



Made In Fairfax



Economic Advisory Commission
Doug Loescher, Office of Community Revitalization
June 18, 2019



Breweries & Distilleries



Textiles



Food Production



Production/Retail Combinations



Craft Industries

Report Findings

1. Survey: 100+ businesses
2. Less than 5 employees/years
3. Predominantly food-oriented
4. Not visible or organized
5. Need help to grow (62%)
6. Looking for space / tenants



Report Recommendation:

Permitting

Improve the **transparency** and **predictability** of the building and occupancy **permitting process** for small-scale producers.



Report Recommendation:

Resources



Identify and **promote** existing business support **providers** in Fairfax County to support small-scale producers.

Report Recommendation:

Networking

Launch a Fairfax County
Producers group to **convene**
business owners and **advise** the
County on policy and
programming.



Report Recommendation:

Matchmaking



Create a **matchmaking** program for small-scale production businesses to find **low-cost space**.

Report Recommendation:

Branding



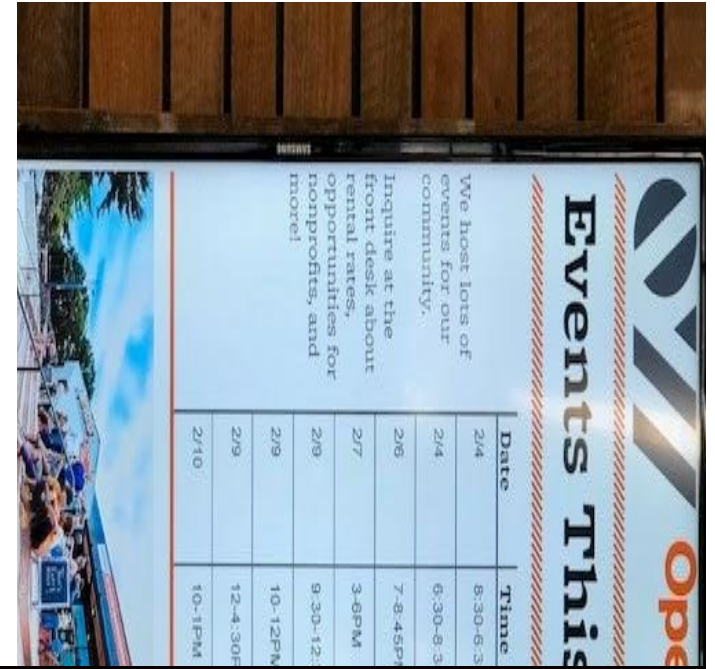
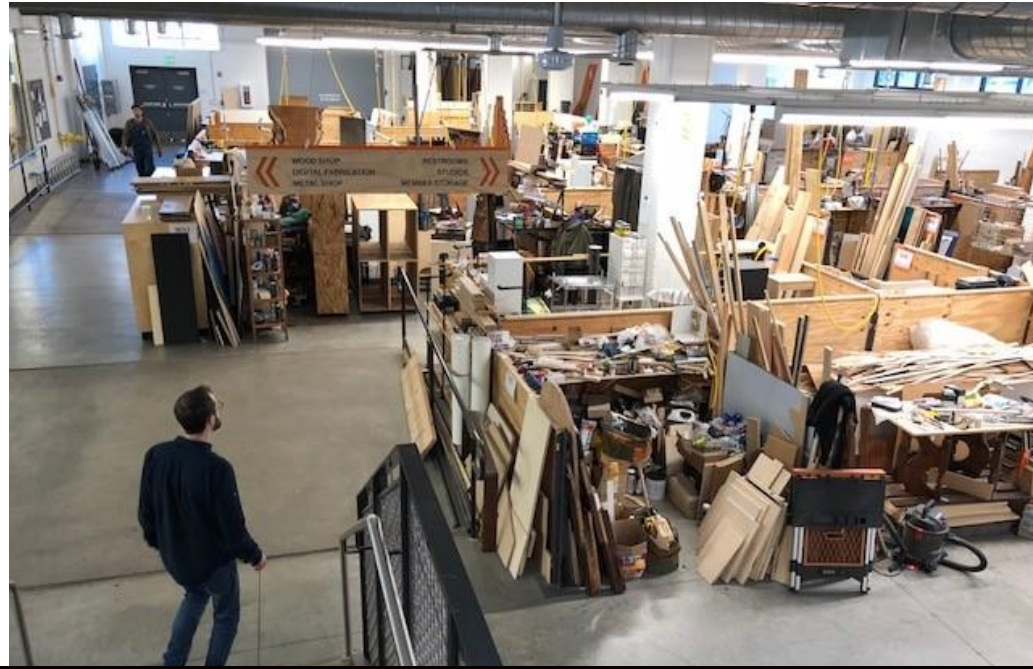
Invest in **branding** that highlights small-scale producers and the places where they are located.

