FAIRFAX CITY
ECONOMIC DEVELOPMENT

Annual Report 2025



WE ARE
Fairfax City Economic Development

FAIRFAX CITY
ECONOMIC DEVELOPMENT



CHRISTOPHER BRUNO, CEO & DIRECTOR

Fiscal Year 2025 was a year of rapid growth, new initiatives, and measurable impact for Fairfax City Economic Development (FCED). Working together, the Economic Development Department and the Economic Development Authority advanced a wide range of programs and initiatives that strengthened and grew the local economy. FCED has become both an influential regional voice and a national model for effective, impactful small-city economic development. Our efforts have helped maintain some of the most competitive commercial and office vacancy rates in the metropolitan region, implemented initiatives that directly support small businesses and entrepreneurs, and built strategic relationships—nationally and internationally—that continue to raise the profile of Fairfax City.

In 2025, FCED:

- Launched new international initiatives that expand the city's global reach.
- Expanded programs into new retail-focused categories.
- Attracted and retained several impactful companies.
- Led regulatory changes that will enable new business activity in FY26.
- Enhanced a growing tourism portfolio.
- Improved the appearance of commercial corridors through façade improvements and murals.
- Repositioned the MEC incubator as a platform for international foreign investment.
- Broadened partnerships citywide and through the NoVA Economic Development Alliance.

These achievements reflect a deliberate strategy to promote economic vitality and long-term community benefits. This annual report underscores our commitment to clarity and transparency, providing businesses, residents, and community partners with a detailed account of how we are creating value citywide.

With this report concluding the FY25 cycle, and as leadership transitions within the Department, the FCED team remains focused on building upon these accomplishments and ensuring that Fairfax City continues to be a premier location for economic investment.



STRATEGIC WORKPLAN



Fairfax City Economic Development (FCED) completed a five-year Strategic Workplan in January 2023, providing guidance through 2028. The public & non-profit consulting team at StreetSense, a global creative collective of place shapers, brand builders, and storytellers, was selected to lead the creation of the FCED Strategic Workplan. Emerging from its success with COVID-19 recovery initiatives, FCED has adapted its efforts and resources for a new post-pandemic world. To achieve the stated objectives, the Workplan highlights recommendations so that FCED remains competitive and innovative by following industry standard best practices and promoting the realization of the newly adopted Small Area Plans along with the 2035 Comprehensive Plan while maintaining alignment with the adopted City Council Goals.

