

Transcript of the Fairfax County Economic Development Authority Commission Meeting via Zoom*

June 8, 2020

Joining the meeting virtually were:

COMMISSIONERS:

Cathy Lange, Chairman

James Quigley, Vice Chairman

Christian Deschauer

Linnie Haynesworth

Ron Johnson, Secretary

Rocky Mitchell

Steve Partridge

STAFF:

Victor Hoskins, President and CEO

Mike Batt, Manager, Talent Initiative

John Blair, Assistant Director, National
Business Investment

Barbara Cohen, Director, Administration

Alan Fogg, Director, Communications

Donna Hurwitz, Vice President, Operations

Alex Iams, Executive Vice President

Jatinder Kaur Khosla, Manager, International
Business Investment – Europe

David Kelley, Director, National Business
Investments

Asher Kotz, International Business

Investment— Cyber Security & Israel

Cheryl Martelli, Executive Administrative
Assistant

Andrew McCue, Assistant Manager,
Market Intelligence

Jan Mul, Director, International Business
Investment

Juhi Naithani, International Business
Investment – India and Canada

Sharon Reed, Manager, Communications

Theresa Rhodes, Manager, Business Research

Cathy Riley, Vice President, Business
Investment

Anne Rosenblum, Business Investment

Karen Smaw, Director, Business Diversity

Andrew Taherzadeh, Manager, Digital
Communications

Stephen Tarditi, Director, Market Intelligence

Alex Thalacker, Manager, National Business
Investment – Financial Services, Insurance
and Real Estate

Ben Gaither, Coordinator, Diversity,
Investment and Entrepreneurship

Adian Olander, Coordinator, Talent Initiative

Greta Wiles, Outreach Coordinator

Spencer Wood, Manager, National Business
Investment - Digital, Media, and Mobility
Services

Sandra White, Manager, Human Resources

* Transcribed by Cheryl Martelli

LEGAL COUNSEL

Michael W. Graff, Jr., Esq., McGuireWoods

GUESTS

Susan Brake, DCI
Eta Davis, Fairfax County
Robyn Domber, DCI
Heather Gantz, DCI
Rebecca Gehman, DCI
Aaron Jones, DCI
Rebecca Moudry, Fairfax County
Stu Solomon, ConnectedDMV
Mark White, California FCEDA Representative

Mr. Andrew Taherzadeh, Manager, Digital Communications, introduced himself and provided direction to the Commission, to the presenters, and guests about the videoconferencing venue and how comments and inquiries would be addressed. He stated that it was a public meeting and anyone from the public wishing to submit a question or a comment could do so via email addressed to Ms. Cheryl Martelli, cmartelli@fceda.org, for a response.

Chairman Lange called the meeting to order at 6:02 p.m. (Recording commenced.)

Mr. Graff: Andrew's done a great job getting us teed up in this, less unusual than it was a few months ago, electronic meeting. There are a couple additional items related to electronic meetings that I wanted to mention for the benefit of the Commissioners this evening. One, and Andrew referenced this previously, the meeting tonight will be recorded and a recent change in the procedures for electronic meetings that came out of the last session of the general assembly involves we post a transcript of tonight's meeting on the EDA website, so I would encourage Commissioners and other speakers to identify themselves when they are speaking. That will help you prepare the transcript of the meeting for posting. In addition, another procedure that is helpful in the context of these electronic meetings is to have votes on action items recorded by roll call, meaning when there is a properly seconded motion on an action item before the Commission, either myself or someone will, following discussion and the question is called, will call the roll to record the votes of the Commissioners. Again, because of the electronic setting that we are functioning in that this makes it more clear as to what each of the Commissioner's position has been on the item.

There was at least one other item that came out of the last general assembly session that I wanted to highlight that involves the Commissioners involving a new requirement related to the Conflicts of Interest Act and Freedom of Information Act training that is required of the members of industrial development authorities and economic development authorities in Virginia. It's also required of the Executive Director of those organizations, so we will be hosting and working with Cheryl and others to find a convenient time, a brief and hopefully informative training session, on those two topics - a conflict of interest and FOIA - between now and the end of the year in order to comply with that new general assembly requirement for development authorities. That is all I have, Chairman Lange, for you this evening.

Chairman Lange: I will be asking you to do the roll call for us this evening.

Mr. Graff: Very good.

Chairman Lange: With that, I would like there to be a motion to approve last month's meeting minutes. Do I have a motion to approve?

Vice Chairman Quigley: I'll make a motion

Chairman Lange: Was that James Quigley?

Vice Chairman Quigley: It is Commissioner Quigley.

Chairman Lange: Commissioner Quigley and do I hear a second?

Commissioner Partridge: Second – Commissioner Partridge.

Chairman Lange: Great. Is there any discussion? So Mike, would you do the roll call please. For move to approve?

Mr. Graff: Sure. This is on the question to approve the minutes. Commissioner Quigley?

Vice Chairman Quigley: Yes

Mr. Graff: Commissioner Haynesworth?

Commissioner Haynesworth: Yes.

Mr. Graff: Commissioner Partridge?

Commissioner Partridge: Yes.

Mr. Graff: Commissioner Johnson?

Commissioner Johnson: Yes.

Mr. Graff: Commissioner Mitchell?

No response.

Mr. Graff: Commissioner Deschauer?

Commissioner Deschauer: Yes.

Mr. Graff: And Chairman Lange?

Chairman Lange: Yes. Very good. Thank you very much.

Next, we'll move to Commissioner Deschauer's report on the expenditure report.

Commissioner Deschauer: Thanks, everyone. Information shared with everyone last week, I think, highlights of note: about a month ago, less than a month ago now, fully expended about 75% of the budget due to a number of factors, as you can imagine, COVID-related. But also some changes in senior leaders and getting the new leaders in place, so that will result in carrying over a larger amount than we normally do. I should say asking the Board's permission to carry over a larger amount than we normal do. I will stop there and let Donna or Victor fill in on that and conversations they have had and then just one point, Chairman Lange. I have to jump off at 7:00 pm if we are not done. I have a story time appointment before someone's bedtime but just a heads up on that.

Chairman Lange: Ok, thank you. So I do have a question, in the carry over, what happens with that? Would you like to address that Victor or Donna?

President Hoskins: Donna, go ahead.

Ms. Hurwitt: Yes, thank you. So the carry over request will be made to the County. We will give them the dollar amount that we are asking for and the projects for which we intend to expend that money and when they approve it, it won't be immediately. It will happen, I believe in the Fall, and that money will be added back into our budget. But it won't be any problem for us to expend funds on those projects as we will have a full budget on July 1st. Any other questions about that? Thank you.

President Hoskins: Cathy, you're muted.

Chairman Lange: Sorry, need training. Do you have an update for us, Donna?

Ms. Hurwitt: Yes, I do. A couple of things. The leadership team has determined that we will continue the current teleworking through the summer, so we tentatively plan to reopen our offices after Labor Day. And there are a number of factors we took into account when making this decision. First of all, the county government has given similar guidance to their staff. While they don't have as clear cut of a decision as we do, they have encouraged all of their staff who can to try to continue to telework indefinitely. We're also paying attention to what the businesses in the county are doing. A lot of the businesses are postponing their openings until after Labor Day and, some, not until the first of 2021. So we'll keep monitoring that. We're also paying attention, of course, to what public health experts are saying, in particular, what they're saying about asymptomatic individuals, which they're really hard to identify. And, of course, the Governor's guidance, which, regardless of Phase 1, 2, or 3 continues to indicate that people are safer at home. Fortunately, we've had tremendous success with our telework and so, I don't foresee any problems with us doing that. In fact, the telework has highlighted a number of opportunities for our operations team to improve our resiliency and to improve the services we're offering to our staff so we are migrating quite a few of our services to the cloud. Our phone services, our email, and a variety of our business processes, such as our procurement, managing our credit cards. So it's been really good for us to go through this experience and make some technology improvements that will benefit us going forward.

The last thing I'd like to mention to you is we have several recruitments in place. We had pushed the pause button on these for the first two months or so because of the work at home but, now that it's going to go on for a bit longer, we are going to go forward with several positions. In fact, we have made an offer for a coordinator to join our talent initiative program to support Mike Batt in all of the great work that he's doing. We'll be posting three jobs in the next week – a procurement manager and two business investment managers. The two business investment managers will work for David Kelley in our National Investment Division. One will work in our government contracting and one will have responsibility in software, analytics, and cloud sector. So we are obviously going to do some initial interviews over zoom but then we'll find socially-distance, safe ways to conduct our final interviews as

needed and our onboarding as well. And that is all I have this evening unless there are any questions.

