



# FAIRFAX THRIVE: TECHNICAL ASSISTANCE GRANT PROGRAM

February 1, 2022  
Economic Initiatives Committee

Rebecca Moudry, Director, Department of Economic Initiatives

# PRESENTATION TOPICS & GOALS

## Topics and Goals

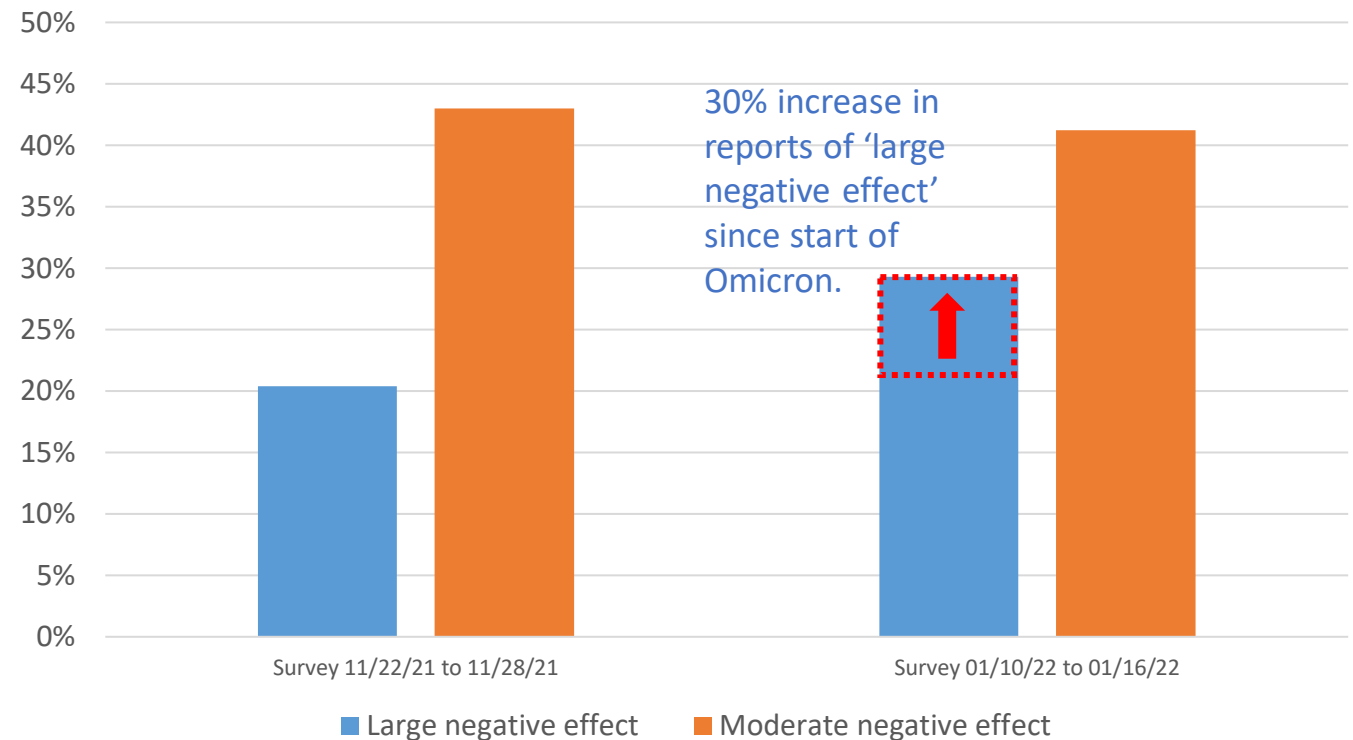
1. Share current small business recovery needs and outlook
  - Census Small Business Pulse Survey
  - Local Small Business Survey
1. Present the proposed Fairfax Thrive program
2. Receive feedback and guidance from the Board

