CITY OF FAIRFAX ECONOMIC DEVELOPMENT AUTHORITY
MEETING AGENDA
Wednesday October 2, 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 Cho
2.	Adoption of October Meeting Agenda **[VOTE]**	Commissioners
3.	Convene Closed Session for Consultation with Legal Counsel **[VOTE]**	Chair Cho
4.	Reconvene Regular Session **[VOTE]**	Chair Cho
5.	Draft Green Building Policy (30 mins w/ Q&A)	Stefanie Kupka, Public Works
6.	Mason Enterprise Center- Fairfax (15 mins w/ Q&A)	Center Director Hill
7.	Tourism Updates (10 mins w/ Q&A)	Tourism Grants Specialist Smith /
	a. Wander In Recap	Tourism and Placemaking Specialist Gerson
	b. Staff Update	
8.	Business Investment Update (10 mins w/ Q&A)	Business Investment Specialist Spittell
	a. Italian Trade Mission	
	b. Project Opal	
9.	Operations Update (10 mins w/ Q&A)	Assistant Director Easley
	a. FY2024 Rollover Memo	
	b. Audit Update	
	c. OTSD/CFCC/WEGO Agreements Update	
	d. Shop Local RFP	
	e. Staffing	
10.	Programs Update (10 mins w/ Q&A)	Programs Manager Borwey
	a. OTFBA Executive Director Search	
	b. WEEL	
	c. Fall Festival	
11.	Public Relations and Marketing Update (10 mins w/ Q&A)	PR & Marketing Manager Jones
	a. Paid Ads	
	b. IDA Annual Conference Recap– University Partnerships for Economic Development	
12.	New Business	Commissioners
13.	Public Comment (5 mins)	Public
14.	Adoption of September Meeting Minutes **[VOTE]**	Commissioners
15.	Adjourn	Chair Cho

*****Next Meeting: November 6, 2024*****

6 pm, 10300 Eaton Pl. Fairfax, Virginia 22030

Subject to Change. Please check gofairfaxcity.com for more information.

FAIRFAX CITY
Economic Development Authority

Fairfax City EDA
Economic Development Authority Staff Report

Date: October 2, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO

FROM: Michelle Smith, Contracts Manager

SUBJECT: Wander In Recap and Staff Update

WANDER IN: Wander In, a pilot project between Fairfax City Economic Development (FCED) and the Old Town Fairfax Business Association (OTFBA), operated from December 2023 to June 2024. The project served as a business incubator for 30 small retail businesses and artists, offering "Meet the Maker" nights and participant-led classes.

The project was supported by $80,125 in grant funds from FCED. Program income totaled $20,616.97 generated from vendor space fees and commissions. The largest expense was payroll, totaling $38,371.63. Other expenses included business costs ($4,845.38), contract services ($16,287.12), and operations ($31,134.98)

STAFF UPDATE: Stephanie Gerson began her role as Tourism Specialist on 9/16/2024. Her portfolio includes the following key responsibilities:

- Developing tourism programs that showcase the city's assets, support strategic tourism planning, and collaborate with hotels and restaurants to enhance brand awareness.
- Commissioning an artist to create a LOVE sign, a signature attraction for the city.
- Commissioning artists for the completion of two murals, contributing to the city's public art and cultural landscape.

RESPONSIBLE STAFF/
POC: Michelle Smith, Contracts Manager
Stephanie Gerson, Tourism Specialist

COORDINATION: Christopher Bruno, Director/CEO

ATTACHMENTS: Wander-In P&L

Old Town Fairfax Business Association
Profit & Loss by Class
August 1, 2023 through September 25, 2024

