

Small and Local Business Development Program Updates

Economic Initiatives Committee

September 20, 2022

Fairfax County Department of Economic Initiatives

Meaghan Kiefer, Small and Local Business Development Division Manager



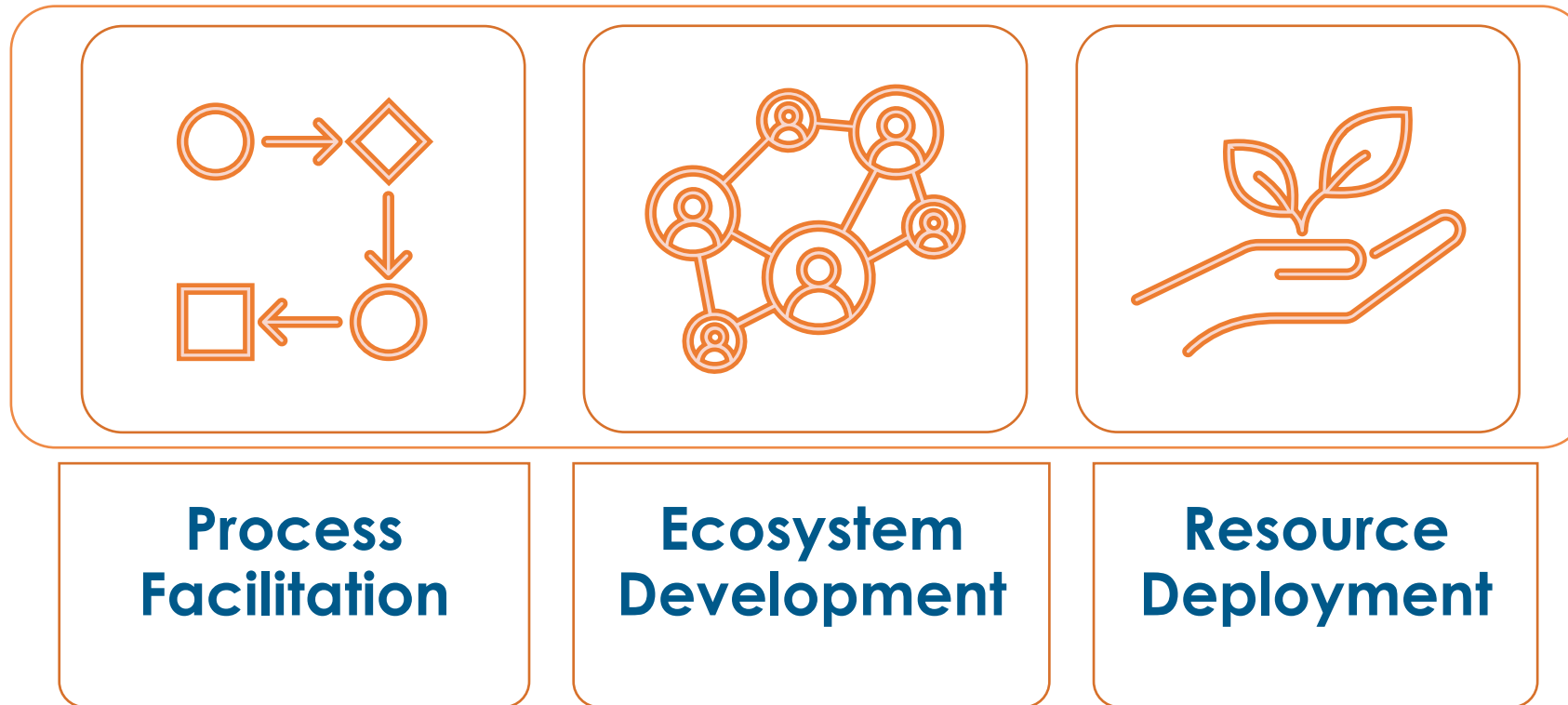
Goals and Topics

1. Present the Small and Local Business Development (SLBD) division core services, resources and updates
2. Share SLBD service challenges / opportunities for improvement
3. Introduce Entrepreneurship Resource Portal

Objective: Inform the Board of Supervisors and gather feedback, direction and support on new endeavors

▶ Small and Local Business Development

SLBD Core Activities and Resources



► Entrepreneurship Events and Resources

- Fresh content on the Starting a Business Page
<https://www.fairfaxcounty.gov/topics/starting-business>
- Collaboration with other departments for business-specific guides and cross-agency content
- DEI facilitated, co-hosted, or created 34 entrepreneurship resources or events in FY 2022

