

Small Business Highlights

Department's Prospect Activity—April:

- Responded to 705 requests for general information
- Received 6 leads
- Conducted 34 business visits
- Distributed 92 marketing packages
- Assisted 18 new business start-ups
- Worked with 13 new and 50 on-going prospects
- Delivered 4 proposals
- Distributed 36 Growth Summaries, 120 Office & Industrial Park Maps, and 9,000 Spring Farm Tour brochures
- Received 28,899 hits on our website, with 7,973 user sessions

- ◆ Lotus Day Spa, Face & Body opened at Market Station on March 12, 2004 and brought an extraordinary spa experience with a personalized, tranquil and peaceful environment to Leesburg. The Spa offers a variety of clinical skin care treatments and professional massage therapies. Owner Mariana York has trained at renowned skin care institutes in Europe, Canada and the United States.

In the process of starting her business, Mariana and her husband, James York, worked with the Small Business Development Center to discuss success strategies for tapping into the Loudoun County wellness and body-care market. In addition, the Yorks coordinated their business opening with the Chamber of Commerce, and the Departments of Economic Development for the Town of Leesburg and Loudoun County.



Mariana York, owner of Lotus Day Spa, Face & Body in Leesburg, has 20 years experience as a licensed clinical esthetician and skin therapist.

- ◆ Paul & Partners, a direct mail marketing firm, purchased 5,800 square feet of condo units off Route 606 in Dulles Trade Center. The company will move in by the end of June, occupying the bottom level, and sub-leasing the two upper units. Company President Ellen Paul said, "One of the main reasons we chose to locate our business in Loudoun is because our unique space requirements were not available anywhere else."

The company currently has 19 employees, but has plans to expand in the future. Ms. Paul sees her employees as partners - they share in the lean times and benefit from the good times. While the company's "internal forte" is direct mail, they work with their clients to solve all of their marketing challenges.

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- ◆ Borissoff's Gourmet opened on Market Street in downtown Leesburg on March 20. The gourmet food and wine store offers imported beer, paté, and freshly baked bread which is delivered from a bakery in Washington, DC. They will soon offer lunches to go, and by the end of 2004, they hope to have a commercial kitchen operating on site, which will greatly expand their capabilities to offer prepared foods daily.

Owner Joan Borissoff and her husband moved from Bethesda to Purcellville in 2003. After ending her career with Arthur Andersen in 2002, Ms. Borissoff dreamt of owning her own business. After careful research and business planning, she settled on the gourmet shop and selected Leesburg as its location because it's the "hub of the county."

Announcements and Expansions

New & Existing Business



- ◆ Harris Teeter, Inc. (www.harristeeter.com) announced that it will anchor the new Ashbrook Commons retail center in Broadlands. The store will open in early April of 2005 occupying 48,750 square feet of space.

A food market chain operating in six states on the East Coast, the company has 141 retail stores, and approximately 13,900 employees.

- ◆ Intelligent Decisions (www.intelligent.net) has purchased the former DSS building in Beaumeade Corporate Center. The company will occupy the 80,000 square feet in July, moving 122 employees from their current location in Chantilly.

Opened in 1988, the company is a leading provider of information technology services in the federal and commercial markets, with over a billion dollars in sales to support defense, intelligence and civilian IT requirements. They offer custom configured, Intel-based server products to ISPs and Fortune 1000 clients and have expanded into security appliance manufacturing.

- ◆ The Inter-American Development Bank (IDB) (www.iadb.org) has purchased 70,000 square feet of space at Beaumeade Corporate Center. The facility, which previously housed IMCI, will serve as a back-up data center and office for the IDB.

Established in 1959, the IDB is the oldest and largest regional development bank. It is the main

source of multilateral financing for economic, social and institutional development projects as well as trade and regional integration programs in Latin America and the Caribbean.

- ◆ IS3 (Information Systems Security Solutions, Inc.) (www.infois3.com) signed a two-year lease for 5,189 square feet of space at Loudoun Gateway. The company will move 35 employees from its former location in Prince William County.

IS3, one of the fastest growing IT companies in the Washington, DC metropolitan region, provides communications infrastructure design/implementation, and information assurance.

- ◆ Network Equipment Technologies, Inc. (net.com) (www.net.com) has leased 39,349 square feet of space at Loudoun Tech Center. The company will consolidate its Ashburn and Vienna offices at the new location in May. The Loudoun Tech Center location offers the company's 80 employees access to amenities and proximity to Dulles Airport.

net.com develops and delivers service creation platforms for broadband, IP telephony, and multiservice networks. An architect of the networking industry, net.com has been supplying service providers, governments and enterprises around the world with bulletproof networking technology for more than 20 years. Its technology forms much of the backbone of today's multiservice network architecture.



The Inter-American Development Bank will house its backup data center and office at the Beaumeade Corporate Center.



Net.com's East Coast headquarters, now located in Loudoun Tech Center, houses the company's worldwide Technical Assistance Center.

In the News

- ◆ *Forbes* magazine recently ranked Washington, DC-Northern Virginia number four in its sixth annual survey of Best Places for Business and Careers. In the soon-to-be published May edition of *Forbes*, the ranking says that the area, “ranks among the top regions for educated workforce, income growth and culture and leisure. Only high costs keep it from ranking first overall.” First in the ranking is Madison, WI, followed by Raleigh-Durham, NC, Austin, TX, and then Washington, DC-Northern Virginia. Rounding out the top five is Atlanta, GA.

