

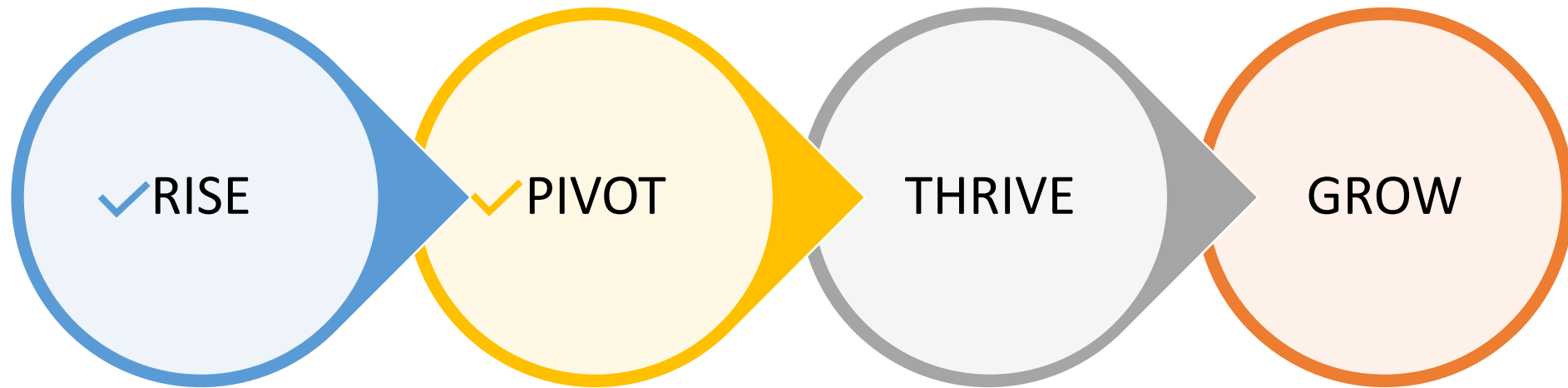
FAIRFAX COUNTY ECONOMIC RECOVERY

OVERVIEW FOR COG PLANNING DIRECTORS COMMITTEE MEETING
September 17, 2021



Department of Economic Initiatives

RECOVERY CONTINUUM





Fairfax RISE

Small Business and Nonprofit Grant Program

www.fairfaxcounty.gov/economic-success/fairfaxrise

\$52,570,000

Total Grant Funds Awarded

4,809

Total Applications Approved

AWARDEE SIZE



TOP BUSINESS CATEGORIES

Accommodation & Food Svc.	14%
Health Care & Social Asst.	13%
Professional Services	12%
Retail Trade	8%
Educational Services	7%
Construction	6%

DEMOGRAPHICS

72%

Awards were to Woman-, Minority-, and/or Veteran-owned Businesses



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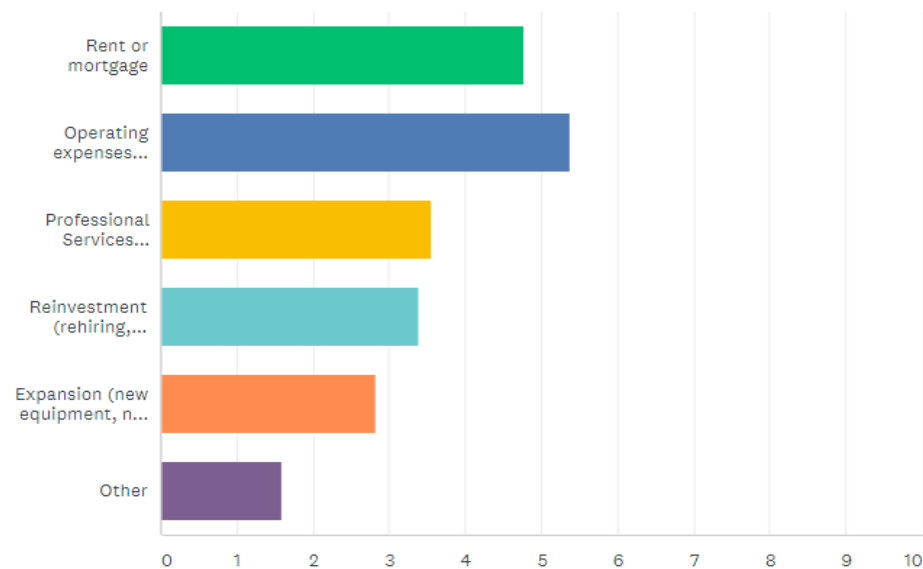