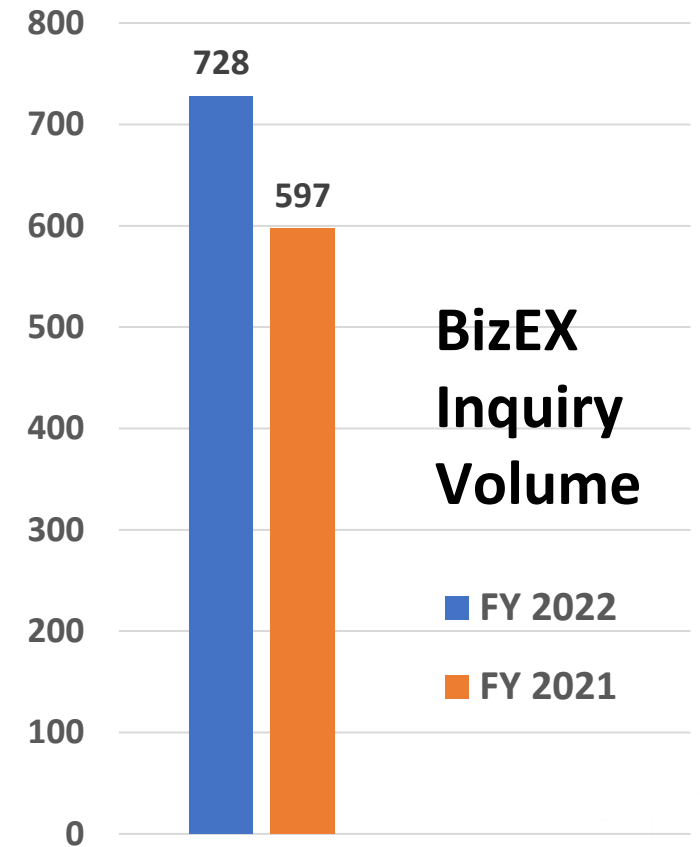


Vendor Pitch Portal

- New Resource developed in partnership with DPMM
<https://www.fairfaxcounty.gov/procurement/vendor-pitch-portal>
- Platform for prospective vendors to submit product/service information for dissemination to all County and FCPS central purchasing entities/ decision makers.
- Potential entry for small and diverse business owners to participate in procurement opportunities
 - **Implements recommendations from the Economic Recovery Strategy, the Countywide Strategic Plan, the Chairman's Task Force on Equity and Opportunity**

► Business Experience (BizEX)

- Launched in 2018 to provide cross-agency process guidance to entrepreneurs
- Support process facilitation *and* ecosystem development
- ≈ 63% related to home-based businesses
- Most frequent inquires: BPOL, corporate structure, financial support



▶ The Biggest Challenge Isn't a Lack of Resources...

Resource Entities

General business counseling: 5

Veterans' programs: 10

Childcare: 4

Diverse business support: 20+

Networking organizations: 40+

Events

For the week of August 29:

BizEx received emails from 27 organizations promoting upcoming events or resources for small businesses

...It may be finding the right resource at the right time

Solution: Resource Portal/Resource Navigator

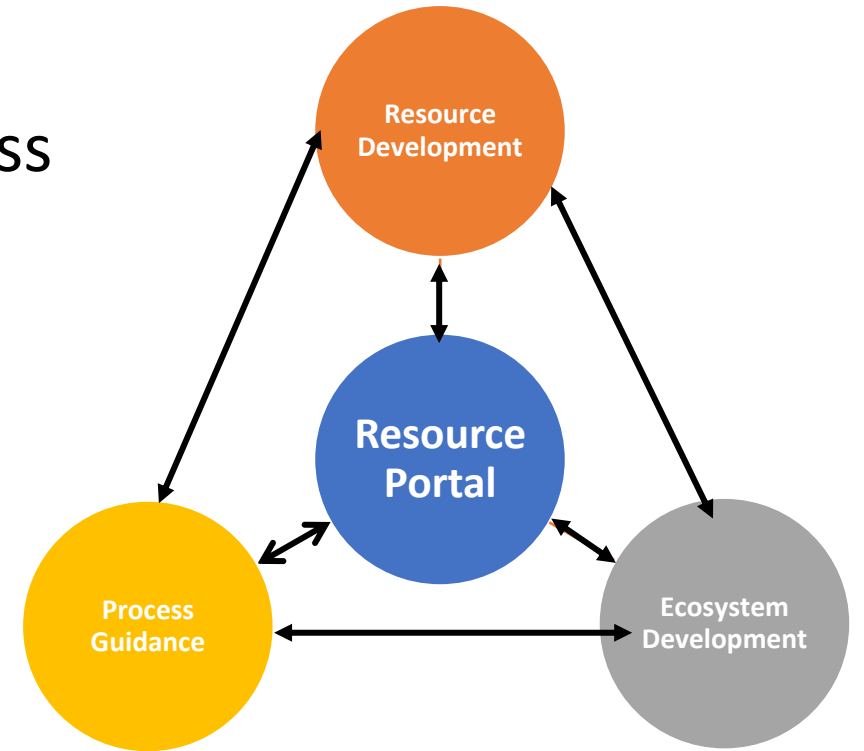
Resource Navigator: Interactive database of organizations/ programs

