



# Made In Fairfax



## Small-Scale Production Initiative – Findings & Recommendations

G7 Meeting – March 4, 2019

# Categories of Small-Scale Production (SSPs) Uses



**Breweries & Distilleries**



**Textiles**



**Food Production**



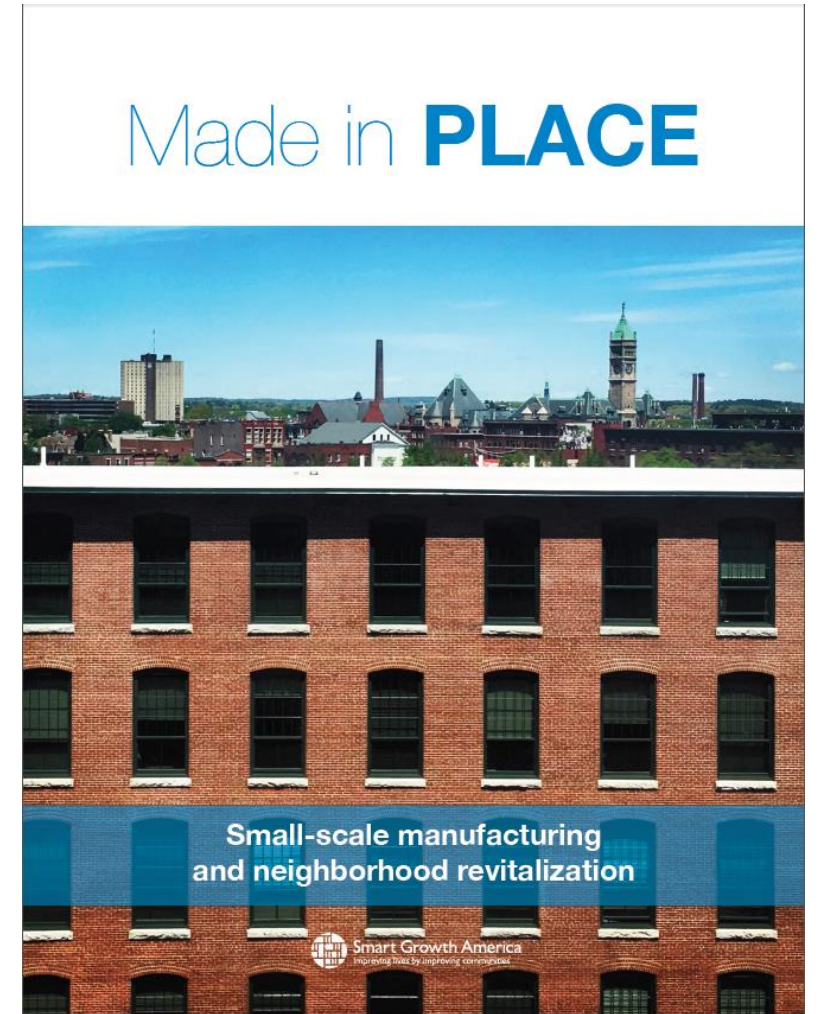
**Production/Retail Combinations**



**Craft Industries**

# Small-Scale Production Initiative (SSP)

- May `18**    **Recast City – research & analysis**
- June**        **Made in Fairfax Forum – 84 attendees**
- May**         **SSP Inventory – 120 businesses**
- July**         **Real Estate Focus Groups – NAIOP, Springfield, SFDC**
- Sept.**        **SSP Permitting Simulation – 3 commercial properties**
- Dec.**         **SSP Zoning Ordinance – C districts**
- Jan. `19**    **SSP Report – findings & recommendations**



# Fairfax County Research – Findings

- Significant SSP business community (100+)
- Most SSPs: less than 5 employees/years
- Predominantly food-oriented
- Many SSPs: looking to grow (62%)
- Businesses not visible, organized or informed
- Property owners need help finding SSPs
- FC tax rates may dampen growth of new openings



