CITY OF FAIRFAX ECONOMIC DEVELOPMENT AUTHORITY
MEETING AGENDA
Wednesday, May 1, 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 Closed Session **[VOTE]**~~	~~*Commissioners*~~
~~3.~~	~~Reconvene Regular Meeting **[VOTE]**~~	~~*Commissioners*~~
4.	Adoption of May Meeting Agenda **[VOTE]**	*Commissioners*
5.	Mason Enterprise Center – Fairfax (15 Mins w/ Q&A)	*Center Director Hill*
6.	Business Investment Italy Update	*Director Bruno on behalf of BI Specialist Marie Spittel*
7.	EDA Budget Update	*Treasurer McGruder/ Assistant Director Easley*
8.	Programs Update a. Women's Entrepreneur Empowerment Luncheon b. Retail Week c. Culinary Career Collaborative	*Programs Manager Borwey*
9.	Public Relations and Marketing Update a. iHeart Media Radio & Magazine Print Ads b. FCED Rebrand c. Marketing & Communications Strategy Update	*PR & Marketing Manager Jones*
10.	New Business	*Commissioners*
11.	Public Comment (5 Mins)	*Public*
12.	Adoption of April Meeting Minutes **[VOTE]**	*Commissioners*
13.	Adjourn	*Chair Young*

*****Next Meeting: June 5, 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, Director/ Executive Director

FROM: Business Investment Specialist, Marie Spittell

SUBJECT: Business Investment Update – No Action Required

INTERNATIONAL BUSINESS RECRUITMENT:

The Business Investment team has been ramping up efforts to attract international companies to the City.

We will submit our final proposal to the Italian Trade Agency Los Angeles office to host ten Italian companies for a bootcamp this fall. The bootcamp program is one that the Italian Trade Agency regularly hosts with participating jurisdictions. The recruitment focus will be for companies in life sciences and clean tech.

We plan to use this pilot bootcamp as a way to launch a soft landings program open to all qualifying international businesses. Preparation for the bootcamp has lead us to develop more concrete ways to interact with our partners and service providers in the region and with organizations in industry-specific ecosystems.

Based on our relationship with the Virginia Small Business Development Center (SBDC), we were invited to attend a visit by the investment development agency of the Italian region of Friuli Venezia Giulia on April 15 – 16. On April 15, Director Chris Bruno attended a reception in Richmond with President Massimiliano Fedriga of Friuli Venezia Giulia. On April 16 the Director of the investment development agency Lydia Alessio – Vernì toured the Mason Enterprise Center and then met with local businesses. Fairfax City Economic Development arranged for Mayor Catherine Read to attend the meeting and make welcome remarks. Now that the VA SBDC is aware of our international recruitment efforts, they have expressed a willingness to pass along any leads and make connections that they uncover in their normal work in the international sphere.

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/ Executive Director

FROM: Matthew Easley, Assistant Director

SUBJECT: Budget Update – No Action

FY2024 BUDGET: The Economic Development Department Staff has been working to draw down FY24, FY23, and FY22 programs and initiatives.

Finance staff is working with the city budget team and monitoring class balances in anticipation of FY25 to forecast and determine what transfers into the city may be necessary prior to the end of FY24 to fund part-time and temporary staffing needs.

FY24 concludes on 6/30, leaving just under two months remaining until FY25.

After FY24, finance staff will request that funding not utilized in FY24 be rolled into FY25. Specifics on that request will be determined closer to the end of the fiscal year, and the request will need to be approved by the EDA Commissioners.

Additionally, finance staff will provide a proposed budget for the June Fairfax City Economic Development Authority meeting.

Attached is a profit and loss report that either the Treasurer or Assistant Director will walk through.

ATTACHMENT(S): FY2024 EDA Budget

Budget vs. Actuals statement

PPR Strategies has been chosen to create the program's website, which is currently in development. Next steps involve completing the website, creating the registration page to be hosted through GMU, identifying restaurant partners, and initiating student recruitment through marketing efforts.

Retail Week: FCED has initiated the development of a new program designed to support retail businesses, mirroring the spirit of Restaurant Week's support for restaurants. Through this upcoming initiative, Retail Week (to be renamed during the branding period), aims to position Fairfax City as a regional shopping destination.

The objectives of this event include providing marketing opportunities for Fairfax City's diverse and locally owned retail establishments. Additionally, it aims to attract shoppers to the city by highlighting the benefits of shopping locally and fostering a sense of community through supporting local businesses.

To achieve these goals, the event will feature various "deals" for participants to rally behind, allowing for cohesive messaging while accommodating diverse cost structures and offerings for sale. Examples include Sidewalk Sale, Sip + Shop, Wellness Wednesday, Buy One Get One, Shop for a Cause Day, Product Preview Day, and Community Cares Day.

Fifth & Main has been chosen as the contractor for this program, with FCED securing the contract on behalf of the EDA. The next steps involve forming a committee for the program and hosting a kick-off meeting to commence event planning. The projected date for the event is July 2024.

FISCAL IMPACT: $25,000 for Women's Entrepreneur Empowerment Grant
$15,000 for Retail Week Initiative

RECOMMENDATION: N/A

ALTERNATIVE COURSE OF ACTION: N/A

RESPONSIBLE STAFF/ POC: Tara Borwey, Programs Manager

COORDINATION: Christopher Bruno, Crystal Kramer.

Date: May 1, 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 Fairfax City Economic Development five-year strategic work plan emphasized the necessity for a full-time Public Relations and Marketing Manager and underscored the importance of developing a comprehensive marketing strategy. Collaborating with the team, the PR and Marketing Manager will spearhead the implementation of a strategic marketing plan to effectively promote opportunities in Fairfax City to diverse audiences. This serves as an update on the numerous ongoing initiatives currently underway.

SUMMARY:

1. Update on Marketing Strategic Plan

Staff is spearheading the FCED marketing and communications strategy development and partnering with Commissioners Tom Ross and Mitchel Cho. The comprehensive strategy will be presented during next month's EDA meeting.

2. Advertising

a. The PR and Marketing team worked with Professional Sports Publications (PSP) again this year for a print ad. You can find the FCED ad in the Washington Nationals Magazine Gaming Program. The magazine is available at Nationals Park at every home game.

b. FCED also participated in advertising in Virginia Business magazine's *The Big Book: Economic Development Issue*. This ad positions Fairfax City as the "it" city for businesses large and small.

c. Staff partnered with iHeart Media to launch a 6-month FCED radio ad campaign airing on DC101 multiple times a week. Each month, a new 60-second ad will feature Executive Director Chris Bruno speaking with on-air talent about the numerous benefits of starting or expanding a business in Fairfax City, including affordability, accessibility, and access to unique resources and programs.

3. Launching New Website and Logo

Embedded within our strategic plan is the creation of a new website, set to launch May 2nd under the URL gofairfaxcity.com. This platform will showcase the refreshed branding, characterized by a vibrant green and blue color scheme and the new logo. Social channels will also be converting from @fairfaxcityeda to @gofairfaxcity. This change will be communicated across social media, website, e-newsletter as well as an email to all City partners.

RESPONSIBLE STAFF/
POC: Brittany Jones, PR and Marketing Manager; Monika Blakely, Marketing Fellow; Mai Nguyen Communications Intern