	1. PR & Marketing	2. Operations	3. Partnerships	4. Real Estate Development & Reuse	5. Business Attraction & Development	6. Business Retention & Expansion	7. Place-Based Strategies	8. Special Initiatives	9. Tourism* *Added March 2025
Strategies	Amplify in-house administrative communications functions and skillsets for purposes of promoting and achieving all FCED efforts.	Maintain strong executive leadership and instill day-to-day operations best practices that ensure a properly and efficiently run FCED.	Foster important organizational relationships, locally, regionally, and nationally, to leverage economic development opportunities benefiting all parties and the city as a whole.	Support efforts toward redevelopment or reuse of a building, site, or area, and collaborating frequently with applicants, prospective tenants, and other city departments throughout the development process.	Expand efforts to encourage firms from prioritized sectors from outside Fairfax City to locate headquarters or other operations within Fairfax City, and foster development and retention of homegrown businesses in Fairfax City.	Design systematic efforts to keep local businesses content at their present locations, or a new location within the city.	Pivot from playing all roles required of place-based strategies to one of intermediary and support of partners in providing creative placemaking features and events for public and private spaces.	Focus increased yet limited-time efforts and resources on strategically important and high priority initiatives that advance city-wide economic development goals.	Invest in tactics to raise awareness for Fairfax City's profile and offerings locally, regionally, and nationally.
Initiatives*	1.1 Hire one full-time PR & marketing staff	2.1 Regularly communicate progress of FCED efforts	3.1 Continue maintaining/leveraging partnership	4.1 Create/maintain internal database of available, promising sites	5.1 Continue seeking businesses/headquarters in prioritized sectors	6.1 Reassess post-pandemic business needs	7.1 Embolden trusted groups with leadership of successful efforts/ events	8.1 Evaluate need/ formation of a Northfax BID	9.1 Establish a new brand identity and visitor-focused website
	1.2 Develop a Comprehensive Marketing Plan	2.2 Provide business tracking for metric-based evaluations	3.2 Support partners in retention, expansion, attraction & development	4.2 Identify highest and best use for city and EDA-owned sites	5.2 Continue/ expand resources for site selection and tours	6.2 Prioritize effectively proven Shop Local Efforts	7.2 Consider place-based strategies, as needed and as resources allow	8.2 Provide case manager/liaison to applicants	9.2 Raise awareness of Fairfax City businesses in tandem with Mason and Eagle Bank events
	1.3 Prioritize marketing guidance/collateral for FCED efforts	2.3 Efficiently budget FCED and EDA activities, grants, and programs	3.3 Strengthen partnership with Mason	4.3 Identify underutilized properties needing investment/ redevelopment	5.3 Continue/ expand incentives for relocation to Fairfax City	6.3 Discover expansion and site selection needs for targeted sectors		8.3 Add special projects, as needed and as resources allow	9.3 Encourage civic pride with a marketing campaign and awards for local businesses
	1.4 Develop and maintain FCED website	2.4 Efficiently manage FCED contracts, grants	3.4 Facilitate creation of collective incubation infrastructure	4.4 Create predevelopment funding grant	5.4 Continue support for/coordination with MEC & other incubation	6.4 Ensure equitable distribution of property improvement incentives			9.4 Explore transferring Visitor Center operations to FCED
	1.5 Enable non-profits to take on neighborhood marketing, over time	2.5 Maintain a safe, hospitable, and equitable work environment	3.5 Collaborate with city staff on future planning efforts affecting ED	4.5 Continue/ expand property improvement incentives	5.5 Continue with at least one dedicated staff & add as programs grow	6.5 Continue with at least one dedicated staff & add as programs grow			9.5 Explore a small increase in the City's TOT Tax to fund tourism initiatives
		2.6 Continue EDA meeting & Commissioner management		4.6 Contribute more to Comprehensive and SAP planning processes					9.6 Advocate for enhancements to University Drive
		2.7 Continue lease and property management of EDA-owned properties		4.7 Provide one dedicated staff to actions in this element					9.7 Invest in gateway signage or promotional banner across Main St
		2.8 Update job descriptions to be in line with framework							9.8 Revitalize retail activations in Old Town

FAIRFAX CITY BY THE NUMBERS



24,146
POPULATION (2020)

62.3% BACHELORS
DEGREE OR HIGHER

$132,774 MEDIAN
HOUSEHOLD INCOME (2023)

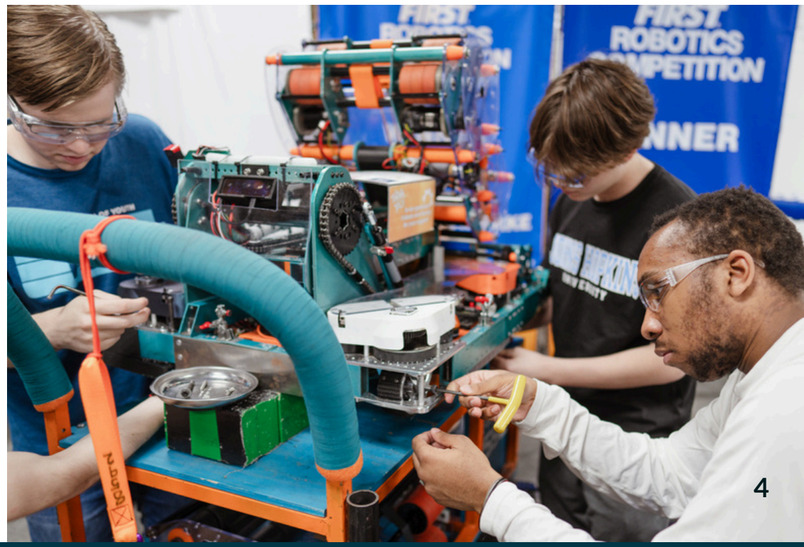
AAA
BOND RATING

9,330 HOUSEHOLDS
(2020)

