairfax City Restaurant Week Committee has selected Joy Riot, LLC, to furnish the services of the Restaurant Week Program for the upcoming fiscal year. Joy Riot, located in Northern Virginia, will partner with Bendure Communications, Inc. on this program.

The committee, comprising three economic development staff members, a city restaurant owner, an economic development commissioner, the executive director of the Old Town Fairfax Business Association, and the Executive director of the Central Fairfax Chamber of Commerce, conducted a comprehensive evaluation. They considered various factors, including scoring, oral presentations, and budget negotiations, before concluding that Joy Riot had the most fitting proposal for future programmatic needs.

SELECTION OF AUDITING FIRM:

Operations and Finance staff met with Treasurer McGruder and a McGruder group staff member to discuss the best process for soliciting an auditing firm.

Operations and Finance staff, under the advisement of The McGruder Group, has selected two firms to conduct negotiations with (the audit will be well under the single source quote policy) and will be meeting with those firms this week if not already. Operations and Finance staff will update on process and timeline accordingly.

ATTACHMENT(S): Joy Riot, LLC FCED RW RFP23.1 Proposal

TO: Economic Development Authority Commissioners

THROUGH: Executive Director, Christopher Bruno

FROM: Programs Manager, Tara Borwey

SUBJECT: Women's Entrepreneur Growth Opportunity Grant

ISSUE/ TOPIC: The Economic Development Authority is responsible for overseeing certain programs relying on EDA-allocated funds that advance the economic development goals of Fairfax City. This serves as a request for reallocation of Unplanned Economic Development Initiatives in FY25 for one such program.

WEEG: The FCED proposes a capacity-building support layer to complement the Women's Entrepreneur Empowerment Luncheon through a grant program designed to benefit women-owned businesses. Staff is requesting a total of $25,000 to support five women-owned city businesses in procuring capacity-building services to foster business growth. The grant will enable these businesses to access consulting services from a network of local industry experts, providing them with the tools and support needed to stay competitive.

The purpose of the grant is to provide capacity-building services to five women-owned city businesses. Information about the grant, including program details and requirements, will be available on the FCED website. Business owners will download the grant applications and identify preferred vendors from a list of SWAM-owned city businesses for their desired capacity-building services. Applicants must complete an application form that includes business identification details, a community impact statement, a description of the services to be procured with the grant funds, and an explanation of how these services will impact their business. Applicants must also provide proof of an active business license and a quote from a firm for detailed capacity-building services.

Submissions will be judged on a point scale by a small selection committee. The committee will evaluate applications based on the potential impact of the funds on the business and the business's impact on the community. This grant program is a strategic investment in the growth and sustainability of women-owned businesses in the city, ensuring they have the necessary support to thrive in a competitive market.

FISCAL IMPACT: $25,000 for Women's Entrepreneur Empowerment Grant

RECOMMENDATION: Authorize the Executive Director to allocate funds to the Women's Entrepreneur Growth Opportunity Grant from the FY 25 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

Date: June 5, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/Executive Director

FROM: Brittany Jones, PR and Marketing Manager

SUBJECT: Public Relations and Marketing Update

ISSUE(S): The Public Relations and Marketing Team is preparing for the upcoming fiscal year with budgeting requests that encompass advertising, marketing collateral, and PR and marketing tools, resources, and support. In collaboration with the team, the PR and Marketing Manager will lead the implementation of these initiatives in alignment with the incoming strategic marketing plan. This plan aims to effectively promote opportunities in Fairfax City to diverse audiences. Below is an update on the various ongoing initiatives currently underway.

SUMMARY:

1. Rebranding Update

Fairfax City Economic Development (FCED) officially launched the rebranding of the department on Friday, May 31st. The news was shared via email to the Mayor, City Council, Commissioners, EDA Commissioners, and external partners. The announcement was also published on all social media channels. To review the first phase of the website launch, please visit gofairfaxcity.com. The team will be releasing the second phase of the website within the next month.

2. Discussions Involving Ad Buys

a. The PR and Marketing team is in discussions with several radio and TV news companies regarding potential ad buys for FY25. This includes digital, live TV, and radio advertising with companies such as DC News Now, WUSA9 Audacy, NPR, and iHeart Media. These marketing investments will be outlined in the team's proposed budget.

c. Executive Director Chris Bruno and PR and Marketing Manager Brittany Jones recently visited the DC News Now station. FCED was featured in a complimentary live news segment that aired on the lifestyle daytime show, Living Local DMV, at 10:30 AM and again at 1:00 PM on Wednesday, May 29th. Following the segment, they met with sales representatives to discuss potential sponsorship opportunities with the news station in the future.

3. New iHeart Radio Ads

Staff partnered with iHeart Media to launch a 6-month FCED radio ad campaign airing on DC101 multiple times a week. This month, two new 60-second ads will feature Executive Director Chris Bruno speaking with on-air talent about financial assistance opportunities for Fairfax City businesses.

RESPONSIBLE STAFF/
POC: Brittany Jones, PR and Marketing Manager; Caitlin Callaghan, Communications and Marketing Intern