



ECONOMIC SUMMIT

2026

PRESENTED BY

Mayor Linda Colbert





ECONOMIC SUMMIT

2026



Legacy Awards

Town of Vienna



Presented By

Town Business Liaison Committee



Nash Cook

Owner, Pump24





Legacy Awards

Town of Vienna

65 Year Anniversary

Concord Lodge #307



Legacy Awards

Town of Vienna

50 Year Anniversary

Metro Motor Collision

Vienna Dance Academy Inc.



Legacy Awards

Town of Vienna

45 Year Anniversary

Irene Light Music Instruction LLC
American Resources Inc.



Legacy Awards

Town of Vienna
—
40 Year Anniversary

Finance Business Forms Company Inc.

Daniel H. Wagner Associates Inc.

Eastern Door Service Inc.



Legacy Awards

Town of Vienna

35 Year Anniversary

Carroll V. Shreve & Sons Inc.

WTG Properties Inc.

Bill's Custom Cabinets

Eastern Business Machine Inc.

Bradley and Sevilla, DMD, P.C.

Vienna Shell

BWT Tire and Auto Repair

Legacy Awards

Town of Vienna

30 Year Anniversary

Breakthrough Achievements LLC

Bunaugh Construction Services Inco.

United Air-Temp, Air Conditioning and Heat

Dave Johnstone Contracting Inc.

Charles R. Wood Builders Inc.

PCS Heating & AC

David Miller & Associates Inc.

Tri C Properties

DS Graphics

3S Group Inc.

Victoria Station Inc.

Leopard Equities LLC

Emanuel A. Baker

Oark Street LLC

EAB Designs

Cyprus Group Inc.

Brenda Jean Gunnoe



ECONOMIC SUMMIT

2026



Vienna Economic Summit

Market and Development Update



Fairfax County
Economic Development Authority

FCEDA SERVICES

The Fairfax County Economic Development Authority (FCEDA) provides a wide array of free, confidential services and information to assist new, expanding and relocating American and international businesses. Headquartered in Tysons, Fairfax County's largest district, the FCEDA also maintains offices in major technology centers around the world: Bangalore/Mumbai, Berlin, London, Los Angeles, and Seoul.

HOW WE CAN HELP

- 1 IDENTIFY COMMERCIAL REAL ESTATE OPTIONS
- 2 OFFER WORKSHOPS FOR NEW AND EXISTING BUSINESSES
- 3 ACT AS LIASON TO LOCAL AND STATE GOVERNMENTS
- 4 PROVIDE MARKET AND INDUSTRY INSIGHTS
- 5 RECOMMEND BUSINESS DEVELOPMENT CONNECTIONS AND SUPPORT
- 6 PROVIDE SUPPORT FOR MARKETING/PUBLIC RELATIONS VISIBILITY
- 7 IDENTIFY WORLD-CLASS TALENT TO FILL YOUR OPEN JOBS

SEVEN WAYS THE FCEDA HELPS ATTRACT AND RETAIN TALENT



1

WE HOST A COMPREHENSIVE WEBSITE THAT PROMOTES CAREER OPPORTUNITIES TO TALENT NATIONWIDE



2

WE PRESENT VIRTUAL, IN-PERSON, AND HYBRID CAREER FAIRS



3

WE LEAD K-12 PROGRAMMING THROUGH THINK BIG FOR KIDS TO CREATE A LONG-TERM TALENT PIPELINE



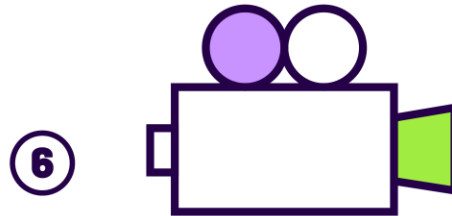
4

WE ENGAGE UNIVERSITIES AND COLLEGES NATIONWIDE TO ATTRACT NEXT-GEN TALENT



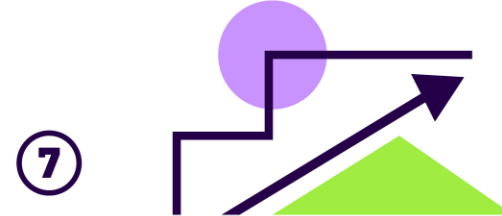
5

WE DELIVER TRANSITIONING SERVICE MEMBER, VETERAN, AND MILITARY SPOUSE PROGRAMMING



6

WE FILM AND MARKET INSPIRING STORIES OF NORTHERN VIRGINIA TRAILBLAZERS



7

WE PROMOTE UPSKILLING, INTERN AND APPRENTICESHIP FUNDING, AND RESOURCE PROGRAMMING

FAIRFAXCOUNTYEDA.ORG • WORKINFFXNOVA.COM

Regional Talent Ranks



#2

**Computer and Math
(DC Metro)**

#4

**Aerospace
Engineers
(DC Metro)**

#2

**Physicists
(DC Metro)**

#1

**Professional
Services
(Fairfax County)**

#1

**AI Professional
Services
(DC Metro)**

#1

**Information
Security Analysts
(Fairfax County)**

The Fairfax County Pulse

March 2026

FF NOVA

[Insights >>](#)

Workforce..

Labor Force
638,912

(P)
-0.23% MoM
-1.77% YoY



Employment
617,731

(P)
-0.71% MoM
-2.52% YoY



Unemployment
21,181 (P)

3.3(p) Rate

December 2025



Currently Active Job
Postings
38.3K

(Data Pulled 04/13/26)

3K
Software Developers

2.1K
Computer & Information System
Managers

2K
Network & Computer System Admi..

Business & Industry

GDP

\$177.5B

+5.8% from 2023

2024

(Note: Figure Includes Fairfax City and Falls Church)..

Employer

Establishments

38,934 (P)

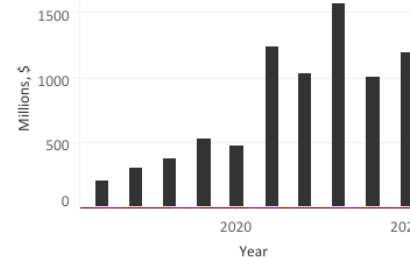
2024

Capital
Investment
\$1.2B

115 Deals

Year End 2025

Capital Investment (\$M)/Year



Federal Pro-
curement

\$41.4B

+0.24% (FY/FY)

FY2025

Contract Obligations

New Business
Applications

18,498

-1.7% (Y/Y)

2024

Taxable Sales

\$4.7B

+2.9% (Y/Y)

+1.4% (Q/Q)

8.4K+ Vendors

3Q2025

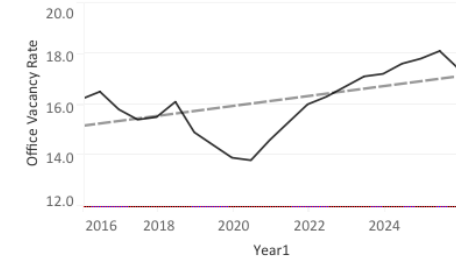
Real Estate

[More Details >>](#)

Office
Vacancy
Rate

17.4%

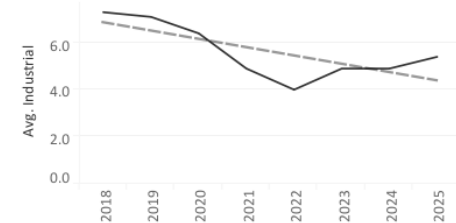
Year End 2025



Industrial
Vacancy
Rate

5.4%

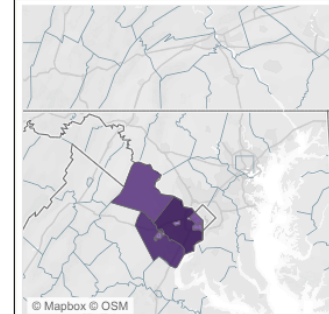
Year End 2025



NOVA Region |Comparative Statistics

(roll over map or colored box in table to see stats)

NVRC Economic Dashboard: <https://www.novaregiondashboard.com/>



US

Virginia

Washington, DC MSA

NOVA Region

FEDERAL CONTRACTING IN FAIRFAX COUNTY (FY25)