	Wander-In (Programs)	Total Programs	TOTAL
Ordinary Income/Expense			
Income			
43500 · Grants			
43520 · Municipal Grants	80,125.00	80,125.00	80,125.00
Total 43500 · Grants	80,125.00	80,125.00	80,125.00
47200 · Program Income			
47300 · Wander-In Revenue			
47310 · Wander-In Sales	588.43	588.43	588.43
47320 · Wander-In Commission	3,793.54	3,793.54	3,793.54
47330 · Wander-In Vendor Space	16,235.00	16,235.00	16,235.00
Total 47300 · Wander-In Revenue	20,616.97	20,616.97	20,616.97
Total 47200 · Program Income	20,616.97	20,616.97	20,616.97
Total Income	100,741.97	100,741.97	100,741.97
Expense			
60900 · Business Expenses			
60930 · Licenses	297.97	297.97	297.97
60940 · PayPal Fees	45.16	45.16	45.16
60950 · Dues and Subscriptions	2,614.44	2,614.44	2,614.44
60960 · Depreciation Expense	813.00	813.00	813.00
60970 · Credit Card Processing Fees	1,074.81	1,074.81	1,074.81
Total 60900 · Business Expenses	4,845.38	4,845.38	4,845.38
62100 · Contract Services			
62140 · Legal Fees	6,216.50	6,216.50	6,216.50
62150 · Outside Contract Services	10,070.62	10,070.62	10,070.62
Total 62100 · Contract Services	16,287.12	16,287.12	16,287.12
65000 · Operations			
65040 · Supplies	12,148.79	12,148.79	12,148.79
65050 · Telephone, Telecommunications	1,335.00	1,335.00	1,335.00
65060 · Advertising and Marketing	5,055.20	5,055.20	5,055.20
65070 · Meals and Entertainment	797.16	797.16	797.16
65090 · Rent	10,225.80	10,225.80	10,225.80
65095 · Utilities	1,573.01	1,573.01	1,573.01
Total 65000 · Operations	31,134.96	31,134.96	31,134.96
66000 · Payroll Expenses			
66010 · Officer Salaries	5,500.00	5,500.00	5,500.00
66020 · Salaries & Wages	29,100.50	29,100.50	29,100.50
66030 · FICA Expense	3,239.79	3,239.79	3,239.79
66040 · FUTA Expense	96.50	96.50	96.50
66050 · SUTA Expense	434.84	434.84	434.84
Total 66000 · Payroll Expenses	38,371.63	38,371.63	38,371.63
Total Expense	90,639.09	90,639.09	90,639.09
Net Ordinary Income	10,102.88	10,102.88	10,102.88
Net Income	**10,102.88**	**10,102.88**	**10,102.88**

FAIRFAX CITY
Economic Development Authority

Fairfax City EDA
Economic Development Authority Staff Report

Date: October 2, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO CMB Acting Director

FROM: Marie Spittell, Business Investment Specialist/ Acting Business Investment Manager

SUBJECT: Italian Trade Mission

ISSUE(S): The Fairfax City Economic Development (FCED) business investment division has been working to forge international landings for businesses that are interested in doing business in Northern Virginia in collaboration with the Virginia SBDC.

SUMMARY: Director and business investment lead joined Virginia SBDC on a trade mission to Friuli-Venezia Julia (FVG). Meetings were coordinated with FVG President Massimiliano Fedriga, US Consul General Douglass Benning, and Commercial Service Officer Caroline Chung. The team met with several businesses, business associations, and tech incubators looking for US opportunities. Arrangements were made in Rome to meet with John Cabot University to discuss collaboration with students on economic development projects.

RESPONSIBLE STAFF/
POC: Marie Spittell, Acting Business Investment Lead, Christopher Bruno, Director/CEO

FAIRFAX CITY
Economic Development Authority

Fairfax City EDA
Economic Development Authority Staff Report
Date: October 2, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/ Executive Director

FROM: Matthew Easley, Assistant Director

SUBJECT: FY24 and Previous FY Projects Rollover Memo

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: FY2024 Funds available for Rollover: $150,361.21

Previous FY's funds available for Rollover: $89,702

FISCAL IMPACT: Increase in FY2025 program, administration, and opportunity funding, allowing economic development staff to execute programs with increased resources.

RESPONSIBLE STAFF/ POC: Matthew Easley, Assistant Director, Christopher Bruno, Director/CEO, Tatjana Mara, Account Support Associate

COORDINATION: EDA Treasurer and EDA Financial Management Staff

ATTACHMENT(S): FY2024 Rollover Proposal

FY24 EDA Rollover Proposal

	Budget Line	Total Budget	Remaining for Rollover	FY2025 Reallocation	Rationale
1	Programs	85,000.00	797.02	Programs - Miscellaneous - 1J	Increase in unplanned program resources
2	MEC	150,000.00	0.00	-	Transferred to EDA MEC bank accounts at start of FY
4	Marketing/Ad Support	145,000.00	6,847.12	PR/Marketing - 6A	Increase in unplanned advertising resources
5	Business Investment Program	70,000.00	28,445.91	Economic Development Initiatives - 4A	Increase in economic development initiatives for strategic and unplanned programming
6	Admin	215,000.00	62,233.56	Economic Opportunity Fund - 3A	Increase in economic opportunity fund for strategic and unplanned business investment
7	Strategic Initiatives	148,500.00	46,645.09	Economic Development Initiatives - 4A	Unplanned strategic initiatives come from Economic Development Initiatives; appropriate reallocation
8	Executive Director Budget	35,000.00	5,392.51	Executive Director Budget - Legal - 10C	Forecast anticipated increased need with Legal Counsel
	Total Budget	**848,500.00**	**150,361.21**		

