

# Department of Economic Initiatives

## FY 2025 Advertised Budget Plan: Performance Measures

### Economic Initiatives

#### Goal

To foster economic development and position Fairfax County to be an economically competitive and prosperous community. Areas of focus include supporting catalytic public-private development, enhancing the small and local business ecosystem, and building innovative programs to support economic diversification and key economic assets. High level goals include:

- Provide strategic guidance and coordination with respect to the County’s economic, community and business development goals;
- Cultivate a positive environment for the development and growth of a diverse and prosperous local economy;
- Facilitate development through public-private partnerships that address strategic priorities, meet County goals and maximize value; and,
- Foster an entrepreneurial and innovative ecosystem within the County and the region.

#### Objective

Lead or participate in initiatives to support economic innovation and encourage entrepreneurs and businesses to establish or grow in Fairfax County.

#### Performance Indicators

Indicator	FY 2021 Actual	FY 2022 Actual	FY 2023 Estimate	FY 2023 Actual	FY 2024 Estimate	FY 2025 Estimate
<b>Output</b>						
Number of entrepreneurs or businesses that participate in economic innovation activities or education events organized or supported by DEI	NA	860	900	655	900	900

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### Objective

Assist small businesses and connect them with resources to help them establish or grow in Fairfax County.

### Performance Indicators

Indicator	FY 2021 Actual	FY 2022 Actual	FY 2023 Estimate	FY 2023 Actual	FY 2024 Estimate	FY 2025 Estimate
<b>Output</b>						
Number of small business or entrepreneurs directly assisted	NA	728	800	612	950	1,000
Number of small business assistance resources developed	NA	34	35	25	40	50

### Objective

Lead catalytic development through public-private partnership projects that maximize value, provide benefits in communities, and/or improve service delivery outcomes.

### Performance Indicators

Indicator	FY 2021 Actual	FY 2022 Actual	FY 2023 Estimate	FY 2023 Actual	FY 2024 Estimate	FY 2025 Estimate
<b>Output</b>						
Number of public-private partnership projects led by DEI	NA	7	7	9	11	4