

# Place Led Economic Development Workgroup C

Economic Advisory Commission

October 5, 2022

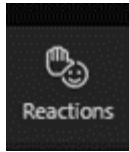
Fairfax County Department of Economic Initiatives



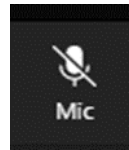
# ► Objectives for EAC Workgroup

- **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**

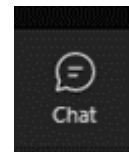
# ▶ Meeting Moderation



**Raise your hand prior to speaking**

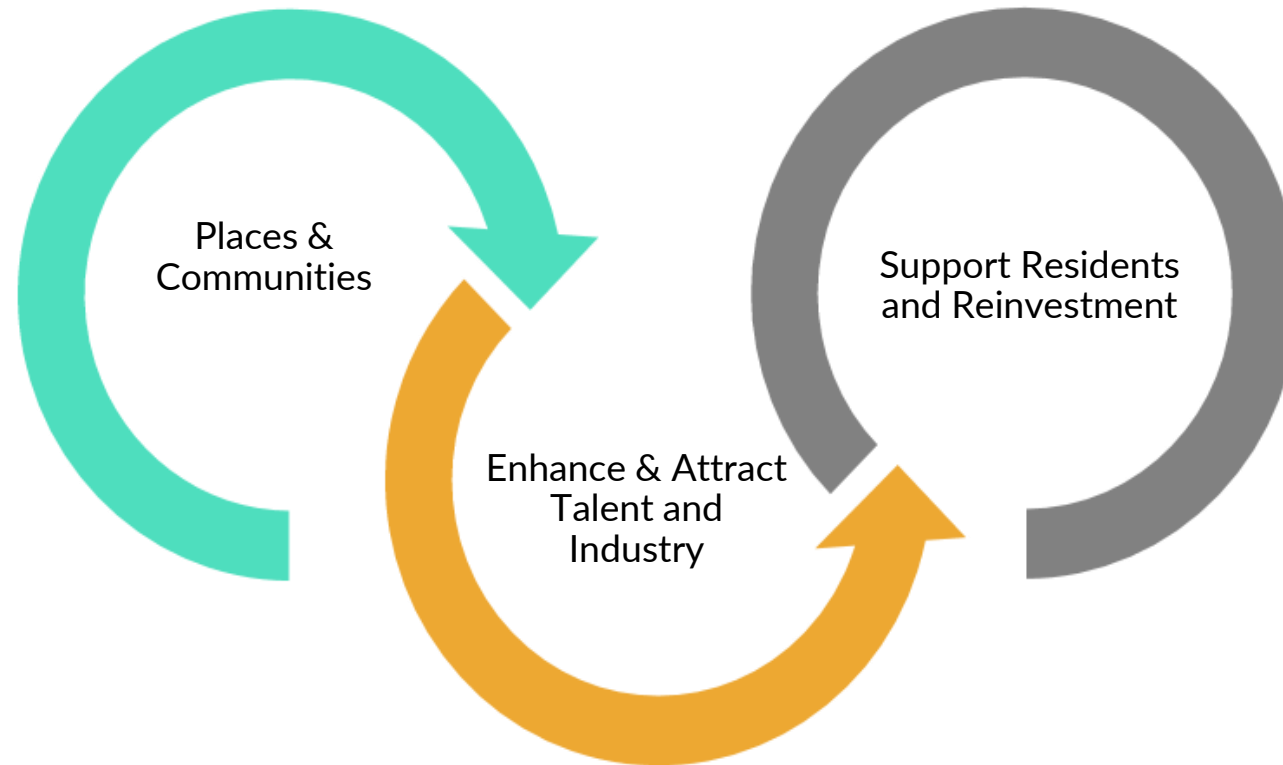


**Mute yourself after speaking**



**Use the chat function to ask questions and share ideas**

# ► Place Led Economic Approach



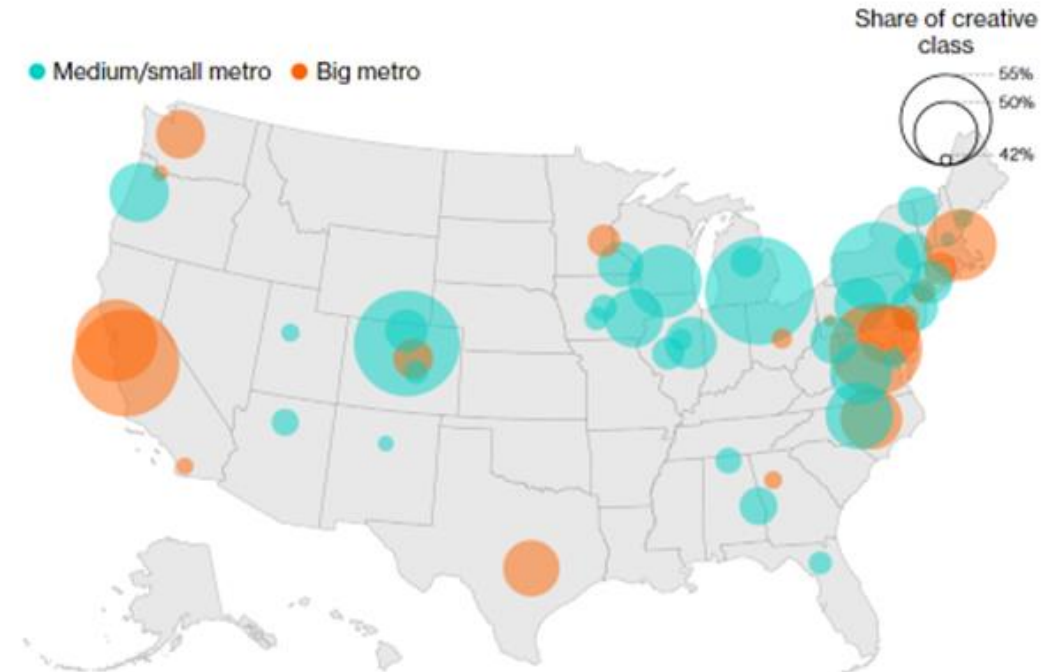
