



# Made In Fairfax



## Small-Scale Production Initiative – Findings & Recommendations

Board Revitalization Committee

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# Categories of Small-Scale Production (SSPs) Uses



**Breweries & Distilleries**



**Textiles**



**Food Production**



**Production/Retail Combinations**



**Craft Industries**

# Report Findings

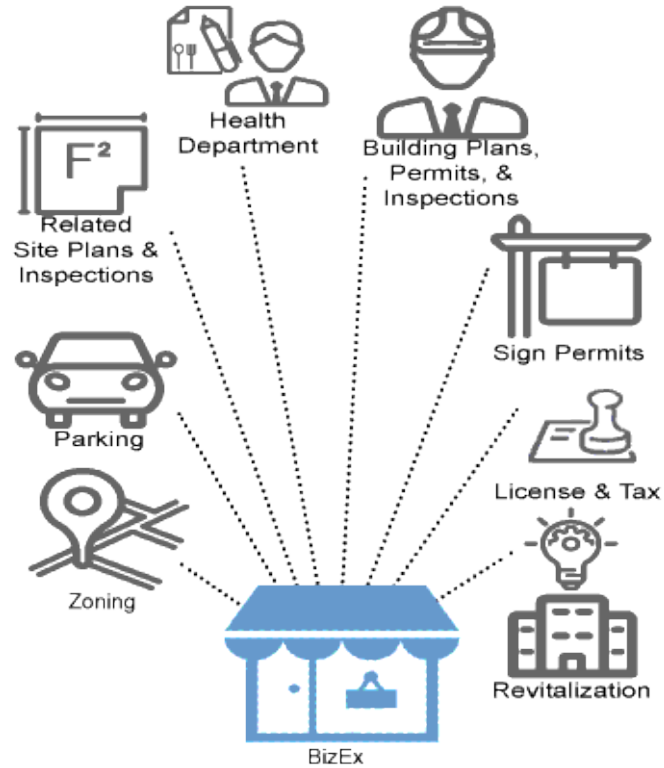
- Significant SSP business community (100+)
- Most SSPs: less than 5 employees/years
- Predominantly food-oriented
- Many SSPs: looking to grow (62%)
- Businesses not visible, organized or informed
- Property owners need help finding SSPs



# Fairfax County: Incubators & Workspaces



# Fairfax County: Business Assistance & Support



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

The cover of the "Small Business Start-Up Guide" from the Fairfax County Economic Development Authority. It features the title "SMALL BUSINESS START-UP GUIDE" in large orange letters, followed by the subtitle "SIX STEPS TO STARTING A BUSINESS IN FAIRFAX COUNTY AND WHERE TO TURN FOR HELP". Below this is a question: "Are you thinking about starting a business in Fairfax County? Congratulations!" followed by a paragraph: "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." Another paragraph says: "Inside, you'll find a checklist to help you be part of one of the world's best business communities." and "Let's get started!". At the bottom, there are six empty circles, a flowchart with three steps, a rocket ship, and a group of people working together.

Report Recommendation:

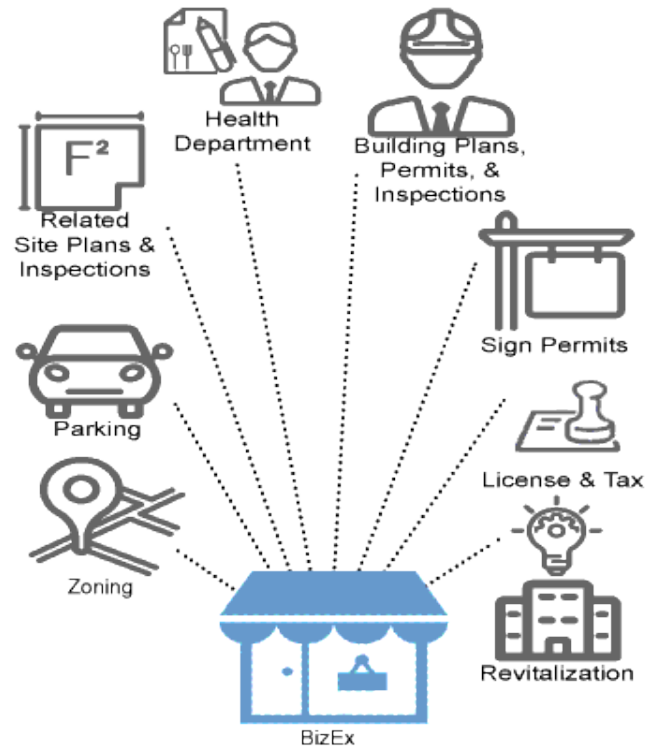
# Permitting

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



## Report Recommendation:

# Resources



**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.

Report Recommendation:

