

**UNAPPROVED MINUTES OF THE FEBRUARY 22, 2021 MEETING OF THE
FAIRFAX COUNTY SMALL BUSINESS COMMISSION**

Location: Electronic: conference call and zoom to provide video options

Attending: **SBC Members**

John Pellegrin (At-Large), Sha Scott-Boyd (At-Large), Tracey Wood (At-Large), Joseph Underwood (Braddock), Gigi Thompson Jarvis (Dranesville), Kelly Hebron (Lee), Daren Shumate (Mason), Melody Thorson (Mt. Vernon), Nalin Jain (Providence), Marvin Powell (Sully)

Staff

Cathy Muse and Chris McGough, DPMM, Meaghan Kiefer and Rebecca Moudry, DEI

Guests

Chris Vernon, Shawnequa Alleyne, Hongfei Zhong

Absent: **SBC Members**

Gwyn Whittaker (Hunter Mill)

The Small Business Commission conducted a wholly electronic meeting (using a conference call option as well as a video conference option) because the COVID-19 pandemic made it unsafe to physically assemble a quorum in one location or to have the public present. The public was encouraged to participate with notices providing call-in info and contact information for alternative accommodations. The meeting began at 7:00 p.m. and was facilitated by Chairman Powell.

Minutes from the 12/7 and 1/25 meetings were approved without amendment.

- **Chairman Powell conducted the following actions relevant to electronic meetings:**
 - A sound and video check was conducted to ensure that each member of the BAC may be adequately heard and that all members could hear each other.
 - Chairman Powell stated that the usual FOIA procedures, requiring in person assembly, cannot be implemented safely or practically due to the Covid-19 emergency.

- **Staff updates and presentation**
 - Rebecca Moudry, Director of the Dept. of Economic Initiatives (DEI) and Meghan Kiefer, Small and Local Business Development Manager with DEI, delivered a presentation on current and future initiatives. See below for copy of slides. The SBC shared feedback and discussed ideas with DEI staff. Opportunities to support these initiatives will be discussed at a future meeting.

SBC Meeting Minutes – February 22, 2021

- **Committee Updates**
 - None

- **Old Business**
 - The SBC continued discussing the Bea Malone Award and ideas for delivering the award/recognizing the winner.

- **New Business**
 - The SBC discussed current committees and will continue to discuss at the next meeting.

Adjournment – Chairman Powell adjourned the meeting at 8:08 p.m.

DEI OVERVIEW FOR THE SMALL BUSINESS COMMISSION

February 22, 2021



Department of Economic Initiatives

AGENDA

- DEI Overview
- BizEX
- Economic Recovery Programs
- Upcoming
- Communication and Collaboration



DEPARTMENT OF ECONOMIC INITIATIVES

The Department of Economic Initiatives leverages county resources and develops policy recommendations to foster economic development and position Fairfax to be an economically competitive and prosperous community.

<https://www.fairfaxcounty.gov/economic-initiatives/>



MANY PARTNERS FOR ECONOMIC SUCCESS



Creating the Environment for Growth

Planning
Land Use
Transportation
Housing
Strategy
Equity Goals



Investing in the Ecosystem

Community Services
Small Business Support
Education and Talent Development
Placemaking
Innovation
Wealth Building



Building on Progress

Business Attraction
Business Retention
Reinvestment
Talent Attraction



TWO AGENCIES, ONE GOAL – ECONOMIC SUCCESS IN FAIRFAX COUNTY

Fairfax County Department of Economic Initiatives “DEI”

- Assisting, incenting and analyzing **catalytic development**
- Growing the **small and local business ecosystem**
- Leading **economic innovation and strategy**

Fairfax County Economic Development Authority “FCEDA”

- **Attracting** new businesses
- **Retaining** existing businesses
- **Promoting** Fairfax County as a great business location



ECONOMIC INITIATIVES - FRAMEWORK

The Economic Advisory Commission

A 70-member public body created by the Board of Supervisors to provide policy level recommendations related to the development and expansion of Fairfax County's economy.

