

Joint Northern Virginia Economic Development Marketing Memorandum of Understanding

THIS MEMORANDUM OF UNDERSTANDING (“MOU”) is made as of September 13, 2019 (“Effective Date”) among the following localities on behalf of their respective economic development agencies: (i) City of Fairfax, (ii) City of Falls Church, (iii) City of Manassas, (iv) City of Manassas Park, (v) Arlington County, (vi) Fauquier County, (vii) Loudoun County, and (viii) Prince William County; and (ix) the Alexandria Economic Development Partnership, and (x) Fairfax County Economic Development Authority, all located in the Commonwealth of Virginia. All of the foregoing shall be referred to collectively as the “Parties.”

Background:

In recent years, the Parties and/or their respective economic development agencies have worked collaboratively on overall regional brand development and distinct marketing and messaging efforts related to talent recruitment and regional business attraction pursuits in Northern Virginia.

In contrast to this recent collaboration, the Parties have each worked independently to market or brand their respective locality, and have engaged individually with the Virginia Economic Development Partnership (VEDP) to source and respond to prospects and site selectors. While this practice has proven to be effective, it has also inhibited the creation of a regional economic development group.

The VEDP has advised that there are additional lead generation opportunities available to regional groups. Without a group in place, the Parties cannot avail themselves of these important resources. These opportunities include engagement with site selectors, conference and industry show attraction and familiarization (FAM) tours and companion events to major industry conferences being held in the Greater Washington, DC region.

The Parties acknowledge the importance of these audiences and the need to maximize every available resource to help grow our economies, and thus have agreed that the formation of a regional effort to allow participation in these activities is desired.

NOW, THEREFORE, in consideration of the foregoing, the Parties have agreed as follows:

Structure & Charter:

I. Organization

The Parties have agreed to establish the Northern Virginia Economic Development Alliance (“NOVA EDA”). The leadership of the NOVA EDA shall be comprised of one (1) member from each respective Party that is the Executive Director, President & CEO or equivalent person of each respective Party or its economic development agency, or their designee.

Each year, the leadership will identify a meeting coordinator who will take responsibility for meeting logistics, agenda preparation and other light administrative requirements. This responsibility will rotate annually throughout the members- starting in year one with the City of Alexandria and proceeding alphabetically by name of locality.

Partial or complete dissolution of the NOVA EDA shall be by written confirmation by a majority of its members and any Party can leave the alliance by notifying the remaining members of the alliance in writing.

II. Purpose

The primary function of the NOVA EDA is to assist the individual economic development agencies with activities focused on regional brand creation and promotion, and to fully engage with the Virginia Economic Development Partnership as a recognized Regional Economic Development Organization (REDO). The NOVA EDA's primary duties and responsibilities are as follows:

- To review site selector partnership opportunities, including those with the Virginia Economic Development Partnership, made available to REDOs.
- To develop partnership opportunities with the Virginia Economic Development Partnership, or independently with the approval of the alliance, to include FAM tours and attraction of industry events and conferences.
- To evaluate other opportunities, to include Go Virginia grant applications, that support the primary purpose of the NOVA EDA.
- To develop and maintain basic collateral to support the NOVA EDA's efforts.
- To identify any other activities that a majority of the Membership agrees that aid in the promotion of the regional economic development efforts.

The NOVA EDA will primarily fulfill these responsibilities by carrying out the activities outlined in Section IV below.

III. Meetings

The NOVA EDA shall meet annually or more frequently as circumstances dictate. A majority of the NOVA EDA members may call or cancel meetings of the group. The annual meeting shall be held on a date in September established by the Northern Virginia Economic Development Alliance leadership. The annual meeting of the NOVA EDA

will include a recap of previous activities, discussion of desired activities in the upcoming year and any other activities as deemed appropriate by the leadership.

IV. Responsibilities

The NOVA EDA shall have the following duties and responsibilities:

1. Review and approve site selector partnership opportunities, including those with the Virginia Economic Development Partnership.
2. Develop partnership opportunities with the Virginia Economic Development Partnership, or independently with the approval of the alliance, to include FAM tours and attraction of industry events and conferences.
3. Review and reassess annually the adequacy of the structure established by this MOU and conduct an annual self-assessment of the NOVA EDA's performance.
4. Perform any other activities consistent with this MOU, the goals of the Northern Virginia EDAs, objectives and governing law, as the NOVA EDA deems necessary or appropriate.
5. Nothing in this Memorandum of Understanding or any activity of the NOVA EDA shall prevent the individual members from promoting activities or events exclusively within their respective jurisdictions, and the NOVA EDA does not currently commit or bind any individual organization, or its elected or governing bodies, to any financial contribution, obligation, or support beyond the collaborative intent of this MOU.


[signatures on following page]

IN WITNESS WHEREOF, the Northern Virginia EDAs have executed this MOU as of the Effective Date.


City of Alexandria:
Alexandria Economic Development Partnership

By: 
Name: Stephanie Landrum
Its: President & CEO


City of Fairfax:
City of Fairfax Office of Economic Development

By: 
Name: Christopher Bruno
Its: Director


City of Falls Church:

By: 
Wyatt Shields (Sep 18, 2019)
Name: Wyatt Shields
Its: City Manager


City of Manassas:
City of Manassas Department of Economic Development

By: 
Patrick J. Small (Sep 17, 2019)
Name: Patrick Small
Its: Director


City of Manassas Park:
City of Manassas Park Office of the City Manager

By: 
Christopher Himes, Business Development Lead (Sep 16, 2019)
Name: Laszlo A. Palko
Its: City Manager


Arlington County:
Arlington County Office of the County Manager

By: 
Name: Mark Schwartz
Its: County Manager


Fairfax County:
Fairfax County Economic Development Authority

By: 
Name: Victor Hoskins
Its: President & CEO


Fauquier County:
Fauquier County Department of Economic Development

By: 
Name: Miles Friedman
Its: Director

Loudoun County:
Loudoun County Department of Economic Development

By: 
Name: Buddy Rizer
Its: Executive Director

Prince William County:
Prince William County Department of Economic
Development

By: 
Name: Christina Winn
Its: Director