

July 15, 2009

TO: Sue Cotellessa, Development Services General Manager

FROM: Rick Goff, Economic Development Director

SUBJECT: EDA Background Information

For a good overview of the purposes and functions of the Economic Development Authority, the EDA pages of the city's website contain minutes of recent meetings, announcements and presentations from "Developers' Forum" events, studies commissioned by the EDA, and much more. I have attached the opening page of EDA section of the website for the Planning Commission's reference.

Also, in the past year the EDA has:

- Assisted in funding an upgrade of the software for the city's fiscal impact model, including an update of all underlying revenue and expense assumptions contained in the model;
- Funded a brand development initiative for the city with the ultimate goal of "attracting the right kinds of businesses to move to Falls Church while maintaining the current residential feel of the city";
- Hired James Snyder, former chief planning official for Arlington County, to provide focused strategic land use planning on several commercially-zoned gateway sites in the city; and
- Granted funds to promote the 2009 Tinner Hill Blues Festival.

The economic development office (EDO) is a division of the city's administrative services department and reports directly to the city manager. Our office also provides full staffing support for the EDA board, its programs and activities.

You will find attached as well the EDO website opening pages which highlight the programs and services we provide in the areas of business retention, attraction and expansion in the city. There is a wealth of online information about available commercial space in Falls Church, incentives programs, studies, reports and a great deal more.

I hope this is helpful as an introduction to the Planning Commission prior to our joint work session on July 20.