Chairman Lange: Are there any questions for Donna? Alright.

Ms. Hurwitt: Thank you.

Chairman Lange: Thank you. We're going to move to Mike Batt, Talent Initiative Manger. He's going to talk about the May 28 virtual job fair and he will be making his presentation with Heather Gantz of DCI, the EDA's communications firm that's working with us on many aspects of the talent initiative.

Mr. Batt: Thank you. I will let Heather kick off with the first few slides and I will close things out.

Ms. Gantz: Ok, thank you so much. As they both said, my name is Heather and I work at talent attraction at DCI. Today, I'm going to be talking a little bit about the virtual career fair initiative – why we're doing it, the goals we're hoping to see come from it, what it looks like. I also want to walk you through the process a little bit, show you what the journey looks like from the candidates' perspective, as well as the HR rep, and show you what a virtual lobby looks like. I will say that this initiative has been a direct pivot in response to COVID-19. I remember in March we said we're going to need to be able to shift from our in- person events and how we can still connect job seekers to the hiring companies in northern Virginia but do it completely virtually. So I'm absolutely thrilled to show you this initiative.

Next slide please. So first I'll direct your attention to the right-hand side of the screen. This screen shot is actually the landing page that was on our virtual career platform, called Brazen. So this is what the registration page looked like when a student was driven to this site. You'll see that this particular fair that took place was for recent grads, as well as seniors in school that might be looking for an internship. So what exactly is a virtual career fair? It's a virtual platform where job seekers can connect, talk in real time, network in real time with HR reps. It's a completely live event, and they can talk with these HR reps from hiring companies in northern Virginia that were still hiring amid COVID-19 and beyond. I want to highlight the phrase "companies in northern Virginia that were still hiring amid Covid-19" because, as I'm sure you know, there were hiring freezes everywhere, positions becoming completely dissolved. So, I have to say, absolutely hats off to Mike Batt for finding these relationships, fostering these relationships, and asking for their participation. I think that will serve us well beyond this virtual career fair even because to make things a little bit maybe more challenging, not only to identify companies that were still hiring but companies that were still hiring entry level positions. So that's exactly what happened with the goal of ten companies, we were actually able to get thirteen and it was an incredible success. The goal for this initiative, what we hope to see come out of it, is for real conversations to take place – real networkings, real screenings, real pre-interviews - that will hopefully lead to mutually-beneficial hires. Because, yes, this is a fantastic resource, an event for students, but there's also a huge value proposition to the companies as well. It was completely free to them. FCEDA hosted it, facilitated it, and not only allowed them to get some nice exposure, but also

gave them access to this brand new pool of talent that, honestly, they would not have had access to otherwise with students from some of the best schools in the country, and certainly in Virginia. It was quite incredible. I also wanted to point out that while our goal was to connect these students to real jobs and these companies to great talent, an amazing outcome was increasing northern Virginia's reputation as a resilient community with plentiful job opportunities. Because whether you have children or have heard about it, I'm sure you know that when it comes to college graduates, by the time they have reached that college graduation, they have pretty much just spent their entire lives in school. Preparing, studying, working their tails off for this moment, and what comes next, entering the workforce, hopefully. The workforce they did enter, was pretty much unrecognizable and not what they anticipated, not what they planned for. Internships were completely dissolved; positions were put on pause or taken off the table entirely. So it was an incredible thing to be a part of and what really validated it, I would think, was the media attention that it got. It most certainly did increase northern Virginia's reputation as a resilient community. I mean, we put out a press release and reporters were on it and to me, that just says, this is a story worth telling, it is good work that we are doing and something I'm extremely so proud to be a part of.

Next slide please. And in addition to the what and the why, the goal, the why, that we had behind it, I really wanted to show you how it works. Walk you through it, what does it look like, what is the process. So on the right-hand side, you see this virtual career fair that took place in May. This was actually the lobby. So on the left-hand side, you see all of these logos and these are the companies that participated in the event and students were able to browse them, look at their content, look at their job opportunities. On the right-hand side here you'll see we were able to put in some really great information about FCEDA and were able to say, hey this is our heart for the community and this is why we're doing it. So on the left-hand side, I wanted to show you a little bit about the timeline or what this journey even looks like. I know I have the first thing on here the candidates register but I will say, a lot of work went into it before it happened. Mike was able to get these amazing companies to participate, reaching out to career offices to get the schools on board, digital advertising, media outreach, social media, pretty much, you name it. So fast forward to when this registration link is live and the event is ready for registrants to sign up. Candidates are able to register in a completely customizable form. You can grab anything from their name and email to their field of study, what they majored in. Do they have a security clearance, pretty much any question that would be relevant to your fair. Fast forward to the day of your event. Students are able to enter the lobby, as I mentioned, the screen shot on the right-hand side where the students can look at the companies they'd like to chat with first. Say I choose Mantech, the first one on the screen, I would then click on that and enter their booth and that's where I'd be able to see any and all promotional information, anything that Mantech would want to show students - why they would want to work for them, a video, and, of course, their job opportunities. So from there, a student is able to engage in a chat and that happens, as I mentioned in real time with the HR reps. They're able to see the HR reps' photo, their title, their information, so they can contact them later. Chats can last anywhere from 10 to 12 minutes where they can get to know one another and have that prescreening or that mini-interview, so to speak. What happens after the chat is pretty exciting, actually. So the HR rep has three things they could actually do. The first one is simply, they could rate the chat: 1-5 stars and move on if they're in a hurry or

something like that. They can also leave themselves some notes about the candidate themselves, if it was a good fit, something remarkable or memorable. But the third thing that I'm really excited about is that they're able to put a candidate in a category or a bucket, so to speak. That might look like anything from, not a good fit/knew right away, to, might revisit them later to yes, I think they might be part of my pipeline/I don't have a position open right now. Finally, the last bucket is Yes, I'm ready to screen this candidate/I'm ready to set up another interview. I won't give a spoiler alert; I won't talk about the hard numbers from the May virtual career fair itself. Mike will talk about it in a moment. But I will say that that last candidate pool that I absolutely want to engage with, the platform, Brazen, that does these virtual career fairs, they do them every day. They said that that number for our particular career fair in May, was one of the higher ones they've seen. Meaning that our hard work paid off and the candidates that paid off were really, really high-quality candidates.

And then, lastly, is the feedback loop and that's the stage we're in now. That means that the fair has ended and we had great tracking and data while the event was in place, but of course, as the event ends, as does that tracking. So, right now, we're in the process of reaching out, manually to the companies that had participated, with surveys, emails, as well as the students. We're saying, how did you like it, how was that for you, but also we want to hear about the interviews that have been set up, we want to hear about if you get hired. So, as you can imagine, this is going to be a little bit of a process, as hiring doesn't happen particularly quickly, and especially during Coronavirus. So this is one that we are particularly on the edge of our seats. I personally cannot wait to hear the connections that were made that lead to interviews and to hires, especially at this time. So, with that, I will hand it over to Mike so he can tell you about the amazing success that was the new grad virtual career fair.

Mr. Batt: Let's go ahead to the next slide. And while that's transitioning, I just want to say, first, thank you. I mean, the Commission, last month, you guys provided some great council, some guidance, and then you guys dove into it. I mean you helped in so many ways, not only in the advice and council but, in helping us identify some companies, some HBCU organizations, so I just want to say thank you. And, we listened, and I think you'll see on the left, first and foremost, we went from focusing solely on those large companies to we ended with the Fortune 500 to the minority-owned, veteran-owned, companies. I'll tell you right now, a couple of them, that one on the bottom left, Sam's, it's an IT consulting company out of Springfield, a minority-owned, woman-owned, company. They were all over it. They did 81 chats and they were very engaged. So, that was really good, that we had a really good mix of companies that participated and then on the right, 7 HBCU's were added to the mix. I mean we had 30+ colleges and universities there, great, great experience. I'd say two things that resulted from this. We developed some new relationships from Fairfax County companies. I mean we had historically not engaged with all of the talent, recruiting, HR folks, so we really started developing some really good relationships there. And then on the other side, on the universities and college side, we're developing some great new partnerships. So, I think it's really showing some great value in what we're doing to enhance the talent initiative program.