Entrepreneurship Website: Guides, checklists, webinars and other mostly static resources, including an ecosystem-wide entrepreneurial events calendar to promote partner events

Customer Relationship Management (CRM) System: Measure usage to facilitate insight to small business needs

Goals for the Resource Portal/ Resource Navigator

- Connect business inquiries to the most appropriate resource partner (counseling, business planning, sector-specific, topic-specific, etc..)
- Reduce redundant efforts by ecosystem partners
- Supports specialization and extends resources
- Effective data capture



Examples of Fully Customizable Portals

Source Dallas – Navigate to resource by area, needs, business stage, industry, location...

KC SourceLink – fully integrated calendar

The screenshot shows the Source Dallas website interface. At the top right, there are links for "Resources", "Contact", and "Select Language". The main header features the SBC Small Business Center logo on the left, the phone number "(214) 670-3441" in the center, and a search bar on the right. Below the header is a blue navigation bar with categories: "DIVERSITY & INCLUSION", "ENTREPRENEURSHIP", "WORKFORCE", "RESOURCES", "LEARNING CENTER", and "COMMUNITY ENGAGEMENT", along with social media icons for Facebook, Twitter, Instagram, and LinkedIn. On the left side, there is a "Connect to Resources:" section with four dropdown menus: "Zip Code or City, State", "Area of Assistance", "Specific Need", and "Business Stage", followed by an "Industry" dropdown and a "Search" button. The main content area features a large graphic with the SBC logo and the text "Where to start". Below this graphic are three blue buttons: "Business Diversity & Inclusion", "Entrepreneurship", and "Workforce Development", each with a right-pointing arrow. Underneath these buttons are three columns of text describing the services offered in each category. At the bottom left, there is a "CITY OF DALLAS - SMALL BUSINESS CENTER" logo.

The screenshot shows the KC SourceLink event search interface. At the top, there is a "Event Search" section with three input fields: "Choose Subject", "Location", and "Distance (miles)". Below these are "Keywords (?)" and "Events Specifically For" input fields, and a blue "Search" button. The main content area is a calendar view for "Tuesday, September 13, 2022". The calendar shows a list of events for the day, with columns for "Date", "Time", and "Event". The events listed are:

Date	Time	Event
13 Tuesday, September 2022	8:30 AM-10:00 AM	NAWBO KC Breakfast Meeting Kansas City Women's Business Center, Overland Park, Kansas 0.0 miles away Join the event for a small group networking breakfast. Remember, all breakfasts are at no charge so spread... Networking
	9:00 AM-10:00 AM	Morning Mingle Southside Bar & Grill, Kansas City, Missouri 0.0 miles away Join the event in-person to meet and network with other business owners and organizations from South KC as Southside Bar & Grill hosts the September Morning Mingle... Networking
	11:00 AM-12:30 PM	Prospect Business Association Monthly Meeting Union Station, Kansas City, Missouri 0.0 miles away Hear from experts on what is Supplier Diversity, its importance, and how it can help a business grow and sustain. Plus, get the opportunity to connect with Supplier Diversity Exhibitors... Business Growth Business Planning Networking
	12:00 PM-1:00 PM	It's Your Turn: Starting Your Own Business After Corporate - Kansas City Online Event This workshop is for you if: 1. You crave autonomy and the financial freedom to say yes to what lights you up and no to what doesn't. 2... Business Planning Startup
	12:30 PM-2:00 PM	Membership Luncheon Meeting The Dogwood Gardens, St. Peculiar, Missouri 0.0 miles away Join the monthly membership luncheon to network with chamber members and guests. Networking
	1:00 PM-2:00 PM	Webinar: Intellectual Property Basics



Upcoming Events

Tentative Resource Portal Timeline

Early Fall

- Finalize Contract
- Establish Engagement Team

Late Fall/ Early Winter

- Begin Resource Recruitment
- Resource Creation

Winter/ Spring

- Branding
- Workshops
- Gap Analysis

Spring/ Summer

- Marketing
- Prepare for launch

Partner/Resource Identification and Resource Development



Feedback, Direction, and Support

- Connect us to any business or economic development support organizations for workshops
- Identification of potential static resources (i.e., what are you hearing that would be useful)
- Support and promotion for the portal project (SBC, Chambers, other EDOs)

Questions and Discussion



Fairfax County Department of
economic
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NAVIGATING WHAT'S NEXT