

Department of Economic Initiatives

Review of Recovery and
Resiliency Projects

Economic Initiatives Committee
December 12, 2023



Fairfax County Department of
economic
initiatives
NAVIGATING WHAT'S NEXT

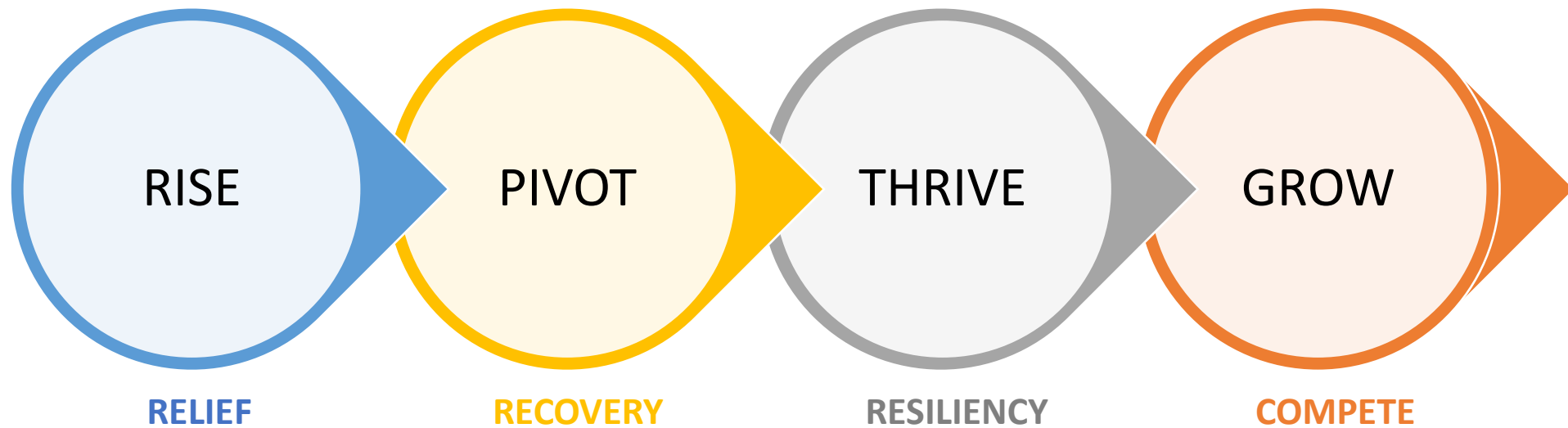
Economic Recovery

Economic Recovery Framework

- ✓ **Business Recovery & Resilience**
- ✓ Regulatory Action
- ✓ Workforce & Talent Support
- ✓ Support for Workers & Families
- ✓ Physical & Community Planning



BUSINESS RECOVERY CONTINUUM

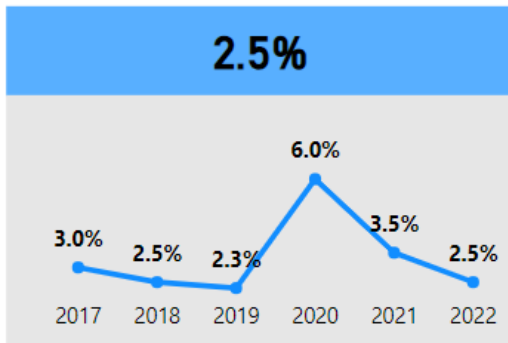


Original recovery and resiliency path presented in 2020/2021

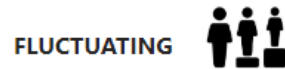
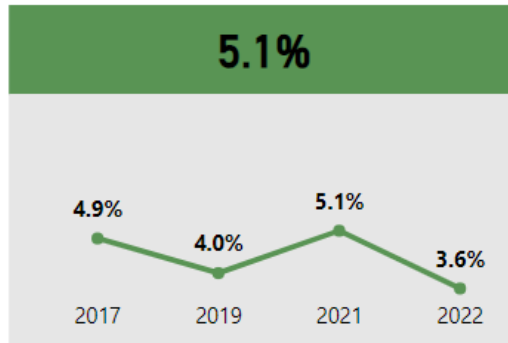
Headline Metrics

