

Place Led Economic Development Workgroup B

Economic Advisory Commission

October 4, 2022

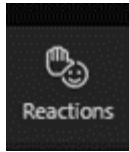
Fairfax County Department of Economic Initiatives



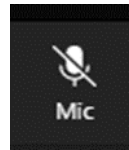
Objectives for EAC Workgroup

- **Consider challenge of creating places where businesses thrive**
- **Respond to proposed key aspects of Place Led Economic Development**
- **Identify practices, resources, and opportunities in Fairfax County**

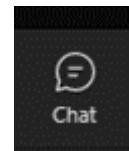
▶ Meeting Moderation



Raise your hand prior to speaking

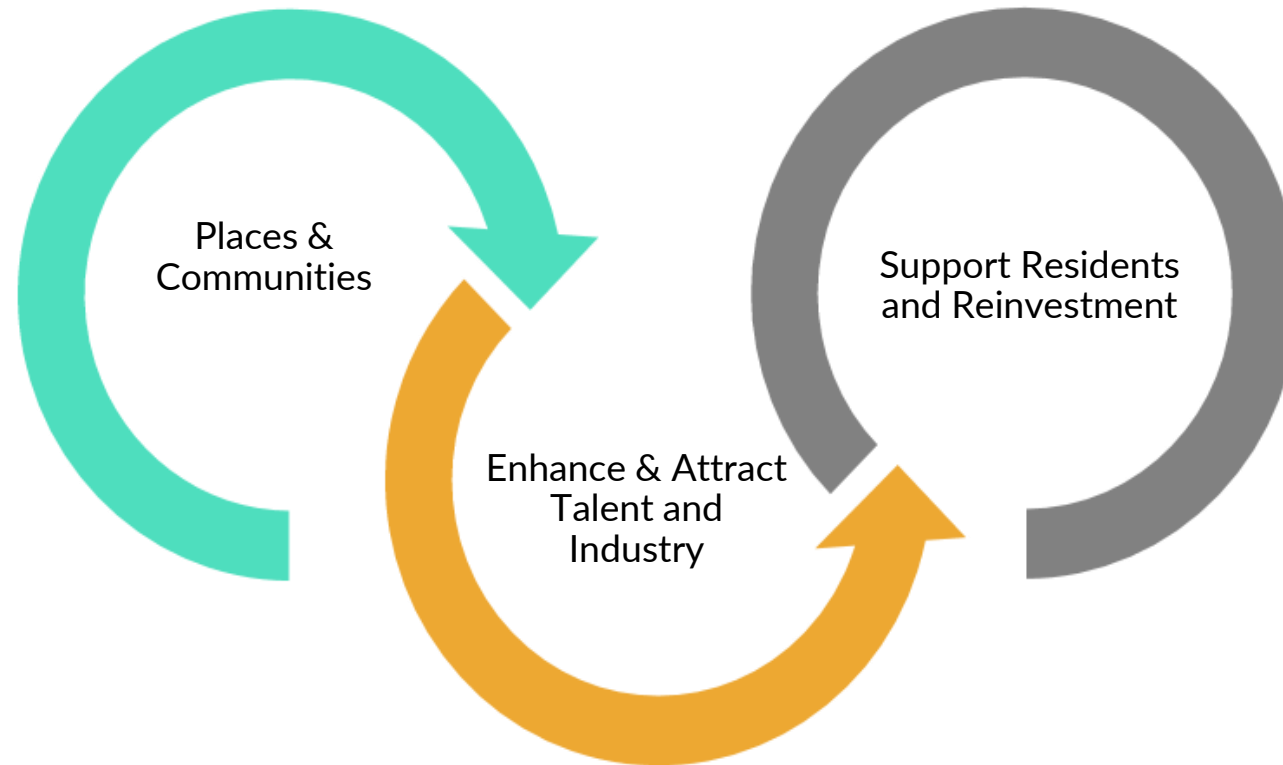


Mute yourself after speaking



Use the chat function to ask questions and share ideas

► Place Led Economic Approach



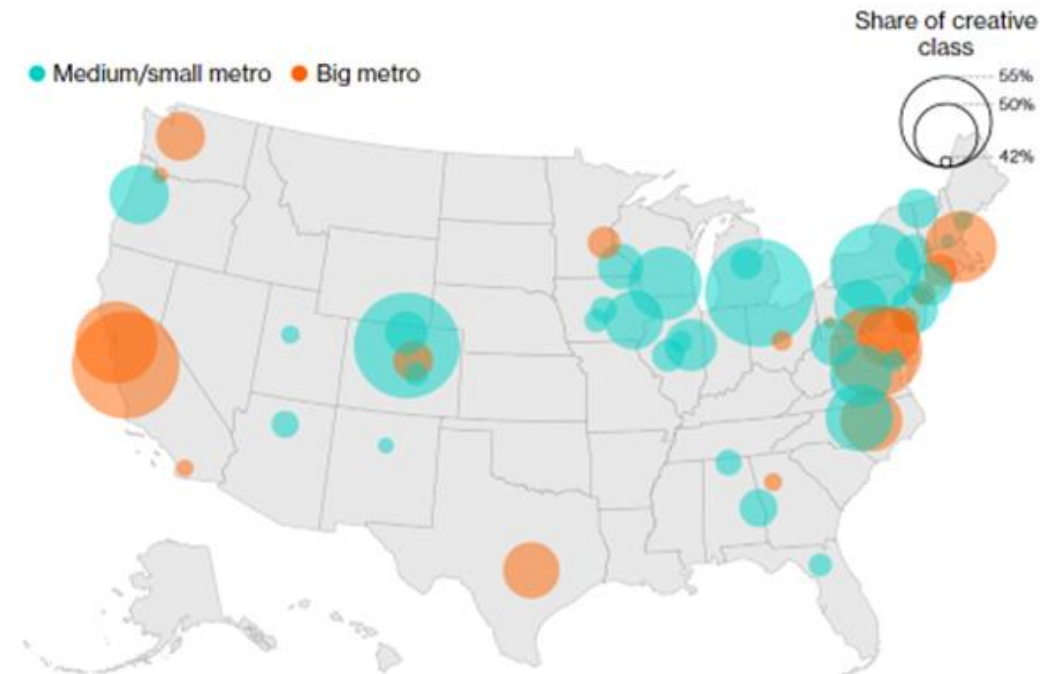
► Fierce Competition - Nationally

Places support and attract *people* → business follows

- Workers are increasingly choosing smaller and medium-sized metros
- Unique bundles of amenities continue to be attractive to workers, residents, and visitors

Top 50 Metro Areas for Creative Class Work