Priority Projects Funded by previous FY's		Allocated	Remaining for Rollover	FY2025 Reallocation	Rationale
EOF	Total Economic Op Fund	1,675,504.10			Class will remain; No reallocation required for opportunity funding
	Total Economic Development Initiatives	288,500.00			Class will remain; No reallocation required for initiatives funding
LIFFT	FY22 Supplemental for New Business Relocation	$ 300,000.00	0.00	-	Ongoing program
NCGP	FY23 Remaining Grant Funding	$ 36,000.00	6,000.00	Italian Trade Agency Partnerships - 7C	To cover ITA Travel in 9/24
Website	FY23 New Website and Updated Branding	$ 122,000.00	63,827.00	**$31,913.5 - Tourism Program Funding - 5:** *$16,913.5 - Strategic Tourism Programming - 5C* *$10,000 - Mural Installations - 5B* *$5,000 - Miscellaneous - 5E* **$31,913.5 - Public Relations - 6:** *$16,913.5 - Ad Support - 6A* *$10,000 - Website Support - 6C* *$5,000 - Miscellaneous - 6J*	Increase newest divisions' portfolio resources for program and FCED expansion
Wander In	FY22 Supplemental for Popup/Vacancy	$ 100,000.00	19,875.00	Economic Development Initiatives - 4A	Program was an economic development initiative; appropriate reallocation for unplanned initiatives
FIIG	FY23 Economic Development Initiatives	$ 300,000.00	0.00	-	Ongoing Program
Tourism	FY22 Supplemental for ARPA Tourism (restricted)	$ 75,000.00	0.00	-	Program concluded, funds spent
Admin	FY22 Supplemental for Staffing	$ 92,525.00	0.00	No reallocation	Class will remain to cover future temporary employment needs
Admin	FY23 Remaining for Temp Staff	$ 31,617.00	0.00	No reallocation	Class will remain to cover future temporary employment needs
	Totals	**3,021,146.10**	**89,702.00**		

Fairfax City EDA
Economic Development Authority Staff Report

Date: October 2, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO MMB Acting Director

FROM: Matthew Easley, Assistant Director

SUBJECT: Operations and Finance Update

AUDIT UPDATE: Finance staff, in collaboration with the Treasurer, have begun submitting requests through Cherry Bekaert's digital platform for FCED's first independent audit. The requests are due by October 15th, and the audit will cover FY2024.

OTSD: Finance staff, in collaboration with the Director, Programs staff, and the Old Town Fairfax Business Association (OTFBA), have finalized and executed the OTFBA FY2025 $150,000 agreement to promote and support the Old Town Service District's (OTSD) growth, vitality, and development. This agreement illustrates FCED and the City's investment and strong partnership with the OTFBA and OTSD. The agreement includes the retention of an executive director, the development of a strategic plan, and the delivery of robust marketing initiatives.

CFCC: Finance staff, in collaboration with the Director and The Central Fairfax Chamber of Commerce (CFCC), have finalized and executed the CFCC FY2025 $30,000 agreement to assist the CFCC with increasing membership and those members maximizing business opportunities with a concentration on Fairfax City. This grant is doubled from FY2024, a testament to the strong relationship between FCED and the CFCC. The agreement includes hosting events, facilitating business introductions, collaboration on a programming slate, and support for marketing initiatives.

WEGO: Finance staff, in collaboration with the Director and Programs staff, are drafting six grants totaling $27,859 for women-owned businesses in Fairfax City. These grants will enable the businesses to procure consulting services and expand their capacity. The recipients include Smiley Skin, Mittal Accelerated Communications, Liberty Baking, Epiphany Pilates, HopeSpring Child & Family Clinic, and BE2 Pilates.

SHOP LOCAL RFP: Finance staff, in collaboration with Programs staff, advertised a solicitation on eVA (Virginia's Marketplace) starting on September 10th. The solicitation closed on September 24th at 4 p.m., with seven firms submitting proposals. Finance staff will now work with Programs staff and FCED commissioners to form a selection committee and finalize the process.