CONTRACT
AWARDS
\$41.4B

DEFENSE AGENCIES
\$19.7B

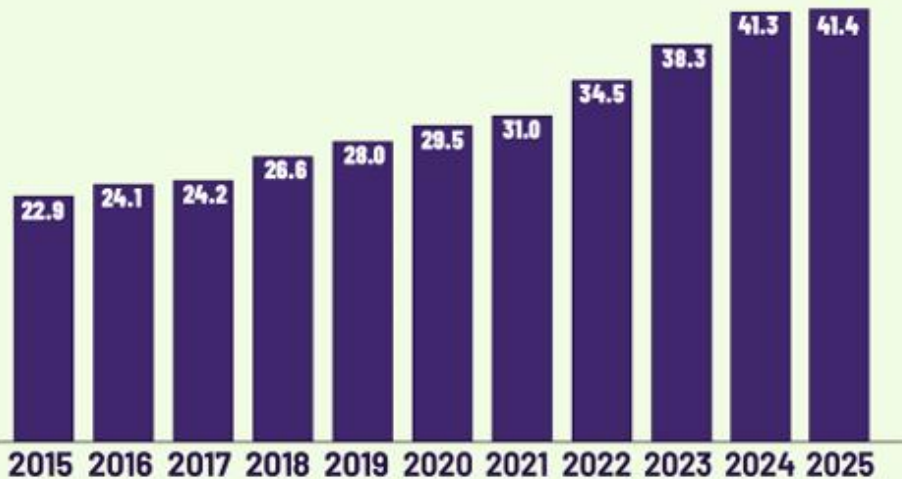
ARMY	\$4.6B
AIR FORCE	\$5.1B
NAVY	\$3.7B
DEFENSE LOGISTICS AGENCY	\$2.2B
DEFENSE HEALTH AGENCY	\$1.2B

CIVILIAN AGENCIES
\$14B

HEALTH AND HUMAN SERVICES	\$3.5B
HOMELAND SECURITY	\$3.9B
VETERANS AFFAIRS	\$2.1B
GSA	\$2.8B
CENTERS FOR MEDICARE/MEDICAID	\$2.2B

SOURCE: USASPENDING.GOV

FAIRFAX COUNTY CONTRACT AWARDS
10-YEAR TREND BY FISCAL YEAR (\$BILLIONS)



34%
OF CONTRACTS
AWARDED IN
VIRGINIA



5%
OF ALL FEDERAL
PROCUREMENT
CONTRACTS

Federal Government | Grants (Place of Performance)

Top Federal Departments/Agencies For Grant Awards

\$607.7M Grant Awards in FY25

~80+ Grantee Organizations (Unclassified Contracts)

US Agency for Global Media

(\$95M)

DoD

(\$105.2M)

Transportation (\$125.5M)

- FHWA

Commerce (\$8.6M)

- NIST (\$6.8M)

NSF (\$151.7M)

Education (\$17M)

HHS (\$38.5M)

HUD (\$19M)

EPA (\$13.53M)

Federal Footprint | Fairfax County

- **6 million square feet leased (GSA)**
 - 4.3 million square feet of office
 - ~400k square feet of leases – early termination exposure
- **Headquarters**
 - Defense Health Headquarters
 - National Reconnaissance Office
 - United States Geological Survey
 - Missile Defense Agency
 - National Geospatial Intelligence Agency
 - Transportation Security Administration

WARN Notices – Northern Virginia (2026)

Company	Notice Date	Impact Date	Employees Affected	Location	Reduction in Force
Diamond Transportation Services	11/07/2025	11/30/2025	61	Springfield	Closure
BAE Systems	03/19/2026	06/30/2026	119	Vienna	Layoff
AOL	02/17/2026	03/01/2026	108	Reston	Layoff
Peraton	10/03/2025	12/05/2025	92	Reston	Layoff
Omniplex World Services Corp.	07/14/2025	07/31/2025	199	Chantilly	Closure
C2 Technologies	03/02/2026	03/06/2026	2	McLean	Layoff
Total			581		

FCEDA Select Recent Announcements



**New to Fairfax County
Defense Tech
15,000 sf**



**New to Fairfax County
Space Tech
20,000 sf**



**Office Expansion
Defense Contractor
23,000 sf**



Expands in Fairfax

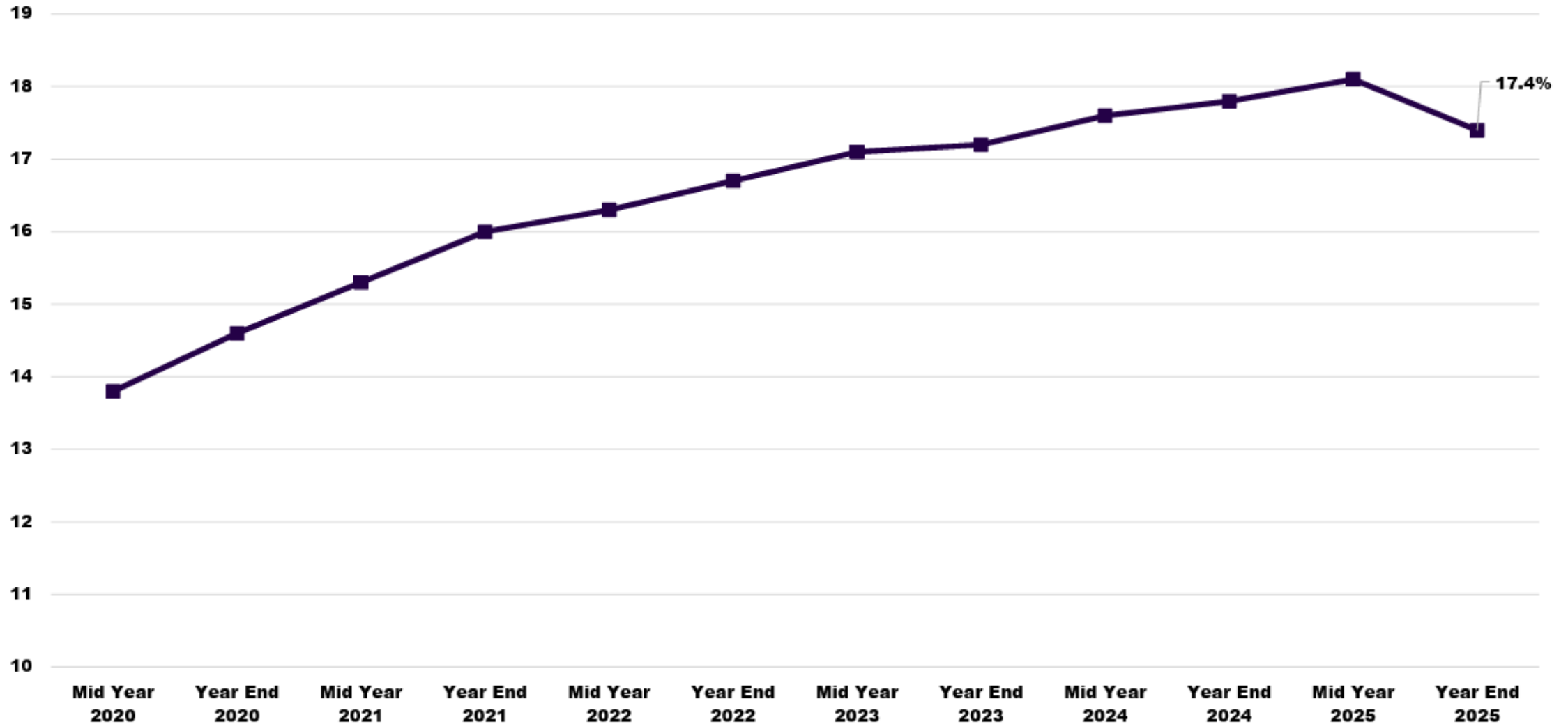


**New HQ to Fairfax
Defense Contractor
10,000 sf**



**Expanded HQ
Dual Use Technologies
20,000 sf**

Fairfax County Office Vacancy Rate - 2020-2025



Fairfax County Office Market – Stabilizing



Obsolete Office Inventory Decreasing

- 1 million square feet demolished or in process of adaptive reuse



No Speculative Office Construction

- 320,000 square feet (HITT and Mars HQs)



Increased Leasing Activity

- Primarily 25-50k sf for “New to Market”