Noteworthy

- ◆ **Main Street is Blooming**, Main Street Loudoun’s first special event added plenty of sparkle to our communities on April 16-17. Over 110 volunteers donned their yellow Main Street Loudoun bandanas during the two-day event to plant flowers, pick up litter, weed and sweep sidewalks and alleys, and generally spruce up Loudoun’s historic downtowns. A number of local businesses generously donated or discounted their services in support of this effort. Many thanks to all of the individuals who volunteered.
- ◆ The newest **Loudoun County Farmers Market** is set to open in Purcellville. The market will be open May through October on Thursdays from 4pm to 7pm in the downtown parking lot, and will feature products from 15 or more farms. The established Farmers Markets in Cascades, Sterling, Leesburg and Middleburg are also on schedule for their May and June openings.
- ◆ The **Spring Product Guide** is now available and provides information on farm-fresh products available throughout the growing season. Also included in the brochure is information on the Farm Tour scheduled for May 15 and 16. This free, self-guided tour features huge Shire horses, shaggy Scottish Highland cows, and free-range chickens and turkeys, as well as greenhouses and wineries. To receive a Farm Tour brochure, call Economic Development at 703-777-0426 or visit www.rural-loudoun.state.va.us.



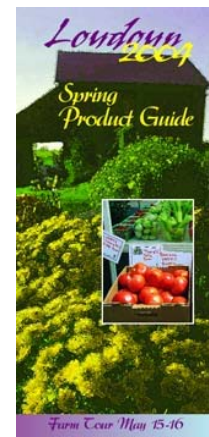
Pictured above and below are just some of the more than 110 volunteers who pitched in to clean up and beautify our communities during the *Main Street is Blooming* event. Great work!



The Economic Development Market Analysis of Eastern Loudoun County Office & Industrial Land was downloaded more than 2,650 times in the three weeks following its release.

- ◆ The Department of Economic Development has released its *Economic Development Market Analysis of Eastern Loudoun County Office & Industrial Land*. The study spotlights the county's six office and industrial corridors, describing the zoning, density and land availability in each one. It is intended to help landowners, developers and local government officials understand trends and potential opportunities in office and industrial land development.

The study was featured in several press reports, including “Loudoun: Clear for More” on the cover of the May 14 *Washington Business Journal*. It is available at www.loudoun.gov/business/info.htm.



The 2004 Spring Product Guide is available by calling 703-777-0426 or it can be downloaded at www.rural-loudoun.state.va.us.



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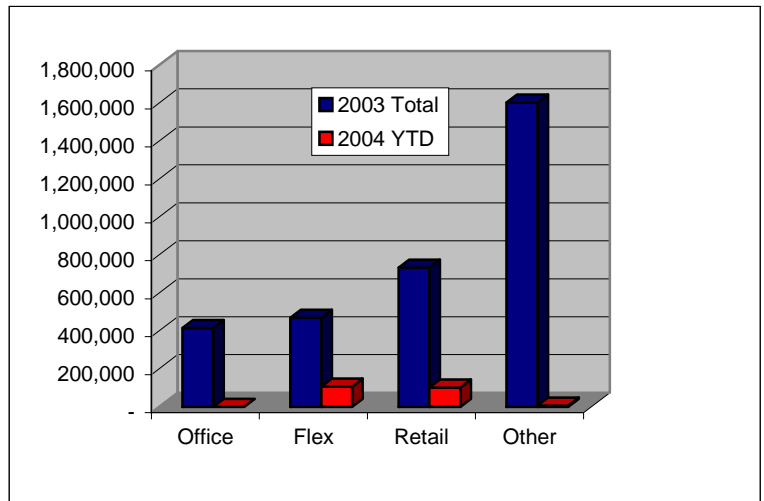
Department News

- ◆ Supervisors Lori Waters and Stephen Snow were featured panelists at the April 13 luncheon of NAIOP, the National Association of Industrial & Office Properties. They discussed Loudoun’s Economic Development and Land Use issues.
- ◆ Christina Winn attended the Urban Land Institute’s *Real Estate Trends* conference in Washington, DC on April 15.
- ◆ The Rural Economic Development Council (REDC) held its April 5 meeting at Breaux Vineyards as part of its ongoing meeting programs to familiarize REDC members and guests with Loudoun’s rural businesses.
- ◆ Warren Howell attended the Virginia Direct Market Association meeting on April 13 in Charlottesville. Focused on the VDOT tourism-oriented signage program, the meeting participants developed ideas for rural tourism signs.
- ◆ The American Planning Association (APA) held its annual convention in Washington, DC this year. During the convention, Lou Nichols led a session on the rural economy, and organized a planning briefing and discussion on rural economic development at Wheatland Manor. Also supporting this convention, Robyn Bailey helped conduct a ‘mobile workshop’ tour of eastern Loudoun and Lou conducted a ‘mobile workshop’ tour of western Loudoun for APA participants.

Construction Activity

In March 2004, Loudoun County permitted 131,452 square feet (SF) of nonresidential construction. The combined value of new buildings (\$7,205,872) and alterations (\$11,842,534) is more than \$19 million.

- ◆ Office — 28,086 SF in March and 0 SF in February
- ◆ Flex/Industrial — 67,984 SF in March and 105,708 SF in February
- ◆ Retail — 12,530 SF in March and 5,442 SF in February
- ◆ Other — 22,852 SF in March and 6,282 SF in February
- ◆ Taxable — 117,432 SF in March and 90,782 SF in February
- ◆ Route 28 — 65,704 SF in March and 102,800 SF in February



**Nonresidential Construction – Square Feet Permitted
2003 Total and 2004 Year-to-Date***

**Please Note: Building Permit data collected over the past year contained errors. The data has been corrected, and the figures for 2003 Total and current YTD now reflect the accurate information.*