# REGIONAL SMALL BUSINESS TRENDS

## Most small businesses continue to be impacted

The majority (71%) of regional small businesses currently report a large or moderate negative impact of the pandemic

**Business Impacts from the Coronavirus Pandemic**  
*Survey Responses Comparing November, 2021 and January, 2022*



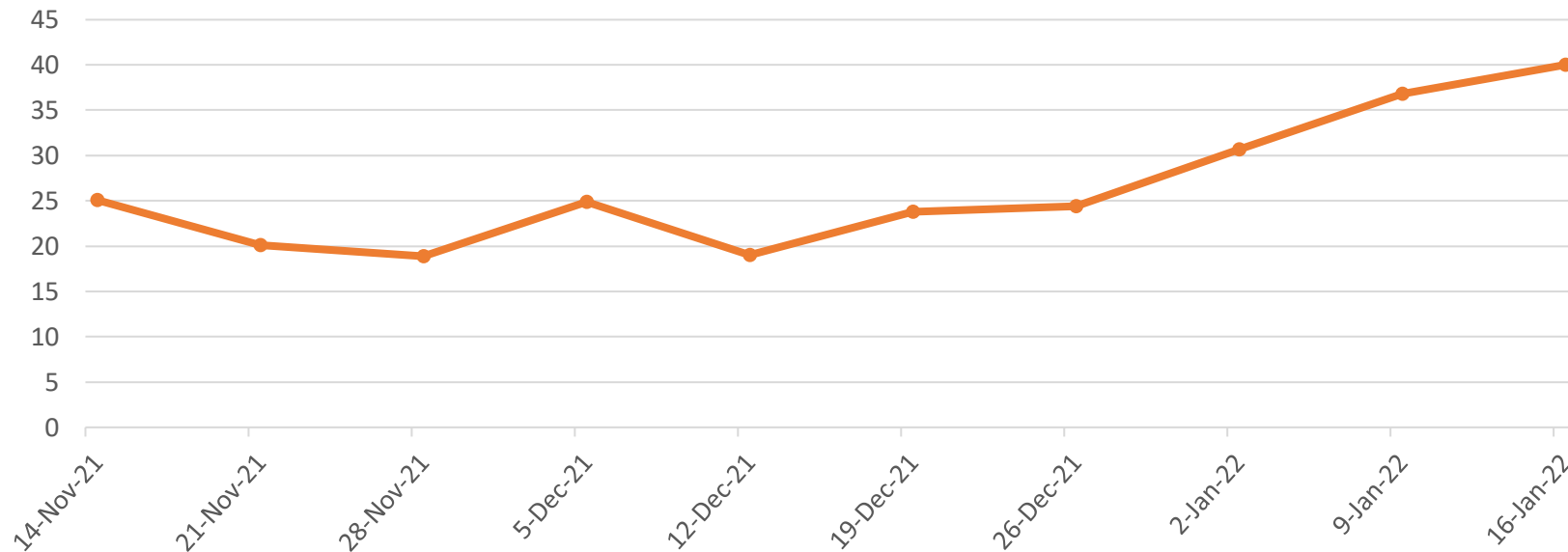
Source: U.S. Census Small Business Pulse Survey

