CITY OF FAIRFAX ECONOMIC DEVELOPMENT AUTHORITY
MEETING AGENDA
Wednesday July 3, 2024, 6:00pm
In Person at Economic Development Offices

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

1.	Call to Order	*Chair Young*
2.	Adoption of July Meeting Agenda **[VOTE]**	*Commissioners*
3.	Nominating Committee and Election of Officers for FY25 **[VOTE]**	*Chair Young*
4.	FY2025 Budget **[VOTE]** (5 mins w/ Q&A)	*Director Bruno*
5.	Business Investment Update (5 mins w/ Q&A)	*Senior Assistant Director Toulouse*
	1. Subs for Subs	
	2. LIFFT	
6.	Real Estate/ Redevelopment (10 mins w/ Q&A)	*Senior Assistant Director Toulouse*
	1. Comp Plan Review- Office to Residential Conversions	
	2. Urban Ag, Other Council Actions	
	3. Karp & Cavalry Real Estate Contracts	
7.	Finance & Operations Update (15 mins w/ Q&A)	*Assistant Director Easley*
	1. VCA Certification Update	
	2. Building Signage	
	3. Part- time Position Conversion	
	4. Annual Report	
	5. FY24 P&L	
8.	Programs Update (15 mins w/ Q&A)	*Programs Manager Borwey*
	1. RW Kick-off/ Update	
	2. Culinary Careers Collaborative	
	3. Retail Week	
	4. Wander in and OTFBA Updates	
9.	Public Relations and Marketing Update (15 mins w/ Q&A)	*PR & Marketing Manager Jones*
	1. Strategic Plan Update	
	2. Media Coverage and Ad Updates	
10.	New Business	*Commissioners*
11.	Public Comment (5 Mins)	*Public*
12.	Adoption of June Meeting Minutes **[VOTE]**	*Commissioners*
13.	Adjourn	*Chair Young*

*****Next Meeting: September 4, 2024*****
6 pm, 10300 Eaton Pl. Fairfax, Virginia 22030
Subject to Change. Please Check gofairfaxcity.com for more information.

Fairfax City EDA
Economic Development Authority Staff Report

Date: June 26, 2024

TO: Economic Development Authority Commissioners

FROM: Christopher Bruno, Executive Director/ CEO

SUBJECT: Proposed FY2025 Budget

ISSUE(S): Consideration of the Proposed FY2025 Annual Budget for the Fairfax City Economic Development Authority

SUMMARY: Each year the Mayor and City Council allocate funding to the individual programmatic departments to advance the adopted City Council goals (attachment 1). This year $1,448,000 was allocated to the Economic Development Department, a unit of City Government. Within that allocation is included a proposal by the Director of Economic Development to fund the Fairfax City Economic Development Authority on an annual basis. For Fiscal Year 2025 the Director of Economic Development has proposed funding the Economic Development Authority with $1,448,000.

The Executive Director / CEO of the Economic Development Authority is responsible for developing a priority and programmatic budget with funds allocated by the Director of Economic Development. These programs and funds are overseen by the Commissioners of the Economic Development Authority who are ultimately responsible for coordinating EDA priorities and initiatives, and for supporting staff in the programmatic development of the Economic Development Authority in ways that advance economic development in Fairfax City.

The Proposed FY 2025 Budget (attachment 2) includes allocations to all of our previously established cost centers in a way that maintains or increases levels of programming and impact, enhances the EDA's visibility nationally and internationally, and provides for the expansion of business investment activity. The proposed budget also establishes projects within a new Tourism-related cost center and expands the Programs divisions to include initiatives that address retail and other capacity building services. Additionally, there is a substantial increase in funding for the Old Town Business Association in the amount of $150,000. Per Commissioner approval, an allocation of $25,000 for the Women's Empowerment Grant is listed in special initiatives. The proposed budget maintains the EDA's investment in the Mason Enterprise Center while providing flexibility through the Executive Director account to retain consultants as needed to improve and enhance several of the existing EDA programs. Notably, the proposed budget maintains another investment in the Economic Opportunity Fund of $250,000 which should allow future flexibility with program development and incentives.