Share of the workforce in knowledge, professional and creative class occupations, as of 2019.



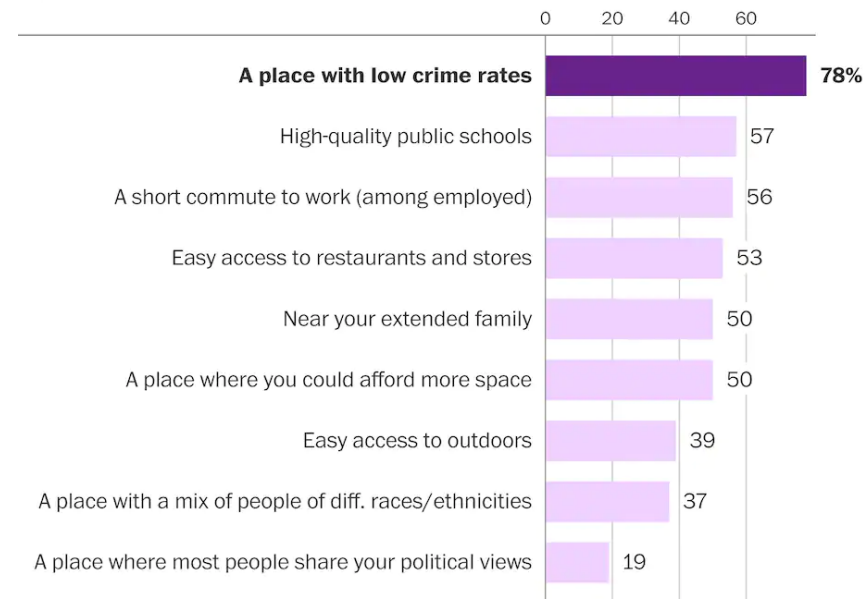
Source: U.S. Census Bureau
Note: Big metros have over 1 million residents

► Fierce Competition - Regionally

- **Places are critical within the D.C. region**
- Safe communities with opportunities for work and recreation
- Opportunities and assets exist within communities across Fairfax

D.C.-area residents prioritize living in places with low crime rates, good schools and short commutes

Q: Imagine that you are moving to another community. In deciding where to live, how important would each of the following be to you. (Percent saying "extremely" or "very" important)



Note: "Moderately important," "Not very important," "Not at all important" and "No opinion" not shown.

Source: July 6-21, 2021, Washington Post-Schar School of Policy and Government poll of 500 D.C.-area residents with a margin of error of +/- 6 percentage points and 651 D.C.-area workers with an error of margin of +/- 5 points.