FAIRFAX COUNTYWIDE STRATEGIC PLAN OUTCOME AREA: ECONOMIC OPPORTUNITY

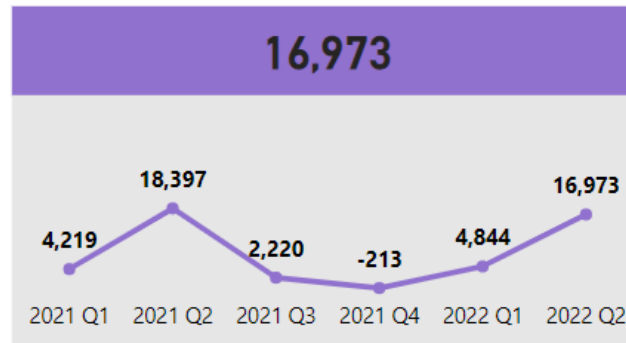
Unemployed Residents



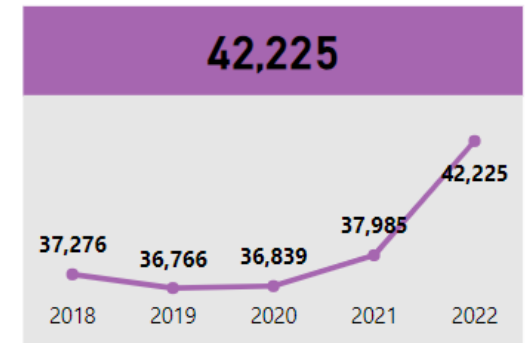
Families At or Below Poverty



Net Change in Jobs



Number of Business Establishments



Recovery Programs



Recovery Program		# Businesses Served	Funding
Microloan Program*	2020	64	\$1,213,500
RISE Grant Program	2020	4,809	\$52,570,000
PIVOT Grant Program	2021	1,016	\$16,836,300
		5,889	\$70,619,800

**Initial Microloan Program disbursement - revolving microloan program continues to make loans*

Resiliency Programs



FAIRFAX COUNTY

TalentUP

Elevating Opportunities, Empowering Talent



Recovery Program

Funding

THRIVE

2023-2024

\$7,000,000

Talent-Up

2023-2024

\$2,500,000

Tourism Recovery Program

2023-2024

\$4,170,000

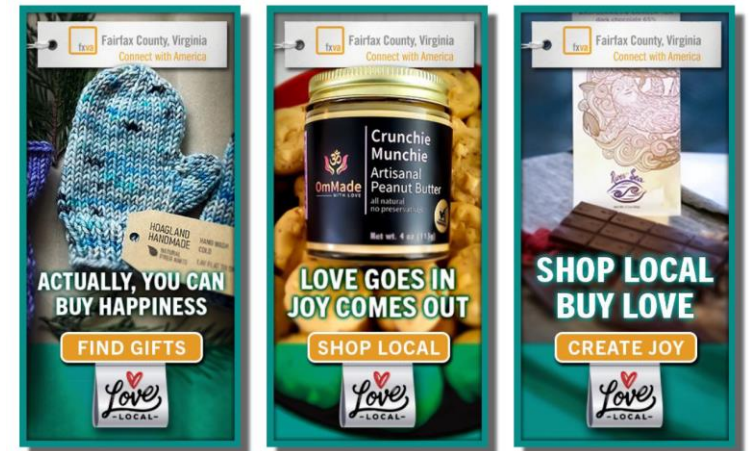
\$13,670,000

Tourism Recovery:

Visit Fairfax – Interim Snapshot

Visit Fairfax is currently executing 72 different projects in 5 areas:

- Group Event Tradeshows, Site Inspections, Familiarization Tours
- Virginia LOVEworks Public Art and the Fairfax County “Love Local” campaign to support local businesses and makers
- Fairfax County’s Philadelphia Takeover
- Drive Market/Roadtrip Campaigns
- Fly Markets – new opportunity



Tourism Recovery:

Visit Fairfax – Interim Snapshot

click for full video



Group Meetings, Tournaments & Group Tours

- Engaged more than 700 industry professionals
- Virtual tour experience for Patriot Park North and other areas.
 - 8 new tournaments, 6 new meetings, 1 new group tour operator partnership
- Video brochures

Local Residents & Communities

- Three new LOVEworks installations
- The “Love Local” campaign

Drive and Fly Market

- Digital and local campaigns in key markets
- Media blitz went to more than 32 million consumers
- “Philadelphia Takeover”
 - 48% increase in visitors
 - \$9.5M in spending



DRIVE AND FLY MARKETS: LOVE EVERY MILE

reaching new audiences



1.7m

consumers reached



111k+

total visitors



\$65.3 m

in consumer spending



Richmond

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www.fairfaxcounty.gov/economic-initiatives/