FISCAL IMPACT: Adoption of the FY25 Budget would set in motion allocations (including programs, initiatives, and investments) in the amount of $1,448,000.

RECOMMENDATION: Adopt the Executive Director's Proposed FY25 Budget and authorize staff to begin working on FY25 programming.

ALTERNATIVE COURSE OF ACTION: 1) Table the Proposed FY25 Budget for action on a future date (this may impact programs not already funded by the FY24 adopted budget); 2) Recommend changes to the Executive Director in an amended budget for consideration.

RESPONSIBLE STAFF/ POC: Executive Director

COORDINATION: EDA Treasurer and EDA Financial Management Staff

ATTACHMENTS: 1) City Council Goals; 2) Proposed FY25 Budget Spreadsheet.

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/ Executive Director

FROM: Nicole Toulouse, Senior Assistant Director

SUBJECT: Business Investment Updates

SUBS FOR SUBS: FCED and the US Small Business Administration is hosting the first of a series of events called Subs For Subs taking place July 8, 8:30am – 1:30pm.

The objective of this program is to facilitate connections between large prime contractors and small businesses to foster subcontracting opportunities and collaboration. This event will provide information from prime contractors and the SBA, will include an opportunity for Q&A, networking, and will include 1:1 matchmaking meetings.

LIFFT UPDATE: Of the $300,000 allocated to the Lease Incentives for Fairfax Tenants (LIFFT) grant program, 3 grants totaling $26,873 have been dispersed and 19 eligible applicants have applied for another $260,150 of grant funding.

If all grants are processed this leaves the LIFFT fund with just $12,977 remaining. Verbiage has been added to the website to remind applicants that funds are limited and to have your funds committed through the program that a lease needs to have been submitted to ensure fund disbursement upon receipt of a valid business license.

Fairfax City EDA

Economic Development Authority Staff Report

Date: July 3, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/ Executive Director

FROM: Nicole Toulouse, Senior Assistant Director

SUBJECT: Real Estate Updates

OFFICE TO RESIDENTIAL CONVERSIONS:

We propose to convert three office buildings to residential or mixed-use residential in our "Connectors." These office buildings have varying degrees of success and economic impact. Some proposals maintain significant commercial square footage, while others significantly reduce the commercial square footage to almost exclusively residential square footage. The Connectors currently do not allow residential or commercial properties. The Planning Commission is now considering if they would recommend making commercial residential in the Connectors and, if so, under what conditions.

URBAN AG:

The City's Zoning Ordinance permits only limited commercial agricultural uses. While agricultural production has traditionally taken place outdoors, recent advancements have increased the feasibility of indoor commercial agriculture – sometimes called enclosed or urban agriculture. With cultivation in a controlled environment, such enterprises can operate in commercial settings with little disruption to neighboring properties or uses.

City Council discussed a general framework of this use at a June 11, 2024, work session and directed staff to proceed with drafting zoning text amendments. At this work session, staff will review a series of draft amendments pertaining to urban agriculture. A Planning Commission work session to discuss these potential amendments has been scheduled for July 8, and Planning Commission comments will be discussed at this meeting.

The amendments for adoption (as may be further amended) would be considered informally at future public hearings of the Planning Commission and City Council.

REAL ESTATE ANALYSIS CONTRACTS:

We are contracting for three economic impact studies that will conclude at the end of August. 1) Economic impact analysis of the proposed Ox Hill Block A project proposal and viability; 2) Old Town retail leakage and impact study; 3) Northfax retail leakage and impact study.

