2021 Project Successes
The Department of Economic Initiatives

“Navigates What’s Next”

to support competitive and prosperous businesses, workers and communities
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.
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>>
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>>
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>>
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](#).
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
thank you!

See the in-depth report

www.fairfaxcounty.gov/economic-initiatives/