# REGIONAL SMALL BUSINESS TRENDS

Steady decrease in operating revenues/sales since November, 2021

## Percent of Businesses Reporting Decreased Operating Revenue

*Weekly survey responses November, 2021 through January, 2022*



Source: U.S. Census Small Business Pulse Survey

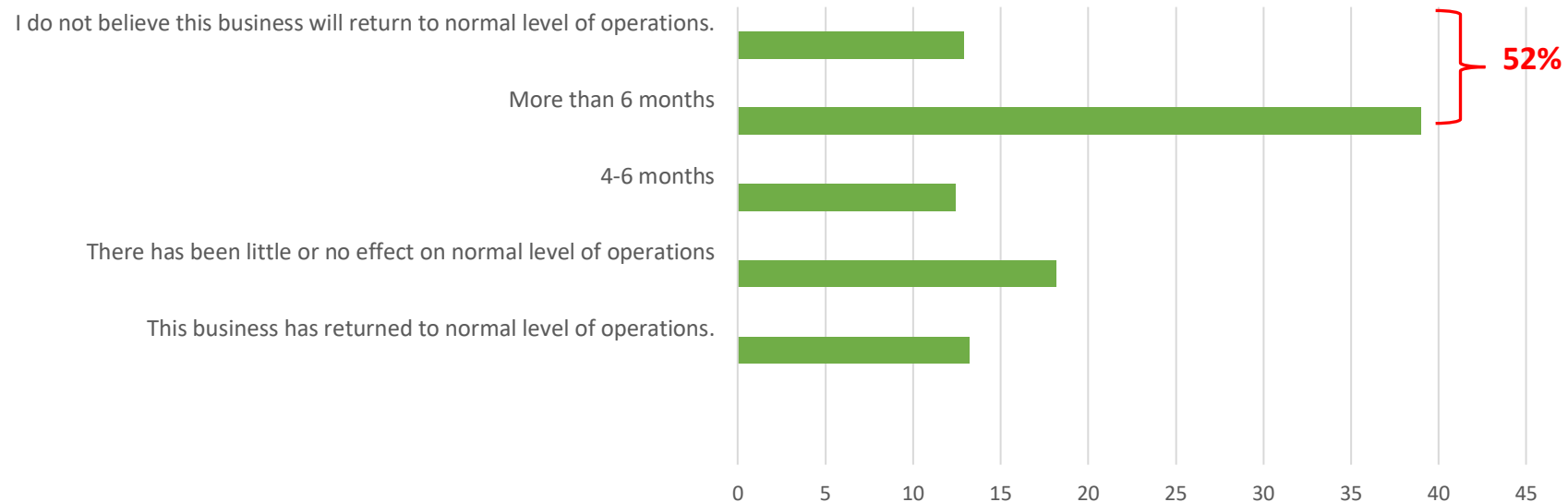
# REGIONAL SMALL BUSINESS TRENDS

## Small Businesses Foresee Lengthy Recovery

52% of respondents believe the return to 'normal' business operations will be beyond 6 months, or will not happen at all

### Time to Return to Normal Level of Operations

*Business Pulse Survey - January 10-16, 2022*



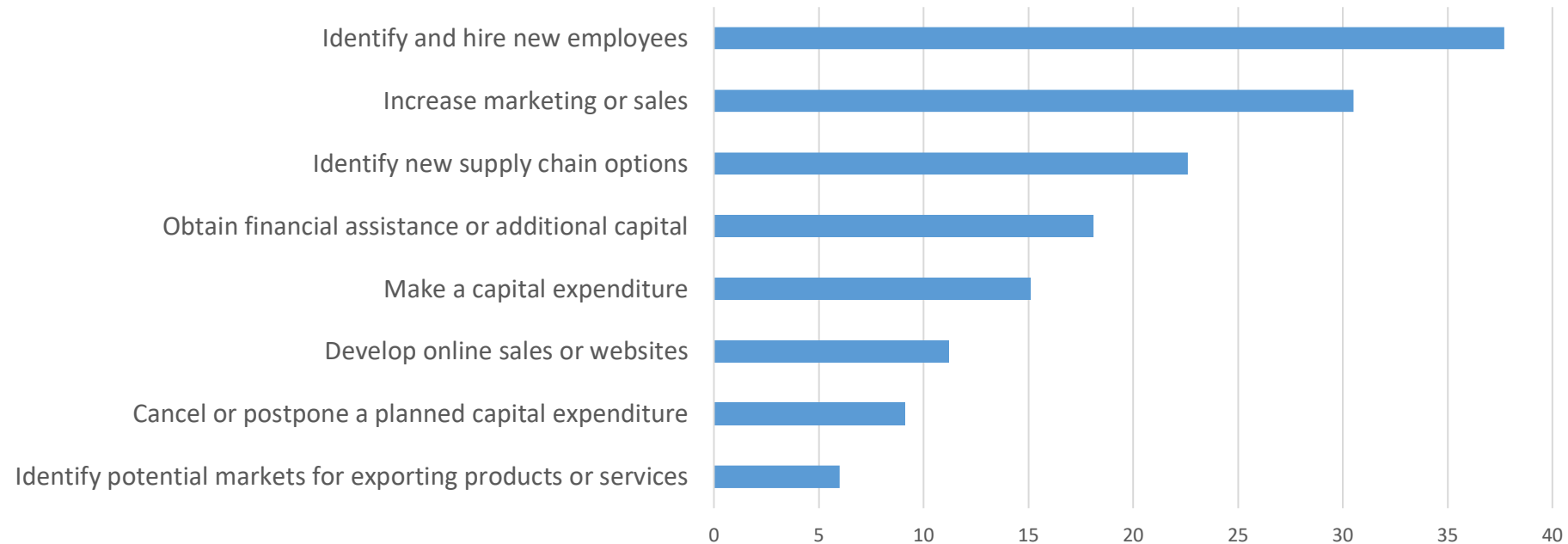
Source: U.S. Census Small Business Pulse Survey