37 YEARS
MEDIAN AGE (2023)







COMMERCIAL REAL ESTATE



RETAIL

$40.76
MARKET RENT/UNIT

2.7%
VACANCY RATE

OVERALL COMMERCIAL

$30.14
MARKET RENT/UNIT

4.7%
VACANCY RATE

RESIDENTIAL

$2,404
MARKET RENT/UNIT

3.9%
VACANCY RATE

INDUSTRIAL

$21.86
MARKET RENT/UNIT

3.5%
VACANCY RATE

OFFICE

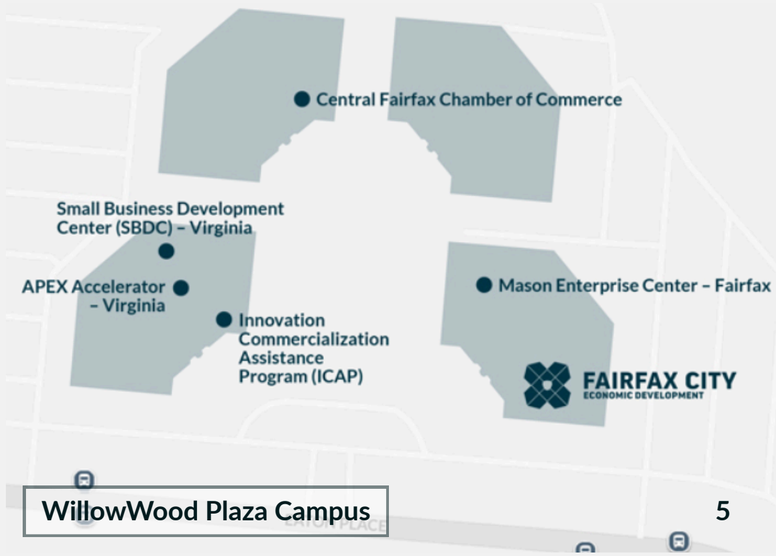
$25.41
MARKET RENT/UNIT

8.1%
VACANCY RATE





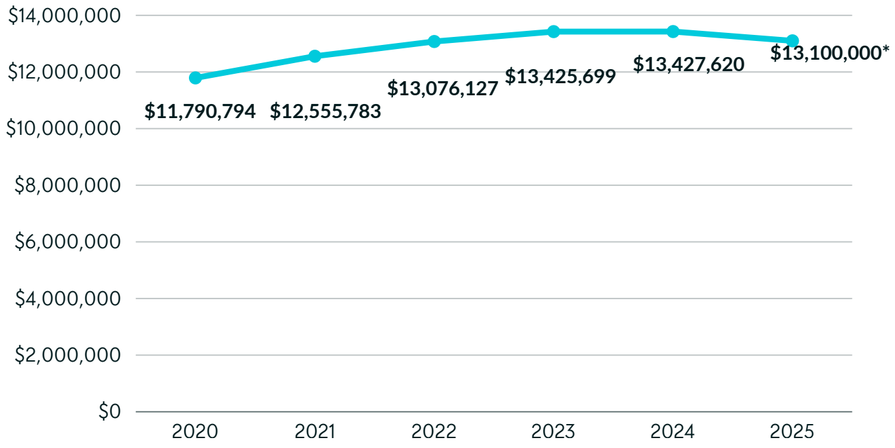




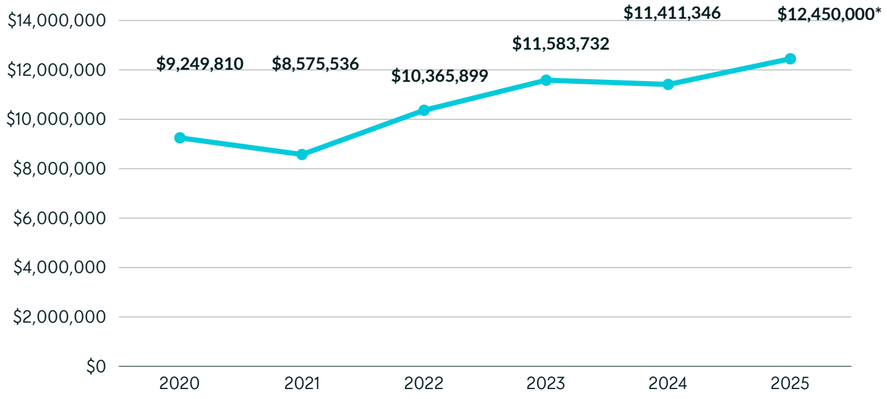
BUSINESS ACTIVITY



LOCAL SALES TAX REVENUE



BUSINESS, PROFESSIONAL AND OCCUPATIONAL LICENSE TAX (BPOL)

