



TOWN OF VIENNA

BIANNUAL ECONOMIC INDICATORS REPORT

JANUARY 2024- JUNE 2024

INTRODUCTION

The Town of Vienna Economic Development Department produces a bi-annual report, showcasing economic trends from the first and second quarters of 2024. The report covers various indicators such as commercial space gross rents, office vacancy rates, and sales tax revenue. It also provides a detailed breakdown of new business establishments and their respective sectors. The Town of Vienna, located in Fairfax County, with a population of about 17,279 people, aims to provide comprehensive information to business and property owners, elected officials, and residents.

NATALIE GUILMEUS
Economic Development Director
☎ 703-255-6338
✉ Natalie.Guilmeus@viennava.gov



AIDAN THAMES
Economic Development Intern
Research and Analysis
✉ Aidan.Thames@viennava.gov



THE TOWN OF VIENNA

Nestled within Northern Virginia, the Town of Vienna occupies 4.4 square miles and is strategically positioned near the nation's capital, Washington, D.C. just 15 miles away. The town serves as a convenient hub, situated within a 20-mile radius of two major airports. Additionally, the town intersects the very popular Washington & Old Dominion Trail, a scenic 45-mile route from the Potomac River to the Blue Ridge Mountains.

VIENNA BY THE NUMBERS



POPULATION: **17,279**



HOUSEHOLDS: **5,762**

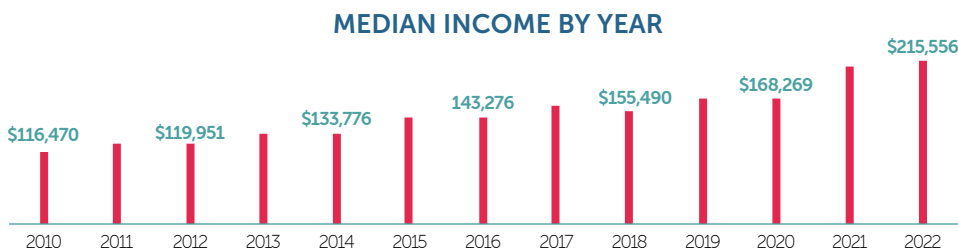
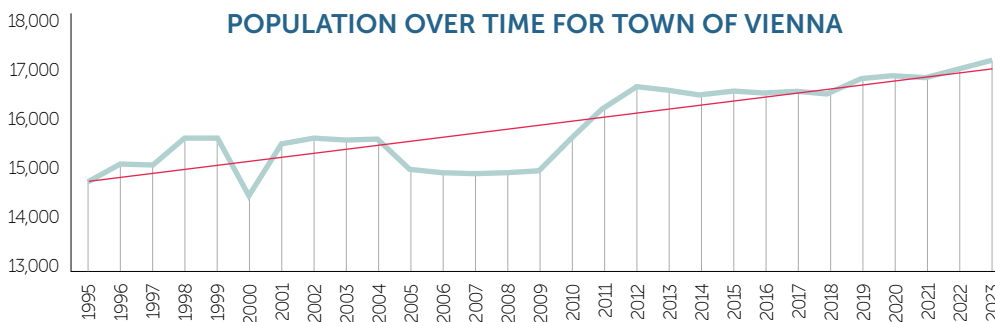


MEDIAN HOUSEHOLD
INCOME: **\$215,556**



BUSINESSES: **1,718**

SOURCE: US CENSUS BUREAU, FAIRFAX COUNTY
DEMOGRAPHICS REPORT 2023, AND THE TOWN OF
VIENNA'S FINANCE DEPARTMENT



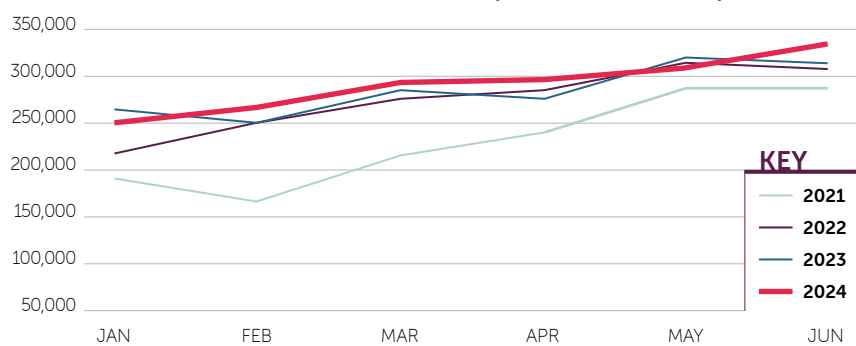
Over the past decade, the town has experienced steady growth with the average median income growing at an annual rate of **4.54%**. As a result, Vienna has experienced an increase in diverse businesses, culinary offerings, and people. These factors contribute to Vienna's economic resiliency.