On the next slide, some stats and I think a couple of things that, as Heather mentioned, we're diving into them now, I think you guys really did a great job. I appreciate the shout out that you gave us at the Board of Supervisors meeting, but a couple of things I think would be

relevant just for continuing conversations. Out of those 900+ attendees and all of the chats we had out there, we had some really good feedback. It's already starting to come in from the surveys. First and foremost, the companies, there was overwhelmingly positive feedback. We already have a few of the companies signing up for the next one, they participated in the last one, so that shows it was successful from the companies' standpoint. We also received some good feedback and some good lessons learned from the applicants' side because it was so successful, we had way too many people sitting in the cues. So we learned a lot of lessons there. Feedback from those college applicants was, "hey, I waited a long time or it took additional time waiting in the cue for someone I need to talk to, which was good feedback. We learned a lot from that and we'll improve on that and adding more HR talent to the next one, more recruiting companies to the next one. But, I think on that right side, Heather touched on that. Out of those 900+, a couple of good stats to really take hold of, 66% were rated as qualified candidates, which is great. As Heather mentioned, we're putting them in the pipe, but we're going to interview them. And, I think the ultimate goal and what we're going to continue to drive to, what we're reporting to you, what we're hearing from the virtual career fair company, on average about 15% of the folks that complete chats, land jobs. So what that means to us, 135+ jobs we hope to create and really continue to drive Fairfax County forward. So that's really what we're looking at there. On the results, we'll continue to provide the data as it comes in from the feedback.

So let's just shift to what's next, what's coming on the next slide. We're working on locking in the next virtual career fair for mid-career, seasoned career workers, in the next three to four weeks. We need to lock the companies in so that we allow DCI, Alan, everybody to help us promote and drive that same attendance that we had the last time. So we're upping the company count first of all. Last time we did 13 or 12; we're going to do 15 companies this time. We want, again, a good mix, we're adding, we had some government agencies reached out last time. We've already talked to the postal service and fish and wildlife. We're going to add some non-profits and some government agencies, as well as our own Fairfax County we've reached out to for their HR team. And then we're going to market to veterans' organizations, to the National Society of Black Engineers, to the Society of Professional Hispanic Engineers. We're really going to have a good outreach to organizations we really want to drive to help with cleared workers - to minority workers, to all kinds of talented workers that we can drive to this event. The goal is to lock this in. It will probably be the first couple weeks of July before it lands. We're working on it aggressively. We already have a couple companies locked in and as soon as we get a couple of big anchor companies like, AWS, Google, Microsoft, others, we'll lock it in. Until then, we'll drive towards that 15. I want to close with (Vice Chairman Quigley)

Commissioner Deschauer left the meeting at 7:00 pm.

Vice Chairman Quigley: Mike, how can the board help? First of all, I'll commit to, that our company went through a similar lock down and hiring freeze. It's just opened up and hiring again. And so, I would imagine there's going to be a number of companies who went through a short-term pause and will be back now and as we get out into summer and through summer. But how can we help in promoting this and where do we go in order to express interest? And

how can we direct our companies, that we all know, into this wonderful program that you put together?

Mr. Batt: We're putting some data points/documentation together. We put some stuff together for the business development teams to go out and promote it so we'll make sure we get that to you so that you can help. We'll put it out on the talent initiative website as well, so I appreciate the offer. And we will absolutely take you up on it, as we did last time. You guys were great at helping, not only with council, but with helping us drive it. So we want, ideally, we'd like to have companies hiring 25 or more. Again, so we can drive 1,000 people to it. And make sure they're getting the connections and job opportunities that are there. But, we're going to again, have a mix and we want to make sure that we have an opportunity for all types of companies to participate. So we'll get that to you so that you can help promote that. So I appreciate that.

President Hoskins: Mike, I think you should mention that Commissioner Haynesworth and Dr. Johnson both gave us great contacts. Particularly, Commissioner Haynesworth gave us the connection to Northrop Grumman and Dr. Johnson gave us the connection to historical black colleges. Your relationships are the things that we need. If you have a relationship with a company that you know is hiring right now, that's all we need. We need the connection. We'll follow up. We'll work our way to the career office. But, the relationships, those are the things that are most important. Whether it's with your university, your alma mater - Hey, we have incredible Commissioners, what school did you go to? Let's start with them too as far as I'm concerned. You're like our platinum, you're like our gold. So it's your relationships that really matter the most.

Mr. Batt: And to Victor's point, you guys helped drive the Northrop's and lots of other companies to do this event and we appreciate Victor noting the schools you went to and the universities. Know that this is a mid-career fair, seasoned career fair event that we're driving now but what we're doing is we're reaching back out to all of those universities and saying, Hey, connect us with your alumni offices. We're going to engage there at the alumni level, so again, we welcome and love all of the feedback and guidance you give and help promoting for us. And, I'll just close and see if there are any additional questions but I want to note too, we're not going to be only a 'one trick pony' and just focus on the career fairs. We're working on upskill programs and partnerships with cyber security and cloud competencies and lots of other things to drive the talent but we're finding that this is really providing some value out of the gate at this time. I'll close with that and see if there are any additional questions. Thank you.

Chairman Lange: Hi Mike, this is Chairman Lange and I have a question. Can you track from what colleges and universities the students or graduates come from? Do you have a sense of that?

Mr. Batt: We can and I'm glad you asked that question too because I should have mentioned it when I noted it earlier. We saw some press on, some negative press, on a career fair that happened a couple weeks before we did ours so we reached out to Mike on some guidance on data privacy rights. We want to make sure - we have a lot of data we are collecting. We want

to make sure we share that in the right way. We can absolutely share that among this group – hey, here’s what we saw on the colleges that attended, the universities, the folks that actually chatted. We can provide that data for you and we will because we can use that to determine, do we really want to engage with this college, engage more than this one, so we will know who really wants to partner with us. But what we received legal counsel on, which was great, was, be careful on going back and marketing to those students that signed up so we are being very careful with that data. We have a lot of good data that we will continue to share with you as surveys come in and the reporting is digested.

Commissioner Johnson: Mr. Batt, great job, by the way, and thank you very much for reaching out to all of our schools. I am just wondering, and you did allude to it earlier, how your team will quantify and qualify through some type of metric measuring instrument, the success of what you are doing. I know it’s a moving target. Can you just speak a little more about how you intend to measure the success of this? And, second, would you be interested in looking at other universities that were not included in that first round? I have got to tell you, I have just been inundated, well maybe that’s not the right word, but I have gotten several calls from other hbcu’s who would like to participate going forward. So I am wondering is it a possibility to add other universities at this point?

Mr. Batt: Yes, first, on that one. The second one is, absolutely. Victor did a great job just for our entire organization and for all of our contractors. Like, where did you go to school and get us to your alumni offices. So, yes, please, any universities nationally or globally because, again, we want to recruit to the county, so we would love it if you could connect us with any other additional universities. To your first point, how are we going to track the success of this - so the twelve companies that participated - one of the prerequisites that we asked, because this was an investment on our part, for the county on our part - we need for them to participate to see the end results from them. So, yes, there were 900 and some chats, we have stats on what it’s looking like as far as where they’ll go to interview. And we’re asking them to report on how many they interview and how many they hire so that we can come back and see if we hit that 15% mark. It’s huge if we can get 135 people hired, I think we’d all say, that was worth the investment in time.

Commissioner Johnson: Thank you.

Commissioner Mitchell: Yes, Rocky Mitchell. How are you?

Mr. Batt: Good, how are you doing?

Commissioner Mitchell: Good. Quick question. How did we arrive at a cut off of 25 jobs for a company before you want to deal with them?

Mr. Batt: You know it’s not a set in stone. It’s more like a guideline we’re using out of the gate because of the interest of making sure of those that do come into the career fair, they have an opportunity for chatting and to have a job offer. We didn’t put that out there for the first job fair, so there might have been companies that participated that might have had only a few jobs. We actually had a company that dropped off with an hour left because they felt like they had a conflict after a few chats and that was enough and that was a little disappointing to

us. We want to feel like we're not only supporting the companies and their goals but we're supporting the candidates that are out there and do the right match. But I'll tell you, I had a conversation this morning with a woman that was a minority-owned company that said she only had about 15 – 20 jobs right now and we want to feel like we have a mix of companies. Right now, we're not going to lock it in but GDIT, Leidos, AWS, they all have 500 jobs each so we want to at least get them first in if we can. If not, we want to at least make sure we have a good career fair. That's really the goal. So, if there's a company that you have that you'd like to recommend, that might not have that 25 threshold, then let us know and we will absolutely talk to them.