MOVE TO PIVOT: SMALL BUSINESS NEEDS

Q6

If additional funding becomes available, what are your business priorities? Please rank the following according to your current business needs: (1 being most important and 5 least important)

Answered: 2,449 Skipped: 35



Survey of RISE grant recipients

2,748 total responses – March, 2021

93%

of Respondents identified
**Operating Expense or
Rent/Mortgage Support**
as top need for support





The Fairfax RISE grant has been a tremendous help for my small business! It has helped me to stay afloat and become better prepared for post COVID-19 pandemic challenges. Thank you so much to the Fairfax County for this life saving help! It is truly appreciated!!

- *Business Consulting Firm*

The financial help already given during this health AND ECONOMIC pandemic has helped to save the jobs of over 30 professionals working in Fairfax County. Thank you

- *Youth and Family Educational Services Organization*

Just want to "THANK YOU SOOOO MUCH" for this support due to this pandemic. Without this support, our company would not survive thru this past year.

- *HVAC Business*

As a local Fairfax County based business it is very reassuring that we have the support & backing of our local government. The grant funding was put to immediate use to support our overhead expenses and direct costs of operation.

- *Construction Firm*





PIVOT

The Fairfax County PIVOT program is a \$25 million investment in businesses economically impacted by COVID-19 in the hotel, food services, retail services, arts and culture sectors. The PIVOT Program will provide grants to help support economic recovery.



Español



ةيبرعلا



Tiếng Việt



한한국어

Grant is OPEN June 23 - July 9, 2021
FairfaxCounty.gov/economic-initiatives/PIVOT

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ECONOMIC RECOVERY FRAMEWORK

Countywide Effort To:

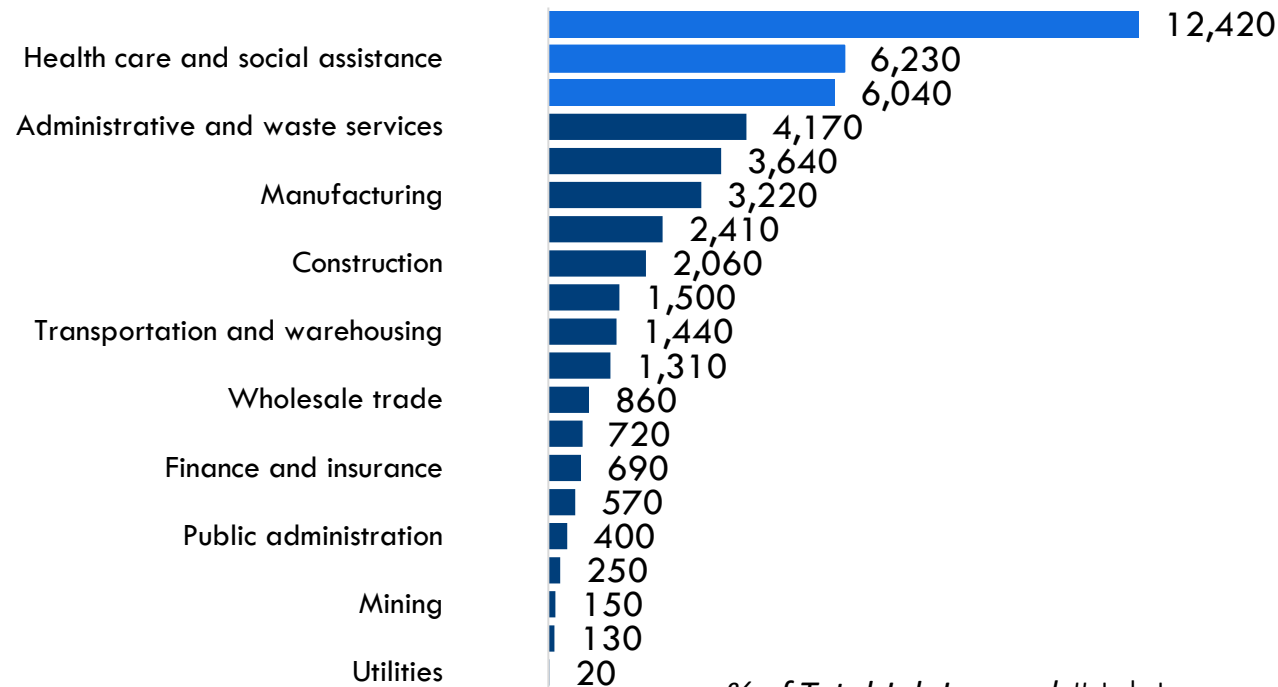
- Support a **just and resilient recovery**
- Retain Fairfax County businesses and workers
- Mitigate economic impacts