ATTACHMENTS:

Planning Commission Staff Report - Consideration of expanding support for residential uses in commercial areas
Urban Ag PowerPoint for Council & Staff Report
Economic Impact Analysis for The Ox Block A Scope
Old Town Retail Leakage and Impact Study Scope
Northfax Retail Leakage and Impact Study Scope

City of Fairfax, Virginia
City Council Work Session

Agenda Item #_____

City Council Meeting_____

TO: Honorable Mayor and Members of City Council

FROM: Laszlo A. Palko, City Manager

SUBJECT: Discussion on Potential Zoning Text Amendments Regarding Urban Agriculture

ISSUE(S):	Discuss draft potential amendments to the City of Fairfax Zoning Ordinance.
SUMMARY:	Currently, the City's Zoning Ordinance permits only limited commercial agricultural uses. While agricultural production has traditionally taken place outdoors, recent advancements have increased the feasibility of indoor commercial agriculture – sometimes called enclosed, or urban agriculture. With cultivation taking place in a controlled environment, such enterprises are able to operate in commercial settings, with little disruption to neighboring properties or uses. City Council discussed a general framework of this use at a June 11, 2024 work session, and directed staff to proceed with drafting zoning text amendments. At this work session, staff will review a series of draft amendments pertaining to urban agriculture. A Planning Commission work session to discuss these potential amendments has been scheduled for July 8, and Planning Commission comments will be discussed at this meeting. Formal consideration of the amendments for adoption (as may be further amended), would occur at future public hearings of the Planning Commission and City Council.
FISCAL IMPACT:	N/A
RECOMMENDATION:	Discuss and provide input to staff on the draft potential amendments.
ALTERNATIVE COURSE OF ACTION:	Defer or do not conduct a discussion on the draft potential amendments.
RESPONSIBLE STAFF/ POC:	Brooke Hardin, Director, Community Development & Planning Joe Eisenberg, Zoning Administrator Eric Forman, Senior Planner
COORDINATION:	Fairfax City Economic Development

ATTACHMENTS:

Attachment A – Draft Potential Amendments to the City of Fairfax Zoning Ordinance (redline version showing revisions in red ~~strikethrough~~ and underline format)

Full text of the City's Zoning Ordinance may be found at:
www.fairfaxva.gov/government/city-clerk/city-code

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/ Executive Director

FROM: Matthew Easley, Assistant Director

SUBJECT: Operations and Finance Updates

VCA CERTIFICATION: The Assistant Director was approved to take a Virginia Contracting Associate (VCA) Certification by the Virginia Institute of Procurement based on an evaluation of current job duties and responsibilities. The course concluded on June 12th, and an exam was administered on the 13th. The Assistant Director scored 89% on the exam, passing and acquiring certification. This certification allows FCED to purchase goods or services up to and including $100,000 without outside agency approval. The Finance Team will continue to look for professional development opportunities to increase the purchasing threshold and streamline processes for creating and executing programs and initiatives.

BUILDING SIGNAGE: Staff has been working with Special Project Manager Wilson and Polinger (WillowWood building management) to install the new FCED logo at the top of 10300 Eaton Place and be lit at night. The total cost of the project will amount to $16,540. This initiative was a priority of the former City Manager, and FCED as a selling point to increase visibility aligning with relocation to the WillowWood complex. Electrical work was completed on 6/28. Sign installation and full completion are anticipated within the coming weeks.

