

2021 Project Successes



Fairfax County Department of
economic
initiatives
NAVIGATING WHAT'S NEXT

The Department of Economic Initiatives

“Navigates What’s Next”

to support competitive and prosperous businesses, workers and communities



► Small Business Growth

BIZ EX helped 450+ companies start, grow and flourish

Revamped the [Starting a Business webpage](#) with detailed search based on business type, specific need, and/or by business characteristics.

Curated an [interactive mapping application](#) to help businesses locate and connect with geographically-based Chambers of Commerce.

[>>learn more>>](#)



► Small Business Resilience

The PIVOT Program

Pandemic assistance to help the most impacted businesses recover and grow

1,016

impacted businesses assisted

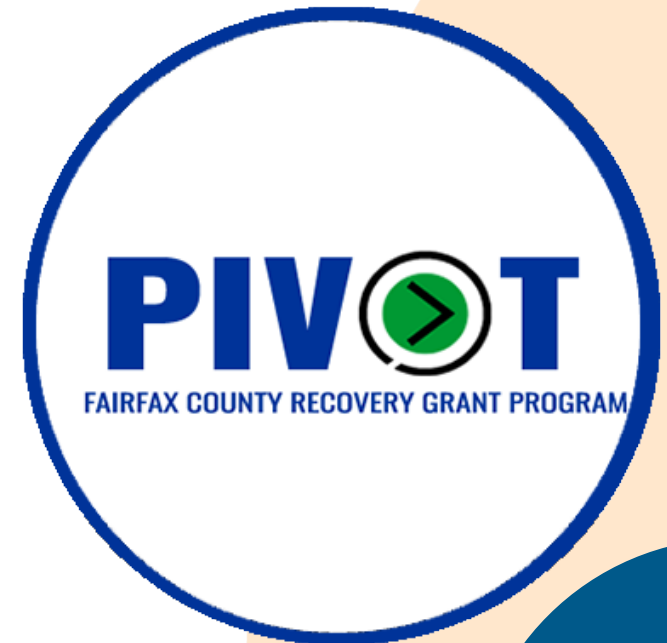
\$16,836,300

awarded

78%

of awards to Woman-, Minority-, and/or Veteran-owned Businesses

[>>learn more>>](#)



► Investment in Opportunities



Economic Opportunity Reserve Community, Business & Revenue Growth

- Mural artwork and placemaking at the PARC at Tysons (\$250,000)
- Downtown Herndon Redevelopment Project: a mixed-use complex (\$5 million)

[>>learn more>>>](#)

► Transformational Development

Supporting Public-Private Partnerships that Catalyze Growth

Management of the **Wiehle-Reston Station Metrorail Garage and Reston Station community** partnership - a mixed-use development on county-owned property

- Generated over \$37 million in lease and direct real estate tax revenue for Fairfax County since 2009

[>>learn more>>](#)



► Innovative Solutions

2021 Pitch and Pilot: Fairfax County Innovation Challenge

Emerging technology to solve today's challenges

- Cutting-edge solution to improve pedestrian and bike safety
- Winner: Street Simplified, an emerging automated traffic safety analytics firm
- Pilot project execution, with analysis/recommendations available in mid-2022

[>>learn more>>](#)



▶ Military Partnerships



Building on Strategic Assets and Maximizing Shared Opportunities

- Dedicated Fairfax County/DEI Liaison to Fort Belvoir and the Garrison Command
- Veterans Career Fair - 500 job seekers and 66 companies
- JETS, a Joint Employment and Transition Services group to help military spouses and retirees find employment

[>>learn more>>](#)

► Road to Recovery



Roadmap to a Just and Resilient Recovery

- Produced the **Economic Recovery Framework**, led by DEI and FCEDA
- Recommendations and actions to support businesses, workers and communities
- Cross-county working groups for implementation and connection with Countywide Strategic Plan and Race and Equity Task Force

[>>learn more>>>](#)

► Impactful Initiatives

DEI navigates unique initiatives for impact



[Supported Accelerate 2022](#), a George Mason University showcase of next generation ideas, technologies, and startups in the region.

Together with County agencies reviewed and responded to the proposed [George Mason University Master Plan](#) update.

Developing business development and entrepreneurial concepts at the Original Mount Vernon High School (OMVHS) redevelopment.

Supporting activation of Tysons through promotion, marketing and planning for the inaugural season of the [PARC](#).

[>>more info>>](#)



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► Partnerships for Success –Thank You!



Relay



**Made in
Fairfax**



**Tysons
Partnership**



**Community
Business
Partnership**



**Workhouse Arts
Center**



**Smart City
Works**



**Mason Business
Development
Center**



**Fairfax County
Economic Dev.
Authority**



Arts Fairfax



Visit Fairfax



**Latino Economic
Development
Center**

See the in-depth
report

thank you!



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