

Department of Economic Initiatives

Small & Local Business
Development Resource Portal
Update

Economic Initiatives Committee
December 12, 2023



Fairfax County Department of
economic
initiatives
NAVIGATING WHAT'S NEXT

► Overview

Agenda

- Reintroduction to Fairfax CORE
- Preview of components
- Preliminary information about Resource Partners
- Next Steps
- Feedback

Meeting Goal: To share the progress of the small business resource platform and obtain input regarding potential resource partners and engagement strategy.

The Challenge and Goal

Challenge: Many aspiring entrepreneurs and current business owners are unaware of the many resources available to help them start, scale or evolve their businesses.

Goals:

Amplify and organize existing resources and support

Leverage efforts for collective impact

Elevate transparency and increase accessibility of resources

Identify gaps in the entrepreneurial ecosystem in Fairfax County



**Connecting
Opportunities &
Resources for
Entrepreneurs**



Vision

Fairfax CORE will be the go-to resource for aspiring entrepreneurs and business owners who need help establishing, expanding, or evolving their business in Fairfax County, including the towns and City of Fairfax.



▶ The CORE A-Team

Fairfax County and its Towns, and Fairfax City



Cindy Butler
Women's
Business Center



Timm Johnson
Mason Small
Business
Development
Center



Natalie
Monkou
Town of Vienna



Maria Jose
Cantoni
Financial
Empowerment
Center



Evan Kaufman
South Fairfax
Development
Corporation



Karen Smaw
Fairfax County
Economic
Development
Authority



TBD, formerly
Dennis Holste
Town of Herndon



Nicole Merlene
City of Fairfax

Resource Navigator

- Live people and programs that *directly* support businesses to start and grow
- Services are no cost or very low cost to the entrepreneur
- 100+ resources have been loaded

The screenshot displays the Fairfax CORE Resource Navigator website. The top left features the 'FAIRFAX CORE' logo. The top right has navigation links for 'Home' and 'Resource N'. Below the logo is a 'Narrow Your Search' sidebar with several filter categories: 'Zip Code' (text input), 'Distance' (dropdown menu with 'Show All' selected), 'Area of Assistance' (dropdown menu with '— Select —' selected), 'Specific Need' (dropdown menu with '— Select —' selected), 'Industry' (dropdown menu with '— Select —' selected), 'Business Type' (dropdown menu with '— Select —' selected), 'Business Stage' (dropdown menu with '— Select —' selected), 'Opportunity Populations' (dropdown menu with '— Select —' selected), and 'Keyword' (text input). To the right of the sidebar is a search results area. It includes a 'Sort:' dropdown menu set to 'Provider Name (A-Z)'. Below this is a pagination bar with numbers 1 through 7, where '1' is highlighted. The main content area shows three search results, each with a logo, a title, and a brief description. The first result is 'FCPS ACE Adult & Community Education' with the title 'Adult and Community Certificate Programs' and the description 'ACE provides educational oppo held throughout Fairfax County'. The second result is 'TASTE OF ANNANDALE' with the title 'Annadale-Mason Rou Annadale' and the description 'The annual Taste of Annandale, Davis Drive, is aimed at encour celebrating Annandale's diversit restaurants and businesses'. The third result is 'ARTSFAIRFAX' with the title 'ArtsFairfax' and the description 'ArtsFairfax is the nonprofit desig administer funding, services, an access for all who contribute to Fairfax'. The fourth result is 'B/C/R/C' with the title 'Bailey's Crossroads S Corporation'.