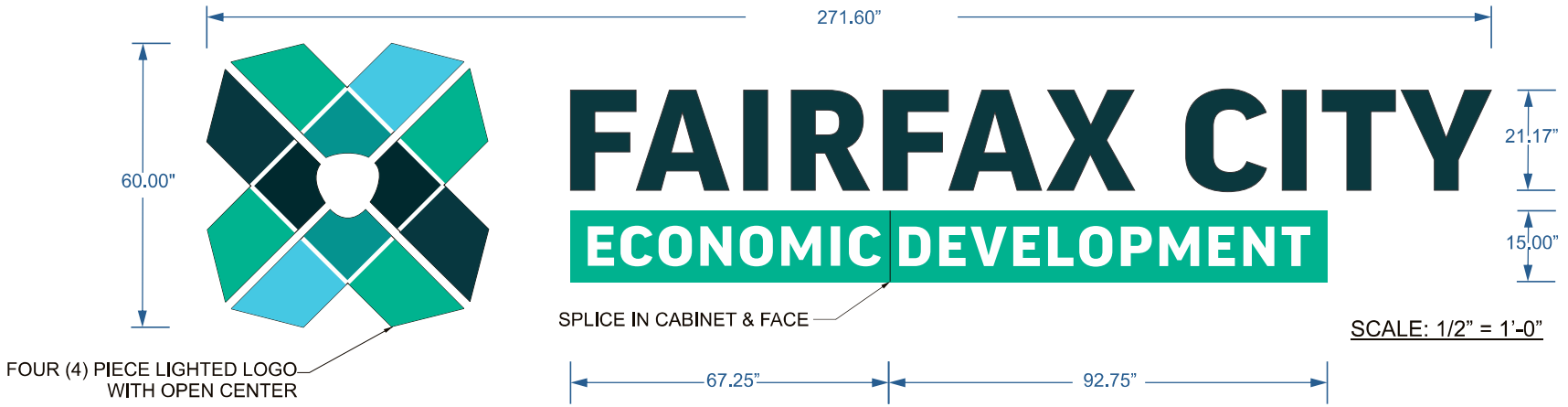
PART-TIME POSITION CONVERSION: Through the budget adoption process, the city finance department has evaluated temp positions across the city and determined that FCED could convert two positions to part-time permanent, with the potential for benefits depending on employee preference.

Staff is developing two job descriptions for a Business Investment Specialist and a Tourism and Placemaking Specialist, which may be complete or near completion by the time this report is communicated.

ANNUAL REPORT: Staff has been working to complete the CY 2023 and inaugural FCED Annual Report. This report comprehensively views the programs and initiatives completed and started in 2023. It is intended to demonstrate the robust and responsible use of resources to continue making Fairfax City a place to live, work, and do business.

Staff will now map out an FY2024 Annual Report and remain on that cadence for future reports while considering quarterly report releases.

ATTACHMENT(S): 1) VCA Certification; 2) Building signage proof from designer; 3) FCED 2023 CY Annual Report

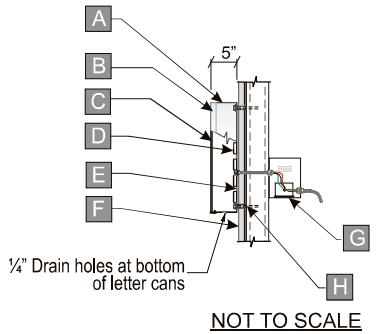


FABRICATE & INSTALL ONE (1) LIGHTED CHANNEL LETTER SIGN FLUSH MOUNTED ON ROOFTOP BRICK FACADE.
- -3/16” WHITE (#2447) PLEXIGLAS FACES WITH APPLIED DIGITALLY PRINTED TRANSLUCENT VINYL
- -1” WHITE TRIM CAP
- -5” DEEP .040” WHITE ALUMINUM RETURNS
- -.063” ALUMINUM BACKS
- -15” HIGH x 160” LONG x 5” DEEP LIGHTED CHANNEL CABINET TO BE SPLICED INTO TWO (2) CABINETS AND TWO (2) FACES AS SHOWN
- -WHITE LED MODULES AND REMOTE MOUNTED 12 VOLT POWER SUPPLIES
- -UL LABELED
- -INSTALLED FLUSH ON WALL WITH NON-CORROSIVE FASTENERS

COLORS

- PANTONE 2198c
- PANTONE 2217c
- PANTONE 339c
- PANTONE 7716c
- PANTONE 5463c

SIDE VIEW



NOT TO SCALE

- A 5” DEEP RETURNS PAINTED WHITE
- B 1” WHITE TRIM CAP
- C 3/16” WHITE (#2447) ACRYLIC FACES W/ APPLIED DIGITALLY PRINTED TRANSLUCENT VINYL
- D WHITE LEDs
- E .063 ALUMINUM BACKS
- F FACADE- BRICK
- G POWER SUPPLY IN ALUMINUM VAULT W/ DISCONNECT SWITCH
- H NON-CORROSIVE TAPCONS & WASHERS (MINIMUM 4 PER LETTER) FLUSH MOUNT

SIGN AREA
= 60.00” HIGH x 271.60” LONG
= 5.00’ HIGH x 22.63’ LONG
= **113.15 ft²**

This sign is to be installed in accordance with the requirements of Article 600 of the National Electrical Code.

