



# Made In Fairfax



Economic Advisory Commission  
Doug Loescher, Office of Community Revitalization  
June 18, 2019

# Project Goals



1. Placemaking & economic vitality
2. Potential for SSPs in County
3. Recommendations for development
4. County policies and regulations
5. Implementation plans & partnerships

# Report Findings

- Survey: 100+ businesses
- Less than 5 employees/years
- Predominantly food-oriented
- Not visible or organized
- Need help to grow & find space





Report Recommendation:

# Permitting

Improve the **transparency** and **predictability** of the building and occupancy **permitting process** for small-scale producers.



Report Recommendation:

## Resources



Identify and **promote** existing business support **providers** in Fairfax County to support small-scale producers.

Report Recommendation:

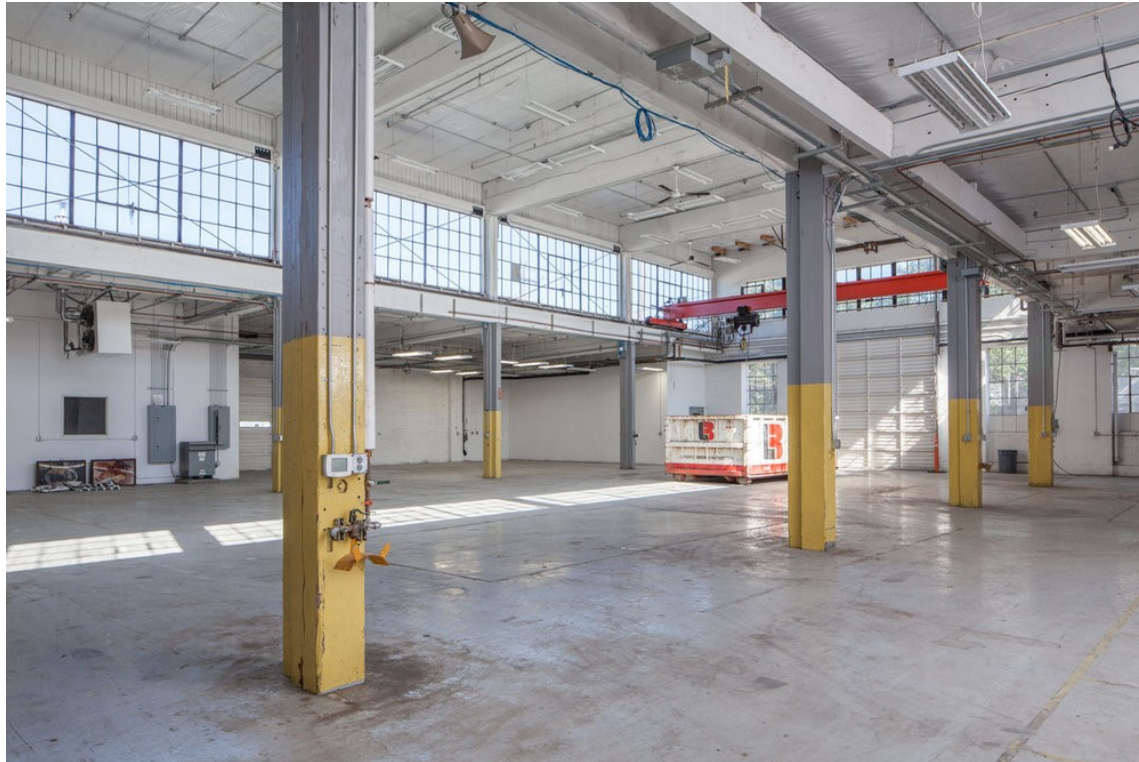
# Networking

Launch a Fairfax County Producers group to **convene** business owners and **advise** the County on policy and programming.



Report Recommendation:

# Matchmaking



Create a **matchmaking** program for small-scale production businesses to find **low-cost space**.



Report Recommendation:

# Branding



Invest in **branding** that highlights small-scale producers and the places where they are located.



Report Recommendation:

## Financial Incentives



Consider **reductions** to business license fees and **business personal property** tax on major equipment to create parity.



# “Locally Made” Ecosystems



**Open Works**

## Events This Week

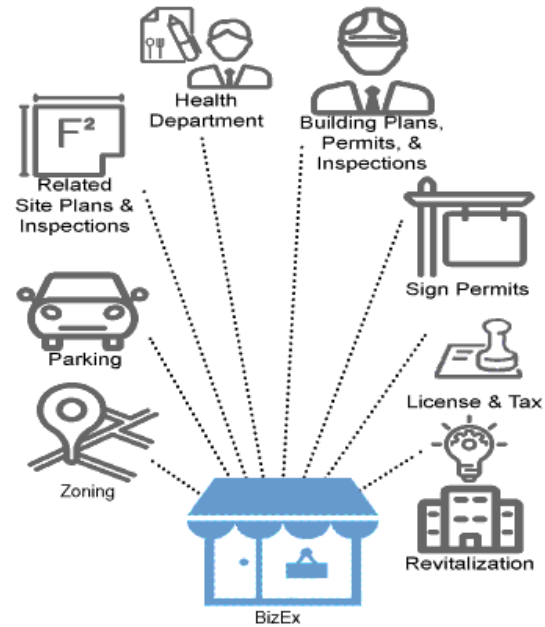
We host lots of events for our community.

