



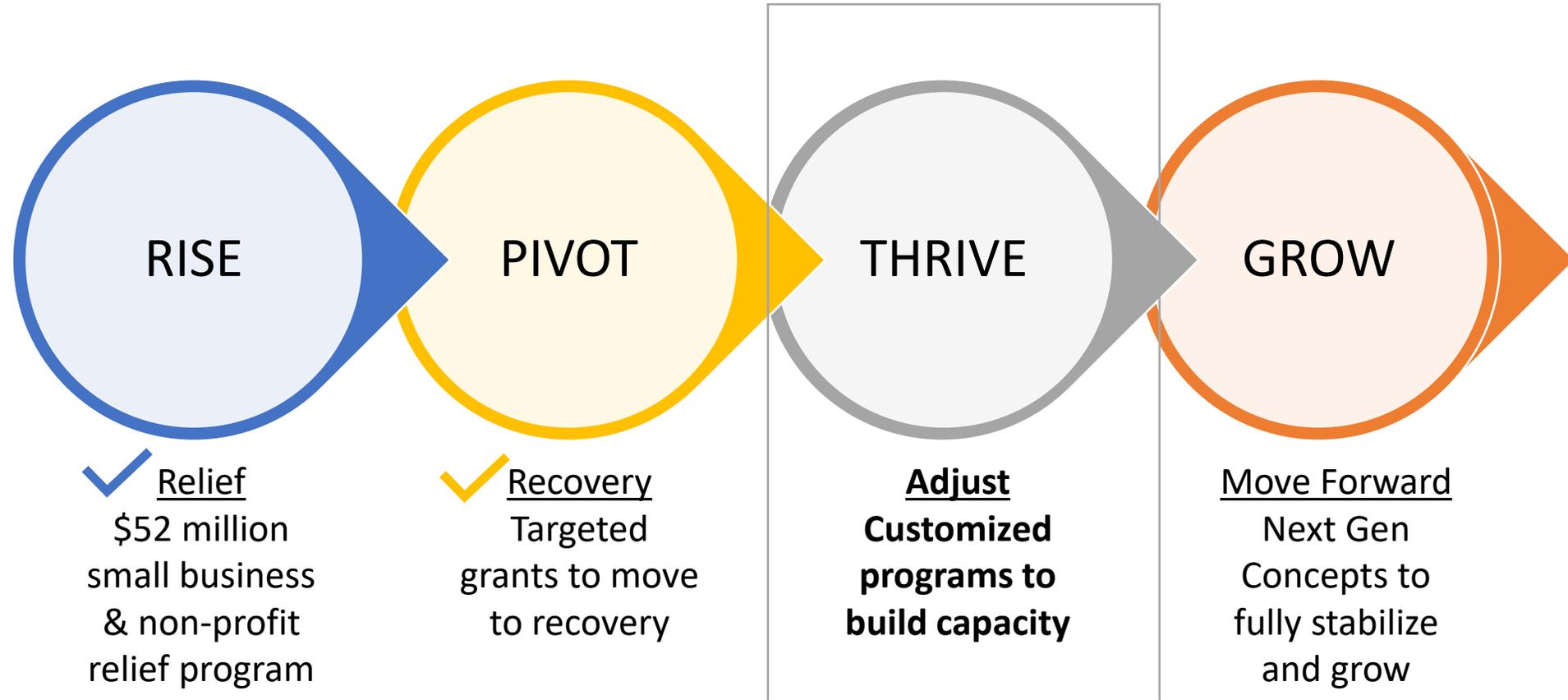
# ECONOMIC RECOVERY PROGRAM PROPOSAL: 'THRIVE' INITIATIVES

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Economic Initiatives Committee

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# A RECOVERY CONTINUUM



*Goal Today: Board Feedback and Direction on Proposed Thrive Initiatives*

# THRIVE RECOVERY PROGRAMS

## THRIVE Programs & Initiatives

Customized projects, campaigns, or tools to help businesses, entrepreneurs & districts transition towards growth.

- Build an ecosystem around a business
- Support most impacted industry
- Consider national and regional best practices and examples
- Implement recommendations from Economic Recovery Framework, Chairman's Task Force, and other recent strategies

# THRIVE PROGRAM - CATEGORIES

1. THRIVE Capacity Building and Tools

2. Hospitality Industry Impact Initiatives

3. Business District Support (Pilot)

# THRIVE PROGRAM - PROPOSALS

## 1. THRIVE Capacity Building and Tools



THRIVE

### Potential Topics:

- Digital Presence, Digital Literacy
- Branding and Marketing
- Financial Management, Accessing Finance
- Legal Assistance, Lease Negotiations
- Local Supplier Development

### Tools:

- Enhanced BizEx / Starting a Business Portal

# THRIVE PROGRAM - PROPOSALS

## 1. THRIVE Capacity Building and Tools



THRIVE

Proposed New Funding Amount: \$500,000

- For Capacity Building (across 5-10 programs)
- Existing resources for enhanced BizEx Portal

Next Steps:

- Listening tour to confirm most needed topics & optimum structures
- Work with DMB, OPA & DPMM on funding and contracting methods

Timeline: Launch Fall/Winter 2021

# THRIVE PROGRAM - PROPOSALS

## 2. Hospitality Industry Impact Initiative



THRIVE

Support recovery initiatives for industry-wide impacts through Visit Fairfax and/or other partners. Goals are to increase travel and visitation.

Example activities could include:

- Group event & business traveler promotion campaigns
- ‘New Attractions’ special promotion
- Local visitor marketing and featured ‘experiences’
- Buy Local and Made in Fairfax campaign

Next Steps: Return to EIC with partner workplans, proposed budget and timelines

# THRIVE PROGRAM - PROPOSALS

## 3. Business District Support – Pilot Program



THRIVE

Competitive fund for business support organizations to lift up recovery projects and support long-term success of businesses and districts.

Examples of project-based activities:

- Pop-up event
- Activate vacant spaces/sites
- Targeted training for legacy businesses
- Experience tours or storytelling stations
- Community interactive art
- Many more...

# THRIVE PROGRAM - PROPOSALS

## 3. Business District Support – Pilot Program



THRIVE

Potential Components *(to be built out)*:

- Existing organizations focused on business development
- Partnership with other local entities
- Project-specific proposals
- Part of a larger strategy or plan
- A percent match
- Target goals and/or geographies

Next Steps:

- Engage with partners to build program requirements and processes
- Confirm funding source and amounts
- Return to EIC with full details



# QUESTIONS & DISCUSSION