



NEWS RELEASE

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Town of Vienna Names New Economic Development Director

After a nationwide search, the Town of Vienna has selected Nicole Toulouse as its next Economic Development Director. Toulouse, who has extensive experience in economic development, most recently served as the Senior Assistant Director of Business Investment for Fairfax City Economic Development.

“Nicole’s experience successfully leading economic development initiatives in neighboring Fairfax City, along with her vision to further strengthen our business community, attract new businesses, and enhance the local tax base is what will help Vienna maintain its competitiveness and allow our local economy to continue to thrive” said Town Manager Mercury Payton. “I am confident Nicole will lead Vienna’s Economic Development Department with ease, ensuring our business community is taken care of as she seeks new opportunities for growth and innovation.”

During her time in Fairfax City, Toulouse led initiatives that resulted in an average annual increase of 12% in business license tax revenues, a 6% rise in real estate assessments, and a decrease in commercial vacancies to 6.5%. She also worked to advance the city’s Comprehensive Plan, including supporting business grants to improve facades and reduce vacancies. Toulouse consistently achieved measurable results, affirming her reputation as a trusted leader in the field of economic development and earning her a spot on the “Northern Virginia 40 Under 40” list.

Toulouse holds a Master of Public Administration and Bachelor of Arts in public policy and economics from the University of Delaware. She is also the recent chair of the Northern Virginia Economic Development Alliance’s Business Development Committee where she assisted in business attraction efforts for the region.

Toulouse will begin working for the Town of Vienna on Jan. 13, 2025.

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