Inquire at the front desk about rental rates, opportunities for nonprofits, and more!

Date	Time	Title
2/4	8:30-6:30PM	MICA MFA-CA
2/4	6:30-8:30PM	AIGA Comm. Mtg.
2/6	7-8:45PM	NGWCA Comm. Mtg.
2/7	3-6PM	GWCC Youth Shop
2/9	9:30-12:30P	The Chili Station
2/9	10-12PM	LTYC



# Incubators & Workspaces



We'll guide you through these steps needed to start your small business.





Implementation:

# Fairfax Makers Networking Group

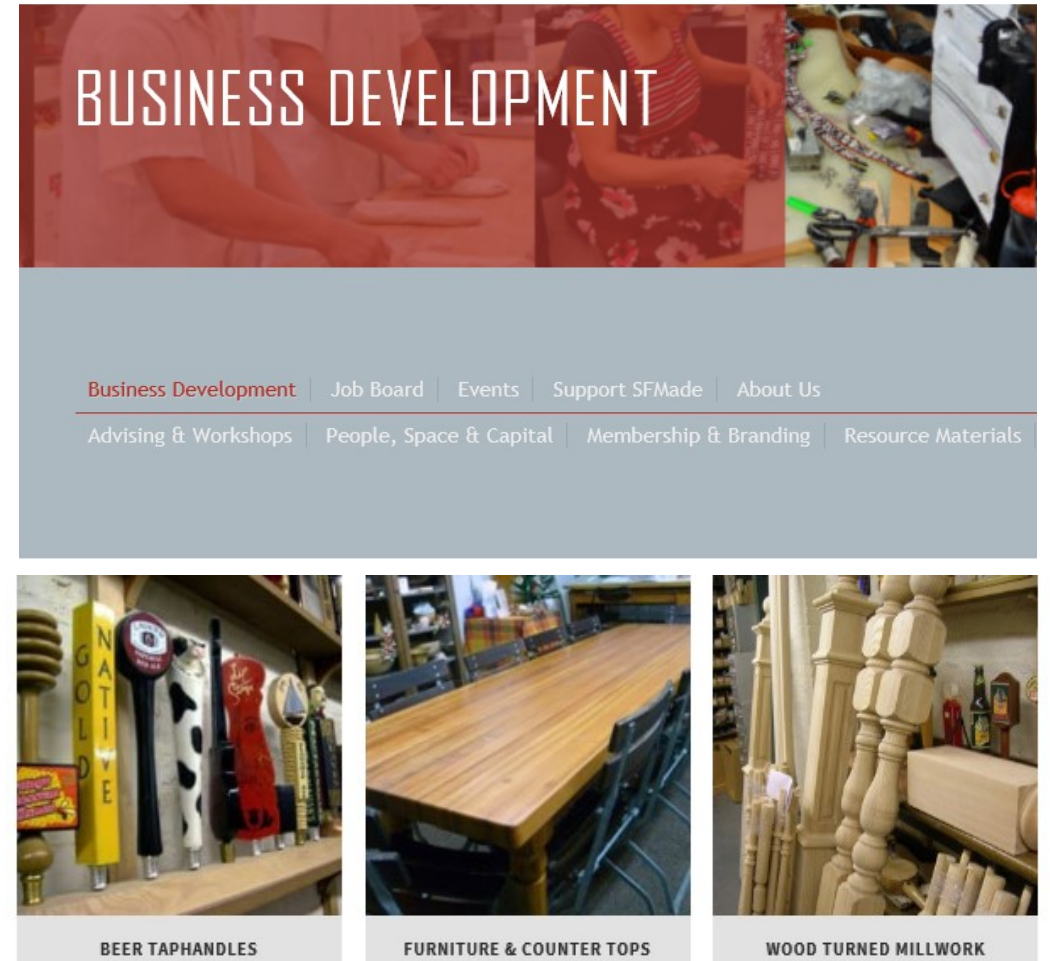


- ✓ Input to County
- ✓ Maker events
- ✓ “Locally Made” designations

Implementation:

# Online Resource Guide

- ✓ Step-by-step permitting
- ✓ Business development toolkit
- ✓ “Made in Fairfax” directory



Example: SF Made website

Implementation:

## “Made in Fairfax” Brand

- ✓ Logo development
- ✓ Designation criteria
- ✓ Branding campaign





Implementation:

# Property Development

- ✓ Maker Directory
- ✓ Lease Templates
- ✓ Matchmaking





**We believe inclusive creative communities build stronger local economies for everyone.**

Yet, across the country, new business launch numbers are down, people are struggling to find good paying work, and communities are fighting to keep their youth from leaving town. Still, Etsy sellers have started and grown their businesses in 99.9% of all US counties, which is important considering that most national business growth after the most recent recession stemmed from only 20 counties, according to EIG.

# Project Outcomes



- ✓ **Report** – findings & recommendations
- ✓ **Plan & Zoning** – retail repurposing/commercial zones
- ✓ **Incentives** – tax considerations
- ✓ **Network** – launching group / directory
- ✓ **Guide** – drafting online resource
- ✓ **Grant** – developing Etsy Maker Cities proposal
- ✓ **Partnerships** – roles & capacity





# Made In Fairfax



For more information: [www.fcrevit.org/otherprojects/smallscale](http://www.fcrevit.org/otherprojects/smallscale)