CITY OF FAIRFAX ECONOMIC DEVELOPMENT AUTHORITY
MEETING AGENDA
Wednesday September 4, 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. Motion to Consider Remote Participation **[VOTE]** — Commissioners
3. Adoption of September Meeting Agenda **[VOTE]** — Commissioners
4. Van Metre Redevelopment Project Presentation (15 mins w/ Q&A) — Molly Novotny
5. ~~Mason Enterprise Center- Fairfax (15 mins w/ Q&A)~~ — ~~Center Director Hill~~
6. Directors Update/ Special Projects Update (15 mins w/ Q&A) — Director Bruno
    a. Karp Strategies
    b. Cavalry Analytics
    c. Staffing
        i. Business Investment Specialist
        ii. Tourism / Placemaking
        iii. New PT/ Temp Employees and Intern/Fellows
    d. City Manager's Strategic Plan and Implementation Expectations
7. Business Investment Update (15 mins w/ Q&A) — Business Investment Specialist Spittell
    a. LIFFT
    b. Business retention meetings with Mayor
    c. International attraction efforts/Italy trip
8. Operations Update (15 mins w/ Q&A) — Assistant Director Easley
    a. FY24 Rollover Update
    b. Building Signage Install Update
    c. FIIG Request **[VOTE]**
    d. FCED FY2024 Audit **[VOTE]**
9. Programs Update (15 mins w/ Q&A) — Programs Manager Borwey
    a. Old Town Fairfax Business Association Update (operations, events, Perch, etc.)
    b. FCRW – Summer
    c. Local Spending Initiative **[VOTE]**
10. Public Relations and Marketing Update (15 mins w/ Q&A) — PR & Marketing Manager Jones
    a. New FCED Merch
    b. New DC News Now Ad

c. Press Updates

d. Attendance at IDA Conference 9/11-14

11. New Business — Commissioners
12. Public Comment (5 mins) — Public
13. Adoption of June Special and July Meeting Minutes **[VOTE]** — Commissioners
14. Adjourn — Chair Cho

*****Next Meeting: October 2, 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: September 4, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO CMB

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

SUBJECT: Business Investment Update

LIFFT UPDATE: Of the $300,000 allocated to the Lease Incentives for Fairfax Tenants (LIFFT) grant program:

- Eight grants totaling $79,008 have been disbursed.
- Eight eligible applicants have their funds reserved, totaling $81,494.
    - Signed lease agreements have been received, and the program is awaiting receipt/ confirmation of business licenses or the return of the signed LIFFT agreements.
- Three applicants are working through the process to determine eligibility, totaling an additional $50,540.
- Total funds pending: $290,050 of the $300,000.

If all grant requests are processed, the LIFFT fund will have $9,950 remaining. In July and August, email reminders were sent to all applicants who did not yet have money reserved, reminding them that funds are available on a first-come, first-served basis and that a signed lease is required to reserve funds. If no response is received, the application will be considered inactive.

BUSINESS MEETINGS: In early August, Fairfax City Economic Development sent a letter, signed by the Director and Mayor Reed to about 100 Fairfax City businesses thanking them for doing business in the city and requesting a meeting. The businesses on the list were selected based on their significant square footage, high employee numbers, or status as top revenue-generating businesses. So far, seven meetings have been scheduled.

INT'L ATTRACTION: Fairfax City Economic Development is ramping up its efforts to promote the City as an international soft landing pad. FCED has had productive meetings with the Delegation of German Industry and Commerce in Washington, DC, the Founder Institute, the U.S. Foreign Commercial Service in Milan, and a contact at John Cabot University in Rome. The Director and Business Investment Specialist plan to travel to Italy in September to attend the SBDC Friuli Venezia Giulia trade mission and continue to Rome to discuss a possible partnership with John Cabot University. This is being funded by unspent funds from the previous FY.

RESPONSIBLE STAFF/
POC: Marie Spittell, Acting Business Investment Manager

COORDINATION: Christopher Bruno, Director/CEO

FAIRFAX CITY
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Fairfax City EDA
Economic Development Authority Staff Report

Date: September 4, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO CMB

FROM: Matthew Easley, Assistant Director

SUBJECT: FY2024 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 FCED Strategic Workplan.

SUMMARY: The total expenditure in FY2024, including priority projects from previous FYs, is $1,402,638.59, leaving $1,234,867.81 to roll over to FY2025. These funds are part of the budgetary process and are significant for strategic planning. They are not committed as part of FY2025's budget and are reserved for unplanned programming or initiatives deemed worthy of pursuing or creating.

FISCAL IMPACT: None

RECOMMENDATION: Authorize the Executive Director to reallocate previous FY2024 funding to FY2025 budget classes.

ALTERNATIVE COURSE OF ACTION: In collaboration with the Executive Director, staff will prepare a reallocation proposal for the commissioner to vote on at the regular October meeting.