Report Recommendation:

Financial Incentives



Consider **reductions** to business license fees and **business personal property** tax on major equipment, to create parity with surrounding jurisdictions.

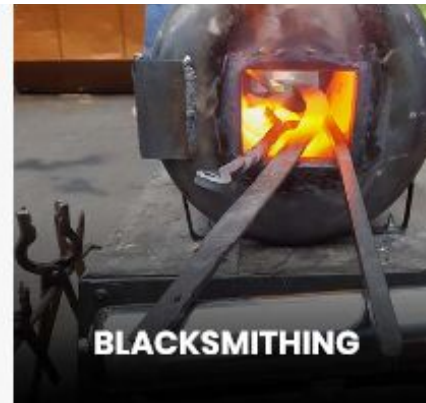


“Locally Made” Ecosystems

- Incubators & Workspaces
- Business Assistance & Support
- Networking & Collaborations
- Branding & Certifications



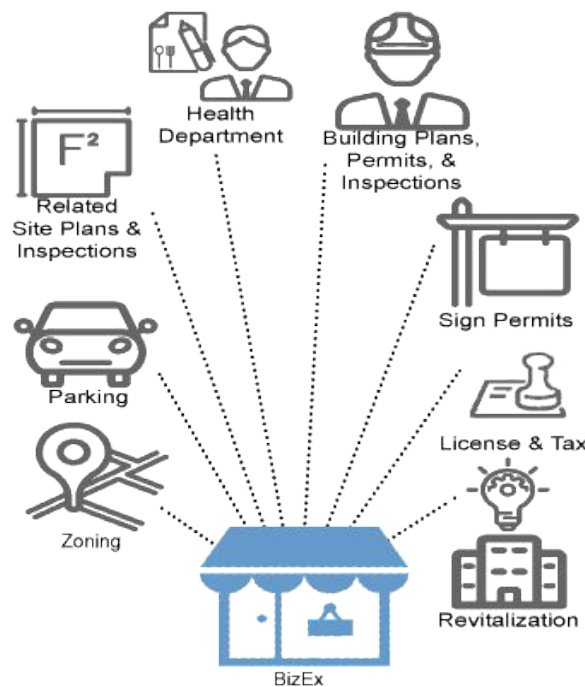
Incubators & Workspaces



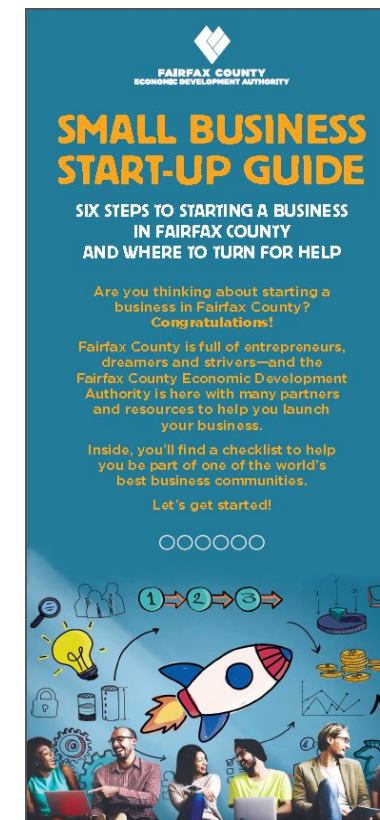
Business Assistance & Support



FAIRFAX COUNTY
ECONOMIC DEVELOPMENT AUTHORITY



We'll guide you through these steps needed to start your small business.