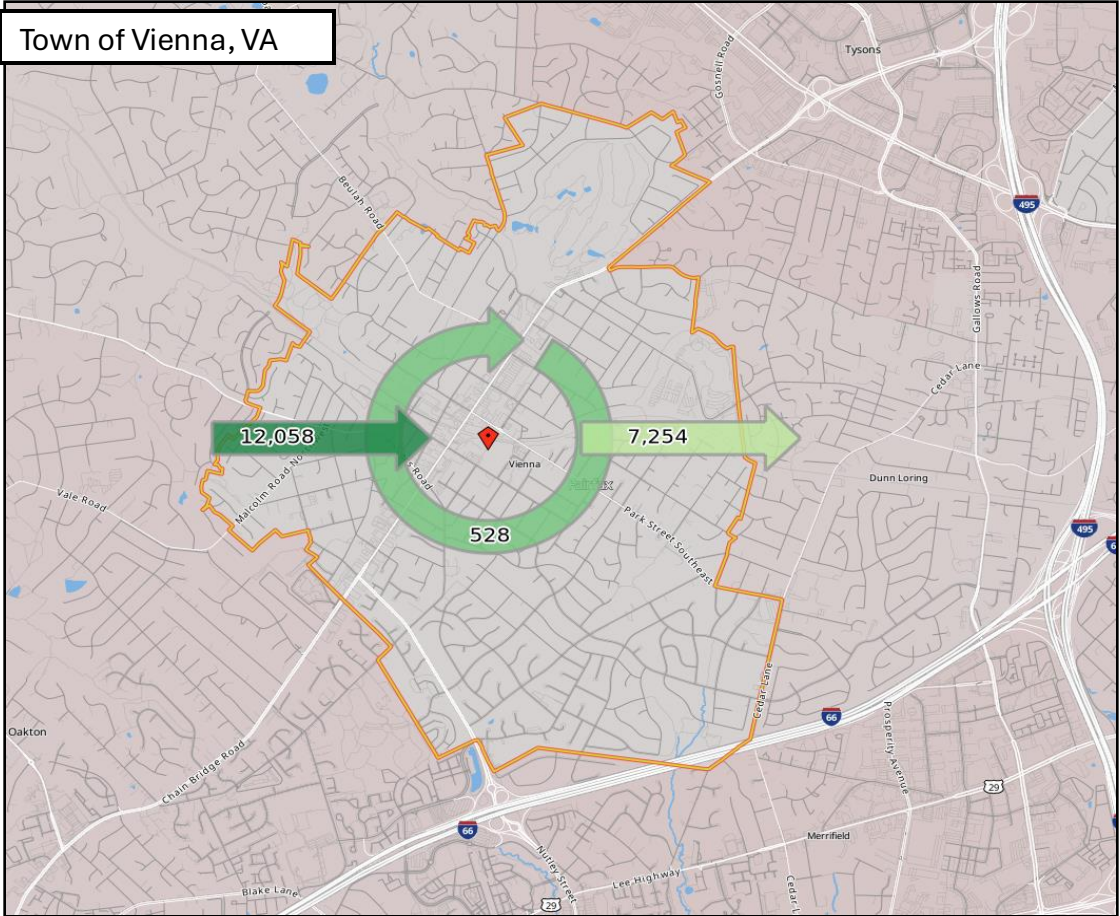
Employers Expanding Office Footprint



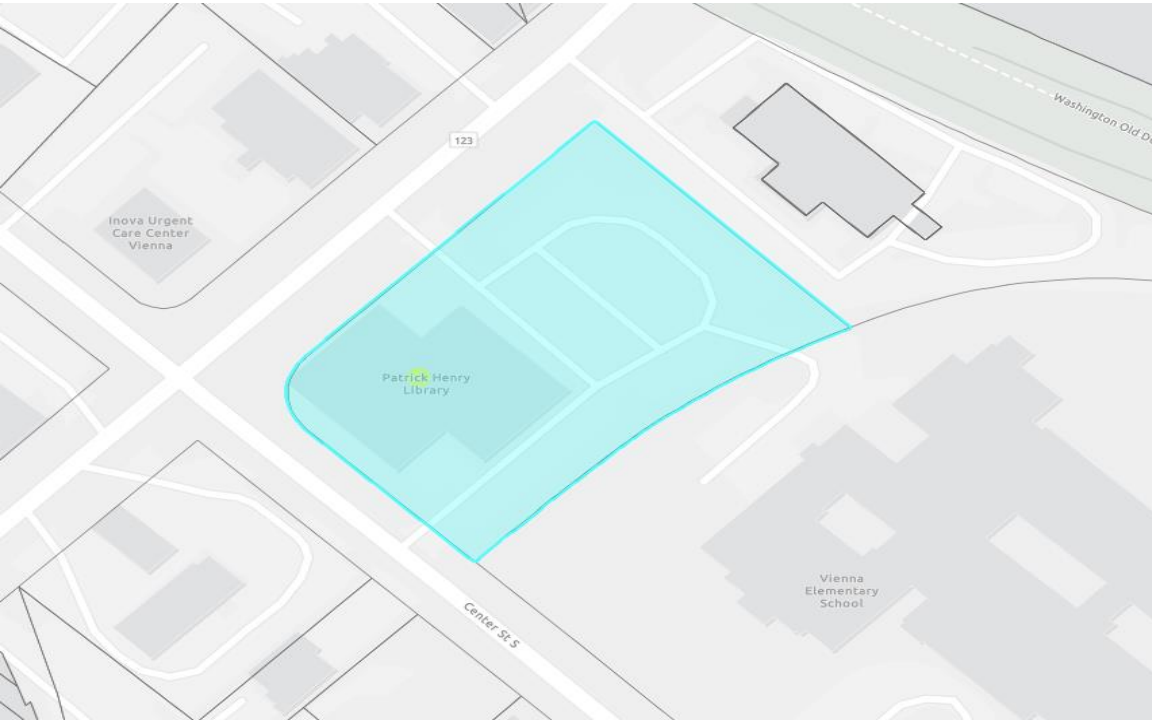
Employment Data & Inflow/Outflow Patterns – Town of Vienna

Analysis of Employee Home Location	
The following information provides data on the home location of workers in the Town of Vienna	
Town of Vienna, VA	
Total All Jobs	12,586
Share of total by home county	
Fairfax County, VA (includes the town of Vienna)	40.8%
Loudoun County, VA	10.8%
Prince William County, VA	9.2%
Arlington County, VA	4.0%
Montgomery County, MD	3.4%
District of Columbia, DC	2.5%
Prince George's County, MD	2.4%
Berkeley County, WV	2.3%
Alexandria city, VA	2.2%
Frederick County, VA	1.8%
All Other Locations	20.5%

Source: US Census Bureau, LEHD Origin-Destination On the Map 2023



Patrick Henry Library Redevelopment



Thank You!

Alex Thalacker

Assistant Director, National Business Investment

703.790.0600

athalacker@fceda.org

FairfaxCountyEDA.org

WorkInFFXNova.org



Fairfax County
Economic Development Authority

Starting & Growing a Business in Fairfax County

Town of Vienna Economic Summit
May 14, 2026

Rebecca Moudry, Director
Fairfax County Department of Economic Initiatives



The Department of Economic Initiatives

“Navigates What’s Next”

to position Fairfax to be
economically competitive with
prosperous businesses, workers
and communities