Commissioner Mitchell: Ok.

Chairman Lange: Any other questions? Great job. Very exciting. Ok, so now we're going to turn to Alan Fogg, our Director of Communications. He's going to present an update on the talent perceptions research and media outreach.

Mr. Fogg: Thank you, Madame Chairman and members of the Commission. I'm Alan Fogg, Director of Communications at the EDA, and thankful to be able to give you an update of three elements of our marketing and communications program tonight. One, as Cathy mentioned, is new and updated talent perceptions research. There's a foundational element that Mike was talking about. We're also going to take a look at the talent initiative website and then we're going to follow that with media outreach results in May. So, first is an update on talent perceptions research that DCI, our marketing firm, has performed for us for the talent initiative. You all will remember that the first round of research was done pre-COVID, and the Commission had some follow-up questions in the April meeting. So, DCI went back into the field in May, and, Robyn Domber from DCI is here to discuss the scope of the research and the findings they did. With that, take it away, Robyn.

Ms. Domber: Thanks so much, Alan, and thank you so much, everyone, for having me here this evening to talk through this latest round of research and the implications it will have on our strategy moving forward. Next slide please. So tonight we basically have four items on the talent perception study research. One, we will talk about the objectives and methodologies that Alan referenced. We will be talking through the first survey, which is the external talent perceptions, which are among your target markets. Specifically, what influence COVID-19 has been on relocation decisions. Again, due to the timing of the first round of perception research, we wanted to see how COVID-19 affected relocation decisions. So, important to go back out to those original target markets. We also wanted to take a deeper dive into your competitor markets and, essentially, who you're competing against for talent. So another survey which really dove into how your competitors are perceived and perhaps whatever region is falling short or is excelling. Finally, summarizing into some key findings some implications again for our strategy moving forward.

Next slide please. Just in terms of objectives and methodology, we were trying to answer three questions through this latest round of research. First and foremost, how have perceptions of the region changed in light of COVID-19 since the original research was conducted in February and March. We also wanted to quantify and qualify why northern Virginia's

relocation numbers are lower versus your competitor regions. Then finally, based on these research numbers, what needs to be accomplished to improve those 'willing to relocate' numbers. And, again, that's something that's not going to happen overnight but will certainly inform the strategy all along as we move forward.

Next slide please. In terms of the methodology, what you can see here is, again, certainly the goal here, was to collect and update current perceptions and we did this through two customized, online surveys. We conducted an external, talent survey that was conducted in our four original talent survey markets that were identified in cooperation with a larger team. And then also a competitor survey, which was issued to the original four markets plus two additional competitors, which we'll talk through in a minute. So, over 3,000 responses came in and allowed us a really good depth and breadth of information to understand how those perceptions have changed and where perhaps the region is falling short.

So, the first survey, is the survey that was conducted among the original four target markets. Again, those were identified with a larger team, but it is Boston, Los Angeles, New York, and Seattle. Next slide please. Specifically, we wanted to find out if talent within those markets are more or less likely to consider relocation as a result of the COVID-19 pandemic. We heard a lot of anecdotal evidence that there was going to be a swell of talent that was interested in relocating from higher density areas, perhaps more expensive areas to where their money might go farther to where they might have more access to space, to open space. I was really actually a little surprised by the responses we saw here. There was the very modest number that actually say, Yes, I am going to be relocating. It was 16%, which was lower than we had been hearing anecdotally.

Next slide please. But what you can see here is that there is a differential by market. We, having been located in the New York area, you can see here the percentage of the respondent, 20%, just about one fifth of the respondents, indicated that they would be more likely to relocate by market. And, again, being located in the New York market, this does not surprise me. We see a lot in the media how New York residents in the New York region are sort of looking for alternatives in the lifestyle just due to the density issue, as well as the cost perspective.

Next slide please. We also wanted to revisit the various quality-of-life factors when a candidate is making a decision to relocate for a new job opportunity. And you can see here that the factors on the left are from the second survey and the factors on the right are from the first survey. Overall, not a huge difference in terms of the importance of these factors. Safety and security, still comes out on top. The definition of safety and security may have changed a bit and people may be thinking about it more in terms of health and wellness, but following that safety and security comes to cost of living, housing costs. The one switch we did see, which is probably not too surprising, is that the quality of health care and hospitals took the #4 position where they had previously been in the 5th position. Tied for 5th, we saw housing availability, as well as a welcoming and friendly population. So, nothing too dramatic of a shift there but, not surprisingly, the quality of health care and hospitals did raise in importance.

Vice Chairman Quigley: Quick question. We've seen a strange thing that sort of popped up within our own company and we've spoken within a few local companies that are hiring, people that had moved to the area, younger people, people right out of college, where during this time period they realized they could work remotely. They had leases, they might have been working here, and they went back to their parent's house or they would move in with a friend and continue working. We've seen a number of those team members sort of push back in coming to the area and we've seen a number of those in terms of a cost perspective. I wouldn't have brought it up but we've had probably three or four of them in just the last week and a half who have then asked, what can they do. I don't know if that's come up at all. I wonder if, slightly anecdotal, we've seen certainly a trend of it increasing, would that be sort of reflective, does that change in some of this as well as we go from February to March to May?

Ms. Domber: I think it's going to be a longer-term question. I do think that cost was historically important. It will continue to be important. What we have seen in this specific research is that the factor that consistently rises to the top, not only among these four target markets, but nationally - What it does come back to - I think, is how will the work-from-home experiment change things over time. Will it be that employers continue to let their employees work from home or will there be some shift back to, we need that in-person networking, that in-person brainstorming and those types of things. So I think it has more to do with what happens with this, I think, work-from-home experiment, rather than the cost issue.

Vice Chairman Quigley: Ok. Thanks.

Ms. Domber: Ok, so I think we can shift to the next slide. Importantly, we did want to shift to the importance of these factors based on how the region was rated. You can see here there is a gap, there is a differential. The rating of the region is not matching up with the importance of the factor. But what we're seeing here is when we get into the 6's and lower 6's, it's not a negative, but it is becoming - it's more of an unknown - that people are just not familiar enough to understand how it stacks up. So, again, just something to be aware of. We obviously want to close that gap and, again, I think this will help inform our strategy on which factors need to be emphasized. We'll talk about this a little more in a few slides, we obviously want to know more about professional career factors and a decision to relocate. Interestingly, when we conducted this survey back in February and March, it was really about their opportunity to increase their salary. That was their prime consideration. People wanted to make more money. What we are seeing now in the second round of research is that, given some of the layoffs and some of the furloughs that people have experienced, they just want to make sure they have a job opportunity. They just want to make sure that there is a position there for them that is sustainable and secure so you can see that the salary is still important but that did drop below just having that opportunity. Beyond that, we did not see any difference. Career advancement is obviously important. Innovative and meaningful work and also, of course, job opportunities for a trailing spouse or partner.

In the next slide, we'll show, similar to what we just saw, the rating of the region versus the importance of the factor. And what's interesting to note here, and the key take away, the importance of the career and development portion of the factor definitely outweighs the quality

of life factors and the lifestyle factors. They are similar ratings in terms of the ratings of the region but the importance of the factor is considerably higher so, hope to close this gap, but knowing job opportunities do drive much of the relocation decisions.

Next slide please. So, this is, obviously a very interesting slide, when we first asked the question, Would you be willing to relocate to the region, specifically, if there was a job opportunity to match your skill and salary requirements. The percentages that we saw are represented in the parenthesis. The new percentages, you can see here, and actually there was a significant difference in the percentage that said, Yes, I would relocate in Boston, in New York, and also, to a certain extent, Seattle, but there was a significant loss in the Los Angeles market. And I think, interestingly, New York and Boston are both more regional markets. I think one thing the pandemic sort of brought to light was that people do want to be in fairly close proximity to family and friends. The fact that Los Angeles is definitely a plane ride could be a factor in terms of that percentage that say, Yes.