# Best Practices Research – “Locally Made” Programs



**Incubators & Workspaces**



**Networking & Collaborations**



**Business Assistance & Support**

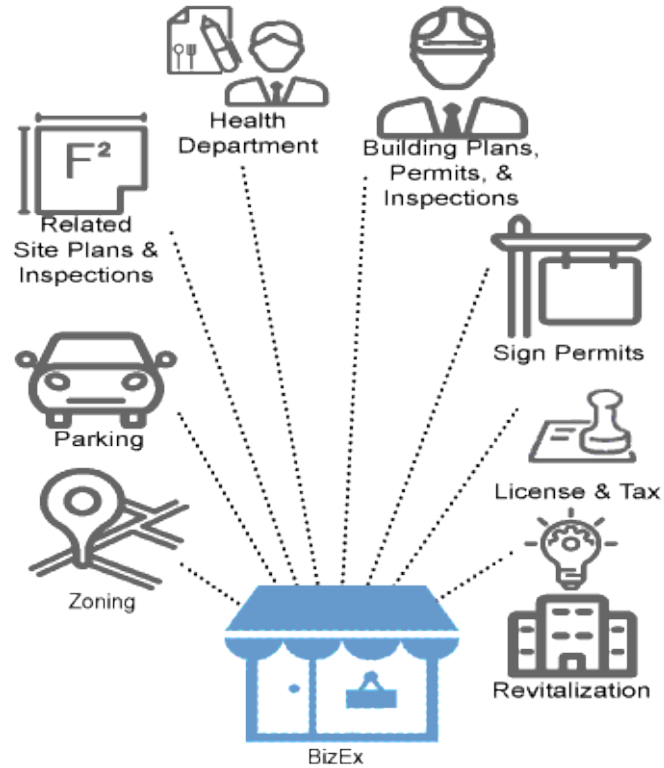


**Branding & Certifications**

# Fairfax County: Incubators & Workspaces



# Fairfax County: Business Assistance & Support



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

**FAIRFAX COUNTY**  
ECONOMIC DEVELOPMENT AUTHORITY

## SMALL BUSINESS START-UP GUIDE

SIX STEPS TO STARTING A BUSINESS IN FAIRFAX COUNTY AND WHERE TO TURN FOR HELP

Are you thinking about starting a business in Fairfax County? Congratulations!

Fairfax County is full of entrepreneurs, dreamers and strivers—and the Fairfax County Economic Development Authority is here with many partners and resources to help you launch your business.

Inside, you'll find a checklist to help you be part of one of the world's best business communities.

Let's get started!

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# Recast City – Recommendations

1. Improve permit process
2. Connect resources
3. Build SSP network
4. Matchmaking with properties
5. Encourage SSPs as “placemaking”
6. Create “locally-made” branding
7. Incentivize SSPs as property use
8. Encourage SSPs as tenanting strategy
9. Support “scaling-up”
10. Make tax rates competitive





# Implementation Priority #1: Fairfax Makers Guide

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



Example: SF Made website

# Implementation Priority #2: “Made in Fairfax” Brand

- Logo development
- Trademark / URL
- Designation criteria
- Branding campaign



# Implementation Priority #3: Fairfax Makers Network



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

# Implementation Priority #4: Property Development

- Maker Directory
- Property Database
- Lease Templates
- Matchmaking



# Long-range Implementation Options

## Suggested incentives for SSP development:

- Public sector subsidies for SSPs at farmers markets
- Private sector grants for placemaking (NAR Micro-grants)
- Manufacturing equipment depreciation (from 20% to 10%)
- Personal property tax for machinery (from \$4.57 to \$2.75)
- BPOL fees waivers for new SSP businesses (for first 2 years)
- Procurement relationships for designated SSP businesses





## Small-Scale Production Initiative

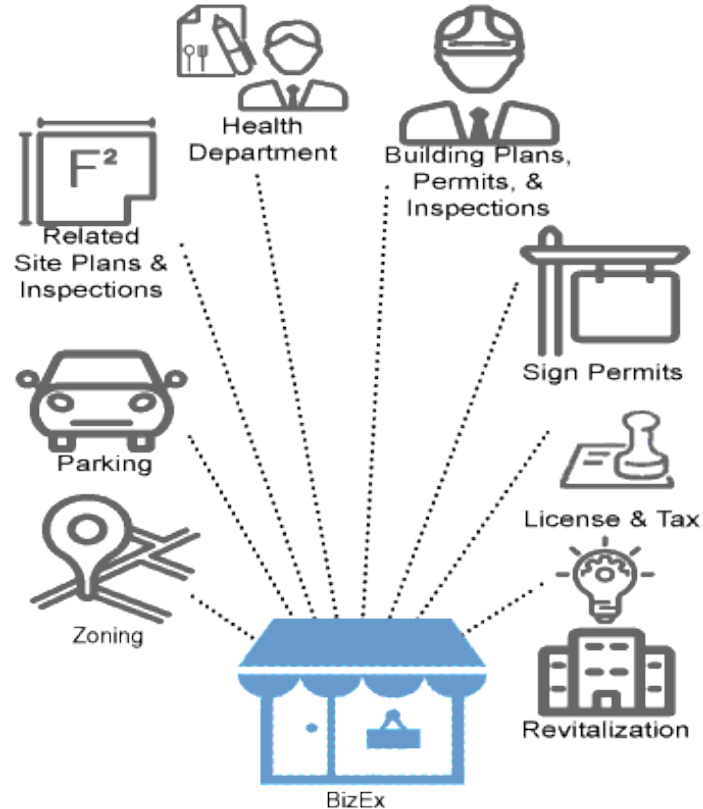
For more information: [www.fcrevit.org/otherprojects/smallscale](http://www.fcrevit.org/otherprojects/smallscale)

