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Economic Development
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Fairfax City Economic Development Announces Completion of Five-Year Strategic WorkPlan Delivered by Streetsense

Fairfax City, VA - Fairfax City's Economic Development Office (EDO) has finalized a five-year strategic workplan to guide them through 2028, with the Place Consulting team at Streetsense; a global creative collective of placeshapers, brandbuilders, and storytellers. The Economic Development Office is instrumental in Fairfax City's economic well-being and quality of life, fostering a resilient tax base and activities that attract, retain, and expand businesses in the city. Emerging from its success with COVID-19 recovery initiatives, the EDO is now prepared to realign its efforts and resources with pre-pandemic goals. To reach those goals, the workplan creates an outline so that the EDO remains competitive and innovative by following industry standard best-practices, promoting the realization of the newly adopted Small Area Plans and 2035 Comprehensive Plan, while maintaining alignment with the adopted City Council Goals.

"Working with Streetsense brought a great deal of clarity to the process of developing our five year strategic plan for economic development here in the city. There are exciting opportunities in the years ahead and we feel ready for that," said **Catherine Read, Mayor, City of Fairfax**.

"I'd like to thank Streetsense for their creativity, professionalism, and ability to deliver a complex, comprehensive plan for economic development in Fairfax City in a way that is clear and digestible for our staff and stakeholders," said **Christopher Bruno, Director of Economic Development**. "This workplan establishes a framework for efficient and impactful economic development efforts in Fairfax City through 2028 and represents yet another investment in the future of our city."

"Streetsense is extremely pleased to have worked closely with the Fairfax City Economic Development Office, city staff, and an Advisory Committee consisting of key business and civic leaders. Together we turned previously adopted plans into a practical workplan, one that reflects the goals, resources and tools available for implementation. We are excited to see these plans turn into actionable outcomes in the coming years," said **Larisa Ortiz, Managing Director of Public Non-Profit Solutions at Streetsense**.

The workplan provides a clear path for the EDO to enhance Fairfax City's economic environment and showcase it as a competitive place to do business. The Fairfax City Economic Development Strategic workplan establishes eight key recommendations with accompanied initiatives consisting of suggested actions.

- **Marketing:** Amplify in-house administrative communications functions and skill sets for the purposes of achieving all EDO efforts.
- **Operations:** Maintain strong executive leadership and install day-to-day best-practices that ensure a properly and efficiently run EDO.

- **Partnerships:** Foster important organizational relationships, locally, regionally, and nationally to leverage economic development opportunities benefiting all parties and the city as a whole.
- **Real Estate Development & Reuse:** Support efforts toward redevelopment or reuse of a building, site, or area, and collaborating frequently with applicants, prospective tenants, and other city departments throughout the development process.
- **Business Attraction & Development:** Expand efforts to encourage firms from prioritized sectors outside Fairfax City to locate headquarters or other operations within Fairfax City, and foster development and retention of homegrown businesses in Fairfax City.
- **Business Retention & Expansion:** Design systematic efforts to keep local businesses content at their present locations or a new location within the city.
- **Place-Based Strategies:** Pivot from playing all roles required of place-based strategies to one of intermediary and support of partners in providing creative placemaking features and events for public and private sectors.
- **Special Initiatives:** Focus increased yet limited-time efforts and resources on strategically important and high priority initiatives that advance city-wide economic development goals.

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Fairfax City Economic Development (fairfaxcityconnected.com) is the lead agency for supporting a resilient economy and business ecosystem. The office serves to promote, identify, and assist businesses with location, expansion, and capacity building services within the City while creating systems and programs that encourage commercial and retail development. The EDO works closely with the Fairfax City Economic Development Authority (EDA), an independent board providing financial oversight of programs in support of the EDO.

Streetsense (streetsense.com) is a global creative collective of placeshapers, brandbuilders, and storytellers creating places and brands people love. From vibrant streetscapes and local gathering spot to big ideas and bespoke concepts, and creating community positive impact, Streetsense's consultants, strategists, and creatives are making space for great human experiences and shaping what's next for places where people connect.