

ARLINGTON ECONOMIC DEVELOPMENT COMMISSION

Meeting Minutes
Regular Meeting
Tuesday, June 11, 2024

Member Name	Present	Virtual	Absent
Amal, Tommy		X (Personal)	
Bates, Kate	X		
Boyd, Ryaan	X		
Brewer, Janetta	X		
Burchard, Anthony		X (Personal)	
Cooper, Steve	X		
Dunn, Bill	X		
Fedorchak, Stephen	X		
Garthwaite, Ben	X		
Gregorios, Nick	X		
Lynch, Catherine			X
Mansur, Sid	X		
Mason, Brad	X		
Meyyan, Praveen		X (Personal)	
Oyler, Joseph		X (Personal)	
Pedowitz, Scott			X
Sampaio, Flavia			X
Schoenfeld, Mary Margaret	X		
Sisk, Avril Ussery	X		
Sorrell, Paula	X		
Tate, Jordan		X (Personal)	
Van Horn, Andy			X
Virasingh, Vicky	X		
Yam, Kevin	X		
Weinstein, Matthew	X		

WELCOME AND CALL TOGETHER

The June EDC (Economic Development Commission) meeting was held at the Arlington Economic Development (AED) office. Chair Bill Dunn called the meeting to order at 8:02 a.m.

APPROVAL OF MINUTES

Chair Dunn opened the floor for comments and corrections to May’s meeting minutes. The motion was moved, seconded, opened for vote, then carried.

CHAIR'S REPORT — BILL DUNN

Chair Dunn briefly addressed the Commission. Report highlights:

- The EDC can weigh in on the CIP for the County by either submitting a recommendation letter or participating in the work meeting in person.

AED DIRECTOR'S REPORT — KATE ANGE, DEPUTY DIRECTOR

Deputy Director Ange shared the following during her report:

- AED is working on our federal footprint.
- AED is focused on the future of AI and is looking at opportunities to establish an innovation hub/district for Arlington. We are starting to understand the part of the tech ecosystem Arlington is best suited for.
- CIP: AED projects support the arts (facility upgrades, etc.) and continue maintenance of Public Art.
- CMRI:
 - A big focus for the county moving forward is adaptive reuse.
 - Signage is also significant.
- Tourism: A bright spot in the County right now.

GUEST SPEAKER — "ALL IN ARLINGTON" PRESENTATION, EMILY CASSELL, DIRECTOR OF ARLINGTON CONVENTION AND VISITORS SERVICE

Emily provided a high-level overview of Arlington's tourism efforts/"All In Arlington" campaign. Highlights included:

- What the ACVS Team Does
- A Preview of 2023 Economic Impact Data
 - In 2023, Arlington welcomed 7.1 million visitors.
 - Travel-related spending in Arlington neared \$4.5 billion, an increase of 16.4% over the prior year.
 - 27,567 total jobs supported.
 - \$341M State & Local Taxes Generated
 - \$4.5B Visitor and Travel-Related Spending
- "All in Arlington" Brand Highlights
 - VTC ARPA Grant awarded to ACVS in 2022: \$3.25 million awarded to Arlington
 - Funds used to rebuild and rebrand the tourism marketing and sales structure strategically.
 - "All In Arlington" brand launched in August 2023 and included:
 1. Website redevelopment
 2. Media strategy and campaign
 3. Destination Sales Strategy: International Focus
 4. Marketing Collateral
- FY 2025 Tourism Budget
 - Adopted expenses: \$1,546,700 (-41.6%)
 1. VTC Grant funding removed from the base budget

INFORMATION AND DISCUSSION — EDC ROUND ROBIN AND INTRODUCTIONS

Members of the EDC went around the room and shared information about themselves, their work, their role in the EDC, etc.

WORKING GROUP UPDATES — None

OLD BUSINESS — None

NEW BUSINESS — None

CLOSING

Chair Bill Dunn called the meeting to a close at 9:34 a.m.