# REGIONAL SMALL BUSINESS TRENDS

## Top need is no longer financial assistance

### What Businesses Will Need in Next 6 Months

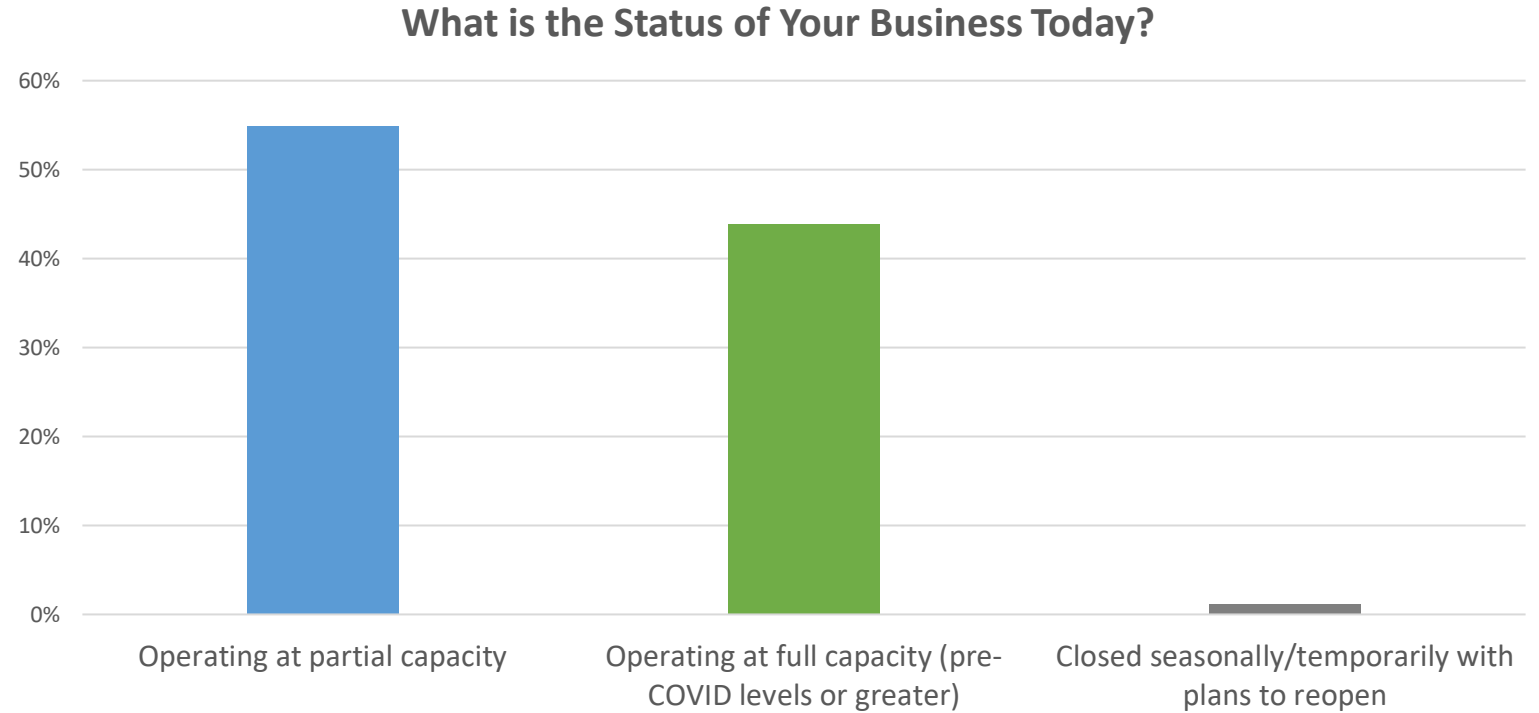
*Business Pulse Survey - January 10-16, 2022*