Est. 2019



BUILDING ON LOCAL ASSETS



Facilitate Development

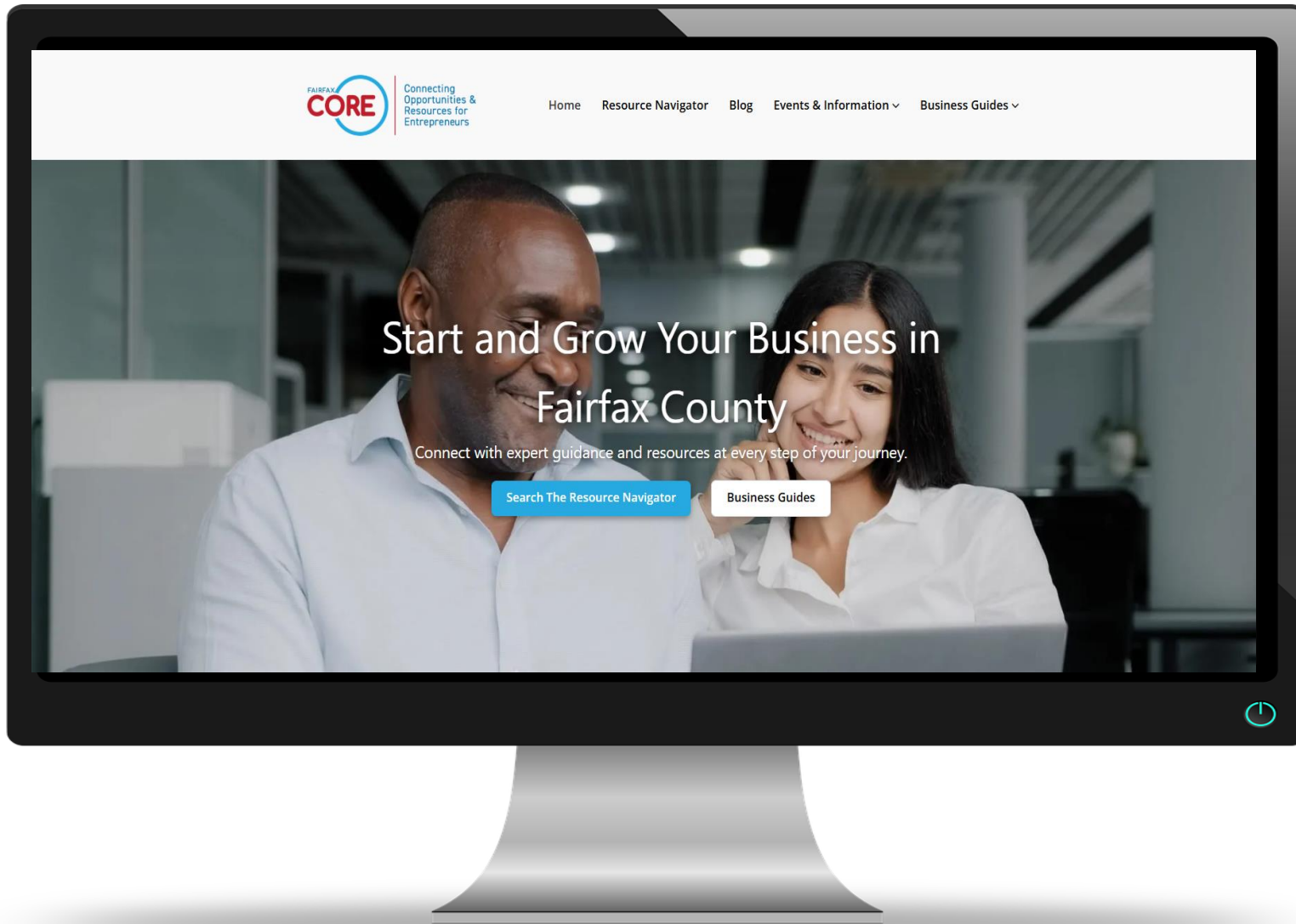


Boost Commercial Corridors

Create a Competitive Business Environment



Support Entrepreneurs & Small Businesses



Resource Navigator

Searchable database of 120+ resource partners

Calendar

Free or low-cost education, networking and other entrepreneur-focused events

Step-By-Step Business Guides

Newsletter and Opportunities Page



Connecting
Opportunities &
Resources for
Entrepreneurs

WWW.FAIRFAXCORE.COM



Connecting
Opportunities &
Resources for
Entrepreneurs

Use the resource navigator to
narrow your search and directly
connect with resource partners
www.fairfaxcore.com/resources/

Narrow Your Search

Area of Assistance

Financial Resources and Assistance

Specific Need

— Select —

Industry

— Select —

Organization Name

Business Type*

— Select —

Business Stage

— Select —

Opportunity Populations

— Select —

Keyword

Filter Resource

Sort: Provider Name (A-Z)

List ViewMap View

<123>24 items in 3 page(s)



[Latino Economic Development Center](#)

The Latino Economic Development Center (LEDC) equips Latinos and other underserved communities with the skills and financial tools to create a better future for their families and communities.



[Locus \(formerly VCC\)](#)

Locus is a community development financial institution (CDFI), which means we focus our lending activity in places where the capital system is not working for everyone. Whether it's a small business, housing development, solar array, or neighborhood market, the projects we finance are making a real impact in communities where people live, work, and raise their families.



[Mason SBDC Regional Partnerships](#)

Growing Northern Virginia's small business community with no-cost advice, training, and resources



[Mason Small Business Development Center](#)

The Mason SBDC provides no-cost business counseling, business workshops, and resources for entrepreneurs and small business owners located in Northern Virginia.



Connecting
Opportunities &
Resources for
Entrepreneurs

Use the resource navigator to
narrow your search and directly
connect with resource partners
www.fairfaxcore.com/resources/

EDG – Enterprise Development Group

EDG assists the start-up and expansion of minority and low to moderate income-owned businesses by providing access to credit, technical assistance, and training throughout the entire Washington DC Metro as well as Baltimore area.

About

Enterprise Development Group (EDG) is a non-profit organization, a Treasury-designated CDFI, an SBA micro-lender, and a Community Advantage participant that provides microfinance and technical assistance to low-to-moderate income individuals.

We promote opportunities for self-sufficiency to low and moderate income people through sustainable economic and community development initiatives.

EDG currently provides the following financial products

A. Business Loans

1. Micro loan up to \$50,000.00
2. Community Advantage Loan up to \$150,000.00 (with approval and guarantee from SBA, provided the client fulfills SBA requirements)

B. Consumer Loans

1. Small Dollar Loans
 - Women Business support loan up to \$2,500.00
 - Credit Builder Loan up to \$1,000.00
 - Personal Loan up to \$2,500.00

Connect Me With This
Organization



Contact Information

Hossein Mahrammi

Address

901 S. Highland Street
Arlington, VA 22204

Phone

(703) 685-0510 x370

Website

[Visit Provider's Website](#)

< > Today May 2026	May 19 - June 25 WED 20 May 20 @ 12:00 pm - 1:00 pm EDT How to Start a Consulting Business from Scratch (Online Webinar) Join the Women's Business Center of Northern Virginia for this upcoming webinar! Considering consulting? Had a few clients but feel stuck? Decided consulting is the right path but aren't sure where to start? This free one-hour webinar, How to Start a Consulting Business from Scratch provides you clarity, direction, and simple actions to build your [...] Free THU 21 May 21 @ 12:30 pm - 1:30 pm EDT Managing Third Party Cyber Risk Online Event You're only as secure as your vendors. Many cyber incidents begin through trusted partner, vendors, or service providers. Small businesses often inherit risk from the very tools and relationships they depend on. Learn how to protect yourself! Speaker: Quiana Gainey, Virginia SBDC Cyber Industry Expert Free THU 28 May 28 @ 10:00 am - 12:00 pm EDT Building your Business Performance Dashboard Metrics – A Step by Step Guide (Live Webinar) Online Event Please join Senior Business Counselor, and Adjunct GMU Professor George Siragusa as he guides you through a step-by-step process of building a business performance dashboard, complete with relevant metrics, that is invaluable to meet your strategic and tactical goals and objectives. This webinar is extremely useful for early stage companies, growth, or even mature businesses! [...] Free THU 28 May 28 @ 12:00 pm - 1:00 pm EDT Ask a Business Lawyer: What to Look for Before You Sign Online Event Before signing a loan, contract, or agreement, there are a lot of key things to look for and questions you should ask as a business owner. This session is designed to help you make informed decisions Online Workshop 
--	---



The calendar features dozens of monthly events for entrepreneurs and business owners - filter by interests

Business Guides

Guidance for businesses based on stage and industry



Business Startup Guide

Steps to starting your business

Information and support for conceptualization through launch.

[Read The Guide »](#)



Business Capital Guide

Seeking funding

Calculate your how much money you will need and learn about possible funding sources.

[Read The Guide »](#)



Business Growth Guide

Support for growing or evolving businesses

Get connected to business development organizations, activate your customer base, and propel your business forward.

[Read The Guide »](#)



Industry-Specific Information

Guidance for specific business types

We have curated step-by-step guidance for certain common businesses. Find it here.

[Read The Guide »](#)



Information for Town and City Businesses

Locality-specific guidance

Information to start and grow in the incorporated towns and cities in Fairfax County.

[Read The Guide »](#)



Fairfax County Home-Based Businesses

Considering a home-based business?

Here's what you need to know to establish a home-based business in Fairfax County.

[Read The Guide »](#)



Nonprofit Startup Guide

Resources for nonprofits

Understand the unique requirements and resources for nonprofit businesses.

[Read The Guide »](#)



Procurement Guide

How to sell to Fairfax County

Fairfax County has resources to help you navigate the process of becoming a vendor.

[Read The Guide »](#)



Connecting
Opportunities &
Resources for
Entrepreneurs

Business guides offer detailed information and resources to start and build your business in Fairfax County

www.fairfaxcore.com/business-guide-page/

Tenant Support Services

Expedited building permit review, with a target turnaround of **3-5 business days** for complete and eligible submissions

TSS Pilot Program provides early guidance, clear expectations, and coordinated review support.