Next Meeting June 1, 2021

<https://www.fairfaxcounty.gov/boardofsupervisors/economic-advisory-commission>

The Economic Initiatives Committee

Committee of the Whole

Next Meeting March 16, 2021

<https://www.fairfaxcounty.gov/boardofsupervisors/economic-initiatives-committee>



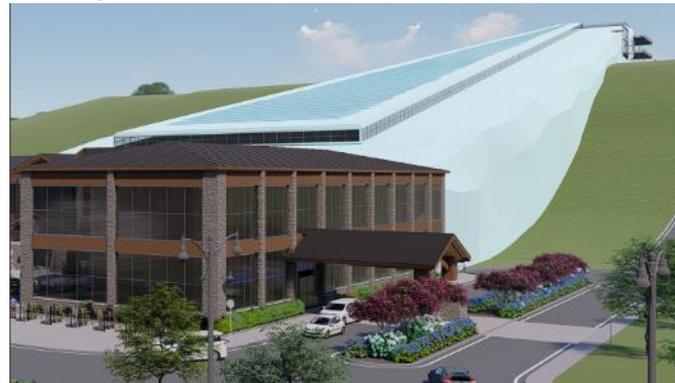
1. CATALYTIC DEVELOPMENT

Assisting, incenting and analyzing **catalytic development** including public-private partnerships to meet county goals and maximize value

Reston Station



Proposed: Fairfax Peak



Residences @ Government Center



Department of
Economic Initiatives



Scott
Sizer

Chase
Suddith



2. ECONOMIC INNOVATION & STRATEGY

Support **economic innovation and strategy** to diversify the local economy, foment emerging sectors, and strengthen economic assets.

- Incorporating talent development & entrepreneurship support into county facilities
- Connecting tech start-ups and entrepreneurs to networks, resources & opportunities
- Economic Opportunity Reserve



ECONOMIC INNOVATION & STRATEGY

Direct Support for Innovative Start-Ups & Competitive Ecosystems



OmMade Peanut Butter – Recipient of AFID Grant for expansion in Fairfax County



Sponsor of Smart City Challenge to pilot a proposed solution/firm. Finale & live pitches February 25th - <https://www.smartcityworks.org/scc2021/>



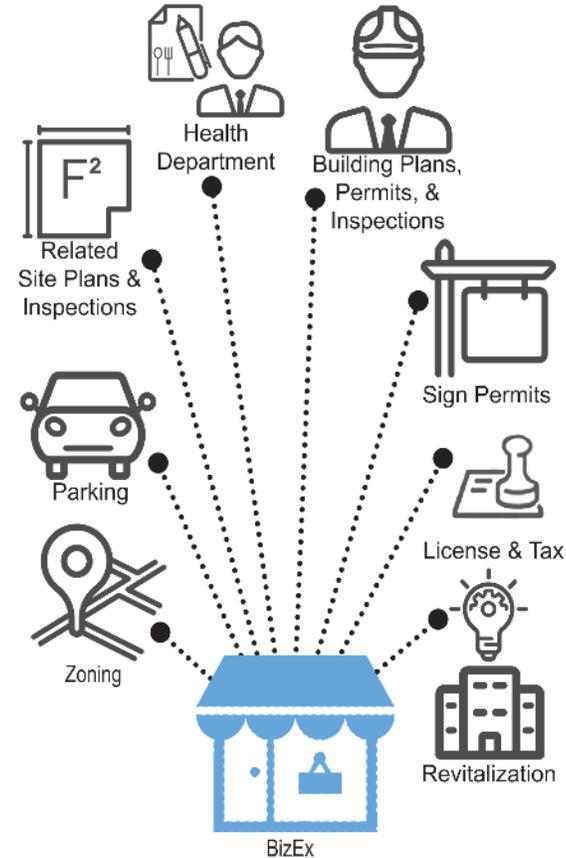
Innovation challenge event in April, 2021. Goal to implement a pilot project with the winning team.