Next slide, please. We also asked an open-ended question about those who say that outright, No, I would not be interested in relocating to northern Virginia and some really telling comments here. I think the first one is just really interesting and basically just comes out and says, the region is just not known as a tech hub. My skills and my education are in the tech industry and I don't foresee the region as a tech hub. We also heard about culture and we heard that it's southern and again, hearing a lot about the proximity to friends and family. Another key thing we heard is that they just don't know about it, about the costs, the culture, the job opportunities and that was a real deterrent for saying, No, I just don't feel comfortable relocating there at this point.

Next slide, please. So diving into the competitor markets, in addition to the four markets we just talked through, we also looked at Austin, as well as San Francisco, which is also drawing in a lot of talent. They're very attractive markets for relocating talent, particularly younger, high-tech talent, so we wanted to take a little bit of a deeper dive into that and see how those stack up against northern Virginia.

Next slide please. So, what we heard was that the greater DC/northern Virginia region was not considered to be a top market but when we asked why these other markets were and these were the four markets that came out on top, you can see here the perceived strengths largely revolve around the job opportunities. You can see here there's very few quality-of-life factors that actually come within the top four. We see some references of a progressive and inclusive culture, the social scene, but really, what it boils down to is the fact that there is an opportunity. There is an original job opportunity, there's opportunity for career advancement, and then also there are alternative opportunities should that initial job not work out. These were the top perceived strengths when we aggregated all of the career factors, as well as the quality of life factors. Those are the ones that rose out on top. Again, paralleling our national research, it really does seem to be all about the job. And then interestingly, we did ask about several industry sectors. We really wanted to call your attention to this one. When we asked what regions they most strongly associate with the emerging technology industry sector, you can see here that only 23% respondents identified the greater Washington, D.C./northern Virginia region. This is in keeping with what we just saw among that quote we saw earlier in

the presentation. We did see a slightly higher percentage of respondents who are currently enrolled in a college or university that perceived with that industry sector but overall, it was significantly lower than your competitor areas with the exception of Boston, which was slightly higher. But San Francisco, New York, Los Angeles, Seattle all had a much greater perceived association with this specific sector.

So, just wrapping up and some of our key findings: we did not see that there was a strong impact, at least at this particular time, on COVID-19 on relocation decisions. It was more moderate. However, considering relocation, it is those markets that revolve around density and affordability and access to employment that are really influencing those relocation decisions and that, in response, we saw a higher percentage of respondents from the New York region that are interested in relocation. You know the importance of the lifestyle factors is largely unchanged but we did see a bump up in the quality of health care and hospitals that has risen in importance. Again, those quality-of-life factors seem to be secondary relative to the job opportunities and career advancement opportunities. That's where your competitor locations really seem to be rising above. It's perceived to be a better job market. That being said, we didn't hear a lot of negatives, very few negatives about northern Virginia. It's just more of an unknown region. That can be overcome. We like to see that rather than having to dissuade people of truly negative, negative perceptions. So, truly, an opportunity there and hopefully, we can continue to close that gap between what's important to relocating talent and how the region is perceived on those factors.

I'm happy to take any questions if there are any.

Chairman Lange: Any questions?

Commissioner Mitchell: Remind me, what was the population that responded to these questions?

Ms. Domber: So, what we did, we had a panel provider. We were looking at 300 respondents per market but we were looking at respondents between the ages of 18 and 44 years old with some post-secondary education. So, those were our criteria, I'm trying to think if I forgot any, but those were our primary criteria of the respondents we were looking for.

Commissioner Mitchell: And do we actually know the demographics of the respondents?

Ms. Domber: We do, yes. And, I'm happy to share those.

Commissioner Mitchell: I was curious because on the chart that you showed the cities, you know where you had to select a max of three, I was shocked Los Angeles actually rated higher than Austin and Seattle. That's amazing.

Ms. Domber: Yes, it is. I was surprised at that too. Again, Austin was a bit of an outlier among the markets we've surveyed. No matter what market we've surveyed, it is a plane ride away. And I do think, kind of given the time, people are looking to be able to, again, drive to family and friends. Where, Austin, really is that one market that you're not really able to do

that from the west coast or from the east coast. So, really, that was my take away from that. But, I was surprised Los Angeles came out as high as it did.

Chairman Lange: Any other questions for Robyn? Ok. Alan, are you going to introduce Susan, then?

Mr. Fogg: Actually, Susan had some issues, family issues tonight. So, we are pleased to have Rebecca Gehman with us from DCI to give us a high-level tour of the talent website and give us some initial stats about how it's performing and what enhancements are coming to the site in July. I will mention that Rebecca happens to be the newest resident of the Washington area. Her husband took a job – her economist husband – took a job, I think at the Labor Department.

Ms. Gehman: The Federal Communications Commission.

Mr. Fogg: Yes, the FCC, and they settled into an apartment late last week. With that, Rebecca, it's all yours.

Ms. Gehman: Aka, last night. Thank you everyone. And the FCEDA team has been so welcoming. It's really interesting when the target audience you're trying to reach – talent – when, all of a sudden, you become that target audience, you realize how difficult it really is to understand the landscape in a new area, understand the neighbor. So I'm just glad we had these resources now that help tell the story of northern Virginia because I can tell you, knowing the region, I had to relearn the story myself. One of the big things that were the tipping points for us as we were looking at different locations and job opportunities, Victor mentioned if you come here, there are so many job opportunities for an economist versus anywhere else. So I think you'll see in the talent website, you'll see how we really tried to drive home not just the one job opportunity, but the whole story of, hey this isn't just, Come here for a job, this is, Come here for an entire career. So, I'm excited to share that with you.

As Alan mentioned, my name is Rebecca Gehman. I'm reporting on behalf of our Digital VP, Susan Brake. On the next slide, I want to report on something she wanted to share on the website. As we told you at the last meeting, we did go live in April. We did not do an official launch because we're adding more content, more tools. We want to wait for those in July for when we have all those bells and whistles so we can have FCEDA do an official kind of launch virtually. We did want to go live ASAP. The reason why we wanted to do that was for a few reasons. First and foremost, we knew we needed to do a website if we wanted to do cool initiatives like the virtual career fair. We needed a digital home where these initiatives can live. Secondly, we wanted to start piloting different ways where we can market to talent, start to track what are they most interested in? Is it the job like we thought? Is it more the neighborhood like we thought? Is it the cost of living? We want to start tracking what they're clicking on because those learnings will actually start informing our entire talent strategies. The sooner we can get data on what talent is doing on our website, the smarter our entire program can become. And, third, the biggest reason why we wanted to make this website live ASAP is because of COVID-19. People need jobs now more than ever and we need this resource to get up and running ASAP. We knew from our research that an online resource that shows jobs, living situation was a top ask from both talent and HR executives as well. So we

wanted this thing to exist and we wanted it to exist really soon. So we did launch in April. Since then, we have been doing different tactics to drive traffic there, digital advertising to the market that Robyn just presented on. We also did digital advertising within a five-hour radius of the northern Virginia region because we know people are laid off right now or they're furloughed. We wanted to make sure we didn't just attract talent from outside this market, but retain the people who are actually here and help them out. So with digital advertising are different ways to help drive them to the website. We are very happy to report that since April 15th, since this site was live, 31,000 visitors came to the website. The top pages they visited, the COVID-19 hub, which you'll see in a second, was one of the top pages. The majority of them came from DC, New York, Los Angeles, and San Francisco, which are exactly the target markets that we are trying to reach, so we're very happy with that. A few of the other results we're seeing here on the screen, we like to get users not just to the site, 31,000 – that's great – we want to know what action are they taking. That's what matters to us. And, I don't think here, the action they are taking, what we like to call, 'conversions' are 9,000+ people clicked on the Indeed job listings, which we have on the site and I'll also show you in a second. 300 people went through the cost-of-living calculator tool; 290 people did the community quiz. I took the community quiz, it's a great, fun thing to do. And other things as well, we had about 400 people click on the Upgrade your Career section as well. So, with that, I will go ahead and share my screen and show you what this looks like.