Eligibility Criteria

- ✓ Tenant space of 5,000 square feet or less
- ✓ Located in an existing building
- ✓ Building height of three stories or fewer
- ✓ Minimal structural work (non-load bearing)

Eligible groups generally include offices, barber/beauty shops, clinics, retail, small sale production, and storage



To learn more or participate

www.fairfaxcounty.gov/landdevelopment/tenant-support-services-pilot-program

Procurement and Partners

SELLING TO FAIRFAX COUNTY

INTRODUCTION TO FAIRFAX COUNTY PROCUREMENT

In this first video, prospective vendors get an overview of what the County buys, the organizational structure, and who the County purchasers are.



www.fairfaxcounty.gov/procurement/selling-county

GREEN BUSINESS PARTNERS PROGRAM

For businesses engaged or interested in sustainable business practices

- *Get Recognition*
- *Enhance Your Sustainability Efforts*
- *Save Money and Time*

www.fairfaxcounty.gov - search “Green Business”

greenbusiness@fairfaxcounty.gov

VIENNA MARKET INSIGHTS

OUT OF MARKET VISITORS

Daily: 34.6K

Last 12 months: 2.1M

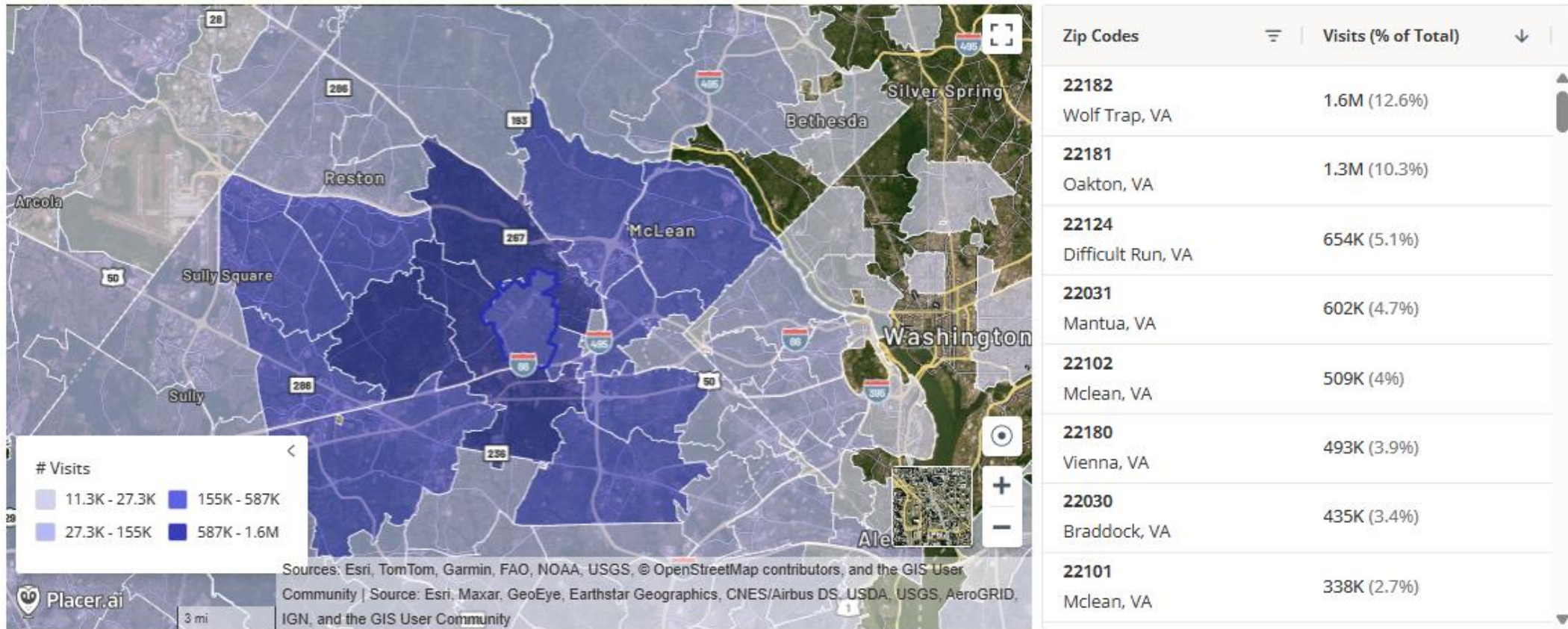
2.2% decrease year-over-year



Monthly | Visits | May 4th, 2025 - May 3rd, 2026
Data provided by Placer Labs Inc. (www.placer.ai)

VIENNA MARKET INSIGHTS

The vast majority of visits are from nearby communities – arriving from and returning to home

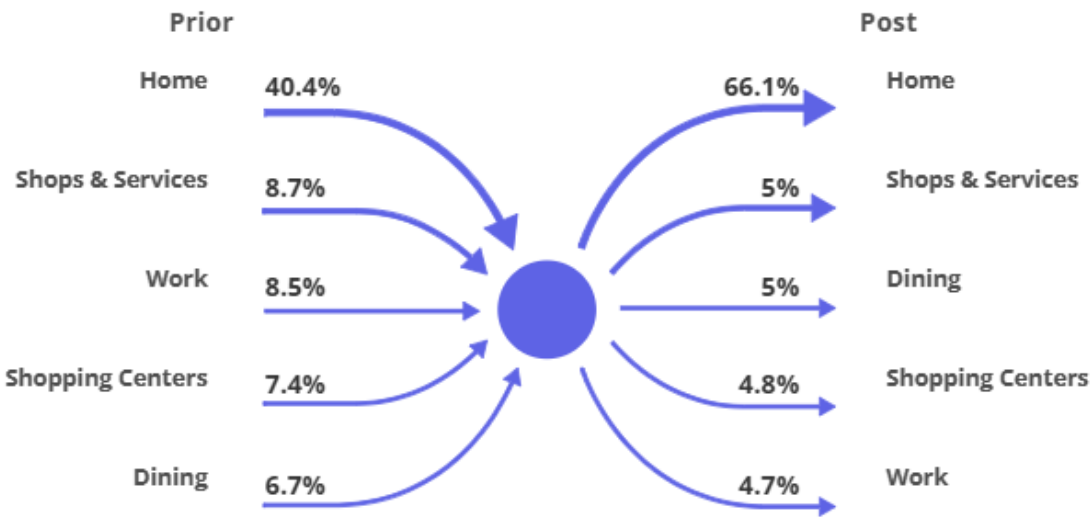


VIENNA MARKET INSIGHTS

Top visited places in Vienna, last 12 months

Rank	Name	Total Visits
1	Maple Avenue 311-359 Maple Avenue, Vienna, VA 22180	2M
2	Vienna Square Shopping Center 116 West Maple Ave, Vienna, VA 22180	1.2M
3	Giant Food 359 Maple Ave E, Vienna, VA 22180	994.5K
4	Whole Foods Market 143 Maple Ave E, Vienna, VA 22180	854.4K
5	Danor Plaza 144 Branch Rd Se, Vienna, VA 22180	719.3K

Maple Avenue ‘Visitor Journey’