# ► Fierce Competition - Nationally

## 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.



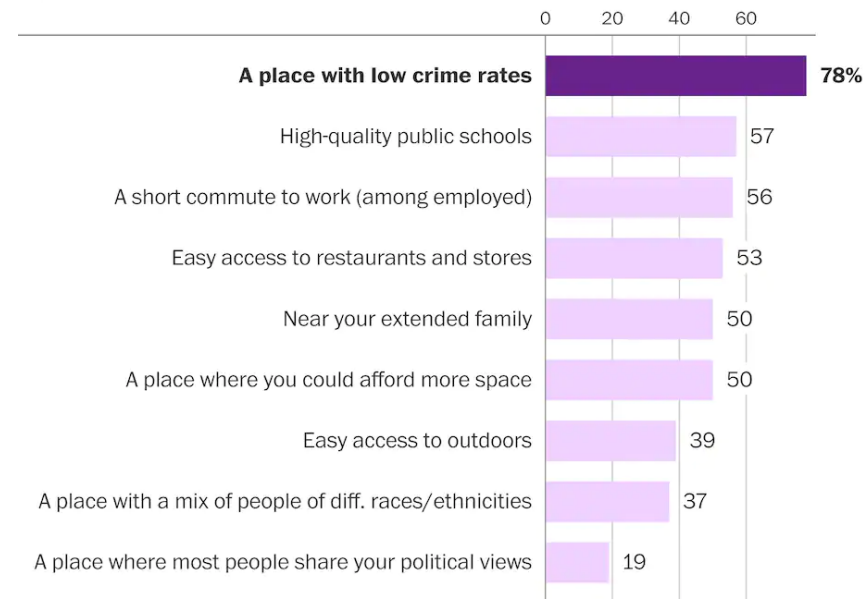
Source: U.S. Census Bureau  
Note: Big metros have over 1 million residents

# ► 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
<b>Marketing &amp; Economic Vitality</b>	<b>Security &amp; Appearance</b>
Organizational Development & Governance	Research & Data Tracking

# ▶ Workgroup C: Marketing & Economic Vitality

Marketing and branding can influence **community perceptions** and drive **visitation levels**. Communication of an **identity and promotion** of unique assets and experiences **help to attract** future community members.