3. SMALL & LOCAL BUSINESS DEVELOPMENT

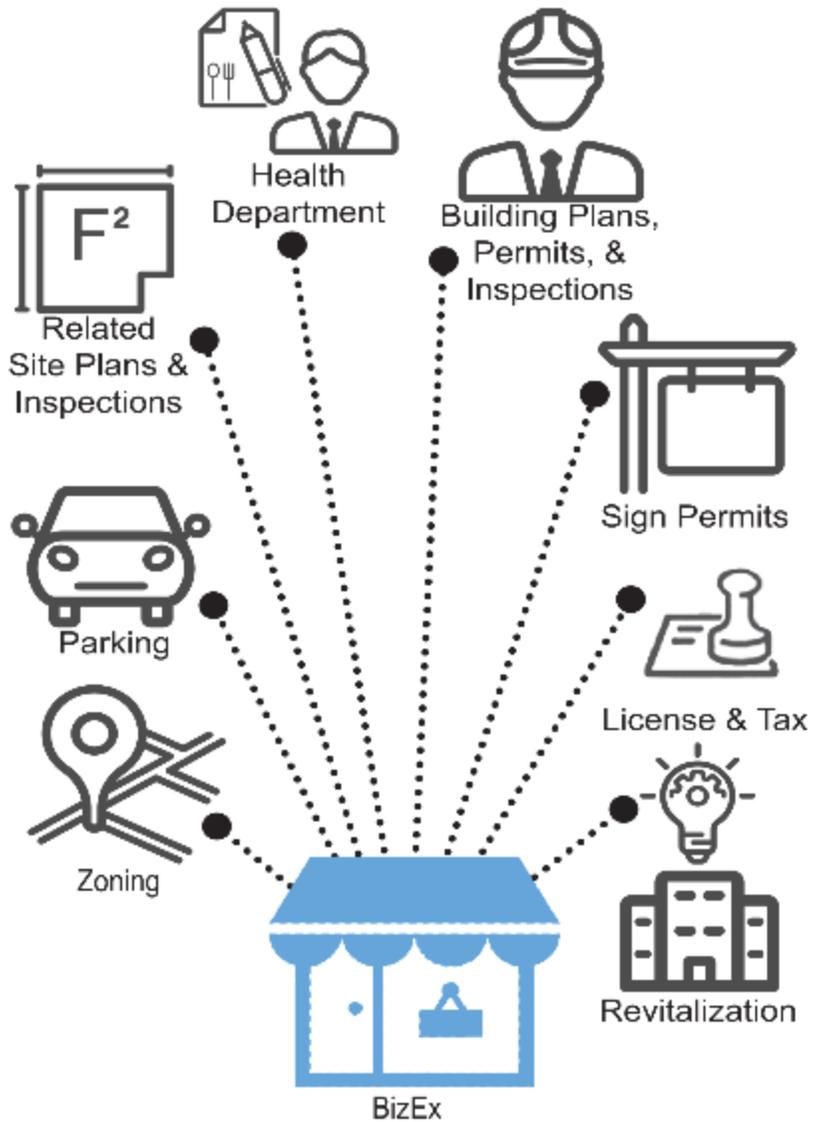
Support the ecosystem and guide the **small and local businesses** in Fairfax County to establish, evolve or expand.

Next focus: **Growth and Resourcing**



WHAT IS BIZ EX?

- A **free** service to entrepreneurs who want to **establish, evolve or expand** a business in Fairfax County
- Focuses on the Fairfax County **permits and processes** necessary to open a specific business
- **High-level** guidance and connection to appropriate sources for more information
- **Resource** to County Staff



MOST BUSINESSES NEED SEVERAL PERMITS/LICENSES

Federal/State

Corporate Structure

Fictitious Name

Virginia Tax

Professional – DPOR or VDHP

DMV

ABC

County

Home Occupation Permit or Non-Residential Use Permit

Business License (BPOL)

Business Tangible Property

Health – Restaurants and Others

Solicitors/Peddlers License

Plus, business-specific licenses/permits/inspections



WHAT DO THEY ASK?

Home-based

31 new

Home-based Food Production
Fitness/Coaching
Services to clients in their own homes
Consulting
Makers/Etsy

Assists

18 new/4 “ideas”/4 next stage

BPOL and taxes
Business Development
Connections to other resources
Grants/Funding
Skill building
Can I...?

Commercial

6 new contacts/1 next stage

Office
Personal Service Establishments
Brewery
Dog Park
Gym
Grocery Store

BizEX Snapshot

January 2021 (through
1/28/21)

Most calls are about BPOL initially. Most are surprised to learn there are other requirements.

