

Department of Economic Initiatives

Mission The Department of Economic Initiatives leverages County resources and develops policy recommendations to foster economic development and position Fairfax to be an economically competitive and prosperous community. Areas of focus include supporting catalytic public-private development, enhancing the small and local business ecosystem, and building innovative programs to support economic diversification and emerging sectors.

Focus Since the adoption of the Strategic Plan to Facilitate the Economic Success of Fairfax County by the Board of Supervisors in 2015, more focus has been placed on taking deliberate steps to maintain, diversify, and enhance the economic prosperity enjoyed by so many in Fairfax County. The importance of such attention was affirmed during the community engagement phase of the County's strategic planning process in the late fall 2018 with "Economic Opportunity" being identified as one of the County's nine strategic priority areas. While many initiatives have been started and much progress has been made, a new agency, the Department of Economic Initiatives (DEI), was recommended to effectively and efficiently focus attention on the continued and shared competitiveness of the local economy.

In FY 2020, existing resources previously dedicated to specific development initiatives and priorities from Agency 26, Office of Capital Facilities and Agency 31, Land Development Services, were consolidated with those in the Office of Public Private Partnerships in Agency 02, Office of the County Executive, to create DEI. In general, DEI will:

- Provide strategic guidance and coordination with respect to the County's economic, community and business development goals;
- Cultivate a positive environment for the development and growth of a diverse and prosperous local economy;
- Facilitate development through public-private partnerships that address strategic priorities, meet County goals and maximize value; and,
- Foster an entrepreneurial and innovative ecosystem within the County and the region.

While DEI continues the strategic work currently underway, additional responsibilities and supporting organizational structures will continue to be determined and clarified over the course of FY 2021 and as actionable work is identified by the County's strategic plan.

Pandemic Response and Impact

Beginning in March 2020, the majority of DEI staff time transitioned to COVID-19 response activities. As of mid-May 2020, the primary activities include the following:

- Developing, promoting, and overseeing the \$2.5 million Small Business COVID-19 Recovery Microloan Fund.
- Developing, promoting, and overseeing the \$25 million Fairfax RISE: COVID-19 Small Business and Non-Profit Relief Grant Program.

- Leading County business communication and outreach, including: monitoring and updating the COVID-19 business webpage; answering business questions via emails and phone calls; designing and mailing business resources postcards to 38,000 businesses; and, with the Department of Tax Administration, managing business resources including automated phone calls to 36,000 County businesses.
- Convening a business continuity working group to coordinate partners across the County in the response to the COVID-19 crisis impacting the local business community.
- Launching an Economic Recovery Framework and Action Plan for business retention and economic competitiveness.
- Working with teams across the County to develop a robust business database to more effectively communicate with businesses and to assist with responding to public inquiries.
- Detailing one staff person (representing 10% of DEI full-time staff) to the Emergency Operations Center to serve as Logistics Section Chief.

Budget and Staff Resources

Category	FY 2019 Actual	FY 2020 Adopted	FY 2020 Revised	FY 2021 Advertised	FY 2021 Adopted
FUNDING					
Expenditures:					
Personnel Services	\$0	\$1,166,572	\$1,166,572	\$1,205,987	\$1,166,572
Operating Expenses	0	49,908	131,979	49,908	49,908
Total Expenditures	\$0	\$1,216,480	\$1,298,551	\$1,255,895	\$1,216,480
AUTHORIZED POSITIONS/FULL-TIME EQUIVALENT (FTE)					
Regular	0 / 0	11 / 11	11 / 11	11 / 11	11 / 11

FY 2021 Funding Adjustments

The following funding adjustments from the FY 2020 Adopted Budget Plan are necessary to support the FY 2021 program. Included are all adjustments recommended by the County Executive that were approved by the Board of Supervisors, as well as any additional Board of Supervisors' actions, as approved in the adoption of the Budget on May 12, 2020.

FY 2021 funding remains at the same level as the FY 2020 Adopted Budget Plan.

Changes to FY 2020 Adopted Budget Plan

The following funding adjustments reflect all approved changes in the FY 2020 Revised Budget Plan since passage of the FY 2020 Adopted Budget Plan. Included are all adjustments made as part of the FY 2019 Carryover Review, FY 2020 Third Quarter Review, and all other approved changes through April 30, 2020.

Carryover Adjustments **\$32,071**

As part of the FY 2019 Carryover Review, the Board of Supervisors approved unencumbered funding of \$32,071 for Operating Expenses, mainly for webpage redesign and marketing projects as well as continued upgrades to the Customer Relationship Management system used to track contacts with residents and communities. These functions were transferred from Agency 02, Office of the County Executive, to DEI.

Third Quarter Adjustments **\$50,000**

As part of the *FY 2020 Third Quarter Review*, the Board of Supervisors approved the appropriation of \$50,000 in Unsolicited Public-Private Education Facilities and Infrastructure Act (PPEA) fee revenue received in conjunction with the Fairfax Peak Project for Operating Expenses to address costs associated with evaluation of the proposal.

Position Detail

The FY 2021 Adopted Budget Plan includes the following positions:

DEPARTMENT OF ECONOMIC INITIATIVES - 11 Positions			
1	Director	2	Management Analysts III
1	Program Manager	1	Management Analyst II
1	Project Coordinator	1	Management Analyst I
1	Planner IV	1	Communication Specialist II
1	Program and Procedures Coordinator	1	Administrative Assistant IV

Performance Measurement Results

Metrics will be developed in coordination with the County's strategic plan in FY 2021.