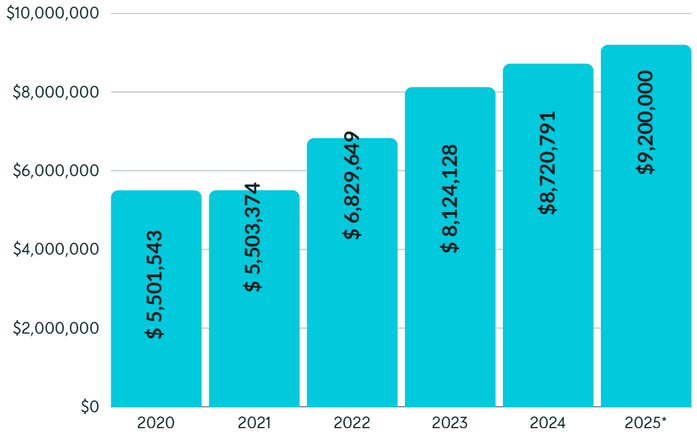


SOURCE: FAIRFAX CITY FINANCE DEPARTMENT | * = ESTIMATE

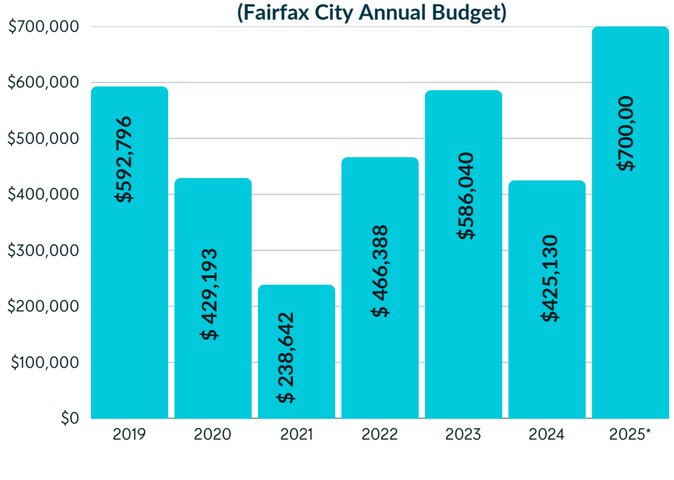
FCED aims to grow Fairfax City's tax base by strengthening its commercial real estate and business sectors. Lower commercial vacancies enhance corridor vibrancy and boost real estate tax revenues. Thriving businesses generate higher BPOL taxes, a robust retail environment supports sales and meals taxes, and tourism drives lodging tax revenue. Together, these efforts diversify and expand revenue streams, reduce reliance on residential property taxes, and provide a sustainable foundation for continued investment in public services and community amenities.

CATEGORY	CY 2021	CY 2022	CY 2023	CY 2024	CY 2025
COMMERCIAL REAL ESTATE REVENUE	$22,016,356	$24,832,452	$26,670,842	$27,345,613	$28,552,437

MEALS TAX REVENUE
(Fairfax City Annual Budget)



LODGING TAX REVENUE
(Fairfax City Annual Budget)



BUSINESS INVESTMENT & ENGAGEMENT



19 LIFFT Grant Recipients

BUSINESS MEETINGS AND ENGAGEMENT

Meetings with businesses are a crucial tool for business retention in the city. During these sessions, FCED showcases our support programs and actively listens to businesses' concerns. This two-way dialogue allows us to address their needs effectively, ensuring a supportive environment that fosters long-term growth and success for local enterprises. These meetings are logged in FCED's internal database and customer management relationship platform (CRM), Bludot. Through these strategic interactions, we aim to maintain strong, thriving business relationships that contribute to the city's economic vitality.

Met with 33 Prospective Businesses

BUSINESS EXPANSION AND RETENTION EFFORTS

A substantial amount of the work of the business investment team revolves around supporting our existing businesses' success and expansion. The team provides 1:1 meetings with businesses to showcase low or no-cost assistance for expansion, creating business connections, and providing assistance to attend business development opportunities or events. Additionally, FCED hosts events like Broker Breakfasts to highlight new leasing opportunities and government contracting networking opportunities for businesses to pitch and win work. FCED has also created expansion and retention programs such as the Facade and Interior Improvement Grant (FIIG) or the Lease Incentives for Fairfax Tenants (LIFFT) program.

Met with 31 Existing Businesses

BUSINESS ATTRACTION EFFORTS

FCED is continuously connecting with regional, national, and international companies looking to relocate or expand their corporate footprint. As a part of this recruitment effort, FCED utilizes CoStar to analyze upcoming lease expirations, conferences to engage high-growth companies, and public outreach campaigns. This is supplemented by incentive programs, including Lease Incentives for Fairfax Tenants and the Technology Zone tax abatement program.