FAIRFAX COUNTY BUSINESS PULSE SURVEY

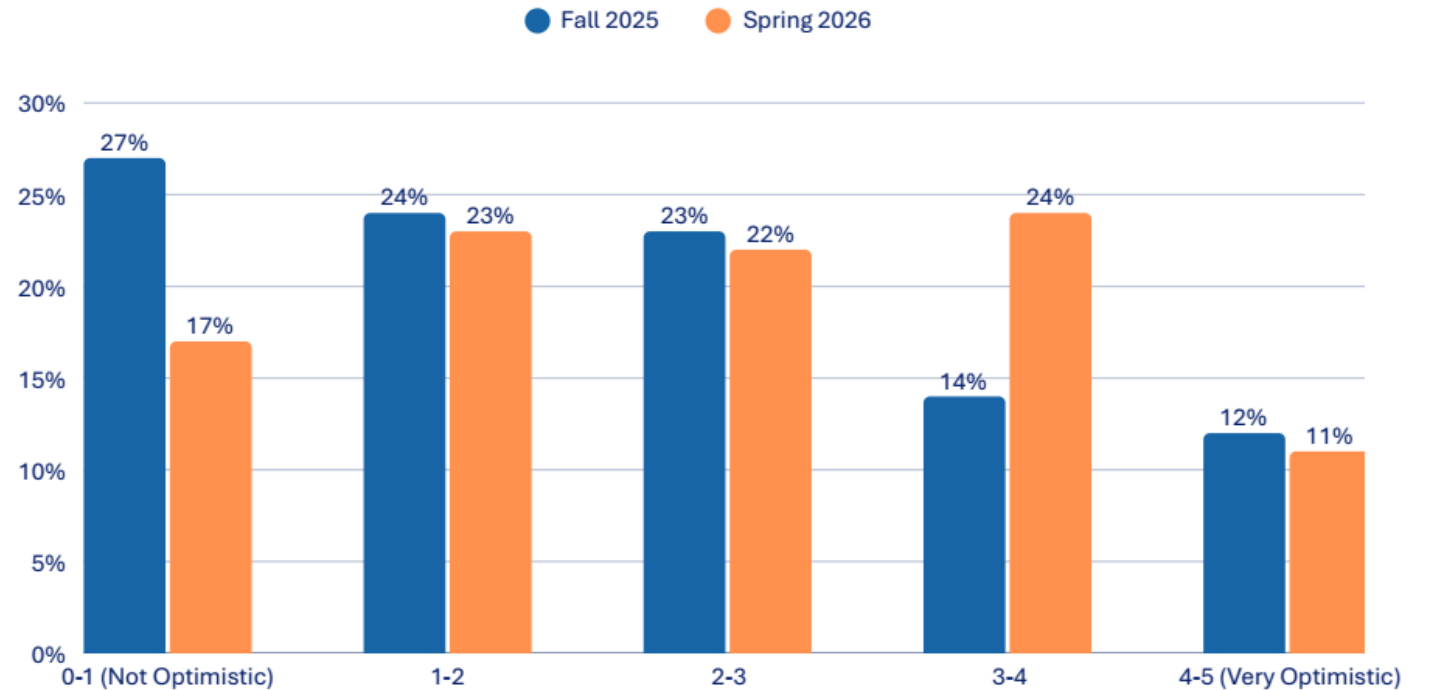
SPRING 2026

OPTIMISM SLIGHTLY IMPROVES

35% of respondents report they are either 'somewhat' or 'very' optimistic

Question: On a scale of 1-5, how optimistic are you about your business prospects over the next six months? Where 5 is very optimistic and 1 is not optimistic at all.

Respondents' Level of Business Optimism



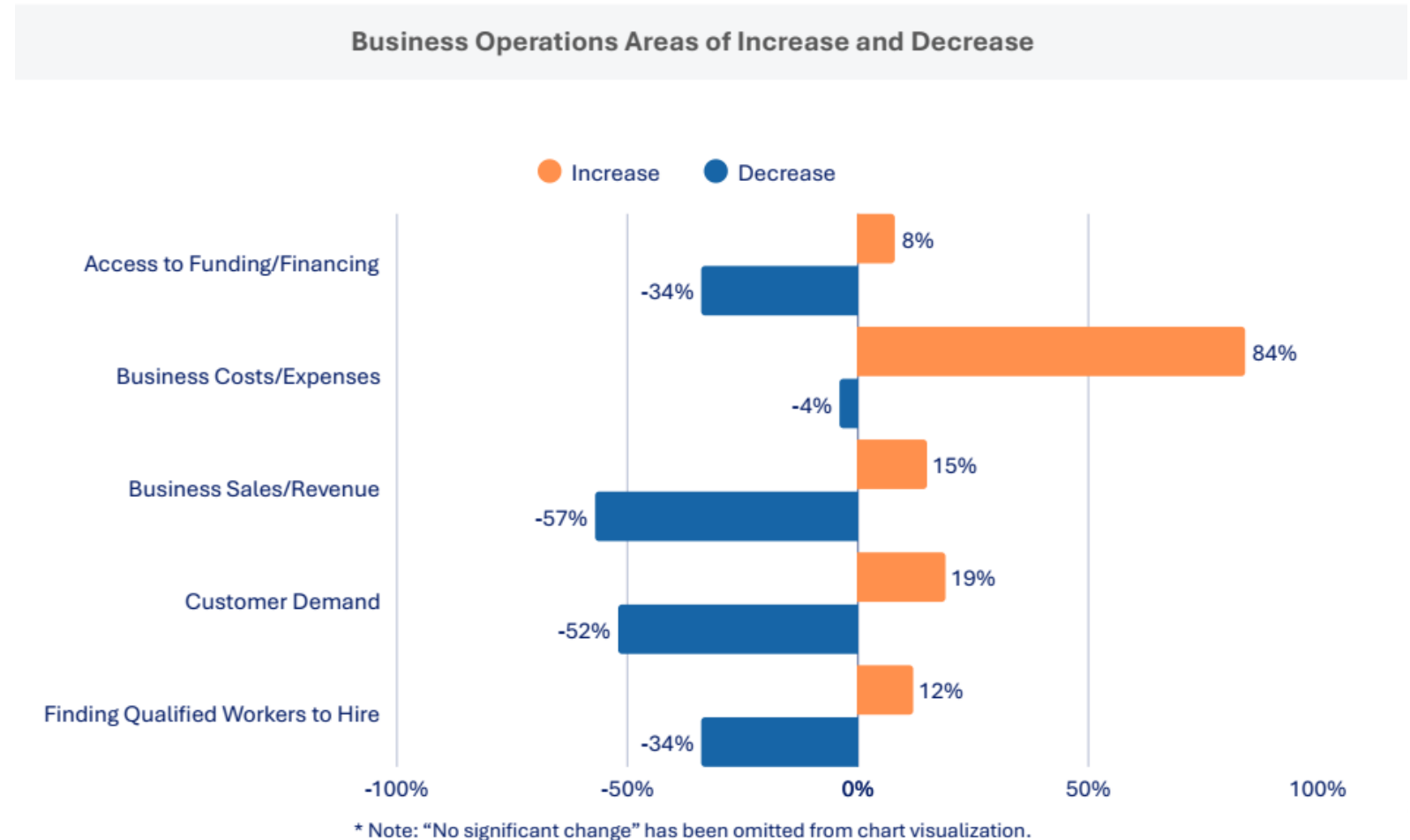
FAIRFAX COUNTY BUSINESS PULSE SURVEY – SPRING 2026

CONTINUED FINANCIAL PRESSURE

84% reported increased business costs

More than half cited declining sales/revenue (57%) and decreased customer demand (52%)

Question: For each of the following areas, please indicate whether your business is experiencing an increase, decrease, or no significant change