STAFFING: Operations staff, in collaboration with Programs staff, the PR & Marketing Manager, the MEC-Fairfax Director, and City Human Resources, has onboarded seven positions: Tourism and Placemaking Specialist, Marketing Associate, Programs Associate, Communications Intern, Business Investment Intern, Programs Intern, and MEC Fellow. This compliment of permanent and temporary positions, including the addition of a new Tourism Division, enhances FCED's ability to execute and deliver programs and initiatives.

RESPONSIBLE STAFF/ POC: Matthew Easley, Assistant Director

COORDINATION: Director, Programs Staff, Finance Staff, Treasurer

FAIRFAX CITY
Economic Development Authority

Fairfax City EDA
Economic Development Authority Staff Report

Date: October 2, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO

FROM: Tara Borwey, Programs Manager JMB Acting Director

SUBJECT: OTFBA Executive Director Search, Fall Festival and WEEL

ISSUE(S): Fairfax City Economic Development (FCED) 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 Women's Entrepreneur Empowerment Luncheon and the Fall Festival. This report will also update on the OTFBA and its Executive Director search.

OTFBA: The Old Town Fairfax Business Association (OTFBA), with the assistance of Perch Advisors, is in the final stages of hiring a new Executive Director. After conducting virtual interviews with six candidates, two finalists were invited for in-person interviews. An offer was extended to the selected candidate on September 23, 2024.

The Executive Director's compensation will be funded through the Old Town Service District (OTSD) grant, which allocates $150,000 to the organization for FY25. Of this, $90,000 is designated for the Executive Director's salary. While the City will provide the grant funding, FCED is responsible for overseeing grant administration.

WEEL: The Women's Entrepreneur Empowerment Luncheon was held on September 25, 2024, at 11:30 a.m. The event featured exhibitors from local and regional organizations that support small businesses. Mayor Read moderated a panel discussion with four women business owners and professionals. Lunch was provided by a women-owned business, and the six awardees of the Women's Entrepreneur Grant Opportunity were recognized during the event.

This event was reinstated in the city with EDA funding of $3,500 in both FY24 and FY25.

FALL FEST: The 48th annual Fall Festival is scheduled for October 12, 2024, from 10 a.m. to 5 p.m. in Old Town Fairfax. City Leadership has decided to consolidate all city service booths into one, where FCED staff will also be present.

RESPONSIBLE STAFF/
POC: Tara Borwey, Programs Manager

COORDINATION: Christopher Bruno, Executive Director, Finance Staff

Fairfax City EDA
Economic Development Authority Staff Report

Date: October 2, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO CB Acting Director

FROM: Brittany Jones, PR & Marketing Manager

SUBJECT: Public Relations and Marketing Update

ISSUE(S): The PR and Marketing team provides updates on ongoing initiatives. Recent activities include launching a new ad campaign with WAMU 88.5 and airing a new television ad featuring Director Christopher Bruno on DC News Now. Additionally, FCED participated in the 70th Annual International Downtown Association (IDA) Conference, presenting a breakout session on public-private partnerships. Please see below for a detailed overview of these updates.

PAID ADS: The PR and Marketing team has launched a new partnership with NPR affiliate WAMU 88.5 through a three-month advertising campaign. This initiative includes two rotating 15-second ads promoting Fairfax City as an ideal business destination. These ads will air a total of four times each week, enhancing the city's visibility to a regional audience.

In addition, the ongoing TV ad campaign with DC News Now features a new 30-second spot with Director Christopher Bruno. In this ad, Bruno highlights FCED's role in supporting businesses by providing services such as connecting them with key partners, facilitating government agency relationships, and offering a range of other business development resources.

IDA Conference Recap: University Partnerships for Economic Development: FCED, including EDA Secretary Patrick Soleymani, Chris Bruno, Tara Borwey, and Brittany Jones, attended the 70th Annual International Downtown Association (IDA) Conference in Seattle, Washington, last month. While at the conference, FCED participated in a breakout session focused on innovative public-private partnerships, showcasing their collaboration with George Mason University's Costello College of Business. The session had a great turnout including standing-room attendees. The audience engaged in the conversation and asked a lot of insightful questions related to university partnerships. Attendees left with actionable information on how to leverage local academic institutions to shape retail and real estate development within their communities.

RESPONSIBLE STAFF/
POC: Brittany Jones, PR and Marketing Manager, Cheyenne Galloway, Marketing Associate