Please chime in if you are not seeing the talent website right now. But, here we are, on the home page of the talent website. As we heard from Robyn's research, it's all about the job. That's what all of our tools on the home page do. Find a Job – is right up here, front and center. And we know that a lot of people go to websites, mobile first. We really wanted to make this scroll friendly and give people a lot of tools, a lot of messaging, they just want to keep going and learn more. Something I love, right here - we use our team messages, front and center. Number one is, You want to come here because this is America's career capital. Number two, This is where achievers find home. Number three, You can be part of history here. We create groundbreaking technology here. Number four, We are global and inclusive. So, again, doing some storytelling here. We want to establish where the northern Virginia region is. This is critical because another thing we found in our research is people just had no idea where northern Virginia was. They didn't associate it with DC, so we wanted to make that crystal clear. Again, we want to, front and center, show the number of jobs that are here. You can browse the top-growing sectors and see that. In some of these sectors, we have 1,000+ jobs listings. And these numbers will only continue to grow as the site continues to be live.

You know, we also really want to spotlight our employers, define your community quiz, cost-of-living calculator. I also wanted to show you our COVID page, We are Still Hiring, We Have Companies Here That Are Still Hiring. Mike is working really hard to create relationships with companies that we can put in this company-featured section. What's great is that this is actually an approach we're piloting now for COVID, but we want to do something long-term, have a section that looks like this with top companies that FCEDA has a relationship with. And, as a tradeoff of them being featured here, we'll say, We'll feature you, We'll drive advertising to you, Can you help us track and get measurement on the candidates you get on the website, Are they quality candidates? Can you give us feedback on how many

people you hire? So this, in and of itself, is one of those reasons why we wanted the website live. We wanted to start piloting things like this. We also have jobs by industry. All of these job listings are pulled from Indeed, which is the #1 jobs site, so we know that they are accurate.

And we also have, Upgrade your Career for information, training programs, and online certificates. As we also saw from Robyn's research, it is critical for people to know that this isn't just a one-stop place for your first job, it's a place you can have for your entire career. If that first job doesn't work out or if you're bringing a trailing spouse or a partner, they will also be able to find a job, because this is a job hub. This is an interactive, company-cluster map where we show talent, the companies that are actually in this region, depending upon what cluster or industry they're in. We have a few here, we want to blow this map out to have tons of pins here of all of the great companies in the region. So that's another thing that will really grow for July, for the Phase Two launch. We have the industries selected here as corporate headquarters. You can click on the pin for Capital One. You can learn more about them and click on this to take you to the careers page. Other industries: defense, financial services, government organizations, health and life sciences, and information technology. And, just what I love about this, it tells the story for HR executives. I think of HR executives in Fairfax County when they're talking to talent and say, yep, we're located in northern Virginia in Fairfax County. They can send them this site and say, are you bringing a trailing spouse or partner? Have them check out the company cluster map and see that, Yes, we're headquartered in Fairfax County. But look at this whole region and all of these different companies they could check out within the region. Look how close it is to DC. You may assign these Virginia stereotypes to us, which is what we saw from the research, but look, we're really part of the DC area. This is a critical, storytelling tool for us.

Moving on, the cost-of-living calculator. This is a result, if you click New York, we know cost is important to people and we know New York has a higher rate of people willing to relocate, especially right now. So, up really clearly, you can see I picked New York. In northern Virginia, you'll see your salary will go 33% further than in New York. And, what's so cool, we have these interactive graphs that show you just how much more groceries are in New York versus northern Virginia. Housing – 47% more in Manhattan than northern Virginia. Utilities, transportation, so again, this is a tool for talent as they're looking for different locations. It's also a great tool for HR executives when they have that top software engineer on the line and they're trying to say, work with us, relocate here after work-from-home is over. They can send them this and say, check this out, and check out how much further your salary will go if you, not only work here, but if you live here as well. So, those are some of the cool functions from our website.

Lastly, I'll just show you very quickly, this Find your Community quiz. You can do drive, metro bus, walk and we're updating these as well. If you like city living, if you like hip and vibrant, and basically what these will take you to are profiles on the different communities in northern Virginia. We're working with all of the EDA partners to make sure these are updated with the content, the storytelling they want. And, we're actually in the process of updating them right now to show walkability, city scores, public transportation scores, other cool

things. So, this is Phase One of the website. It is live. We're adding more tools to it and doing a full launch in July. Any questions on the website?

Commissioner Johnson: Hi Rebecca. This is Commissioner Johnson. How are you?

Ms. Gehman: Fine, thank you. How are you?

Commissioner Johnson: Fine, thank you. Just one quick question. You use New York as a comparative analysis. Do you have the tools and capacities to look at other cities as well?

Ms. Gehman: Yes, we do. We also show on the cost-of-living calculator, actually I'll go ahead and share my screen again. We have cost of living calculator selected for folks. We have Boston, New York, Los Angeles, San Francisco and we have it preselected to this salary. But, if you want to see what it's going to look like for you specifically, you can go here and put in the city you want.

Commissioner Johnson: Great, thank you.

Ms. Gehman: And all of this data, it's not created by us. It's pulled from a data sources called C2ER, so it will always be updated. That's a great question. So you can send this to all of your friends and family in any market.

Vice Chairman Quigley: This is Commissioner Quigley. Quick question too. Clearly Facebook, Twitter, about half a dozen other big name tech companies have extended the ability to work from home from now to forever. I can tell you having spoken to our leadership in our investments group in over 120 technology firms that there's a lot of companies having considered it, including ourselves. With that pivot, with that potential, maybe this is more of a rhetorical question, does this go from getting people to move here to opening up the fact that we have great, high-paying jobs to, and that many companies are going to start considering hiring you in place where you are, maybe not in federal contracting but certainly in high tech. All of us are going to start opening ourselves up to at least considering that, how we present this, to possible candidates in the future.

Ms. Gehman: That's an excellent question. I think this strategy still stands from what it was originally that it is all about the job and, I'll let Mike and Victor chime in if you disagree. But to me, I think, the singular mission of this talent attraction program is to help the companies in the region land talent. Whether that is from the virtual career fair or if it's for them to go to this site. It's up to the company, if they say, we're fine if they work remotely. In fact, that's one of the questions we ask the companies participating in the virtual career fair, is that, can we invite students who are not in the region right now. And are you ok if they work remotely, even initially? So, number one, I'd say our strategy is to fill the open jobs from companies that are here in our region, because we know if FCEDA can't give them that service, companies can go anywhere across the nation to find a community that will help them plant the talent and find the talent. But number two, it does change, how important – it's too early to tell - but anecdotally, we are hearing from people in cities that they are willing to keep their job in whatever city they're in. Let's say you're in New York, you want to keep that job, but they are starting to look, where they'll actually be able to afford housing. I tell you, in New

York City, even if you go around that 5-hour radius, it's really difficult to afford to buy a home and to pay taxes. So for me, I see that as a win for northern Virginia as you can market to those external markets and say, maybe you want to keep your job, maybe you want to work from home, indefinitely at Facebook or at Twitter. But if your spouse or partner is looking for a job or you want to find a job down the road, this is a place where you can still afford. It's expensive but we also have those great career opportunities for long term as well. So, in short, I think jobs are still first. On the housing front and relocation front, still a little too early to tell but anecdotally, we are starting to hear from talent that they're looking for places they can settle down in the long term after this.

Vice Chairman Quigley: Thank you.

Chairman Lange: So, I don't know if this is for Rebecca or Alan – what is the long-term launch look like in July?

Ms. Gehman: So we have a press release already drafted. We're just waiting to update it with the new tools and that will go out. Alan and our immediate team will make a huge splash out of it. Another thing we want to do, is have a talent workshop with HR executives to really walk them through the website and say, hey you're talking to talent on a daily basis. Whether they work from home, whether you want them here, this is a tool you can use to kind of tell the story of the region.

President Hoskins: If you think about it, James, if you think about it this way, we have a value proposition that almost any economic development organization could fulfill for the last five years. It's kind of been the same everywhere. The differentiator is what we're trying to create. One of the ways we're trying to differentiate our self is by creating a value proposition that you know that your client feels pain around. We have heard from our client they feel pain around this. No matter where we talk to companies, they feel pain around this issue. If we can fix this issue for the employer and the employee, we have a different relationship with our company than our competitor. And that's really what we're going after.

Agreement from Chairman Lange and Vice Chairman Quigley.

Chairman Lange: Thank you. Alan.