Implementation:

Fairfax Makers Networking Group



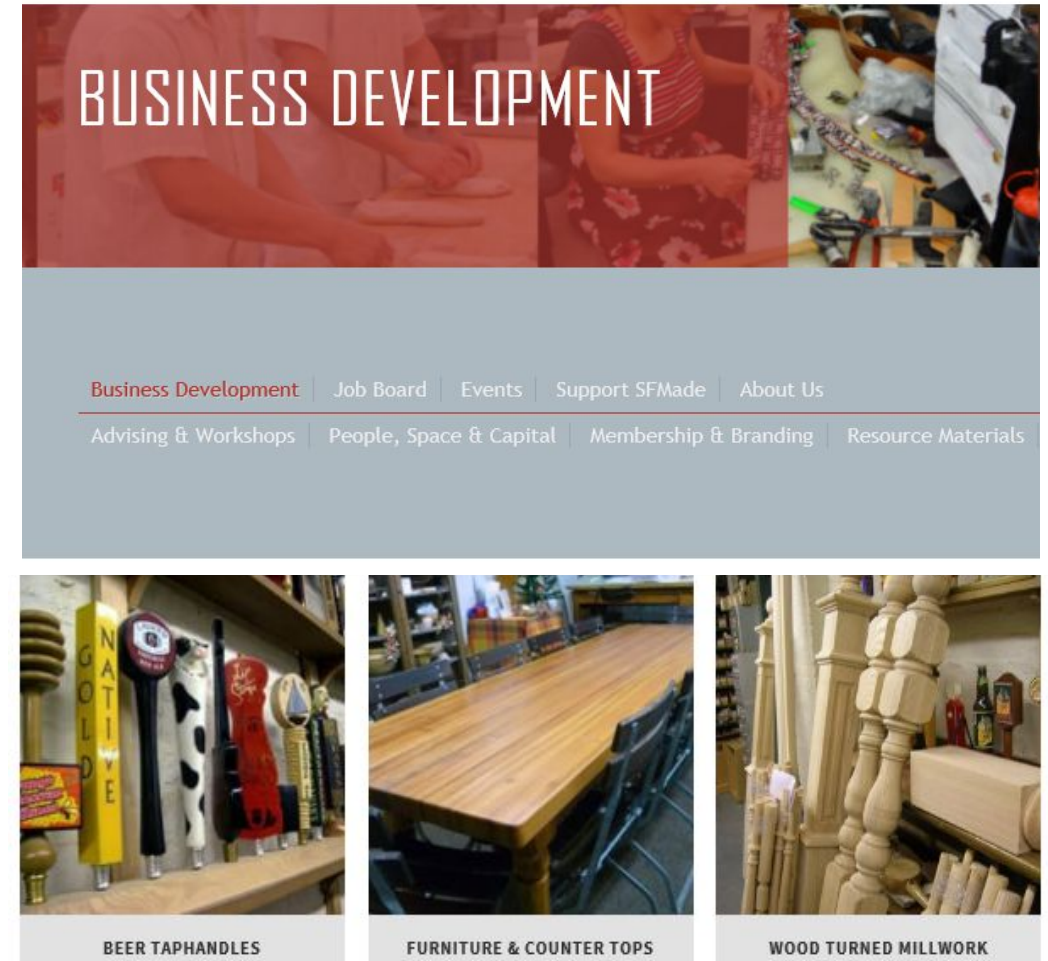
Example: Knoxville Maker Council

- ✓ Input to County
- ✓ Maker events
- ✓ “Locally Made” designations

Implementation:

Online Resource Guide

- ✓ Step-by-step permitting
- ✓ Business development toolkit
- ✓ “Made in Fairfax” directory



Example: SF Made website

Implementation:

“Made in Fairfax” Brand

- ✓ Logo development
- ✓ Designation criteria
- ✓ Branding campaign



Implementation:

Property Development

- ✓ Maker Directory
- ✓ Lease Templates
- ✓ Matchmaking





Etsy

— MAKER CITIES

We're investing in local communities
committed to creative entrepreneurs.

**We believe inclusive creative communities build
stronger local economies for everyone.**

Yet, across the country, new business launch numbers are down, people are struggling to find good paying work, and communities are fighting to keep their youth from leaving town. Still, Etsy sellers have started and grown their businesses in 99.9% of all US counties, which is important considering that most national business growth after the most recent recession stemmed from only 20 counties, according to EIG.



Made In Fairfax



For more information: www.fcrevit.org/otherprojects/smallscale