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

COORDINATION: EDA Treasurer and EDA Financial Management Staff

Fairfax City EDA
Economic Development Authority Staff Report

Date: September 4, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO CMB

FROM: Matthew Easley, Assistant Director

SUBJECT: Operations and Finance Update

BUILDING SIGNAGE: Staff has been working with Special Project Manager Wilson, Advision Sign Co., and Polinger (WillowWood building management) to install the new FCED logo at the top of 10300 Eaton Place which will be lit at night. Electrical work was completed on 6/28, and the full installation was finished on 8/19.

The new branding of Fairfax City Economic Development, prominently displayed on the building where the FCED offices are located, demonstrates the organization's positive and consistent growth and its dedication to success in Fairfax City.

ATTACHMENT(S): Pictures of the building signage are below, and an article written by Michael O'Connell of the Fairfax City Patch can be found here.

FAIRFAX CITY
Economic Development Authority

Fairfax City EDA
Economic Development Authority Staff Report

Date: September 4, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO CB

FROM: Matthew Easley, Assistant Director

SUBJECT: Façade and Interior Improvement Grant (FIIG) – Request for Additional Funding

ISSUE/TOPIC: The Façade and Interior Improvement Grant (FIIG) has allocated the full $300,000 in funding initially provided by the Economic Development Authority. Due to significant interest and the positive impact on the Fairfax City business community, staff is requesting approval for an additional $100,000 from the Economic Opportunity Fund.

SUMMARY: Since the launch of the FIIG program in July 2023, a total of $300,000 has been approved for customer-facing improvements to businesses in Fairfax City. The grant funds facilitated over $860,000 in private investments to enhance these businesses. Grants administered range from $550 to the maximum reimbursable amount of $20,000 and these improvements can be observed in both interior and exterior enhancements of businesses throughout the city. Twenty-nine businesses and commercial property owners have submitted applications, with twenty-six projects receiving endorsement and support from the FIIG approval committee. The committee includes Jagdish Pathela from the Board of Architectural Review, Anthony Coleman from the Planning Commissioner, and Tom Ross from the Economic Development Authority. An application needs support from two out of three committee members for approval.

Given the success and impact of FIIG, the Executive Director is now requesting authorization to transfer an additional $100,000 to the program budget from the Economic Opportunity Fund.

RESPONSIBLE STAFF/
POC: Michelle Smith, Contracts Manager, Mathew Easley, Assistant Director

FISCAL IMPACT: Reallocation of $100,000 from the Economic Opportunity Fund to continue administering the FIIG program.

RECOMMENDATION: Authorize the Executive Director to reallocate $100,000 from the Economic Opportunity Fund to the FIIG program.

ALTERNATIVE
COURSE OF ACTION: Do not authorize the reallocation of funds and conclude the FIIG program for FY 24.

COORDINATION: Christopher Bruno, Director/CEO; Michelle Smith, Contracts Manager; Matthew Easley, Assistant Director

FAIRFAX CITY
Economic Development Authority

Fairfax City EDA
Economic Development Authority Staff Report

Date: September 4, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO CPB

FROM: Matthew Easley, Assistant Director

SUBJECT: Selection of Auditing Firm

SELECTION OF AUDITING FIRM:

Operations and Finance staff met with Treasurer McGruder and a member of the McGruder Group in late May to discuss the best process for soliciting an auditing firm. Staff also met with Fairfax County Operations staff to gain insight into the process.

After discussing the procedure and costs with three firms, the Operations and Finance staff selected the firm Cherry Bekaert to conduct the FCED FY2024 Audit. FCED must follow Government Auditing Standards, a service with which Cherry Bekaert is familiar, having performed similar audits for other agencies in the region.

The initial draft proposal, received on 8/28/24, outlines the process of assisting in the preparation of financial statements and disclosures, advising FCED management on adjusting journal entries as necessary, and conducting the FY2024 audit.

The fee for the outlined services is $35,000 and will be billed periodically throughout the process, likely monthly.

FISCAL IMPACT: $35,000 from the FY2025 Unplanned Economic Development Initiatives.

RECOMMENDATION: Authorize FCED to engage in an audit process for FY2024 and permit the Executive Director to execute the abovementioned agreement.

ALTERNATIVE COURSE OF ACTION: Table this item for further discussion and reintroduction during October meeting.

RESPONSIBLE STAFF/ POC: Matthew Easley, Assistant Director, Christopher Bruno, Director/CEO

COORDINATION: EDA Treasurer and EDA Financial Management Staff

FAIRFAX CITY
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Fairfax City EDA
Economic Development Authority Staff Report
Date: September 4, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO

FROM: Tara Borwey, Programs Manager

SUBJECT: Restaurant Week and OTFBA Update

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 report serves as an update for the Fairfax City Restaurant Week program. This report will also provide information on the Old Town Fairfax Business Association (OTFBA) as the organization continues the process of hiring a new Executive Director and conducting board training sessions.

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. This event showcases specially curated menus from participating restaurants, celebrating the diverse culinary scene of Fairfax City. Anticipated spend for this program is $40k which was committed by the EDA in FY25 budget. Additional funding is dependent on program enrollment fees.

Currently in its seventh year, the program is being executed by Joy Riot for the first time. This summer, we've welcomed three new participants, bringing the total to 28 restaurants. You can view the full list of participants and their menus at www.fairfaxcityrestaurantweek.com.

