Made In Fairfax

Small-Scale Production Initiative – Findings & Recommendations

Board Revitalization Committee
Doug Loescher, Program Manager, Office of Community Revitalization
March 12, 2019
Categories of Small-Scale Production (SSPs) Uses

- **Breweries & Distilleries**
- **Textiles**
- **Production/Retail Combinations**
- **Craft Industries**
- **Food Production**

Photo Credits: Recast City
Report Findings

- Significant SSP business community (100+)
- Most SSPs: less than 5 employees/years
- Predominantly food-oriented
- Many SSPs: looking to grow (62%)
- Businesses not visible, organized or informed
- Property owners need help finding SSPs
Fairfax County: Incubators & Workspaces
Fairfax County: Business Assistance & Support

We’ll guide you through these steps needed to start your small business.
Report Recommendation:

Permitting

Improve the transparency and predictability of the building and occupancy permitting process for small-scale producers.
Identify and promote existing business support providers in Fairfax County so small-scale producers can find the support they need.
Launch a Fairfax County Small-Scale 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:  

**Placemaking**

Support placemaking efforts by providing an incentive for property owners and event programmers that include small-scale producers.
Invest in branding that highlights small-scale producers and the places where they are located.
Report Recommendation:

Property Leasing

Inform County property owners about the ability of small-scale producers to fill vacant spaces and create place.
Report Recommendation:

**Financial Incentives**

Consider reductions to business license fees and business personal property tax on major equipment, to create parity with surrounding jurisdictions.
Implementation: Short Term

Fairfax Makers Guide

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

Example: SF Made website
Implementation: Short Term

“Made in Fairfax” Brand

✓ Logo development
✓ Designation criteria
✓ Branding campaign
Implementation: Short Term

Fairfax Makers Network

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

Example: Knoxville Maker Council
Implementation: On-going

Property Development

✓ Maker Directory
✓ Lease Templates
✓ Matchmaking
Implementation: Long-Term

Financial Incentives for Consideration

- Offer subsidies for SSPs at farmers markets
- Provide micro-grants for placemaking projects
- Increase depreciation on manufacturing equipment
- Reduce personal property tax rate for machinery and tools
- Waive BPOL fees for new SSP businesses
Made in Fairfax Forum – March 28, 7:00-8:00 p.m. – GC Room 9/10

For more information:  www.fcrevit.org/otherprojects/smallscale