20+ Development Proposals and Projects in the Pipeline



CEO & Director, Chris Bruno, visits Mason Korea to strengthen global ties



John Cabot University fellows visit Fairfax City. This fellowship advanced economic collaboration between Italian businesses and Fairfax City



Chris Bruno and Marie Spittell visit Friuli Venezia Giulia to explore export opportunities for VA businesses in Italy



FCED & SBA hosted Subs for Subs to encourage businesses to network with large contractors to foster subcontracting opportunities

PROGRAMS



FAIRFAX CITY RESTAURANT WEEK

Fairfax City Restaurant Week (FCRW) is a successful program that has supported the local restaurant community for eight years, particularly during slower periods. It showcases the city's vibrant and diverse culinary scene, a focus that has become even more critical in the post-COVID-19 era. Organized in partnership with the Central Fairfax Chamber of Commerce (CFCC) and the Old Town Fairfax Business Association (OTFBA), FCRW is one of the most inclusive restaurant week initiatives in the region. The event features fixed-price menus—$25 for lunch/brunch, $40 for dinner, as well as two-for-$10 deals and a new "Let's Work Together" pricing structure, which adds participation opportunities for specialty shops. Last year, FCRW generated an average of **$5.1 million in media coverage per installment.**

SMALL BUSINESS MONTH

Fairfax City's Small Business Month celebrates the vitality of locally owned businesses while fostering community engagement through charitable giving. Designed to elevate Fairfax City as a premier shopping destination, the 2024 program featured weekly activations throughout May, **with 19 participating businesses** each supporting a different local nonprofit by hosting in-store donation bins. Beneficiary organizations included the Chris Atwood Foundation, Britepaths, the Humane Society, and The Lamb Center. FCED amplified visibility through targeted social media promotion, culminating in the Retail Fair on the Square, an event that brought residents and businesses together in a vibrant show of local pride.

SMALL BUSINESS SATURDAY & HOLIDAY SHOPPING

Since 2018, FCED has been a Neighborhood Champion for small businesses, with a core mission of supporting local businesses during the holiday season. In partnership with CFCC and OTFBA, FCED organized impactful initiatives like hosting a Welcome Station, distributing brochures of business specials, and launching a dedicated website. **The buy-one-get-one promotion garnered success and sold out within 48 hours.**

FAIRFAX CITY FLEX CARD

Launched in October 2022 in partnership with Yiftee, Inc., the Fairfax City Flex Card continues to strengthen the local economy by driving spending to independently owned businesses. Accepted at more than 50 participating locations, the digital gift card offers a convenient way to support Fairfax City's diverse business community—from spa and wellness services to retail and dining destinations. During the 2024 holiday season, FCED's Buy One, Get One (BOGO) promotion generated a **351% return on a $20,000 investment**, highlighting the program's effectiveness in incentivizing local shopping and increasing visibility for Fairfax City merchants.

SHOPMASON PARTNERSHIP

FCED's partnership with George Mason University's Shop Mason influencer program connects the city with student influencers each semester to promote local events, programs, and businesses through social media content like Reels and posts. With six student influencers and three content shoots, this collaboration expands Fairfax City's presence on campus while building stronger ties between students and the local community. Student-curated content each semester has featured highlights such as Fairfax City Restaurant Week (Winter), the Chocolate Lovers Festival, Small Business Month, the Fairfax City Flex Card, local murals, the Cue Bus, and various Fairfax City businesses.







PROGRAMS



$50k+ **Invested in Small Businesses**

24 **Small Business Celebrations**

100+ **Attendees at Women's Luncheon**

100+ **Businesses Engaged in Programs**

WOMEN'S ENTRPRENEUR EMPOWERMENT LUNCHEON

Held in September 2024 to a sold-out audience, the Women's Entrepreneur Empowerment Luncheon celebrates the resilience, innovation, and impact of Fairfax City's women entrepreneurs. The event featured a dynamic panel discussion, a keynote speaker, and opportunities for attendees to connect directly with local business support services.

In partnership with the Fairfax City EDA, the Commission for Women, the Central Fairfax Chamber of Commerce, and the Old Town Fairfax Business Association, this annual event reaffirms our shared commitment to fostering an inclusive and thriving business community. By providing a platform for connection, collaboration, and inspiration, the luncheon serves as both a catalyst for professional growth and a beacon of support for women-owned businesses across the city.

