

Economic Development Committee, Commission Plan Forum

The Loudoun County Board of Supervisors' Economic Development Committee and the leadership of the Loudoun County Economic Development Commission (EDC) are teaming up to host a forum in November for business leaders to air their concerns and suggestions for improving the county's business strategy.

At least 20 representatives from various types of businesses will be invited to participate in the forum. State and local officials will be invited to attend, including members and members-elect of the Board of Supervisors; members of the EDC, Planning Commission, and Industrial Development Authority; Town Mayors; Virginia Department of Transportation, Loudoun County Sanitation Authority, and Loudoun County Chamber of Commerce representatives; and the Small Business Development Center.

The tentative date for the forum is Monday, November 17, 2003, from 8:00 a.m. to 12 p.m. in the Board Room of the County Government Center in Leesburg.

"Hearing from our business leaders is of vital importance to us as a county," said Board Chairman Scott York, who also serves as Chairman of the Board's Economic Development Committee.

EDC member Joe Paciulli said the county is listening to the business community's concerns, many of which were expressed in a report prepared earlier this year by the EDC's Transportation and Infrastructure Committee, which he chairs.

"I'm pleased by the county's reaction to the report and I think the forum will show that the county is open for business and that we want to hear from the business community. I am hopeful that this dialogue and process improvement will continue," Paciulli said.

At the forum, the Committee will also discuss efforts, both underway and planned, that the county is making to continue its outreach to business and to streamline its development process. These efforts include, but are not limited to:

- a planned expansion of the business liaison services provided by the Department of Economic Development;
- continued outreach by the Chairman of the Board of Supervisors with key businesses in the county;
- continued outreach by county staff with groups such as the Northern Virginia Building Industry Association;
- the establishment of a separate management and administrative track for nonresidential applications;
- the creation of a team representing various county departments whose purpose is to track all non-residential applications and ensure they are processed promptly; and
- the realignment of staff to put the primary focus on land development application review with strict adherence to internal guidelines.

Department's Prospect Activity—July-August:

- Responded to **308** requests for general information
- Sent out **157** marketing packages
- Worked with **11** new and **33** on-going prospects
- Delivered **2** presentations and Conducted **5** tours
- Distributed **122** Growth Summaries, **63** Spring Product Guides, and **737** Wine Trail Brochures
- Received **50,444** hits on our website, with **12,407** user sessions

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Announcements and Expansions

New & Existing Business



- ◆ *SPL Integrated Solutions* (SPL, www.splis.com) opened a new 3,000 square foot office on Carpenter Drive in Sterling September 8. SPL is a leading nationwide integrator of audio and video systems. Headquartered in Columbia, Maryland, SPL helps to increase the productivity at corporations, educational institutions, and government agencies by designing and installing large-display videoconferencing systems and fully integrated multimedia systems.

In addition, the company integrates large-scale audio and video systems that enhance the experience at venues like professional sports stadiums, casinos, theme parks, and large congregation churches. The Loudoun office will employ a staff of eight, and will focus on system integration, service, engineering, and sales.

"We are so excited to be opening our Northern Virginia office in Sterling and look forward to becoming an integral part of Loudoun County" remarked Donna Martin, senior account executive at SPL.

- ◆ *SAIC* (www.saic.com) opened a fourth office in Loudoun County in June. Located on Ridgetop Circle in Loudoun Tech Business Park, the 22,000 square-foot facility will house 50 employees in support of various customers, including the Defense Advanced Research Projects Agency, the Federal Bureau of Investigation, the US Army and the US Air Force.

The new facility will be the home of SAIC's newly formed Joint Unmanned Aerial Vehicle (UAV) Program Office, and will house a system integration laboratory for developing UAV systems and technologies, including ground stations.



Small Business Development Center News

Two Loudoun businesses have recently benefited from counseling and assistance from the Loudoun Small Business Development Center:

- ◆ *A Foggy Word* opened mid-July in downtown Leesburg. The store is located above two others, Eyetopia and The Left Bank, on the second floor at 21 Wirt Street. Owned by Christel and Neal Warren, A Foggy Word specializes in imported and hand crafted cards, stationery items, and gifts including pill boxes, clocks, and ceramics.

The SBDC assisted the Warrens with business plan development and start-up procedures and guidelines including licensing, and provided them with information about Town of Leesburg events, small business financing options, and taxation requirements.

- ◆ *Loudoun Physical Therapy* was also the recipient of SBDC counseling during their recent expansion. The company recently completed the construction of four new private treatment rooms, office spaces, and over 3,400 square feet of facility space for therapy clients. Loudoun's SBDC provided the business with counseling on public relations and marketing, human resources and organizational management, taxation, and bookkeeping.

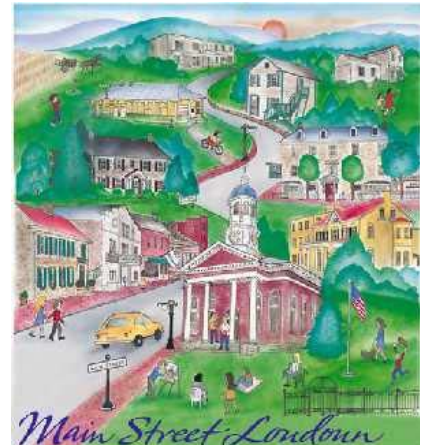


Hand painted ceramic houses from the United Kingdom are one of the specialty items at A Foggy Word.