# Recommendation # 1

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



# Recommendation # 2



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

Identify and promote existing business support providers in Fairfax County so small-scale producers can find the support they need.

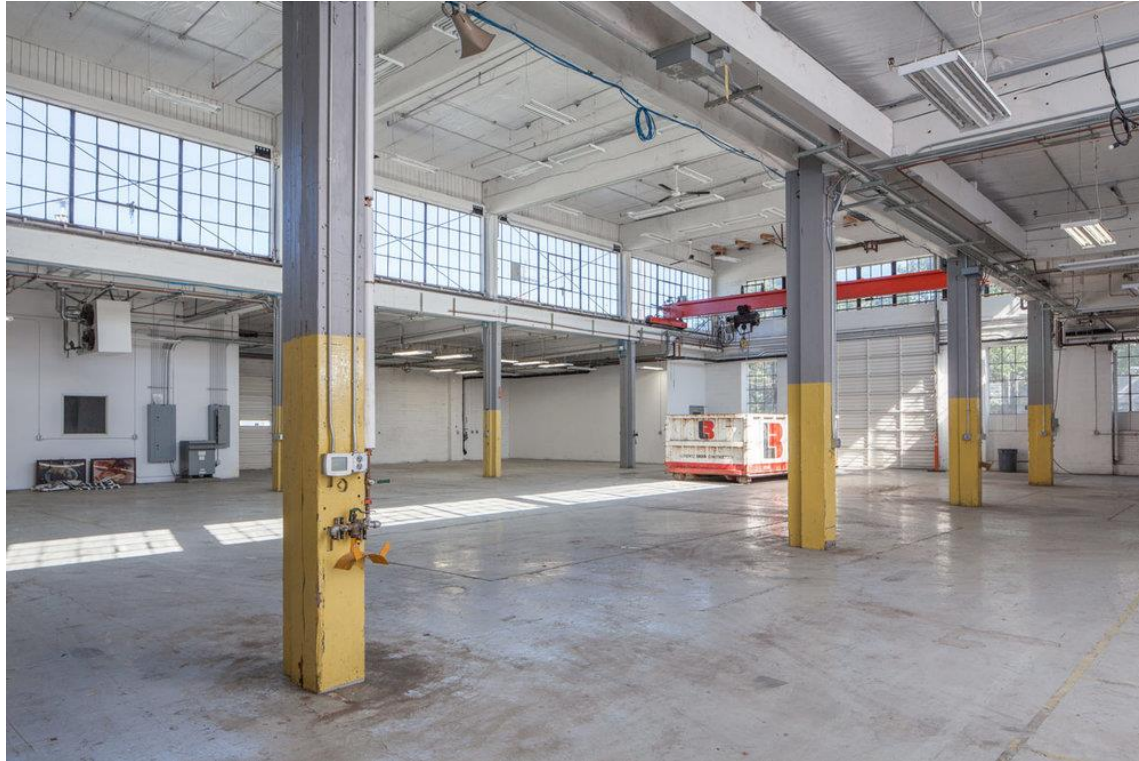


## Recommendation # 3

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



# Recommendation # 4



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

## Recommendation # 5

Support placemaking efforts by providing an incentive for property owners and event programmers that include small-scale producers.



# Recommendation # 6



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

## Recommendation # 7

Encourage property owners to lease commercial space to small-scale producers.



## Recommendation # 8



Inform County property owners about the ability of small-scale producers to fill vacant spaces and create place.

# Recommendation # 9

Create a program to support product businesses that want to scale-up and grow.



## Recommendation # 10



Revise the business license fees and taxes on major equipment for small-scale production to be competitive with surrounding jurisdictions.