# Networking

Launch a Fairfax County Small-Scale 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:

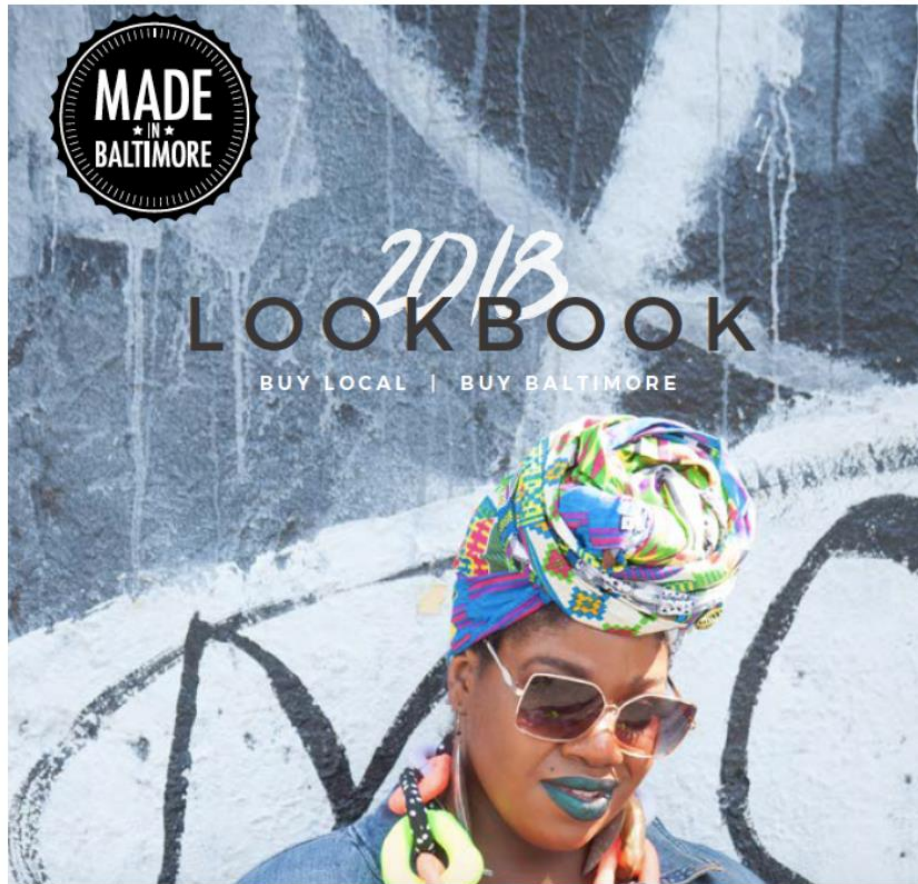
# Placemaking

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



Report Recommendation:

# Branding



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

Report Recommendation:

# Property Leasing

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



Report Recommendation:

## Financial Incentives



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

Implementation: Short Term

# Fairfax Makers Guide

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



Example: SF Made website

Implementation: Short Term

## “Made in Fairfax” Brand

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



## Implementation: Short Term

# Fairfax Makers Network



Example: Knoxville Maker Council

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



Implementation: On-going

# Property Development

- ✓ Maker Directory
- ✓ Lease Templates
- ✓ Matchmaking



## Implementation: Long-Term

# Financial Incentives for Consideration

- ✓ Offer subsidies for SSPs at farmers markets
- ✓ Provide micro-grants for placemaking projects
- ✓ Increase depreciation on manufacturing equipment
- ✓ Reduce personal property tax rate for machinery and tools
- ✓ Waive BPOL fees for new SSP businesses





# Made In Fairfax



Made in Fairfax Forum – March 28, 7:00-8:00 p.m. – GC Room 9/10

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