Economic vitality can be a measure of economic activity that **fosters investment** and **attracts future residents**. Measures of economic vitality help places understand **why they have been successful**.

# ▶ Workgroup C: Marketing & Economic Vitality

## Challenge Statement:

- **Is the marketing and economic vitality 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

**Barry Biggar**  
**President and Chief Executive Officer**  
**Visit Fairfax**

# ► Workgroup C: Security & Appearance

The **safety and appearance** of a place are **critical requirements** for many community residents, businesses, and investors. Areas perceived as having safety issues or elements of disrepair are **barriers to development** and fostering shared community spaces.

Focusing on **common maintenance and upkeep** of areas is often an early tool for communities to **create a sense of place** and belonging.

# ▶ Workgroup C: Security & Appearance

## Challenge Statement:

- **Are security and appearance 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?**

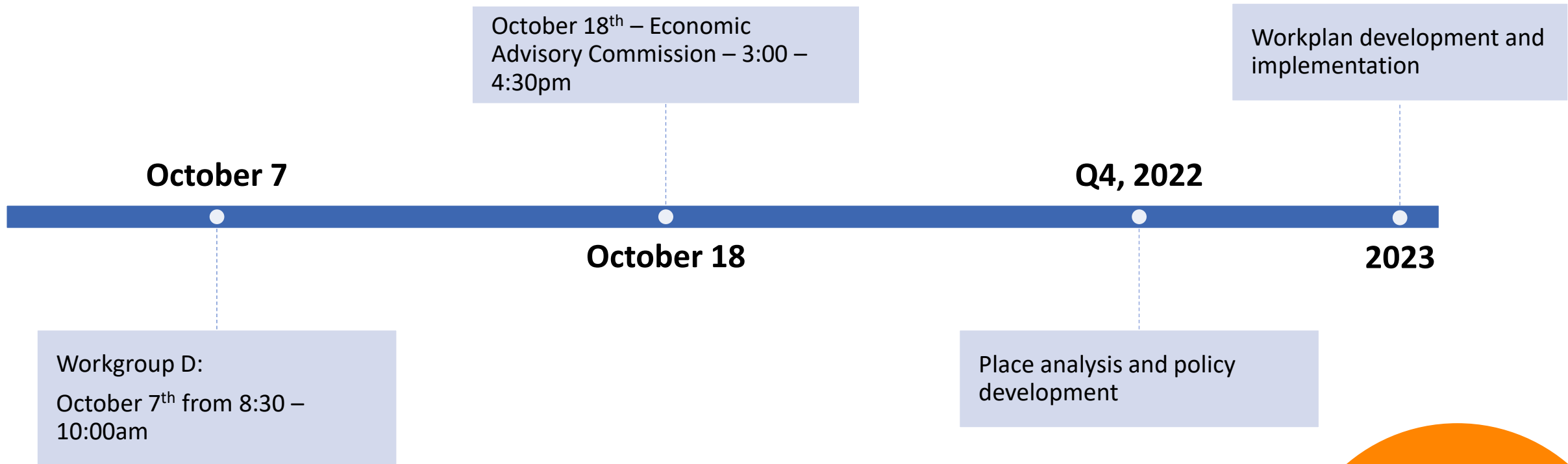


# Speaker

**Elizabeth Hagg**  
**Section Director, Community Revitalization**  
**Department of Planning and Development**



# Next Steps





# Questions and Discussion



Fairfax County Department of  
**economic**  
**initiatives**  
NAVIGATING WHAT'S NEXT