BUSINESS ACTIVITY

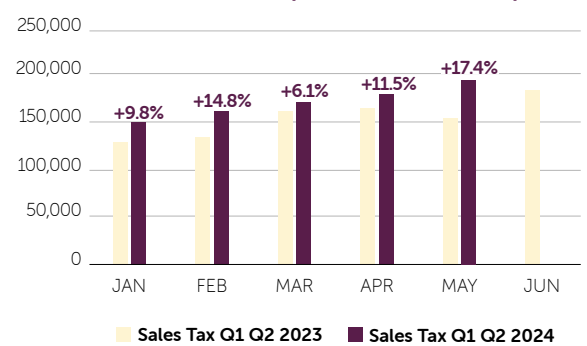
The town's main business industries include professional services, medical offices, retail, and food and beverage. Over the past few years meals and sales tax revenues have grown steadily. This positive trend for the town reflects the strong demand for retail and restaurant businesses. In comparison to 2023, the first six months of 2024 has seen an average growth rate of **14.9%** in sales tax.



MEALS TAX REVENUE (FIRST 6 MONTHS)



SALES TAX (FIRST 5 MONTHS)



HOME-BASED BUSINESSES (1ST & 2ND QUARTER – 2024)

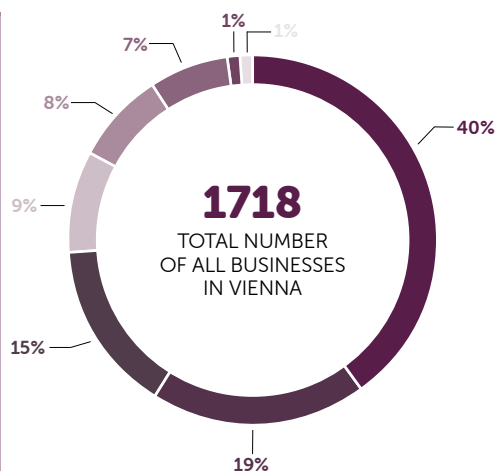
The number of home-based businesses in Vienna has increased over the past six months from 25% to 27%. Notably, 61% of these home-based businesses fall under the professional and business services sector, reflecting Vienna's highly skilled workforce and the high education levels of the residents.

NEW BUSINESSES (1ST & 2ND QUARTER – 2024)

New businesses entering Vienna predominantly operate in food and beverage, as well as personal services industries.

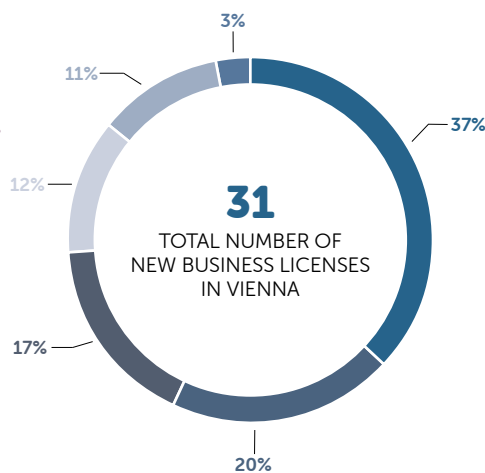
KEY

- 40% Professional & Business Services
- 19% Financial, Insurance, and Real Estate
- 15% Childcare, Education, Health
- 9% Personal Services
- 8% Food & Beverage
- 7% Retail
- 1% Other
- 1% Arts, Entertainment & Recreation



KEY

- 37% Personal Services
- 20% Professional & Business Services
- 17% Food & Beverage
- 12% Childcare, Education, & Health
- 11% Retail
- 3% Financial, Insurance, & Real Estate