OTFBA: The Old Town Fairfax Business Association (OTFBA) is in the process of hiring a new Executive Director with the assistance of Perch Advisors. The organization received over 60 applications, which Perch Advisors reviewed and screened. Initial interviews were conducted this week with seven qualified candidates. The $8,500 in unused funds from the FY24 Executive Director grant is being used to support the search process.

Remaining board training sessions, facilitated by Perch Advisors, will commence once the Executive Director is selected. These sessions are tentatively scheduled for October 16 and 17 and will be held in person at WillowWood.

FCED is collaborating with the OTFBA to draft the Old Town Service District (OTSD) grant, which will provide $150k in funding for the organization in FY25. While the city will provide the funding, FCED will manage the grant.

FISCAL IMPACT: $40,000 for Fairfax City Restaurant Week from FY25 budget. $8,500 for Perch Advisors to assist with Executive Director search, recommitted from unused funds from Executive Director grant FY24.

RESPONSIBLE STAFF/ POC: Tara Borwey, Programs Manager

COORDINATION: Christopher Bruno, Director/CEO

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO CMB

FROM: Tara Borwey, Programs Manager

SUBJECT: Local Spending Initiative

ISSUE/ TOPIC: The Economic Development Authority is responsible for overseeing specific programs relying on EDA-allocated funds that advance the economic development goals of Fairfax City. This serves as a request for reallocation of funds and approval to pursue a Local Spending Initiative.

LSI: FCED proposes a biannual program to establish Fairfax City as a premier regional shopping destination. This initiative highlights and supports locally owned businesses across the retail, wellness, and experiential sectors, strengthening the city's small business community. This program aligns with Recommendation 6.2 in the FCED strategic work plan. Additional details for this proposed program can be reviewed in the attachment to this Staff Report.

To fund this initiative, FCED will reallocate resources originally designated for Shop Local Week and Small Business Saturday and utilize miscellaneous funds from the FY25 budget totaling $30k. FCED plans to secure project management support through the Request for Proposal (RFP) process. To ensure the program's successful execution, FCED proposes contracting a consultant with expertise in marketing and event management, who will oversee all project management and deliverables.

FISCAL IMPACT: $30,000 for Local Spending Initiative

RECOMMENDATION: Authorize the Executive Director to reallocate funds to the Local Spending Initiative 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, Director/CEO

FAIRFAX CITY
Economic Development Authority

Fairfax City EDA
Economic Development Authority Staff Report

Date: September 4, 2024

TO: Economic Development Authority Commissioners

THROUGH: Christopher Bruno, Director/CEO CM/B

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 the delivery of new Fairfax City Economic Development (FCED) merchandise, airing a new DC News Now television ad campaign, and multiple media coverage updates. Members of FCED will also attend the International Downtown Association's annual conference this month in Seattle. Please see below for a detailed overview of these updates.

SUMMARY:

1. New FCED Merch Arrival

With the rollout of the FCED rebrand, PR & Marketing has secured a variety of new merchandise for the team, including short-sleeved polos, water bottles, coasters, pens, notepads, and belt bags. Additionally, staff have acquired a retractable banner and a large trade show kit to enhance the FCED's presence at conferences and events. PR & Marketing partnered with George Mason University to create 8 oz honey jars with FCED labels. These will be gifts for partners and attendees visiting the FCED booth at industry events. All of this is designed to enhance FCED's brand recognition among prospective and existing businesses.

2. New DC News Now Ad

The DC News Now TV ad campaign for Fairfax City Economic Development is underway. It features Tara Borwey in ads promoting Fairfax City Restaurant Week and the Women's Business Luncheon. These ads air once Monday through Friday during the 6 PM news hour. Additionally, digital ads run on CTV streaming television ads and YouTube. The campaign also includes social display ads to boost visibility and engagement further.

3. Media Coverage Update

The PR and Marketing team has been actively promoting several key initiatives from our Programs Division, resulting in notable media coverage. Recent announcements include the Culinary Careers Collaborative, Fairfax City Shop Local Week, the Women's Entrepreneur Empowerment Luncheon, the Women's Grant Opportunity, and Summer 2024 Fairfax City Restaurant Week.

These efforts have captured the attention of major media outlets, including Fox 5, WTOP, WUSA9, and FFXNow, demonstrating the impact of our programs and the importance of our initiatives in supporting the local economy and community.

4. Attendance at IDA Conference (9/10-9/13)

Representatives from FCED, including EDA Secretary Patrick Soleymani, Chris Bruno, Tara Borwey, and Brittany Jones, will attend the 70th Annual International Downtown Association (IDA) Conference in Seattle, Washington, from September 10 to September 13. While at the conference, FCED will lead a breakout session focused on innovative public-private partnerships, showcasing their collaboration with George Mason University's Costello College of Business. This session will allow IDA attendees to gain strategies for impactful university partnerships, tools to leverage university resources for innovation and entrepreneurship, and insights into the roles of government, academia, and students in shaping economic development.

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