



# FY20 BUDGET MEMO # 20

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DATE: April 23, 2019

TO: The Honorable Mayor and Members of the City Council

THROUGH: Robert Stalzer, City Manager *RA Stalzer*

FROM: Chris Bruno, Economic Development Director

SUBJECT: Selection of Participants in EDA Video Promotions

The EDA Promotion Videos (currently found on the EDA's website under [Testimonials](#)) are not intended to provide advertising for any particular business. Rather, the testimonial videos are intended to advertise Fairfax City (and collectively the business community) as a whole, as an interesting and diverse place to start, grow, and relocate a business.

Initially, four businesses were selected as a result of their responsiveness to programmatic inquiries and availability. The initial round of videos was produced as a pilot project to determine whether the business community (and prospective business community) would respond well to videos that; 1) highlight the varying industries and sectors of businesses throughout the video; 2) strengthen the sense of place throughout the city business community; and 3) highlight the diversity among business owners within the business community.

Subsequent participants were selected as a result of the businesses expressing interest in successive rounds of production. To date there have been nine businesses profiled with preliminary planning for an additional five to occur during the summer months. The consistent theme throughout these videos focuses on Fairfax City (and not the individual business). The video production team was initially selected for pilot purposes under the ED program small purchase guidelines. However, going forward because of increased costs, video production will be procured through a competitive bid process. Feedback from prospective businesses has been very positive (and, anecdotally, this material has also been used as collateral for non-retail based businesses –e.g. hotel developers interested in understanding the community and prospective office tenants).