UL LISTED

CLIENT REVIEW STATUS

☐ APPROVED ☐ APPROVED AS NOTED
☐ REVISE & RESUBMIT

NAME: DATE:

AdVision Sign Co.
Advertising for your Success is our Vision

BAKER Builders, LLC
INSTALLATION DIVISION

Scale: NOTED	Customer: FAIRFAX CITY ECONOMIC DEV.
Date: 4/10/24	10300 EATON PLACE
WO#: 24-9032-A3	FAIRFAX, VIRGINIA 22030
Drawn By: RBA	
	Sales Rep: ROB ANDERSON — Revised: 4/16/24
P.O. BOX 156 NOKESVILLE, VIRGINIA 20182	

NOTICE: THIS DRAWING IS AN ORIGINAL DESIGN, CREATED BY ADVISION SIGN CO. AND IS SUBMITTED FOR USE IN CONJUNCTION WITH THIS PROJECT ONLY. THIS DRAWING CANNOT BE DUPLICATED, ALTERED OF EXHIBITED IN ANY FASHION WITHOUT AUTHORIZATION FROM ADVISON SIGN CO. THIS DRAWING REMAINS THE PROPERTY OF ADVISION SIGN CO. AND ANY UNAUTHORIZED USE OR EXHIBITION WILL RESULT IN A DESIGN FEE.

PROPOSED SIGN PLACEMENT ON SOUTH BUILDING ELEVATION

SCALE: 3/32” = 1’-0”

AdVision Sign Co.	Scale: NOTED	Customer: FAIRFAX CITY ECONOMIC DEV.
	Date: 4/10/24	10300 EATON PLACE
BAKER Builders, LLC INSTALLATION DIVISION	WO#: 24-9032-B3	FAIRFAX, VIRGINIA 22030
	Drawn By: RBA	
	Sales Rep: ROB ANDERSON	Revised: 4/16/24
	P.O. BOX 156 NOKESVILLE, VIRGINIA 20182	

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TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/ Executive Director

FROM: Matthew Easley, Assistant Director

SUBJECT: FY24 P&L Update, Including Priority Projects from Previous FYs

ISSUE(S): The Fairfax City Economic Development (FCED) staff has effectively managed the program and administrative budgets throughout FY2024, aligning with the directives of the FCED commissioners and The Strategic Work Plan.

SUMMARY: The FY2024 FCED budget is $848,500. The total spend + committed in FY2024 is $707,350.62, leaving $141,149.38 to roll over to FY2025. The remaining $141,149.38 can be accounted for in administration expenses not required to be spent as the Economic Development Department (EDD) was approved for a Marketing & PR FTE in FY2024, a central deliverable in the strategic work plan and the addition of a Business Investment Associate and Intern, which eliminated the need for conference prospecting in addition to some programs and initiatives not fully depleting their budget classes.

This rollover does not include the Economic Opportunity Fund and Unplanned Initiatives. While these funds are an aspect of the budgetary process and significant regarding strategic planning, they are not committed as part of FY's budget. They are reserved for unplanned programming or initiatives considered worthy of pursuing or creating.

The budget for the Priority Projects from Previous FYs is $1,057,142. The total spend + commitment for these priority projects is $927,000, leaving $130,142 to roll over to FY2025. Most of the rollover is from Temporary Staffing Funds to run Priority Projects from Previous FYs. Due to staff changes and restructuring, these funds or additional staffing were not required to administer these Priority Projects successfully.

Between FY2024 and Priority Projects from Previous FYs, the total requested anticipated rollover is $271,291.38. Finance staff will review and determine where to roll these funds into the FY25 EDA Budget in collaboration with program staff and the Director.

Finance staff will prepare a proposal for the next EDA meeting, where the strategic replacement of FY24 funds will be highlighted for commissioner approval.

FISCAL IMPACT: None currently.