# LOCAL SMALL BUSINESS TRENDS

**Many Small Businesses in Fairfax County continue to struggle**

55% operating at partial capacity (even pre-Omicron)



# LOCAL SMALL BUSINESS TRENDS

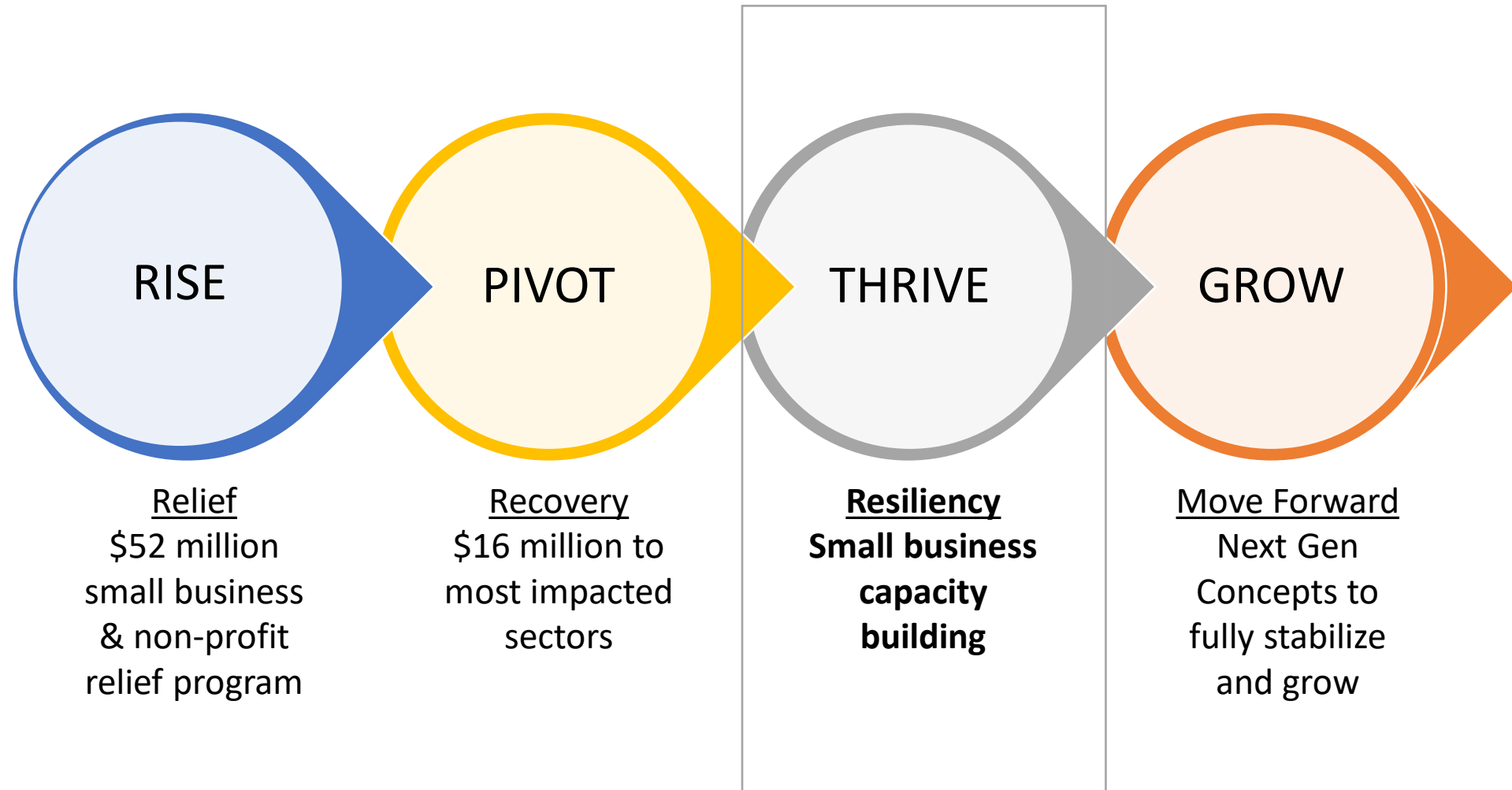
What types of assistance would most help your business stabilize and/or grow?  
*(select up to three)*