WOMEN'S ENTREPRENEUR GRANT OPPORTUNITY

The Women's Entrepreneur Grant Opportunity (WEGO) program supports the growth and sustainability of women-owned businesses in Fairfax City by providing access to expert capacity-building services. In 2024, **over $26,000 was awarded to six local women-owned businesses,** enabling them to enhance operations, expand offerings, and strengthen long-term viability. Beyond funding, the program connects recipients with local industry professionals who provide targeted guidance and strategic support—equipping business owners with the tools they need to remain competitive in a dynamic marketplace.

FAIRFAX CITY BUSINESS MARKETING GRANT

The Fairfax City Business Marketing Grant supports businesses located and operating within the city by offering access to professional marketing services. **A total of $25,000 was awarded to five city businesses**, helping them secure customized marketing expertise to strengthen their brand and reach. This initiative connects local businesses with industry professionals, equipping them with the tools and strategies to grow, stand out, and remain competitive.

RIBBON CUTTINGS & MILESTONE CELEBRATIONS

In FY2025, FCED hosted **20 ribbon cuttings and two milestone celebrations** in collaboration with city businesses to honor grand openings and major anniversaries. These events recognize the achievements of local business owners while strengthening their connection with the city. By organizing and promoting each celebration through social media posts and videos, FCED helps boost visibility, generate community interest, and attract potential customers.

22
RIBBON CUTTINGS

2
MILESTONE CELEBRATIONS



Ribbon Cutting for Romp n' Roll Fairfax



Check Presentation for the Women's Entrepreneur Grant Opportunity

FINANCE & OPERATIONS



The Finance and Operations Division is the operational core of FCED. With a team of three (one FTE and two support staff), it stewards an annual budget exceeding $2 million; delivers timely, audit-ready financial reporting; manages leasing across multiple programs; convenes internal and external stakeholder meetings; administers contracts and grants; oversees hiring; and leads purchasing while maintaining compliance with applicable laws and regulations, keeping the department running efficiently. The Division engages at defined touchpoints across every FCED portfolio, from scoping and budgeting through contracting, vendor onboarding, disbursement, performance tracking, and closeout. F&O serves as the back-end engine that moves initiatives from concept to execution with fiscal control, documentation integrity, and on-time delivery. It supports strategic planning by providing decision-quality financial and operational insights to leadership and Commissioners. It is strengthening institutional independence by pursuing state and national procurement certifications and establishing HR management processes external to the city.



- **Organized and managed 18 regular FCED meetings plus special meetings and retreats**
- **Managed the MEC Fairfax organizational consultant process, leading to the creation of an Advisory Board Charter and strengthening the relationship with George Mason University Costello College of Business, resulting in negotiations for a new Community Sponsorship agreement**
- **Led departmental hiring of 21 employees (including temp staff) during the fiscal year**
- **Finance portfolio retains a certified Virginia Contracting Associate, allowing FCED to independently procure services and goods up to and including $100,000**
- **Oversaw the creation, administration and execution of at least 160 solicitations, contracts, grants, leases, and initiatives**

Façade and Interior Improvement Grant (FIIG): provided financial assistance to new and existing businesses by reimbursing 50% of project costs, up to $20,000. The FY25 iteration resulted in $1.3M in private investment.

Lease Incentives for Fairfax Tenants (LIFFT): offers a $5 - $8 per square foot incentive to new businesses moving into one of 20 designated buildings. This has resulted in new or expanding enterprises leasing 18,262 square feet in the city.



Economic Development Authority Meeting



Owner & operator, Brian Stone of eXurb Fitness, poses with Economic Development Associate, Jordan Locke, after being awarded FIIG

PUBLIC RELATIONS & MARKETING





PRESS COVERAGE

The PR&M division secured **press coverage** for major announcements throughout the year, including the attraction effort of Layered. with FIIG in media outlets such as FFXNow, Patch, and Northern Virginia Magazine.



BUSINESS BULLETIN

The **Fairfax City Economic Development Business Bulletin** is a monthly e-newsletter sharing local business community updates. Subscribers grew by 45.55% to 2,112 readers in FY25.