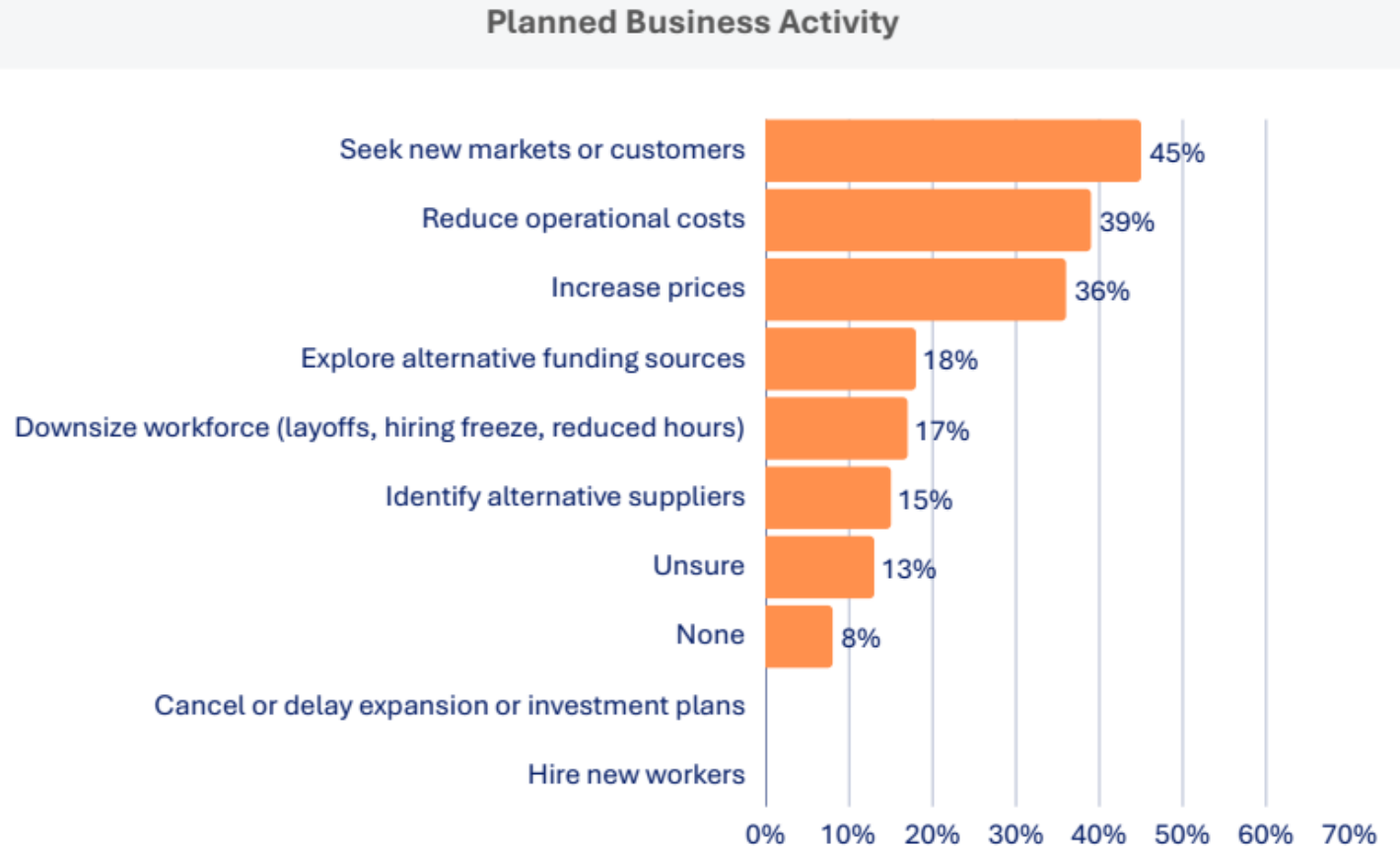
FAIRFAX COUNTY BUSINESS PULSE SURVEY – SPRING 2026

FOCUS ON GROWTH AND EFFICIENCY

Most businesses plan to seek new markets and cut costs, with some increasing prices

No respondents reported plans to hire new workers

Question: Over the next six months, is your business planning to do any of the following (Select all that apply).



FAIRFAX COUNTY BUSINESS PULSE SURVEY – SPRING 2026

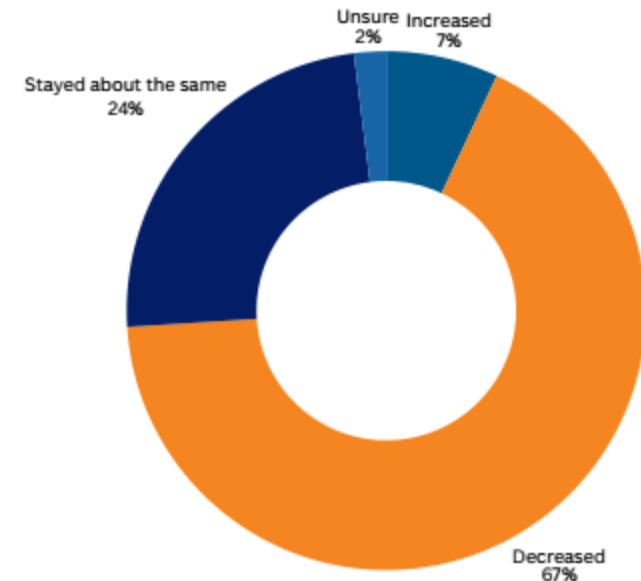
FEDERAL CONTRACTS DECREASE

Of those businesses with federal revenue streams, 67% saw a decrease in the last six months, a continuing trend from the Fall survey

Federal Revenue Change (for Businesses with Federal Contracts or Revenue Streams)

For those businesses with ties to federal government spending, 67% of respondents indicated that those revenue streams had decreased over the last six months.

Question: If yes (to either directly or indirectly), have these contracts or revenue streams increased, decreased, or stayed about the same over the last six months?



Rebecca Moudry

Director

Department of Economic Initiatives

571-536-0769

Rebecca.Moudry@fairfaxcounty.gov

www.fairfaxcore.com/newsletter/



Fairfax County Department of

**economic
initiatives**

NAVIGATING WHAT'S NEXT

www.fairfaxcounty.gov/economic-initiatives/



Department of Planning and Zoning

David B. Levy
Director

D e p a r t m e n t o f P l a n n i n g & Z o n i n g

Vision and Policy

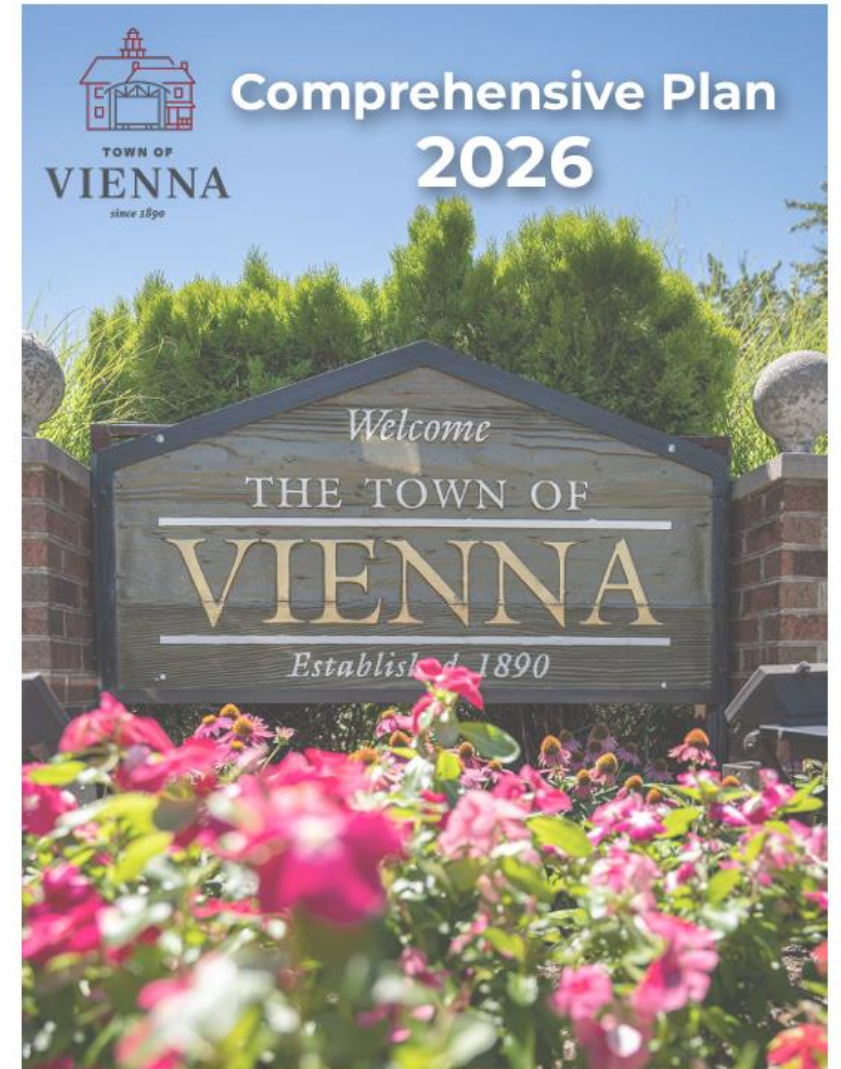
Regulations

**Compliance and
Enforcement**



Vision and Policy

- Comprehensive Plan
- Policy Development
- Special Projects



Regulation Development and Implementation

- **Zoning Updates**
- **Subdivision and Lot Lines**
- **Property Maintenance**



Compliance and Enforcement

- Review of development proposals
- Review of permit applications
- On-site inspections and achieving compliance.



Partnerships and Collaboration



- Other Vienna Departments: Economic Development, Departments of Public Works, Parks and Recreation, Police, and Finance
- Town Attorney
- Fairfax County

Support Town Council & Boards/Commissions

- Town Council
- Planning Commission
- Board of Zoning Appeals
- Board of Architectural Review
- Windover Heights Board of Review





TOWN OF VIENNA

PLAN REVIEW | PERMITS | INSPECTIONS

Submit a Project for Review

Submitting a project for review is easy, just click the button below to get started and follow the on screen instructions.

[Submit for Review](#)

My Projects

The submittal overview page displays all of your applications and displays their current status.

[My Overview](#)

Request a Meeting

Meet with members of our experienced staff to determine the feasibility of a project or to ask more general questions about process.