Resource Partner Services

Services offered by resource partners

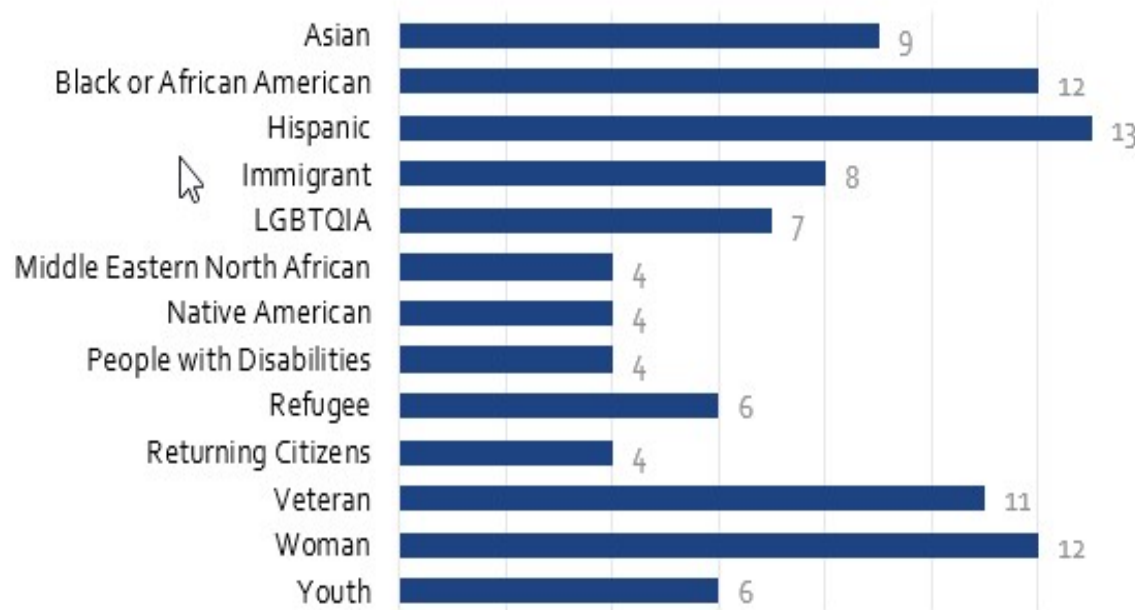


- Specialized in serving businesses across 22 industries
- All stages, from inception to succession

Resource Partner Services

Serving the Diverse Community

Many organizations specialize in supporting diverse communities

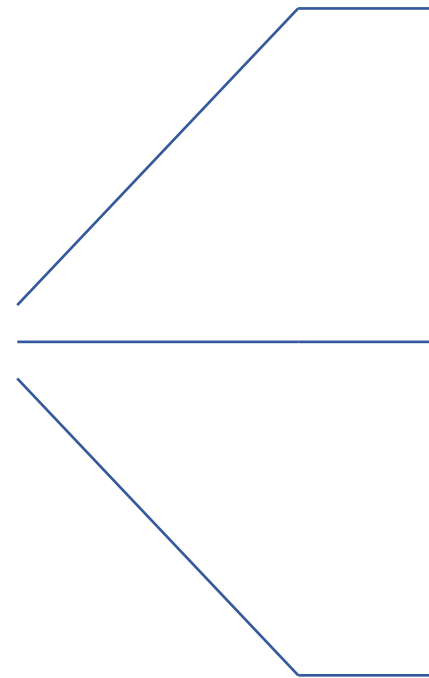


- Resource partners are focused on supporting diverse communities
- Innovation-led businesses are a focus for 18 Resource Partners

Contact Us Process

“Contact Us”

BizEX triage to right path



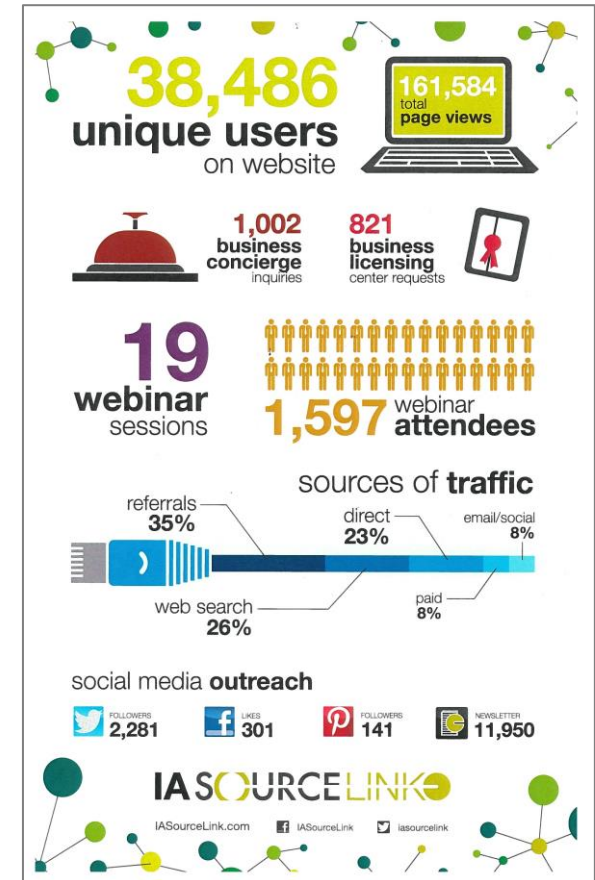
County Agency
County process or regulatory need