RESPONSIBLE STAFF/ POC: Assistant Director, Executive Director

COORDINATION: EDA Treasurer and EDA Financial Management Staff

ATTACHMENT(S): FY24 P&L

City of Fairfax Economic Development Authority
Budget vs. Actuals: Budget_FY24_P&L - FY24 P&L
July 2023 - June 2024

	Total			
	Actual Spend	Budget	Committed	Anticipated FY25 Rollover
Income				
4000 Fiscal Year Funds				
4003 FY24 Budget Funds	**428,701.55**	**848,500.00**	**707,350.62**	**141,149.38**
Total 6800 Priority Projects Funded by previous FY's	**$ 542,948.17**	**$ 1,057,142.00**	**$ 927,000.00**	**$ 130,142.00**
Total	**$ 971,649.72**	**$ 1,905,642.00**	**$ 1,634,350.62**	**$ 271,291.38**
Expenses				
6000 EDA Programs				0.00
6001 Restaurant Week	40,000.00	40,000.00	40,000.00	0.00
6003 Fairfax City Flex Card	20,150.00	20,000.00	20,150.00	-150.00
6004 Small Business Saturday	1,712.30	3,000.00	1,712.30	1,287.70
6005 Ribbon Cutting Events	1,615.67	5,000.00	1,615.67	3,384.33
6006 Women's Business Events	2,160.00	3,500.00	3,160.00	340.00
6007 Fall Festival	2,450.88	2,500.00	2,450.88	49.12
6008 Crawls	3,705.43	6,000.00	5,837.24	162.76
6009 Unplanned		5,000.00	5,000.00	0.00
Total 6000 EDA Programs	**$ 71,794.28**	**$ 85,000.00**	**$ 79,926.09**	**$ 5,073.91**
6100 MEC	150,000.00	150,000.00	150,000.00	0.00
6300 Economic Development Initiatives				0.00
6303 Marketing - Ad Support Econ Dev	92,873.01	145,000.00	145,000.00	0.00
Total 6300 Economic Development Initiatives	**$ 92,873.01**	**$ 145,000.00**	**$ 145,000.00**	**$ 0.00**
6400 Business Investment Program				0.00
6401 Accelerate Sponsorship		5,000.00	0.00	5,000.00
6402 Quantum Sponsorship	5,000.00	5,000.00	5,000.00	0.00
6403 Conference Prospecting	7,641.27	30,000.00	7,641.27	22,358.73
6404 Updated Literature	434.00	3,000.00	2,900.00	100.00
6405 Local Events	1,616.55	2,000.00	1,616.55	383.45
6406 Industry Conferences	19,853.53	25,000.00	19,853.53	5,146.47
Total 6400 Business Investment Program	**$ 34,545.35**	**$ 70,000.00**	**$ 37,011.35**	**$ 32,988.65**
6500 EDA Admin Expenses				0.00
6501 Account Support Specialist	40,000.00	40,000.00	40,000.00	0.00
6502 EDA Associate	30,000.00	30,000.00	30,000.00	0.00
6503 Drapers Consultant/Management	2,250.87	2,000.00	2,250.87	-250.87
6504 Contracts Manager	55,000.00	55,000.00	55,000.00	0.00
6505 IT Expenses (including website, databases)		8,000.00	0.00	8,000.00
6506 Admin/Marketing PTE	2,351.03	35,000.00	2,351.03	32,648.97
6507 Special Projects Manager	2,790.00	10,000.00	2,790.00	7,210.00
6508 Legal Fees	13,776.00	15,000.00	13,766.00	1,234.00
6509 Transportation/Meals	5,368.99	5,000.00	5,368.99	-368.99
6510 Miscellaneous	178.80	15,000.00	178.80	14,821.20
Total 6500 EDA Admin Expenses	**$ 151,715.69**	**$ 215,000.00**	**$ 151,705.69**	**$ 63,294.31**
6600 Strategic Initiatives				0.00
6601 Partnerships GMU	10,600.00	50,000.00	30,600.00	19,400.00
6602 OTFBA Executive Director Grant	33,698.12	53,500.00	53,500.00	0.00
6603 Neighborhood Econ Dev Grants CFCC OTFBA CIE	13,867.61	45,000.00	30,000.00	15,000.00
Total 6600 Strategic Initiatives	**$ 58,165.73**	**$ 148,500.00**	**$ 114,100.00**	**$ 34,400.00**
6700 Executive Director Budget				0.00
6701 Unspecific Funding	19,607.49	35,000.00	29,607.49	5,392.51
Total 6700 Executive Director Budget	**$ 19,607.49**	**$ 35,000.00**	**$ 29,607.49**	**$ 5,392.51**
6800 Priority Projects Funded by previous FY's				0.00
6801 LIFFT FY22 New Business Relocation	15,072.00	300,000.00	300,000.00	0.00
6802 FIIG FY23 Econ. Dev. Initiatives	300,000.00	300,000.00	300,000.00	0.00
6803 ADMIN FY22 Suppl. for Staffing (Pop-up, LIFFT, FLEX))		92,525.00	0.00	92,525.00
6804 ADMIN FY23 Remaining for Temp Staff		31,617.00	0.00	31,617.00
6806 ARPA Tourism FY22 Supplemental for ARPA (restricted)	75,000.00	75,000.00	75,000.00	0.00
6807 NCGP FY23 Remaining Grant Funding	18,000.00	36,000.00	30,000.00	6,000.00
6808 Website FY23 New Website & Updated Branding	54,751.17	122,000.00	122,000.00	0.00
6809 Wander In FY22 Suppl. for Popup/Vacancy	80,125.00	100,000.00	100,000.00	0.00
Total 6800 Priority Projects Funded by previous FY's	**$ 542,948.17**	**$ 1,057,142.00**	**$ 927,000.00**	**$ 130,142.00**