Mr. Fogg: Yes, ma'am. Thank you very much. Great job as always, Rebecca, and may I be the 400th person to welcome you to the metro area. So, now, we're going to the media outreach portion of our programming. I'm sure you'll all remember that I said April was the best month we've ever had for media outreach in my 21 years here. Sorry, scratch that. We have a new winner. Honestly, I did not believe EDA has ever had a better month for media outreach before I got here or since. And it was a busy month and that was because of a series of great exposure we got on a series of news angles and stories. First, Fairfax County had 18 firms on the Virginia Chamber of Commerce annual list of the fifty fastest -rowing companies and 18 companies from elsewhere in northern Virginia were on the list as well, meaning that northern Virginia had 36 out of the 50 firms on that list. We did pretty well making some hay out that in the region. Secondly, we had, for the first time ever, 11 Fortune 500 companies based in the county that came out last month. They are leaders in a wide variety of companies

and SAIC became the 11th on the list. Third, was what I call, Operation Appreciation. And that was an initiative that we mentioned last month would be coming and it turned out to be super cool. And it was an initiative that Victor really coordinated after hearing a comment or after talking with Deputy County Executive Rachel Flynn that she would love to recognize the hard work of front line, essential workers in the public works department during the COVID-19 pandemic, just like the healthcare workers were getting recognized. So, Victor's a smart guy and he lined up a sizeable donation for what would become meals for the front line workers and he secured the participation of food vendors, food trucks, and other vendors. Rachel coordinated with the public works department, such as waste water treatment, Fairfax Water and the public works department in Herndon and Vienna, as well. So all together, the food trucks and vendors delivered more than - get this - 1,400 meals in one day. And that was a big win for the workers, it was great for the food vendors because during the pandemic, they needed the work, and it was also a great win for Fairfax County for recognizing folks who do a lot of jobs that nobody else, or a lot of other people, don't want to do but they don't have the luxury of working from home.

Fourth, was the incredible announcement about a little company, probably you've never heard of called Microsoft, that will spend \$64,000,000 to create a regional software R&D hub in Reston, and in the meantime, create 1,500 jobs and take 400,000 more square feet of office space. Honestly, can you ask for better news in the middle of an economic catastrophe created by a public health catastrophe? I don't think so.

Last, but not least, last month was the incredibly successful virtual career fair Mike and Heather described, which is so cool. So the first to release this, we pushed them out to local media, we got great pick up in the area, especially for the Fortune 500 releases as you might imagine. We jumped on that story real early in the day and before people like WTOP or the Business Journal could jump on it, so they ended up using a lot of our material, which was really cool. It really makes communications guys' day to be able to do that. But we also pushed them out via business flyer and we got picked up by Yahoo Finance and we got picked up by Yahoo Finance in Singapore. I'm not kidding, they generated what you see there, about \$10,000,000 worth of media value according to the media service that we use called, Burrells. Yes, I said about \$10,000,000. I cannot make that number up. It's just fabulous.

Next slide please. So, the food truck effort - this outreach was tremendous. ABC-7 in Washington, agreed to send a reporter out for the Good Morning Washington program. And Rachel Flynn was there and met the reporter at 5:15 am. Yes, I said 5:15 am and the reporter also interviewed food vendors and front-line workers. We got really good local pick up in the media outlet, such as the Connection newspapers. And, by the way, Channel 7, they did it for three broadcasts - 5:30, 6:30 and 7:30 am. They were out there with Rachel and these other folks. So, it was really cool. Oh, I didn't mention that this was all happening during National Public Works Week. So there was another really great news tag in addition to everything else.

Next slide please. Yes, Microsoft. This got great pick up in tech outlets and local media and we got it to the Associated Press so that migrated to a lot of outlets like The Washington Post, the Richmond paper, and a bunch of other places. We also got picked up in tech outlets for obvious reasons. We did not get picked up in Yahoo in Singapore, which I do not understand,

and I haven't been able to get an answer out of the Burrells's people. But what was really cool about this one, in the social media pickup, it turns out that the president of Microsoft, a fellow by the name of Brad Smith, shared the video that we posted. Andrew created it and we posted, about the announcement on Twitter, about a 60-second video. He shared that and he has about 51,000 followers. And, as Victor mentioned, he probably has some followers who are CEO's. So that got into the news feed of a lot of business people and that was another great little victory for us last month. The item on the right is the head of the Microsoft regulated business also shared our release, and she got, if I see that number on the bottom there, 680 likes for sharing.

Next slide, please. Then there was the virtual college career fair announcement. We got Victor on three local news programs talking about it and, of course, he did a great job talking about the interviews. But, what was really striking to me was how cool the reporters were and how enthusiastic they got about the initiative. And, as Heather explained, the technology is pretty cool, and perhaps recognizing that their peer group will be the ones benefiting. Remember these were very young people, all in their early to mid 20's. We got really good engagement on social media too for this. And you'll note, for example, on the bottom right, the career office at George Mason University posted about the event.

Next slide, please. So, you put all of this together, with some other odds and ends, and what did we get? Well, we got over 500,000,000 media placements last month and that translates to almost \$29,000,000 in earned media value. That is why the month of May was the best month ever for media attention. I really want to thank Aaron Jones and his team at DCI for all that they did to help contribute to this, especially, Operation Appreciation during National Public Works Week. There was a lot of coordination that went into that and, frankly, my head hurts just thinking about the coordination. But Aaron and his folks really pulled it off well with all of the other people involved. Really, that was so cool. Victor, it was really great, and I was really glad to be a part of that, and thank you very much for what you did to get the ball rolling.

Ok. Next slide, please. Let's look at the share of voice. Nationally, as you might expect after this, we fared very, very well compared to these prominent competitors nationally with all of the stories and national pick up we got. The economic development corporation in Los Angeles got some attention for a natural, sort of COVID story recapping that retailers and restaurants were about to be greenlighted for reopening. In New York, the economic development corporation got some ink for a story saying that New Yorkers were thinking about getting cars because of the COVID-19 and that goes back to the whole issue whether public transit and this, sort of, density and issues there contributed to the spread of the virus there.

Next slide, please. So, locally, in the region, you can see, of course, we also totally dominated. Now Montgomery County did get some attention, it's economic development corporation, for a COVID-19 grant program but they also got some, not-so-great press for some labor issues involved by the county council there. So, I know you want to know the total for impressions and the media value for the fiscal year to date. And drum roll, here it is. (\$1,609,780,906 YTD impressions and \$63,453,183 YTD ad equivalency). Now I'd said that

I hoped to get \$50,000,000 in earned media value by the end of the fiscal year. So, we passed that. And thanks to a lot of really hard work and I have to say, the hard work that my colleagues have given us to generate with communications. So, I think I'll be taking off to the mountains of Montana here after this meeting. Just kidding. Seriously, we're learning something here every month about media value and how to get it. I can't promise that next month we'll be able to reproduce this month's totals any time soon. We just had so much to work with this past month, thanks to Victor's initiative, my colleagues who worked on the Microsoft announcement, and the virtual career fair and then great fodder like the Fortune 500 list. So, I want to thank all of them for their results that we can build stories around. I'm probably going to have to up my goals to \$100,000,000 by the end of next June. In fact, I believe Victor will insist on it. And with the unknown issue that we saw show up in northern Virginia in talent research we know now that in media outreach, it's very, very important to drive that number down because we do want talent and companies to know more about us in Fairfax County and northern Virginia if we're going to attract more of those folks and those companies here. Next slide, please.

I've given you this for the last few months, ROI. This is really the amount of earned media value divided by the about \$1,000,000 we have a year to spend on the marketing and communications. So with that, Madame Chairman, I conclude my presentation. And, of course, I'm available for any questions. Thank you.

Chairman Lange: Alan, what have you done for us lately? Really, congratulations to you and the broader team. This is really phenomenal. So, congratulations.

Mr. Fogg: I really have to thank Victor for lighting a fire under me about this and then we had so much great material this month. And then the DCI folks and my communications colleagues really have been great to work with too.

Chairman Lange: Thank you. Any comments from the Commissioners? Questions? Great, ok. Thank you again. So we will move on to our next agenda item, which is the election of officers and I think Steve Partridge may have a motion.

Commissioner Partridge: I do. I have a motion to put forth the following slate of candidates. For Chairman, Cathy Lange; for Vice Chair, James Quigley; for Secretary, Ronald Johnson; and Treasurer and Assistant Secretary, Christian Deschauer.

Chairman Lange: Do we have a second?

Commissioner Haynesworth: Linnie Haynesworth – second.

