CITY OF FAIRFAX ECONOMIC DEVELOPMENT AUTHORITY
MEETING AGENDA
Wednesday March 5, 2025, 6:00pm
In Person

9990 Fairfax Blvd Ste 350, Fairfax, VA 22030

1.	Call to Order	Chair Cho
2.	Adoption of February Meeting Minutes **[VOTE]**	Commissioners
3.	Adoption of March Meeting Agenda **[VOTE]**	Commissioners
4.	Host Acknowledgement- Highlight Technologies (5 mins)	
5.	Closed Session w/ Legal Counsel **[VOTE]**	Commissioners
6.	Reconvene Regular Meeting **[VOTE]**	Commissioners
7.	Introduction and Readoption of the Remote Participation Policy **[VOTE]**	Commissioners
8.	Introduction and Readoption of the All-Virtual Meeting Policy **[VOTE]**	Commissioners
9.	Consideration of $57,198 to Pathway Homes Organization **[VOTE]**	Commissioners
10.	Mason Enterprise Center-Fairfax (15 mins w/ Q&A)	Center Director Hill
11.	Operations And Finance Update (15 mins w/ Q&A)	Assistant Director Easley
	a. FY26 Budget Update	
12.	Programs Update (15 mins w/ Q&A)	Assistant Director Borwey
	a. Culinary Careers Collaborative	
	b. Business Marketing Grant	
	c. Fairfax City Restuarant Week	
	d. Small Business Month	
13.	New Business	All
14.	Public Comment (5 mins)	Public
15.	Adjourn	Chair Cho

*****Next Meeting: April 2, 2025*****
6 pm, 10300 Eaton Pl. Fairfax, Virginia 22030
Subject to Change. Please Check gofairfaxcity.com for more information.

Fairfax City Economic Development Staff Report

Economic Development Authority

Date: March 5, 2025

TO: Economic Development Authority Commissioners

THROUGH: Chris Bruno, President/ CEO

FROM: Marie Spittell, Acting Business Investment Manager

SUBJECT: Business Investment Update

ISSUE(S):

Whether to authorize a grant to Pathway Homes in the amount of $57,198.00, consistent with the equivalent amount recognized by the LIFFT program, for establishment of a new corporate headquarters in Old Town Fairfax.

PATHWAY HOMES RETENTION EFFORT:

Pathway Homes headquarters is currently located at 10201 Fairfax Boulevard, Suite 200. The property, known as Gatewood Plaza, is being reconsidered for redevelopment into a 7-story multifamily building with first floor retail space and underground parking. Pathway Homes received a notice to vacate their Fairfax Boulevard location by 2027 and in 2024 they began a search for a new headquarters in Fairfax City.

Since Pathway Homes was being displaced by redevelopment and the business was seeking an expansion in Fairfax City, staff determined that Pathway should be able to qualify for a LIFFT-style incentive to stay in Fairfax City since they met two of the criteria for a LIFFT application – displacement and expansion. Taking the LIFFT calculation that was done for other leases in the City, it was determined that Pathway Homes would be eligible for $57,198 for their 19,286 SF building. This was a key point of discussion with Pathway Homes as part of the retention effort to keep them in the city and influenced their decision to stay in Fairfax City.

The new location on University Drive will have 36 employees, with an estimated local spend of $100,000. Additionally, it will house 15 low-income residents in their affordable housing units and will have an estimated local spend of an additional $100,000.

FISCAL IMPACT: $57,198

RECOMMENDATION: Authorize the Executive Director to enter into a grant agreement with Pathway Homes for $57,198 from the economic opportunity fund.

ALTERNATIVE
COURSE OF ACTION: Direct staff to cancel retention efforts.

RESPONSIBLE STAFF/
POC: Economic Development Staff/

COORDINATION:

ATTACHMENTS:

FAIRFAX CITY
Economic Development Authority

Fairfax City Economic Development Staff Report

Date: March 5, 2025

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, President/CEO

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 FY26 budget and process as presented by the City Manager on 2/25/25.

FY26 BUDGET UPDATE:

On 2/25/25, the City Manager presented the FY26 proposed budget to the City Council. This is the first step of a multistep process that will conclude on May 6th.

As the City moves through its presented timeline and next steps, Economic Development staff will work to formalize a proposal based on the approved FY26 City budget. FCED Finance staff will liaise with the City Finance Department and coordinate with Economic Department Program Managers, along with FCED Director to bring this proposal to the Commissioners for approval during the June meeting of FCED.

FISCAL IMPACT: None at this time.