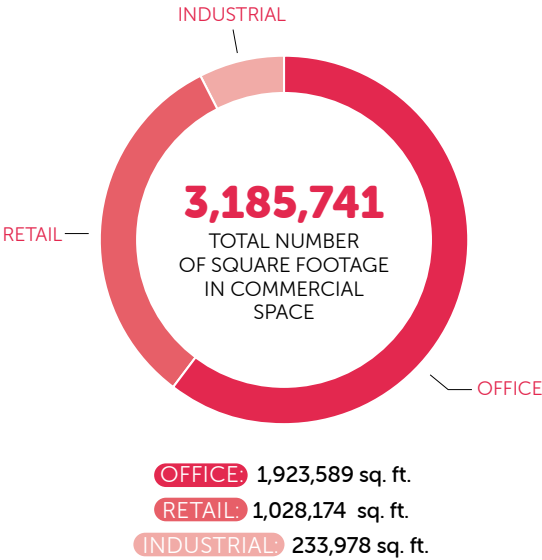


SOURCE: TOWN OF VIENNA'S FINANCE DEPARTMENT

COMMERCIAL REAL ESTATE

Over the past year, commercial real estate gross rents have increased in both office and retail spaces. Notably, the vacancy percentage in retail has declined by **2.4%**. These trends suggest that limited supply in the retail sector is the primary driver behind rising rents.

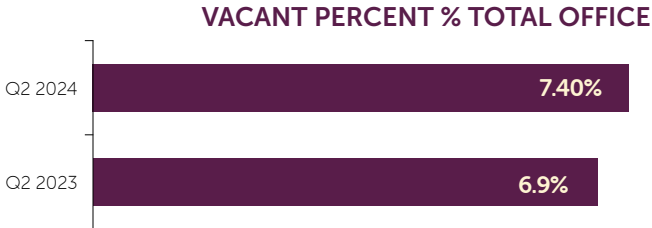
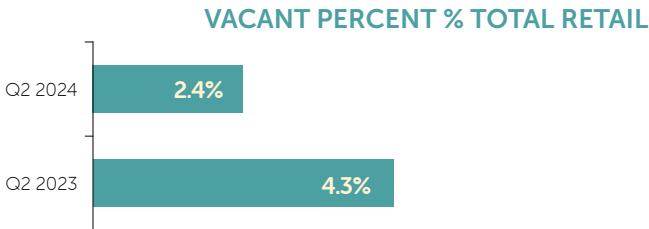
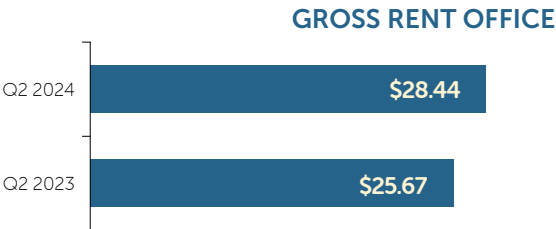
Additionally, office leasing in the Town of Vienna has increased, with a net absorption increase of **8,215 square feet** between June 2023 and June 2024. During the same period, total available vacant square footage decreased by 14,156 square feet and vacancy rates dropped from **6.7%** to **6.5%**. This indicates positive economic growth, increased tax revenue, and enhanced property values for both residents and business owners.



NET ABSORPTION:
The change in the amount of leased space between the current period and the previous period as of the end of each calendar year.

GROSS RENTS:
The total rent amount a tenant pays; this includes all service charges and operating expenses.

SOURCE: TOWN OF VIENNA'S FINANCE DEPARTMENT





ECONOMIC DEVELOPMENT DEPARTMENT'S EVENTS AND UPDATES



VIENNA RESTAURANT WEEK (VRW): MARCH 3-10, 2024

The third annual week-long showcase of Vienna's food and beverage industry.

- 48 businesses participated in VRW 2024.
- Surpassed 68.2 million impressions.
- 277,849 unique accounts were reached by our posts
- In March 2024, the meals tax collection totaled \$290,334, reflecting a 0.51% increase compared to March 2023.

STATE OF THE ECONOMY: JANUARY 18, 2024

A conference held to provide business owners and other stakeholders with an update on Vienna's current economic state.

- 83 attendees from industries such as real estate, business services, and retail were present.
- Presentation on the regional economy from Dr. Keith Waters, Assistant Director of the George Mason Fuller Institute.
- Department of Planning and Zoning presented the updates to the zoning code as of January 2024 and its impacts to the Town's commercial areas.

ECONOMIC DEVELOPMENT WEEK: MAY 6-10, 2024

A week dedicated to showcasing and learning about economic development in the Town of Vienna.

- Held business retention visits around Town.
- The Thrive business awards recognized more than 75 businesses
- 45 local business owners and entrepreneurs attended GrowCon—a free half-day conference aimed at jumpstarting business growth, featuring experts across many industries.
- This event was in partnership with Fairfax County Department of Economic Initiatives and Patrick Henry Library
- The Town Business Liaison Committee hosted a discussion on the Comprehensive Plan