ECONOMIC IMPACT OF THE PANDEMIC

Three industries with the greatest job losses make up **over 50% of lost jobs**
 These are primarily in ‘engagement’ or ‘high-touch’ industries

PROJECTED JOB LOSSES THROUGH DECEMBER 2020



% of Total Job Losses | # Job Losses

90%

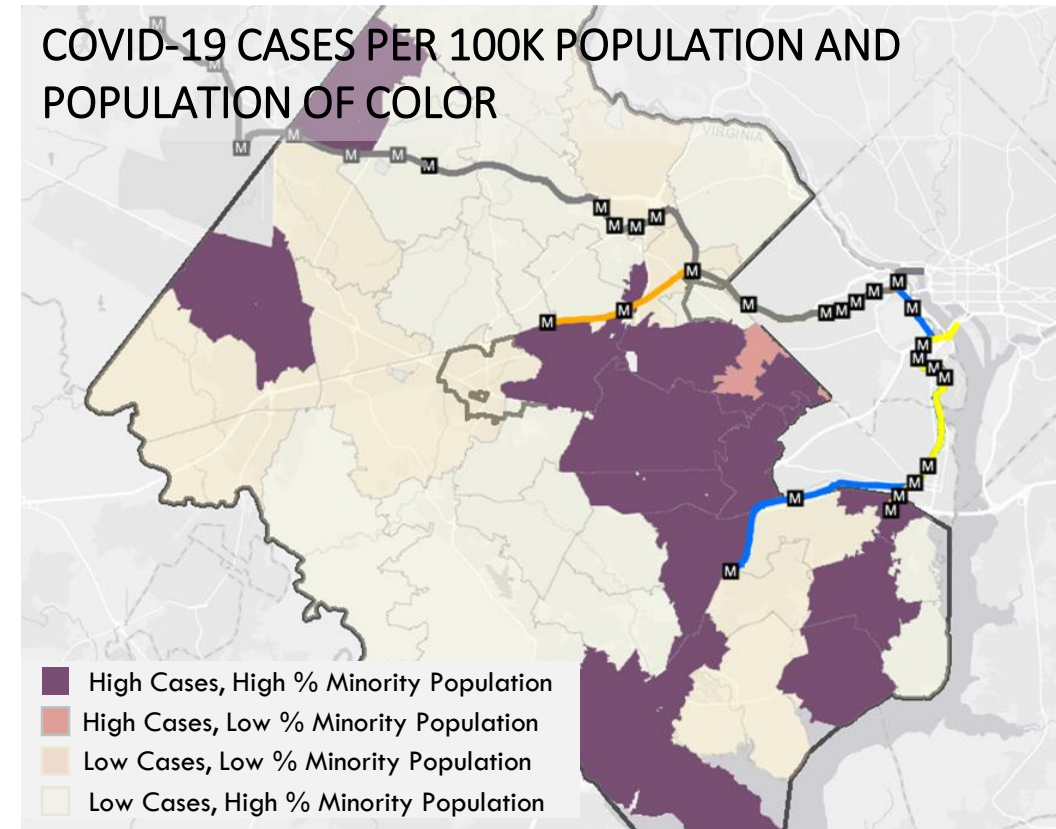
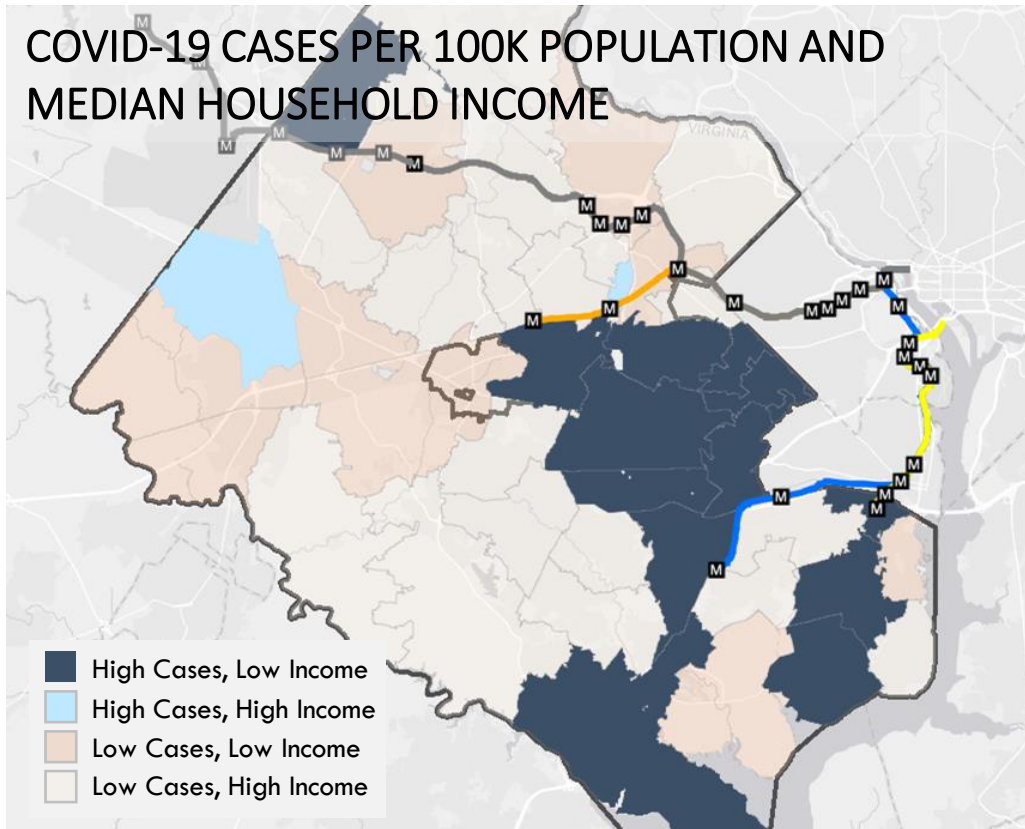
Of all job losses took place in industries with average wages less than 80% AMI