Fairfax City EDA
Economic Development Authority Staff Report

Date: July 3, 2024

TO: Economic Development Authority Commissioners

THROUGH: Executive Director, Christopher Bruno

FROM: Programs Manager, Tara Borwey

SUBJECT: Restaurant Week Update, Culinary Careers Collaborative, Fairfax City Shop Local Week, Wander In and OTFBA

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 an update for the following programs: Fairfax City Restaurant Week, Culinary Careers Collaborative and Fairfax City Shop Local Week. This report will also update on the OTFBA as the organization has entered a transition, including the wind down of Wander In.

FCRW: Fairfax City Restaurant Week is a collaborative initiative by Fairfax City Economic Development, the Central Fairfax Chamber of Commerce, and the Old Town Fairfax Business Association. The event features specially curated menus from participating restaurants, celebrating the diverse culinary scene of Fairfax City.

FCED has recently secured a new contractor for this event series. Joy Riot is currently being onboarded and will begin planning for the 2024 Summer Restaurant Week in the coming weeks. The total value of this contract is: $40k committed by the EDA in FY25 budget if approved and $5k committed by the CFCC. Additional funding is dependent on program enrollment fees which are reinvested in the program by dedicating such funds to the program contractor, via contract agreement, upon execution of the events.

CCC: The Town of Vienna Economic Development Division (ToVEDD) and Fairfax City Economic Development (FCED) have partnered to address the workforce needs of the region's restaurant community. This July, program partners are launching the pilot of the Culinary Careers Collaborative, with courses scheduled as follows:

- Beverage Track: July 11-12 and July 15-16
- Advanced Track: June 20-21 and June 25-26
- Beginner Track: July 18-19 and July 22-23

The pilot program is funded by $30,000 from the FY24 Unplanned lines. An additional $30,000 is requested in the FY25 budget to develop the program further and ensure its continuation in FY25.

FCSLW: FCED has launched a new program to support retail businesses, similar to the support Restaurant Week provides for restaurants. Shop Local Week aims to position Fairfax City as a regional shopping destination while boosting the local retail sector.

The event will take place from July 25-31, 2024, and will feature themed shopping days:

- Community Cares Thursday
- Friday Social
- Sidewalk Sale Saturday + Sunday
- Discovery Day Monday
- Treat Yourself Tuesday
- Wellness Wednesday

There are currently 12 businesses enrolled in the pilot program. The total value of this contract is $15k which was allocated from FY24 Unplanned Programs and Director budget lines, $5k and $10k respectively.