EMILY GUSKIN/THE WASHINGTON POST

▶ A Fairfax County Response...

Many unique communities with vibrant businesses and commercial areas:

- How to build a model to support the diversity of places and population?
- How to respond to changing preferences about places?
- How to create a more effective approach to compete on place to support economic vibrancy?



▶ Place Led Economic Development

Place led economic development is an approach that **leverages unique assets** and **centers community stakeholders** to create economically vibrant and competitive communities.

► Eight Key Aspects

Propose that these eight key aspects are essential elements of a place-led economic development strategy.

Civic Infrastructure	Land Use & Design
Authenticity & History	Events & Programming
Marketing & Economic Vitality	Security & Appearance
Organizational Development & Governance	Research & Data Tracking

▶ Workgroup B: Authenticity & History

The authenticity and history of a place are key **cultural expressions of a community's values, social history, and character**. Preservation and celebration of these community narratives are often the most important element tying community members to places and drive shared outcomes.

▶ Workgroup B: Authenticity & History

Challenge Statement:

- **Is authenticity & history of a location important to creating and maintaining an economically competitive community?**
 - **If so, what is a process that Fairfax County can use to empower communities with this effort?**



Speaker

Evan Kaufman
Executive Director
Southeast Fairfax Development Corporation

► Workgroup B: Events & Programming

Events and programming activities are opportunities for **creative and vibrant communities**. They serve to reflect and mold the character of business districts and provide **experiences** that are critical to a healthy quality of life. Events may serve existing residents or induce others to **visit and celebrate** the unique elements of a place and community.

▶ Workgroup B: Events & Programming

Challenge Statement:

- **Are events and programming important to creating and maintaining an economically competitive community?**
 - **If so, what is a process that Fairfax County can use to empower communities with this effort?**

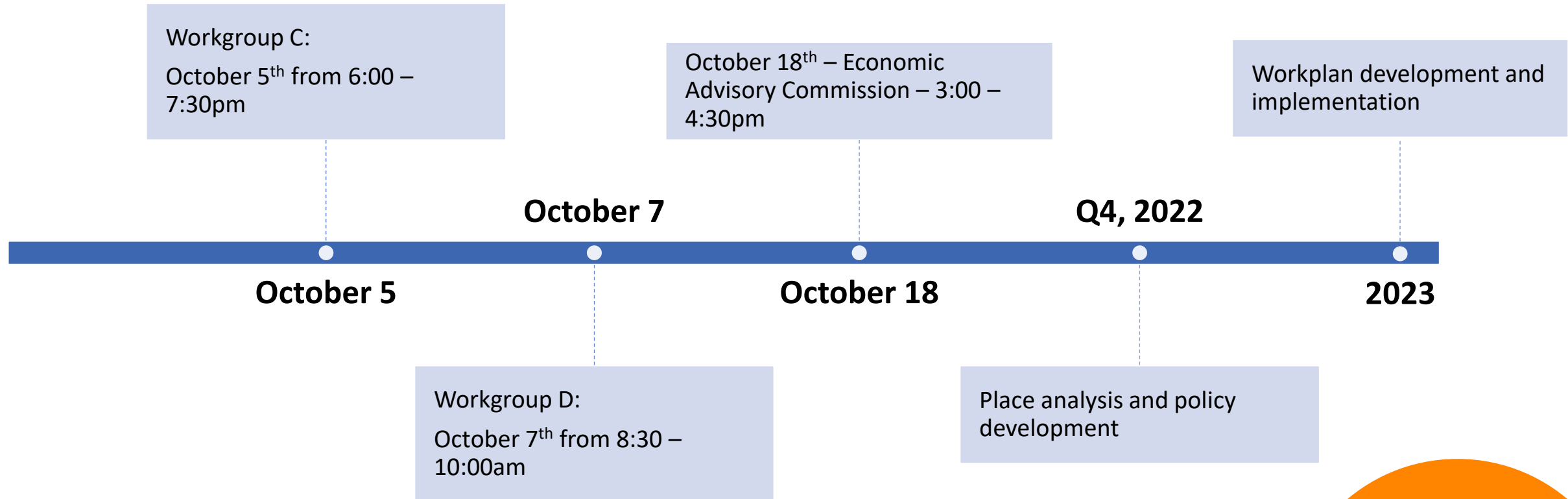


Speaker

Ashley Morris
President and Chief Executive Officer
Celebrate Fairfax



Next Steps



Questions and Discussion



Fairfax County Department of
economic
initiatives
NAVIGATING WHAT'S NEXT