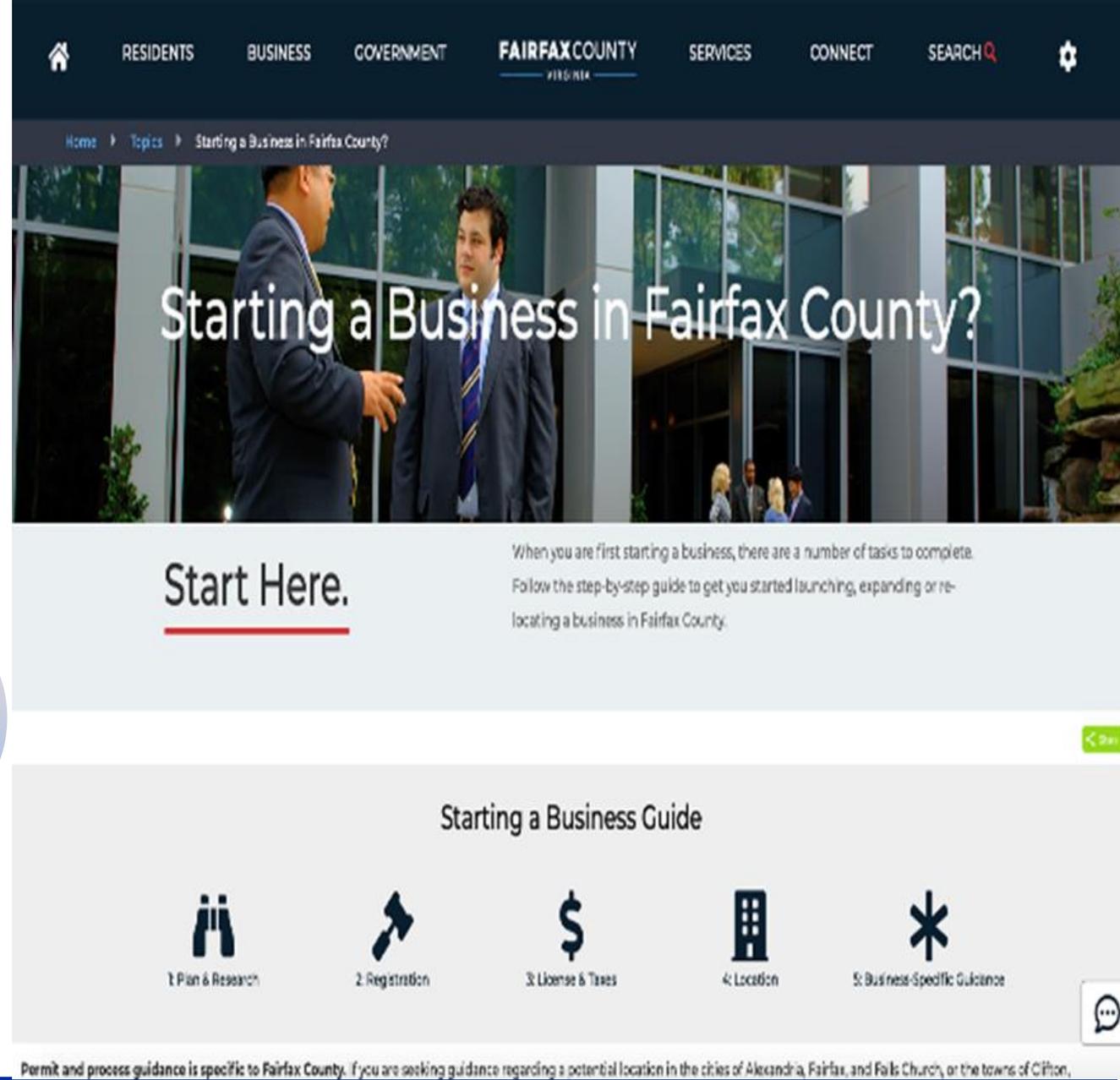


WHAT DO THEY ASK?

- Restaurateur looking to enter Fairfax market
- Coffee roasting – importing, home-based roasting, food truck, commercial space
- Home-based businesses
- Access to capital
- Demographics to support a business concept
- Mobile business wanting to connect with the County to provide their service at County facilities



BIZ EX IS A RESOURCE



Permit and process guidance is specific to Fairfax County. If you are seeking guidance regarding a potential location in the cities of Alexandria, Fairfax, and Falls Church, or the towns of Clifton,



Department of
Economic Initiatives

www.fairfaxcounty.gov/topics/starting-business or "Start a Business" from the County search tool



ENTREPRENEURSHIP 101: STARTING A BUSINESS IN FAIRFAX COUNTY

Hosted by the FCEDA, and held in partnership with DEI, the Virginia Department of Small Business and Supplier Diversity (SBSD), U.S. Small Business Administration (SBA), and Community Business Partnership (CBP), the workshops provide overviews of:

- Business start-up basics (licenses and permits)
- Workforce services and training programs
- SBA financing and resources
- SDB, MBE and 8(a) certification

Workshops in 2021 are scheduled for: March 2, May 4, September 14, November 9.