Noteworthy

- ♦ Rural Loudoun business *Patowmack Farm* recently received prominent press in a *Baltimore Sun* travel article. The Lovettsville farm and its “Dinner in the Garden” offering was the focus of Beth O’Leary’s August 24 article, “Dinner with a view of the Potomac: A Virginia farm serves five-course meals high on a hill.” Patowmack’s \$60 dinner program includes its own organic produce, herbs and spices fresh from the fields, plus meats, cheeses, produce and fine wines from area farms. O’Leary’s article included details on the farm’s history and scenery, and on the gourmet options provided during the meals. The farm was also the Loudoun Chamber of Commerce Small Business of the Year in 2000.
- ♦ Loudoun County’s *Main Street Loudoun program* has recently begun selling its new poster at the county government store and online at www.loudoun.gov/store. Created by local artist Tina Isom, the poster depicts a collage of buildings and activities from Loudoun’s seven towns. Proceeds from the posters, which are \$6.50 for the public and \$5.75 for county employees, will be used to support Main Street Loudoun programs to help preserve and enhance Loudoun’s historic downtowns.
- ♦ The *Loudoun County Economic Development Commission* (EDC) announced September 2 that it has begun its search to fill several openings for three-year member terms beginning January 2004. The EDC is looking for local business leaders who can contribute time, energy, and ideas to promote business growth, strengthen the local economy, and preserve a high quality of life for county residents. Leaders from all sectors of Loudoun’s businesses are encouraged to apply by sending letters of interest with bios or resumes to: EDC Nominating Committee, c/o Debra Jenkins, Loudoun County Department of Economic Development, 1 Harrison Street, 5th Floor, PO Box 7000, Leesburg, VA 20177. The deadline is September 29, 2003.
- ♦ Larry Rosenstrauch participated in the annual *Area Business Development Officials Committee* (ABDOC) conference of the Greater Washington Initiative August 14-15. The event included the selection of Michael Stevens, president and CEO of the Washington, DC Marketing Center, as the new ABDOC chair and Paula Riley, executive director of the Alexandria Economic Development Partnership, as the new ABDOC vice chair. ABDOC is comprised of more than 20 economic development leaders from across Greater Washington. Among other projects, the group plans to analyze the potential of the bio-infomatics industry for the region and to conduct a review of Greater Washington’s information technology sector in 2004.
- ♦ The *Loudoun Economic Development Commission* officially launched a new webpage on the county’s main website in August. By clicking on www.loudoun.gov/edc, users can obtain information about the commission, including biographies of the members, bylaws, and the “Economic Strategic Plan: The Community’s Plan for a Thriving and Sustainable Economy.” The site also contains details on the EDC’s five standing committees. EDC presentations and reports will also be added to the site.



The MSL poster includes the Purcellville train station, the Red Fox Inn, Dodona Manor, the Round Hill Arts Center, and other Loudoun landmarks.

GREATER WASHINGTON
INITIATIVE

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Department News

- ◆ Loudoun County Management Intern *Dawn Walsh* completed her 8-weeks of research and analytical work with DED September 12. During her stay, Dawn completed an analysis and overhaul of the department's annual presentation book to the Moody's, Fitch, and Standard and Poor's bond rating agencies. She also composed an article on Loudoun's business environment for the upcoming Loudoun Chamber of Commerce business guide. Her next assignment is with the Department of Planning.
- ◆ DED's former Business Ambassador, *Pam Treadwell*, is living the good life in Florida. Following a retirement party at Whitehall estate organized by EDC Vice Chair Georgia Graves, Pam departed her home in Sterling, Virginia for a new life at the Del Webb retirement community in Sun City Center, Florida.



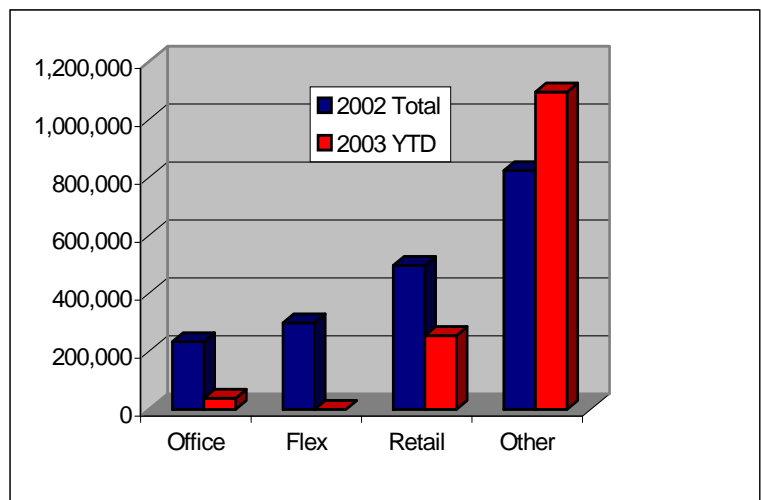
Webb retirement community in Sun City Center, Florida.

Pam and husband Tony enjoy sunny days on their own golf cart – customized with the American and British flags.

Construction Activity

In July 2003, Loudoun County permitted 382,538 square feet (SF) of nonresidential construction. The combined value of new buildings (\$6,806,000) and alterations (\$1,282,577) is over \$8 million.

- ◆ Office — 0 SF in July and 36,969 SF in June
- ◆ Flex/Industrial — 0 SF in July and 0 SF in June
- ◆ Retail — 0 SF in July and 0 SF in June
- ◆ Other — 382,538 SF in July and 84,113 SF in June
- ◆ Taxable — 380,563 SF in July and 113,018 SF in June
- ◆ Route 28 — 289,123 SF in July and 11,420 SF in June



**Nonresidential Construction – Square Feet Permitted
2002 Total and 2003 Year-to-Date**