Wander In/OTFBA: The OTFBA is completing board training sessions with Perch Advisers, funded by a grant from the EDA. Perch reported that 100% of the board has participated in the training. The session schedule was adjusted due to the resignation of Tess Rollins as Executive Director and Josh Alexander stepping down as Board Chair. Perch provided valuable guidance during this transition and will continue to support the OTFBA in selecting the next Executive Director. John Rhodas has been appointed as Board Chair until the next annual meeting.

Wander In closed on June 30, 2024, after Kimco secured a permanent tenant for the space. Filling this long-vacant retail space is a significant achievement for FCED. This week, FCED and OTFBA will ensure the vendors vacate and the space is lease-compliant by July 7, 2024.

Nathali Gorgon has accepted the position of OTFBA Programs Manager. She will be the point of contact during Wander In's wind-down and will also maintain operations while the OTFBA Board searches for the next Executive Director.

FISCAL IMPACT: $40k for Fairfax City Restaurant Week from FY25 budget if approved, $30k for Culinary Careers Collaboration from FY24 budget, $30k for Culinary Careers Collaborative from FY25 budget if approved, $15k for Shop Local Week from FY24 budget and $15k for Shop Local Week from FY25 budget if approved.

RESPONSIBLE STAFF/
POC: Tara Borwey, Programs Manager

COORDINATION: Christopher Bruno, Executive Director

Fairfax City EDA
Economic Development Authority Staff Report

Date: July 3, 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 PR and Marketing team provides several updates on ongoing initiatives and recent achievements. Recent activities include completing the Marketing and Communications Strategy Framework, distributing press releases, securing significant media coverage, launching new radio ads, updating office signage, and new FCED branded merch. These efforts collectively aim to enhance local engagement, economic growth, and Fairfax City's visibility.

SUMMARY:

1. Marketing and Communications Framework

The Fairfax City Economic Development five-year strategic work plan underscores the importance of developing a comprehensive marketing strategy. Collaborating with the team, the PR and Marketing Manager spearheads the implementation of this plan to effectively promote opportunities in Fairfax City to diverse audiences. This serves as an update on the numerous ongoing initiatives currently underway. Before a formal strategy is created, please find the marketing and communications framework deck attached.

2. Press Releases

a. On June 27, the PR and Marketing team distributed two press releases announcing new FCED programs. The Culinary Careers Collaborative (CCC), in partnership with the Town of Vienna Economic Development office, is a workforce program created to equip current and prospective culinary talent with skills to pursue a career in the culinary field. The first track begins on July 11 with applications due by July 8.

The inaugural Fairfax City Shop Local Week in partnership with the Central Fairfax Chamber of Commerce and The Old Town Fairfax Business Association will kick off on July 25 through 31. This week is an initiative to highlight locally-owned retail shops and establish Fairfax City as a regional destination for unique finds. Partnering with Fifth and Main PR, we're currently securing press opportunities for the program.

3. Media Coverage

Within the past month, the PR and Marketing team has secured a number of earned media coverage. The Genetix IQ announcement was covered by the Washington Business Journal, the Fairfax City Summer Crawl coverage was secured by both the Washingtonian and FFXNow, and the Smiley Skin Ribbon Cutting was covered by Patch.com.

3. New iHeart Radio Ads

In the July and August iHeart Media/DC 101 radio ads, Executive Director Chris Bruno will discuss programs, the vibrant culture, and Fairfax City Restaurant Week.

4. New Office Signage & Rebranded Merchandise

The PR & Marketing team is working with a vendor to replace the FCED reception desk signage with the new logo. The signage will be installed by the end of July. The team has also purchased merch reflecting the new branding for staff, Commissioners, and event giveaways. These items

include short sleeve polos, water bottles, pens, notepads, wireless charging pads, and desk cell phone holders among other items. The team will keep everyone updated once the items arrive.

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