SOCIAL MEDIA ANALYTICS (FY24 TO FY25)

	AUDIENCE	NET AUDIENCE GROWTH	PUBLISHED POSTS	IMPRESSIONS	ENGAGEMENTS
Overall 2025	7,085	1,511	1,427	1,196,031	26,324
Overall 2024	5,389	1,321	1,379	1,396,735	55,674
Facebook	2,615	184	244	852,464	8,226
Instagram	2,359	518	566	234,933	5,229
LinkedIn	1,480	606	191	89,414	12,161
X	246	3	225	16,023	620
Threads*	385	200+*	221	3,165	88

**Unable to provide Thread's data beyond January 2025*

271 Unique Online Media Articles

FCED received **earned media coverage** from regional media outlets following press release distribution and media outreach. Here are the top 6 outlets that covered FCED news in FY25:

Patch	26	FOX 5 WASHINGTON DC	6
FFXNOW	15	NorthernVirginia	4
The Connection to your community	10	WBJ	2



FAIRFAX CITY RESTAURANT WEEK

Press coverage is a key indicator of success for the bi-annual **Fairfax City Restaurant Week,** with features across online news, TV, and radio segments.



ADVERTISING

To promote Fairfax City as an ideal place for businesses and visitors, FCED appeared in several **TV ads, radio & podcast segments, and paid live news segments** led by the PR and Marketing Manager.

TOURISM INITIATIVES



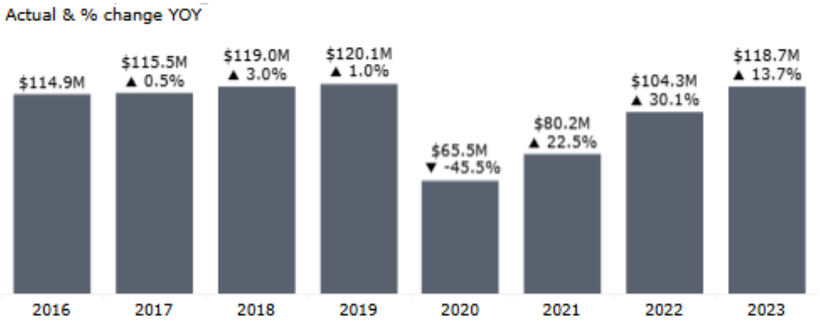
Following the successful implementation of ARPA and VTC-funded ($300,000 matching funds) programming, the City Council requested FCED to develop and implement a tourism function that will promote the city's assets and events. This request reflects Council's recognition that tourism is an important driver of local economic growth, building on the momentum generated by earlier grant-funded initiatives. The new function is designed to highlight Fairfax City's unique cultural, historic, and recreational assets, attract regional visitors, and increase spending at local businesses. By institutionalizing tourism within FCED, the city aims to create a sustained marketing presence, leverage partnerships with state and regional tourism organizations, and ensure long-term benefits to the community.

TOURISM AMENDMENT TO THE FCED WORKPLAN

FCED partnered with Streetsense to formally integrate tourism into the city's Economic Development Strategic Workplan as the ninth core pillar.

- Streetsense identified targeted initiatives and outlined actionable next steps to leverage tourism as a long-term economic driver.
- A comprehensive tourism study was also conducted to assess the city's visitor economy - showing the viability and potential for tourism growth in the region, highlighting opportunities for increased visitor engagement, brand development, and regional partnerships.
- View the Tourism Study here.

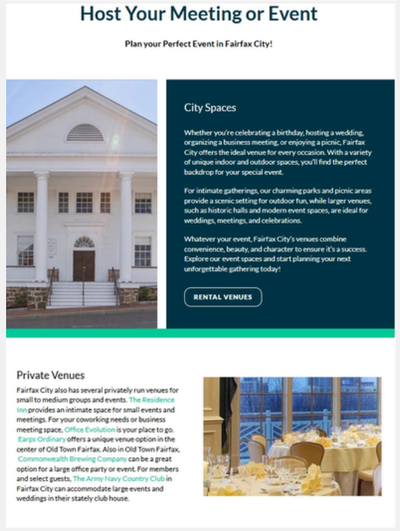
VISITOR SPENDING (VTC)



LAUNCH OF "VISIT" AND "EVENT" PAGES

FCED enhanced its online presence by launching a suite of visitor-facing webpages designed to highlight the city's attractions and amenities.

- The *"Visit"* page serves as a central hub for discovering things to do in Fairfax City.
- The "*Events*" page features a comprehensive calendar of city-sponsored and local business-hosted events.
- The *"Host Your Event"* page offers venue options and planning resources for those looking to hold gatherings in the city.
- The *"How to Get Here"* page provides clear information on transportation options to and from the city, making it easier for visitors to plan their trip.