Mason SBDC
General inquiry / Business Counseling

Other Resource Partner(s)
Specialized inquiry or needs

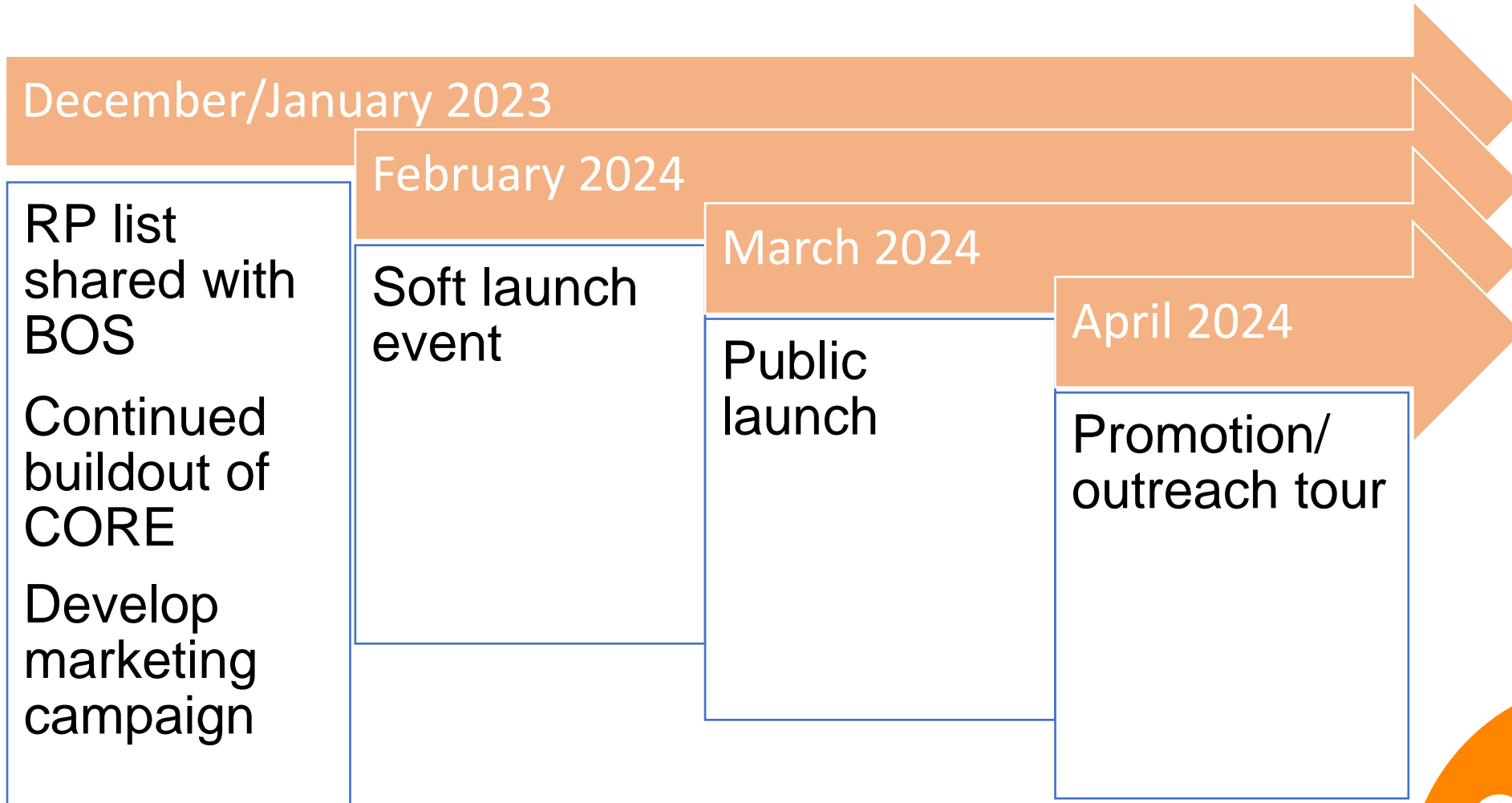
Draft Metrics

- Web analytics
- Network access
- Network engagement and reach
- Partner/network outcomes
- Network strength



Metrics flyer example for SourceLink affiliate

Next Steps



Discussion/Questions

- Missing Resource Partners?
- Launch and promotion participation?

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Development

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