





ENHANCING THE COMMERCIAL TAX BASE

Economic Development aims to attract, retain, and grow existing businesses in Vienna, and encourage real estate reuse or redevelopment within the vision of the Town's long term vision, with the purpose of growing the commercial tax base and to provide balance to town revenues.



CURRENT KEY INDICATORS

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INVENTORY SF

3.3M +0%

Prior Period 3.3M

UNDER CONSTRUCTION SF

0 -

Prior Period 0

12 MO NET ABSORPTION SF

9.9K +149.4%

Prior Period (20K)

VACANCY RATE

3.2% -0.3%

Prior Period 3.5%

MARKET ASKING RENT/SF

\$34.94 +1.7%

Prior Period \$34.35

MARKET SALE PRICE/SF

\$337 +2.0%

Prior Period \$330

MARKET CAP RATE

7.7% +0.1%

Prior Period 7.6%



RESTAURANT WEEK



MARK YOUR CALENDARS

FEBRUARY 27 - MARCH 8



PLANNED MEDIA



ELLIOT
IN THE MORNING



INFLUENCERS

- Council invited to an influencer lunch the week before Restaurant Week
 - This will replace the kickoff event on the Town Green
- Heightened influencer engagement
 - Higher impact to influence behavior than in person event

ECONOMIC SUMMIT
SAVE THE DATE:
MAY 14, 2026