**Targeted assistance can help businesses respond to economic shifts**





# RECOVERY CONTINUUM



# RESPONSE: FAIRFAX THRIVE

## Program Objective:

Provide negatively impacted small businesses with the most needed service(s) to:

- Build capacity and meet individual business goals
- Address economic and consumer shifts
- Support business planning

## Delivery:

Targeted, one-on-one technical assistance and counseling to small businesses from specialized vendors

- Up to approximately \$10,000 in services per business

# FAIRFAX THRIVE – BASIC MODEL

1. Business applies and is determined eligible



2. Business receives counseling to determine needs



3. Counselor connects business with identified technical assistance provider

4. Business Receives Direct Assistance From Technical Assistance Provider in Identified Area, for example:



Digital marketing / brand development



Financial planning



Real estate assistance



HR / Staff Retention Tools



Online sales or websites



Other topics, tbd

# PROPOSED BUSINESS ELIGIBILITY

- Location in Fairfax County (including Towns)
- Small business (less than 50 full-time employees per location)
- Negatively impacted by the health emergency (*to define per ARPA*)
- Existing business
  - Open across business sectors, locations (commercial and home-based), and corporate structures

Anticipate rolling applications

# NEXT LEVEL OUTREACH & ADMINISTRATION

## Outreach and Engagement

- Build on achievements and county efforts
- New networks and approaches

## Project Administrator

- A project administrator will manage, track and report on a more complex program
- Likely including several ‘buckets’ of RFPs to select:
  - Service providers/vendors by topic (i.e., marketing, financial planning, etc.)
  - Business counselors
  - Outreach and engagement partners

# PROPOSAL: FAIRFAX THRIVE

**Total Program Budget Request: \$7 million in ARPA funds**

<b>Program Element</b>	<b>Proposed Amount</b>
Direct Counseling and Technical Assistance to Eligible Small Businesses	\$6,600,000
Targeted Outreach and Engagement	\$100,000
Administration / Management	\$300,000

**Anticipated number served: 620 small businesses over program period**

# NEXT STEPS

## February – March, 2022

- Additional small business feedback sessions
- Finalize Program Details
  - Determine administrator / sub-recipient
  - Eligibility, based on ARPA
  - Topic areas and execution

## Spring - Summer, 2022

- Spring: Bring for Board Approval
- Summer: Launch Program for Business Application



# QUESTIONS & DISCUSSION