Z-CARD (CITY MAP)

Developed a pocket-sized map that serves as a quick-reference guide to Fairfax City and George Mason University.

- Designed to highlight key attractions, dining, shopping, and entertainment options, the map also includes essential city information and points of interest.
- Distributed to local businesses, hotels, museums, city events, and business conferences to support visitor engagement and promote exploration throughout the city.



FOX IN THE FLOWERS MURAL

Commissioned Richmond-based artist Bailey Sullivan to brighten up a facade in Old Town Fairfax. The mural is titled "Fox in the Flowers." Significant press was held around the unveiling of the mural, including a spot on WUSA9, several regional news articles, and a ribbon-cutting. The mural is a great addition to the Fairfax art tour.



CITY-WIDE EVENT PROMOTION

We supported the promotion of the 25th annual Ride of the Patriots—a motorcycle demonstration ride that begins in Fairfax City, travels to the Pentagon, and concludes at the White House as part of Rolling to Remember. This year, we partnered with the City and local businesses to highlight Fairfax City's dining options to participants and guests staying in nearby hotels.



PARTNERSHIPS



NOVA Economic Development Alliance®

COSTELLO COLLEGE OF BUSINESS
George Mason University®

INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL

IDA
INSPIRED LEADERS SHAPING CITIES

NOVA Labs®

VIRGINIA APEX ACCELERATOR

AMERICA'S SBDC VIRGINIA

AMERICA'S SBDC VIRGINIA

ICAP
Innovation Commercialization Assistance Program

ICSC
INNOVATING COMMERCE SERVING COMMUNITIES

VEDA
VIRGINIA ECONOMIC DEVELOPERS ASSOCIATION

VIPC | VIRGINIA INNOVATION PARTNERSHIP CORPORATION
Connecting Innovators with Opportunity

virginiabio

nvtc
where tech thrives

JOHN CABOT UNIVERSITY
An American university in the heart of Rome

NAIOP
COMMERCIAL REAL ESTATE DEVELOPMENT ASSOCIATION

DOMINION ENERGY INNOVATION CENTER

ACCELERATE

MASON ENTERPRISE CENTER FAIRFAX
George Mason University®

The Mason Enterprise Center – Fairfax (MEC), located at 10300 Eaton Place above FCED, is Fairfax City's small business incubator and the flagship of the Mason Enterprise network. A partnership between Fairfax City, the EDA, and George Mason University, it is funded by an annual $150,000 EDA allocation and tenant rent revenue. The MEC supports around 55 businesses through space, programs, mentorship, and access to resources like the SBDC and APEX accelerator. The EDA is the main tenant and oversees the lease, while the Center director reports regularly on MEC's status and finances to the EDA Commissioners.



GEORGE MASON UNIVERSITY®

In October 2023, FCED and the George Mason University Costello College of Business entered into an agreement to establish multiple programs that promote economic growth while providing students with unique experiential learning opportunities. This collaboration aligns the city's economic development priorities with the business school's academic resources, creating a mutually beneficial platform for innovation. Four centers of the business school are engaged through the agreement, with three launching projects in 2023, ranging from market analysis and business retention strategies to entrepreneurship development. These efforts are expected to generate direct value for Fairfax City businesses while giving students the chance to solve real challenges in their community.



FCED COMMISSIONERS





JEFF HERMANN
Chair



PATRICK SOLEYMANI
Vice Chair



DAWN MCGRUDER
Treasurer



MITCHELL CHO
Secretary



KATHLEEN PALEY
Commissioner



KRISTIN FEENSTRA
Commissioner

FCED STAFF



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CEO & Director of Economic Development



MARIE SPITTELL
Senior Assistant Director, Business Investment



MATTHEW EASLEY
Assistant Director, Finance & Operations



TARA BORWEY
Assistant Director, Programs



BRITTANY JONES
Public Relations & Marketing Manager



STEPHANIE GERSON
Tourism & Placemaking Specialist

PART-TIME AND TEMP

SPECIAL PROJECTS MANAGER

FCED ASSOCIATE

ACCOUNT SUPPORT ASSOCIATE

MARKETING ASSOCIATE

PROGRAMS ASSOCIATE

FELLOWS & INTERNS

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ECONOMIC DEVELOPMENT

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