Chairman Lange: Great, do we have any discussion? (Pause) So we'll call to question. I'd like for Mike to do the roll call.

Mr. Graff: Very good. Commissioner Quigley?

Vice Chairman Quigley: Yes

Mr. Graff: Commissioner Haynesworth?

Commissioner Haynesworth: Yes.

Mr. Graff: Commissioner Partridge?

Commissioner Partridge: Yes.

Mr. Graff: Commissioner Johnson?

Commissioner Johnson: Yes.

Mr. Graff: Commissioner Mitchell?

Commissioner Mitchell: Yes.

Mr. Graff: Commissioner Deschauer?

Chairman Lange: He had to leave the meeting.

Mr. Graff: And Chairman Lange?

Chairman Lange: Yes. Thank you.

Mr. Graff: Thank You.

Chairman Lange: I know we all look forward very much to working together again this next year and beyond. I'd now like to give a very brief report. We've had such an amazing meeting tonight with so much information. The work has been tremendous.

But I will mention a couple of things. First, we had a very successful meeting with the Board of Supervisors. Many of you attended it and we got some very good feedback. We also got some very good questions. Victor and the team is working toward putting some responses together to answer those questions and as we do that, we'll, of course, let the Commission know. That will be a work in progress. Some of the things will take more time than others to get back to the Board of Supervisors. The next thing we will be working on is to get one-on-one meetings with the Board of Supervisors as we have done in the past. I anticipate that to be a process over the July and August but much of it will depend on their ability and our ability to get meetings scheduled. But that's an important way for us to be able to take off from what we understood as their priorities pre-COVID and then to be able to discuss how those things may or may not have shifted in this point and time. And I think that maybe we can anticipate, there will be changes.

And then the next item is that at our July meeting, I'm really excited to announce that we will have a guest speaker. His name is Spencer Levy and he is the Chairman of American Research for CBRE and the Senior Economic Advisor and he plays an integral role in the development and implementation of global research and strategy and business planning for the firm. This is going to help us understand what he sees and what they see based on research going on in the real estate market. And we will also be extending an invitation to the Board of Supervisors so that they could attend this meeting and they'll know more about him, his

background, and why it would be important for them to attend this session. With that, that is the end of my report and I will turn it over to our President.

President Hoskins: Thank you, Madame Chair. May was a busy month. As before, we have been doing quite a few webinars. I actually had the opportunity to kick off a number of them and participate in panels. We had our Entrepreneurship 101 that focuses on Fairfax County businesses but I was also able to be part of a panel of a group called City Nation Place. City Nation Place is a global organization that focuses on international development and hospitality. They have European events and they have Americas events, so I was on a panel for the Americas. It was great because I got to meet some folks, virtually obviously, from Canada and other countries and also to share ideas, the innovative things that we're doing to cope with this switch. And we also got to talk about how we get to integrate the work of some of the hospitality industry with some of our work, particularly as markets come back. One of the things we learned through the research of DCI is that people visiting their location is key to people going to that location. So, we're thinking about how do we get a visitation program in a drive time of maybe 500 miles of our location and really go after a group with our hospitality team. It would be something very unique; we have never done before and we think that would be a real unique part of our work going forward.

We have our Back to Work series going on, which is being led by Alex Iams and it's with all of the other jurisdictions in northern Virginia – all ten. As you may recall, it's a twelve-part series. We've already done three, they are bi-weekly. They cover different topics from resilience, recovery, to growing your company.

I also had the opportunity, because of Asher Kotz, International team, to participate in the U.S. Commercial airline service webinar. There were 42 countries participating. It was a great opportunity to talk to an audience that we normally don't get to meet and tell them about northern Virginia. Everything you're hearing is how do we form our image in the minds of others outside of this place and minimize the cost of doing it. That's really what we're up to. Part of it is, yes, we want to get talent here but we have to let people know what is here. I also had the opportunity to participate in the 2020 awards at the DC innovation summit. It was again a global audience. I was the kick off speaker. It was all about pivot, reboot, and rebound. Again, these themes you're going to hear over and over again – the ones that everyone's talking about because of the number of issues that we're dealing with in the economic environment.

One thing I do really consider it a privilege to participate in things like the U.S./India SME Council where they focused on minority businesses and relationships with India. I get to kick off that on Friday. I really am looking forward to that. I really enjoy engaging with that group. And one day, I hope to have the India Institute of Technology do an innovation campus here maybe with Virginia Tech or the University of Virginia. That's my dream, guys.

So, let me go on to performance. We had a great year. The team has done a brilliant job. If you recall, I was very candid with you back in February. I was not feeling good about the numbers. We did some reorganization; we refocused. David Kelley took the helm in being Director of Business Investment. We all got focused and they have done an incredible job. At

this point, we have met the 2,000,000+ square foot requirement for the year. By the way, that's the five-year average that we use and the roughly 9,500 jobs average. Not only did we meet those numbers but we have exceeded them. We exceeded the square footage by 11%, we're at 2,300,000 square feet right now and we exceeded the jobs by 13.2%, so we're at 10,960 jobs. We are at 93 jobs of greatly exceeding and 3,400 square feet of actually hitting greatly exceeding on square footage.

All I have to say is this, look, I am so proud of these guys. I am so proud of the way they have turned it around. And they have turned it around in the midst of a situation that none of us have ever experienced before in our lives. We can all say that. And then add to it, the racial stress that our country is going through right now. And many of you are like me. It's like a double pandemic. And it is being felt around the world and people are protesting around the world. In the midst of all of this, if you can keep your head about you, and you can keep moving forward, you will end up being at the front. And I tell my staff, at the end of every report, I get a report every week on where we are with the numbers. And what I tell them is steady wins the race. Steady plodding leads to prosperity. Speculation to poverty. So we are steady plodders and we will continue to plod ahead.

I want to thank the board for all of their support. You've been amazing. The staff has been incredible. You saw Alan's work, Mike's work but behind them, you have Anne, you have John, you have all of these people who work on our staff, you have Andrew, that really are doing the nuts and bolts work to make all of these things work. And I'm so appreciative of them. And, now we have DCI, which have really become part of our team. I know they got a little bit of my fire when they first started. Sometimes I can set a flame but, it's really for the right reasons, so that we can move forward. And sometimes you have to push hard to let people know what their potential really is. I do not accept average. I don't think anyone wants to be average. I think most people want to be special, extraordinary. Everyone wants a superpower. Our superpower right now is being steady. And we're going to steadily get to that line. We have three more weeks, we'll hit our exceed numbers and then we'll get ready to set our target for the next year. I thank you, Madame Chair, for the opportunity to address the Commission.

Chairman Lange: I think it's amazing, given the current circumstances, that you and your team have had one huge job and then another huge job put on top of that given the circumstances that we'll all be experiencing now. So congratulations to you and the team. It will be really great to be able to see everyone in person at some point, whenever that should come to pass. But, really, I know I speak on behalf of the Commissioners, we really appreciate the work you've done and the quality of the work and the DCI team being a part of it. It's really amazing. You have really built a huge, big team. So, congratulations.

With that, do any of the Commissioners have any final comments and then we're going to close out the meeting. Any final comments?

Commissioner Haynesworth: Well done.

Chairman Lange: Ok, I'd like to ask for a motion to adjourn the meeting.

Vice Chairman Quigley: Commissioner Quigley. I'd like to make a motion to adjourn the meeting.

Chairman Lange: Ok, do I have a second?

Commissioner Partridge: Commissioner Partridge.

Chairman Lange: Commissioner Partridge. Ok. Thank you. Any discussion? Ok. Mike, take it away.

Mr. Graff: I'll audiblize and let us adopt that one by acclimation.

Chairman Lange: That sounds perfect. Thank you very much. Alright, well, goodnight everybody. Thank you very much. Stay safe and I will look forward to connecting with you over the next few days and weeks and, of course, again in July. So thank you.

Mr. Taherzadeh: Thank you, Chairman Lange. This concludes the June meeting of the Fairfax County Economic Development Authority Commission. I would like to thank the members of the Commission and others who have been on this call. If any member of the public has not asked a question, please email the question to Ms. Cheryl Martelli at cmartelli@fceda.org and for more information about the work of the EDA, please visit www.fairfaxcountyeda.org. Stay safe and be well. Good night.

Chairman Lange: Thank you.