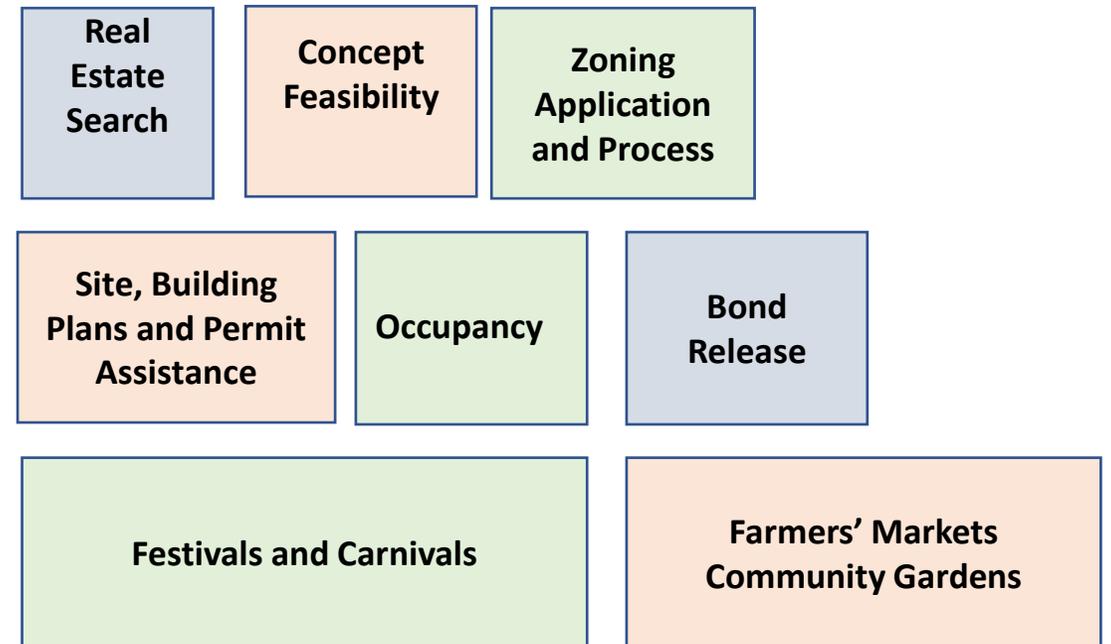
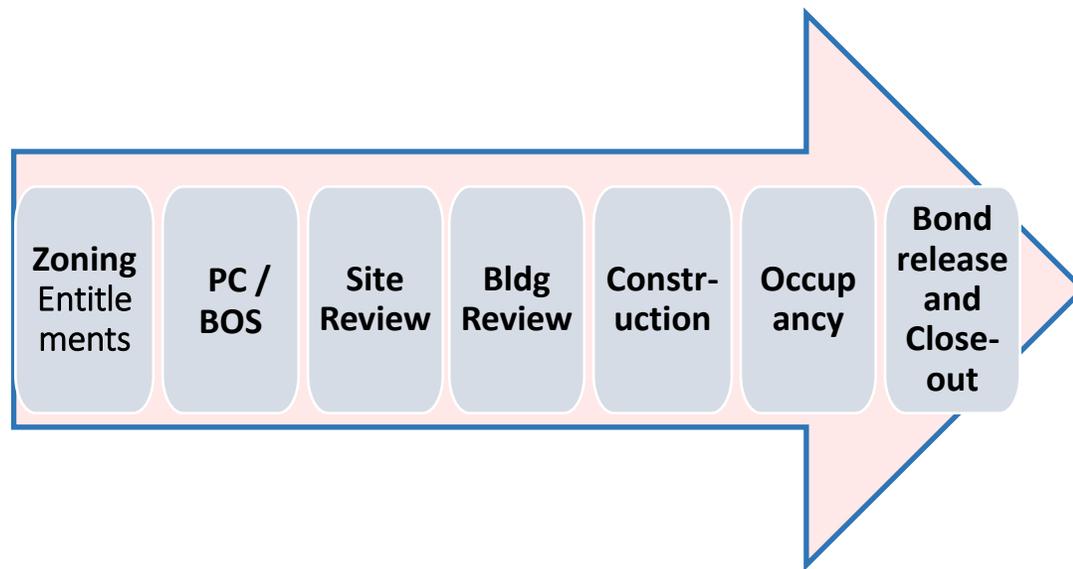
Free, but registration is required: [Fairfax County Economic Development Authority Events | Eventbrite](#)