63%

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



COMMUNITY IMPACT OF THE PANDEMIC



*COVID-19 Cases by Zip Code data retrieved early October 2020. Data is updated and available [here](#)

Source: Fairfax County Health Department, Fairfax County GIS



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Economic Recovery Framework Recommendation Categories



Business Recovery & Resilience



Regulatory Action



Workforce & Talent Support



Support for Workers & Families



Physical & Community Planning

Implementation

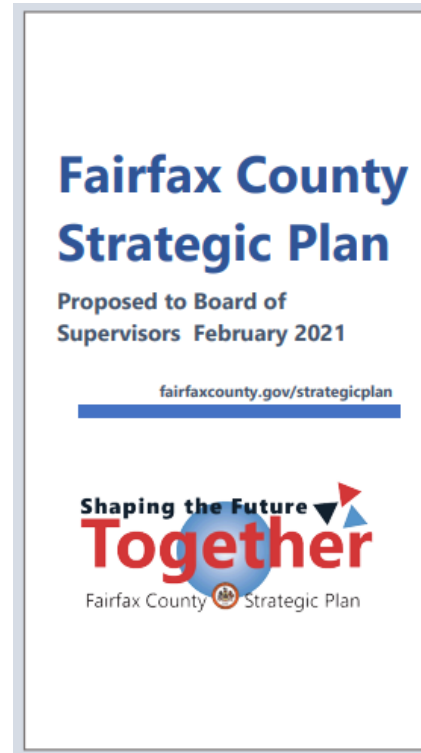
Truly cross-county: 15 agencies engaged

Bi-monthly Economic Recovery Forums

- **Best-practice sharing, community insights**
- **Progress tracking**
- **Adjusting and fine-tuning**



STRATEGIC COORDINATION



THANK YOU

Rebecca Moudry

Director, Department of Economic Initiatives

Mobile: 571-536-0769

Rebecca.Moudry@fairfaxcounty.gov



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