RECOMMENDATION: N/A

ALTERNATIVE
COURSE OF ACTION: N/A

RESPONSIBLE STAFF/
POC: Matthew Easley, Assistant Director for Finance and Operations

COORDINATION: Director of Economic Development, Division leads and City CFO/ Finance

ATTACHMENTS: City Council Budget Discussion / Decision Timeline Next Steps

Council Budget Discussion/Decision Timeline Next Steps

February 25, 2025
- City Manager's Proposed Budget Presentation

March 4, 2025
- Work Session – Proposed Budget, Budget Presentation from Schools

March 11, 2025
- Public Hearing – Proposed Budget
- Consideration of Maximum Real Estate Tax Rate to be Advertised

March 25, 2025
- Public Hearing – Proposed Budget

April 1, 2025
- Work Session – Proposed Budget

April 8, 2025
- Introduction of Commercial & Industrial Tax
- Introduction of Wastewater Rates
- Introduction of Old Town Service District
- Introduction of Storm Water Utility Rate
- Final Public Hearing – Proposed Budget

April 22, 2025
- Introduction of appropriation resolutions for the General, Capital, Wastewater, Transit, Storm Water Utility, Cable, Old Town, and Transportation tax funds for FY 2026
- Public Hearing – Real Estate Tax Rate
- Public Hearing – Commercial & Industrial Tax; Wastewater Rates; Old Town Service District; Storm Water Utility Rate
- FY25 Quarter 3 Financial Review

May 6, 2025
- Consideration of FY26 Budget, Rates and Levies and FY26-30 CIP
- Consideration of appropriation resolutions for the General, Capital, Wastewater, Transit, Storm Water Utility, Cable, Old Town, and Transportation tax funds for FY 2026

Live Life Connected
→ IN FAIRFAX CITY

Discussion Point

Decision Point

FAIRFAX CITY
Economic Development Authority

Fairfax City Economic Development Staff Report

Date: March 5, 2025

TO: Economic Development Authority Commissioners

THROUGH: Chris Bruno, President/ CEO CMB

FROM: Tara Borwey, Assistant Director of Programs

SUBJECT: Programs Update

ISSUE(S):

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 report serves as an update for four of those programs: Fairfax City Restaurant Week, Culinary Careers Collaborative, the Business Marketing Grant, and Small Business Month.

RESTAURANT WEEK:

The 2025 Winter Restaurant Week took place from February 24 to March 2, with an optional extension running through March 9. This event, a joint initiative of Fairfax City Economic Development, the Central Fairfax Chamber of Commerce, and the Old Town Fairfax Business Association, featured specially curated menus from participating restaurants, including prix fixe lunch and dinner specials and two for $10 deals at select specialty eateries.

This year introduced the "Let's Work Together" option, allowing restaurants to select price points and menus that suited their business needs, helping expand participation. As a result, 33 restaurants participated—the highest number to date. Commissioners are encouraged to support Restaurant Week by dining at participating establishments. In the past year, Restaurant Week generated an average of $3.3 million in publicity value, further highlighting its growing impact on the local economy.

A full list of locations and offerings is available at www.fairfaxcityrestaurantweek.com. Commissioners and Committee members are also asked to share their dining experiences on social media, tagging @gofairfaxcity and @fairfaxcityrestaurantweek. Future updates will cover PR and marketing efforts and results, including the addition of Shop Mason influencers to the marketing strategy.

CULINARY CAREERS COLLABORATIVE:

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

With two of the three pilot tracks completed, and in collaboration with our partners, the final Beginning Culinary course will be held at George Mason in June. Upon completion, the partnership will evaluate the program's impact and determine the best path forward.

Approximately $30,000 will be used to fund this initiative out of the total $60,000 allocated, covering costs for course development, instructor fees, training materials, and outreach efforts to recruit participants.

BUSINESS MARKETING GRANT:

As part of its ongoing small business support efforts, FCED launched the Fairfax City Business Marketing Grant to help local businesses strengthen their marketing strategies and expand their customer base. This initiative provides $25,000 in

funding to support at least five Fairfax City businesses in accessing professional marketing services to enhance their visibility and competitiveness.

The application window closed on February 21, with 24 applications received. FCED, along with our community partner, the Central Fairfax Chamber of Commerce, has completed the scoring, and businesses will be notified this week. The Check Presentation Ceremony will take place during the EDA Monthly Meeting in April.

SMALL BUSINESS MONTH:

FCED has retained Joy Riot to design a Small Business Month program aimed at establishing Fairfax City as a premier regional shopping destination while continuing to support the business community through strategic marketing initiatives. This program will spotlight locally owned businesses across the retail, wellness, and experiential sectors, strengthening Fairfax City's small business ecosystem.

In collaboration with the Central Fairfax Chamber of Commerce and the Old Town Fairfax Business Association, the program will run from April 26 to May 31. A dedicated webpage is being developed on GoFairfaxCity.com, where businesses will soon be able to enroll. Additionally, a public-facing website will promote the five-weekend event series and participating businesses, helping to drive awareness and engagement.

This program is set to use $15,000 of the $30,000 allocated in the approved budget for this year, supporting a range of marketing efforts including the development of promotional materials, event coordination, and outreach to participating businesses.

FISCAL IMPACT:

The total fiscal impact of these initiatives is $90,000, with $20,000 allocated to Restaurant Week, $30,000 to the Small Business Month program, and $30,000 to the Culinary Careers Collaborative pilot program, all supporting various marketing, training, and business development efforts. Funds for the Business Marketing Grant were allocated from the FY25 budget at the December 4, 2024, Economic Development Authority Meeting. Funds for Small Business Month were allocated from the FY25 budget at the September 4, 2024, Economic Development Authority Meeting, and other initiatives have already been approved.

RECOMMENDATION: N/A

ALTERNATIVE
COURSE OF ACTION: N/A

RESPONSIBLE STAFF/
POC: Tara Borwey, Assistant Director of Programs

COORDINATION: Christopher Bruno, Executive Director, Finance Staff

ATTACHMENTS: N/A