

April 23, 2024

## New Economic Development Director Appointed

The Town of Herndon has named Marc G. Smith as director of Economic Development. Smith succeeds Dennis Holste, who had been the town's Economic Development manager prior to relocating to his native Florida.

In his new post, Smith will be responsible for promoting the Town of Herndon as a desirable location in which to start or grow a business; establishing cooperative and mutually beneficial relationships between town businesses; and furthering initiatives related to economic development and business vitality. He will serve as the town's primary liaison to the Fairfax County Economic Development Authority, the Dulles Regional Chamber of Commerce and other entities dedicated to Herndon's commercial sector, and he will work with new and existing town businesses as they navigate town processes.



Smith most recently served as senior business development manager for Arlington County, where he led a team charged with attracting and retaining businesses in the county, resulting in \$28 million capital investment and 6,400 new jobs, to include the recent location of CoStar Group's headquarters in the county, a net of 650 jobs and \$20 million capital investment. He also managed the county's lead generation and business development portfolio and created a new strategic plan for the division. Previously, Smith was a business manager for the Virginia Economic Development Partnership (VEDP), the economic development authority for the Commonwealth.

Smith begins his employment with the town on May 13. Effective on that date, he may be reached at [Marc.Smith@herndon-va.gov](mailto:Marc.Smith@herndon-va.gov) or 703-435-6800 x2085.



# Mason Enterprise Center - Herndon Completes First Successful Year

From training, workshops and lunch-and-learns, from community outreach and more, the Mason Enterprise Center – Herndon’s first year of operation was a resounding success. Operated as a collaborative effort between George Mason University and the town, the center is located at Office Evolution, 205 Van Buren Street, and serves as an economic development accelerator program for emerging businesses in the town.

In its first full year, the Mason Enterprise Center – Herndon had a record 80 percent turnout at its workshops. The center consulted more than 500 businesses in one-on-one sessions, and held more than 200 trainings. Its economic impact includes the establishment of nine new businesses, 48 new jobs and \$3.7 million in capital formation.

Are you a small business owner in the town who may benefit from training, consultation and networking opportunities? Check out the Mason Enterprise Center – Herndon at [masonsfdc.org](http://masonsfdc.org).



## Fairfax County Launches Online Platform for Entrepreneurs

Fairfax County has launched Fairfax CORE (Connecting Opportunities and Resources for Entrepreneurs), an online platform designed to empower business owners and aspiring entrepreneurs in Fairfax County, including Herndon. The new web-based platform connects business owners and entrepreneurs with the resources they need to establish, expand and evolve their businesses.



Fairfax CORE features an online navigator providing access to more than 115 entrepreneur support organizations in and around Fairfax County. Whether filtering resources based on type of assistance, industry, or stage of business, entrepreneurs can connect to the correct resources to support their journey. Additionally, Fairfax CORE includes comprehensive business guides providing useful information for entrepreneurs and a robust events calendar promoting low and no cost education and networking events. The website is translatable into 58 languages and many of the resource partners are focused on supporting diverse communities.

Visit [Fairfaxcore.com](http://Fairfaxcore.com) and start tapping into the myriad resources available county-wide to help your business grow and flourish.



Councilmember Keven LeBlanc Jr. welcomed law firm Whitbeck Bennett to the town. Opening a new business or celebrating a milestone? Contact us and let us know!  
[economic.development@herndon-va.gov](mailto:economic.development@herndon-va.gov).

## Welcome New Businesses

### **Bespoke Wine Solutions**

*Food & Beverage Industry Services*

### **Cozy Cat Suites**

*Cat Boarding*

617 Post Drive  
(571) 597-1317

### **Marcos Pizza**

*Restaurant*

300 Elden Street 310  
(571) 449-5200

### **Mattress Savvy**

*Mattresses and Accessories*

466 Elden Street  
(571) 752-6191

### **NOVA Mental Health Counseling**

*Individual, Couples, Family and Group Counseling*

297 Herndon Parkway #301  
(571) 390-5339

### **Sangeethas Bhavan**

*Indian Restaurant*

364 Elden Street  
(703) 891-1760

### **Tacos Leos**

*Restaurant*

205 Van Buren Street #100

### **Tea Tree Massage Spa**

*Therapeutic Massage*

503 Carlisle Drive #275  
(571) 430-8232

### **The Dorr Center, LLC**

*Counseling, Holistic Therapies & Retreats*

429B Carlisle Drive #205  
(703) 391-7380 x 1

### **The Healing Connection**

*Psychotherapist with Specialization in Trauma, Eating Disorders, and Life Transitions*

297 Herndon Parkway #301  
(703) 910-3110 x100

### **Therapeutic Arts Science & Growth Mindset**

*Education & Wellness using Arts & Science*

520 Herndon Parkway H12  
703-665-9388

### **Wingstop**

*Restaurant*

334 Elden Street  
(703) 817-2389

### **Wiseguy Pizza**

*Restaurant*

1741 Elden Street

(571) 342-7060

(703) 707-0858

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[Visit our website](#)

[Contact Us](#)

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