**Empowering Fairfax's Small Businesses with the THRIVE Program**

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Description automatically generated with medium confidenceApplications Open December 12**

Fairfax County is set to launch the [THRIVE program](https://www.fairfaxcounty.gov/economic-initiatives/fairfax-thrive) on December 12, a technical assistance program aimed at bolstering the resilience and growth of small businesses in the area. Through this initiative, approximately 600 businesses will receive consulting services valued up to $10,000, helping them reach their business goals and continue their post-pandemic recovery.

**Program Details:** The THRIVE initiative offers consulting services in marketing, financial planning, real estate assistance, web development, human resources and other areas to eligible Fairfax County small businesses. By offering coaching and consulting services, THRIVE aims to mitigate the negative COVID-19 economic impacts on our local small businesses and help them achieve their unique business goals.

**APPLY NOW!**

**Eligibility Criteria:** To be eligible for the THRIVE program, businesses must have been in operation since 2021 or earlier, employ 50 or fewer individuals, be located in Fairfax County, and demonstrate a negative economic impact resulting from the COVID-19 pandemic.

**Application Process:** The application period for THRIVE will commence on December 12 and continue until December 21. A second application period is scheduled for January 16 to January 26. Interested businesses will be able to access the Online Application Portal during these periods. Detailed application instructions and eligibility criteria may be found on the official THRIVE page or by scanning the provided QR code.

Language Assistance and Webinars: In recognition of the county's diverse population, language assistance will be provided to ensure that all eligible business owners can navigate the application process seamlessly and understand the program's benefits. Additionally, a webinar is scheduled for December 7, for those interested in learning more about the THRIVE program.

**Fairfax County's Commitment to Small Businesses:** THRIVE is the latest addition to Fairfax County's comprehensive strategy to support small businesses. Since 2020, the county has allocated over $70 million in funding for community business support. Programs such as the Microloan Program, RISE Small Business Grant Program, PIVOT Recovery Grant Program, and the Economic Recovery Framework have played pivotal roles in the county's economic recovery efforts.

Learn more about THRIVE at [Fairfaxcounty.gov](https://www.fairfaxcounty.gov/economic-initiatives/fairfax-thrive) by searching THRIVE, or email questions to [ThriveProgram@ledcmetro.com](mailto:ThriveProgram@ledcmetro.com)