[Request a Meeting](#)

Documents and Forms

Prepare your project for submittal by reviewing the documents below:

- [Application Descriptions & Requirements](#)
- [Letters to Industry](#)

Planning and Zoning 2026 Priority Projects

- **Comprehensive Plan**
- **Cellular Coverage**
- **Zoning Updates**
- **Parking**
- **Outdoor lighting**
- **Center of Town**



Department of Planning & Zoning
dpz@viennava.gov
703-255-6341

David Levy
Director
david.levy@viennava.gov
703-255-6340

Zoning Enforcement
dpzenforcement@viennava.gov

Kelly O'Brien
Deputy Director
kelly.obrien@viennava.gov
703-255-6347





NICOLE TOULOUSE
DIRECTOR, ECONOMIC DEVELOPMENT

Our Why

When You Succeeded We Succeeded

Real Estate | Business Expansion | Sales & Marketing | Site Selection | Tourism | Placemaking

Economic Development

COMMERCIAL REAL ESTATE REVENUES

✓ **(LAND + BUILDING VALUE) * .00195**

SUPPORTING EFFORTS

- ✓ **REDUCE VACANCIES - ATTRACT NEW TENANTS TO PRIORITY BUILDINGS**
- ✓ **ENSURE EXISTING OFFICE & RETAIL TENANTS RESIGN LEASES (POST COVID)**
- ✓ **REDEVELOPMENT, LONG RANGE PLAN RECOMMENDATIONS**
- ✓ **REUSE OF OBSOLETE BUILDINGS OR PROPERTY IMPROVEMENTS**

Economic Development



BUSINESS LICENSE TAX



TAX ON TOTAL GROSS RECEIPTS, RATE SET BY BUSINESS TYPE - OPERATIONS



SUPPORTING EFFORTS



EVENTS & ECOSYSTEM BUILDING THAT DRIVE BIZ SALES AND/OR FUNDING



PARTNERSHIPS & MENTORING: SBDC, ICAP, APEX, SBIR/STTR, CHAMBER



TARGETED BUSINESS ATTRACTION

Economic Development

SALES TAX



TAX ON PRODUCT SALES, LODGING, AND MEALS - OPERATIONS

MEALS TAX



TAX ON PREPARED FOOD AND BEVERAGE - CAPITAL

SUPPORTING EFFORTS



MARKETING AND BRANDING EFFORTS - RESTAURANT WEEK, TOURISM LISTS



PLACE BASED ATTRACTIONS TO CREATE DESTINATIONS



WAYFINDING TO DRIVE TRAFFIC

Economic Development

BANK STOCK TAX



\$1/\$100 ON NET CAPITAL OF A BANK FRANCHISE OR BRANCH LOCATION

SUPPORTING EFFORTS



RECRUIT AND RETAIN BANK BRANCHES TO TOWN



ECONOMIC INDICATORS

Vienna Economic Snapshot

Vienna Vacancy Rate

2.9%

Fairfax County Vacancy

13.3%

Falls Church Vacancy

4.5%

Herndon Vacancy

14.8%

Fairfax City Vacancy

6.6%

Vienna Economic Snapshot

Vienna Avg. Rent

\$34.81

Fairfax County Avg Rent

\$33.76

Falls Church Avg Rent

\$34.50

Fairfax City Avg Rent

\$32.22

Herndon Avg Rent

\$32.09

Meals Tax Snapshot

MEALS TAX GROSS RECEIPTS YOY % CHANGE



0.6% increase in adjusted gross receipts since meals tax increase in January 2026

Meals Tax Snapshot



Major Availabilities

22,000 sqft



5,955 sqft



10,000 sqft



12,191 sqft



5,890 sqft



3,300 sqft



5,720 sqft



4,808 sqft



3,395 sqft



8,777 sqft





CORE PROGRAMMING

Business Support Events

RESTAURANT WEEK



VIENNA RESTAURANT WEEK UNDERWAY



VIENNA ECONOMIC SUMMIT & AT HOME BUSINESS RROUNDTABLE



Business Support Events

RIBBON CUTTINGS



SMALL BUSINESS SATURDAY

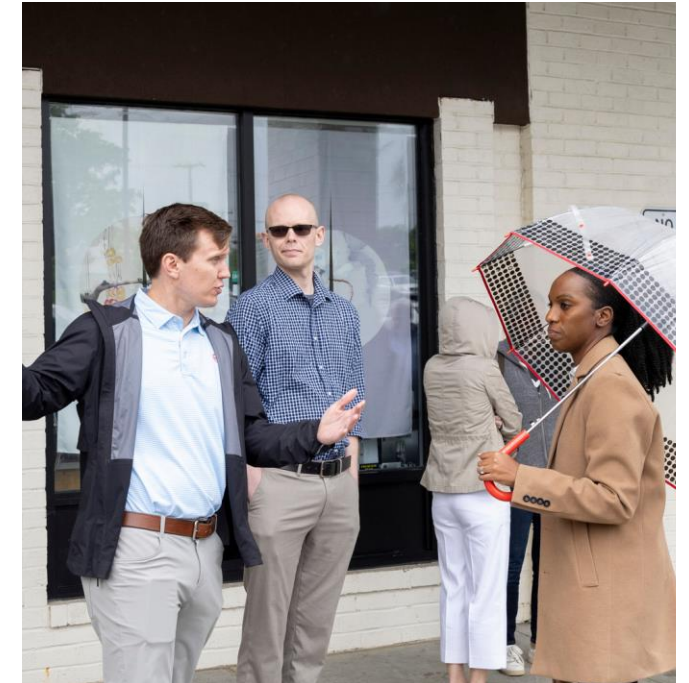


Business Support

TOWN BUSINESS LIAISON COMMITTEE



BUSINESS VISITS & WELCOME LETTERS



Lily Widman
Superintendent
for Events & Culture

lily.widman@viennava.gov
703-255-5738



Parks & Recreation

Business Opportunities

1. *Low Cost or No Cost Partnerships*
2. *Host a Camp or Class*
3. *Vendor Opportunities*
4. *Event Opportunities and Impacts*
5. *Sponsor Opportunities*
6. *Hosting an Event in Town*

Business Support

Start, Get Funded, Grow



Government Contracting



Venture, PE, & High Growth Funding



Retail, Beverage

Craft Beverage Assistance Program

Energy/Green Tech



Website & Social

[Why Vienna?](#) ▾ [Resources](#) ▾ [Blog](#) [Discover Vienna](#) ▾ [Town of Vienna](#)

Business Is Better in Vienna!

With high-income households, young families, many visitors, commuter stop-and-shoppers, and \$238 million in annual retail demand, Vienna is the place for your business to thrive.

[START YOUR BUSINESS](#)

[GROW YOUR BUSINESS](#)

Featured Business

“We offer easy, affordable ways to combat the plastic pollution problem--easing eco-anxiety and empowering people to live healthier, earth-friendly lives.”



Mala Persaude
Owner, Trace - The Zero Waste Store



WWW.EXPLOREVIENNAVA.COM



[@EXPLOREVIENNAVA](#)

Thank You!

Questions?

Nicole Toulouse

Economic Development Director

nicole.toulouse@viennava.gov

703-255-6338

Prakriti Deuja

Marketing and Programs Specialist

prakriti.deuja@viennava.gov

703-255-6338



ECONOMIC SUMMIT

2026



Legacy Awards

Town of Vienna



Legacy Awards

Town of Vienna

25 Year Anniversary

Sprintcom Inc.

Turner Financial Group

Odos-Parko, LLC

Abbas AlAbousy
Inc.

Conein Communications Inc.

Hana Studio

Chris Kahn

Artificial Eye Clinic

Jammin' Java

James G. Davis Construction Corp.

Legacy Awards

Town of Vienna

20 Year Anniversary

Advanced Pediatrics Lab LLC
The Insurance Authority Agency Inc.

April AC Service LLC
Seddigheh Feisee, M.D., P.C.

Patron Insurance Services

Sesen Spa LLC

Classic Construction of Northern
Virginia

Salon O Tony

Miguel Gomez

Taeho Kim, MD
Skintelligence

Z-Tech

QT Beauty Studio

Subway

Vienna Primary and Preventative Medicine

Kavita Malhotra O.D. PLLC

Church Street Pilates, LLC

Vienna Watch and Clock Shop, LLC

Cherry's Nail Salon

IMedia Collaborative

Cannon Clutter Control LLC

Stonegate Remodeling Inc.



ECONOMIC SUMMIT

2026