LAND DEVELOPMENT SERVICES ASSISTANCE

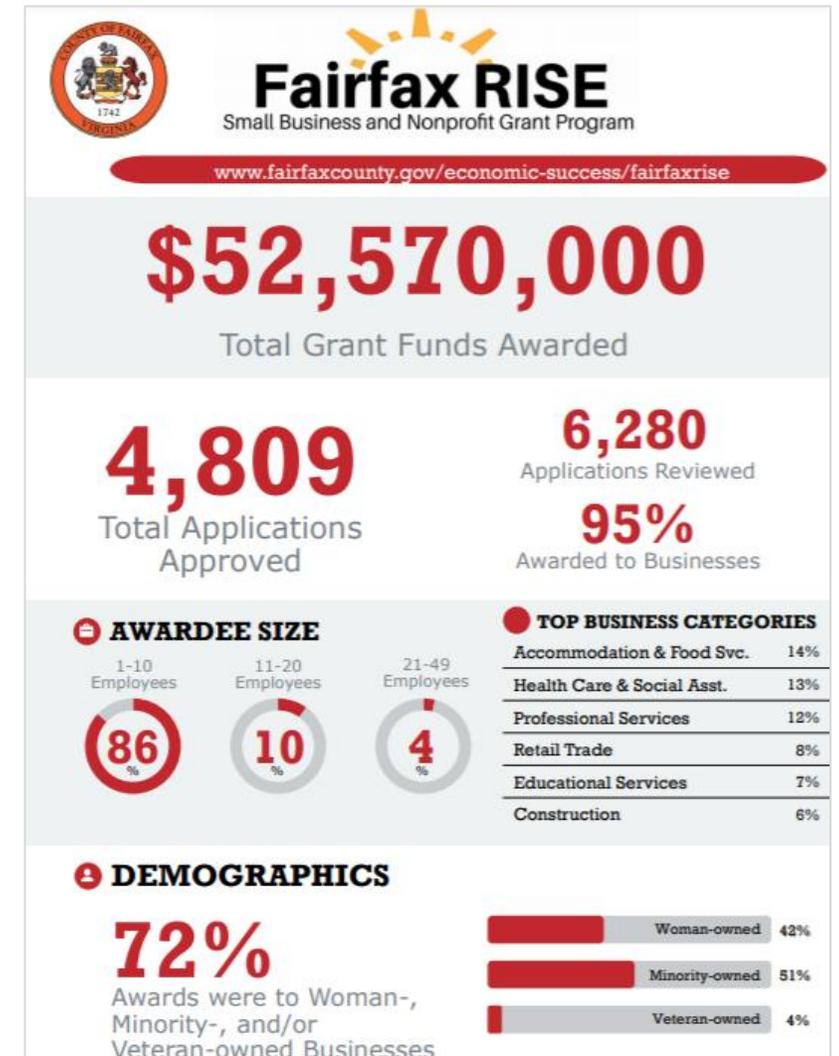
Project Manager

Nonprofit and Places of Worship Coordinator



SMALL BUSINESS RESILIENCY

- April 2020: COVID-19 Small Business Microloan Program, \$1 million in 0% interest loans to 116 small businesses
 - **Transitions to revolving loan fund**
- May 2020: RISE grant (Relief Initiative to Support Employers) for small businesses and non-profits
- **Coming April 2021: New Impacted Small Business Recovery Programs**



SMALL BUSINESS CONTINUITY PARTNERS

- March 2020 established weekly meeting with county partners to collaborate on needs and resources:
 - Community Business Partnership
 - Mason SBDC
 - Financial Empowerment Center
 - Visit Fairfax
 - Department of Procurement and Material Management (DPMM)
 - Herndon Economic Development
 - Vienna Economic Development
 - Fairfax City Economic Development
 - Economic Development Authority
 - Britepaths, Skillsource, and more



ECONOMIC RECOVERY FRAMEWORK

90%

of job losses were in industries with avg. wages below 80% of AMI

74%

of job losses took place in occupations that required a high school diploma or no credential

63%

of job losses took place in industries with higher than avg. representation of people of color

76%

of job losses took place in occupations that required short-term or no training



IMPACT ON INDUSTRY AND EMPLOYERS

- Disproportionate impacts across industries, with hardest hit industries being tourism, restaurants, and small retailers
- Decline in consumer & workforce confidence
- Threat to talent attraction and retention



IMPACT ON WORKFORCE & POTENTIAL TALENT

- Disproportionate impact on low-income and minority workers
- Shift in demanded skillset
- Newly vulnerable residents that historically have not needed county or non-profit services
- Strain in capacity of public education institutions and non-profit service providers
- Barriers to economic opportunity due to inequitable digital access & literacy, inadequate childcare access & affordability, and disparate health impacts



DEI COMMUNICATIONS PARTNERS/PATHS

- Board of Supervisors' offices
- 20+ Chambers of Commerce
- Multicultural affinity groups
- Small business development organizations
- Economic Development Authority listserv

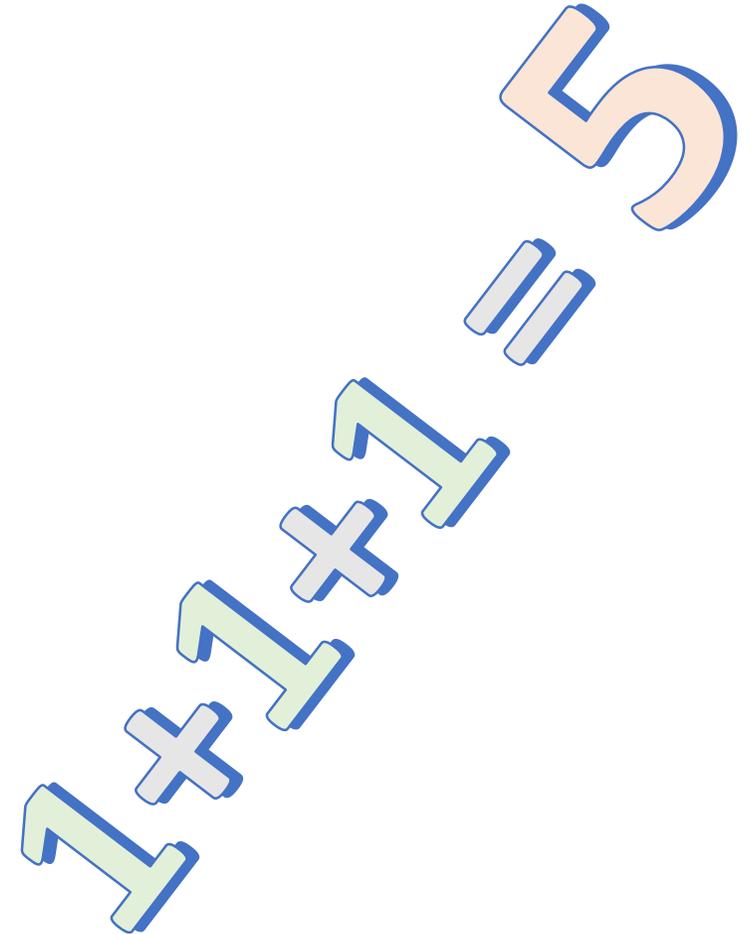
- County business lists, including:
 - licensed businesses
 - restaurants
 - faith-based organizations
 - retail property owners
 - Community Funding Pool recipients
 - Rise Grant and Microloan recipients
 - Customers of BizEX

DEI LISTSERV COMING SOON



WE CAN DO MORE TOGETHER

- Economic Opportunity Framework- small business support initiatives
- April 2021: New Small Business Support Programs
- Equity Work
- Richmond Highway Corridor – redevelopment strategies + technical assistance
- Legacy Business Support
- Concerted effort to multiply the effectiveness of our efforts by working collaboratively



HOW CAN WE WORK TOGETHER?

Rebecca Moudry

Director

Department of Economic Initiatives

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Meaghan Kiefer

BizEX Partner and

Manager, Small and Local Business Development

Department of Economic Initiatives

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