

Department's Prospect Activity—July and August:

- Responded to 1,795 requests for general information
- Conducted 62 business visits
- Distributed 211 marketing packages, 320 business guides, and 184 growth summaries
- Assisted 11 new business start-ups
- Worked with 9 new and 48 on-going prospects
- Delivered 4 proposals and 1 presentation
- Distributed 240 Farmers Market Brochures and 2,400 Wine Trail Brochures
- Received 78,564 hits on our website, with 15,613 user sessions

Board Adopts Revised EDC Strategic Plan

The Loudoun County Board of Supervisors has adopted the revised *Economic Development Strategic Plan*, which has in its vision the creation of "an innovative, globally competitive economy known for its business environment, exceptional quality of place and strong sense of community." The plan was presented to the board by the Economic Development Commission (EDC) in July.



PIC Chair Tamar Datan

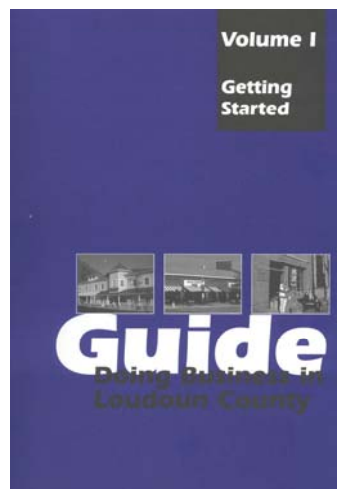
The plan calls for Loudoun's economy to focus on being a recognized center for innovation, a prosperous business environment, a favored visitor destination, and a high quality of place that preserves Loudoun's heritage while providing an exceptional quality of life and sound fiscal health.

Tamar Datan, chair of the EDC Policy & Implementation Committee (PIC), stated that the new plan creates "a set of goals and strategic initiatives that will unite the county rather than break it into segments." Additionally, she remarked that the plan "can be applied to projects across all distinct geographies — countywide, suburban, rural, and towns."

The new plan reduces the number of overall objectives to 14, down from 33 in the previous plan. These 14 strategic initiatives include supporting the area's airports as global gateways, strengthening and protecting key business and gateway corridors, cultivating competitive industry clusters, and improving the county's infrastructure.

(See Strategic Plan, continued on page 3)

DED Publishes New Reference for Local Businesses



The Department of Economic Development (DED) released the first volume of an all-new guide for businesses in August. *The Guide to Doing Business in Loudoun County: Volume I: Getting Started*, highlights seven main steps for those looking to start a new business, including developing a business plan, choosing a legal structure, hiring employees, and obtaining financing, permits, and business licenses.

The text also guides those thinking of starting a new business through some initial considerations, such as deciding why they should start a business, determining if they have the skills necessary, and selecting the best Loudoun location for their business needs.

The guide was designed as a workbook, with easy-to-use reference pages of important contacts for each step of the business development process, and additional tips highlighted to provide key business definitions and considerations. The printed guide is available free from DED, and is online at <http://www.loudoun.gov/business/new.htm>.

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Announcements and Expansions

New & Existing Business



Loudoun Gateway IV



Velocity Sports has programs aimed at all ages and abilities, including recreational, professional, and occupational athletes.

- ◆ America Online (www.aol.com) has leased an additional 154,000 square feet in Loudoun County. The expansion is an addition to AOL's 1.2 million square foot headquarters in Dulles, and is designed to provide additional space for the company's existing employees, as well as allow for potential future workforce.

The new space includes the 102,000 square foot Loudoun Gateway IV building, as well as a 52,000 square foot space at Loudoun Gateway II that was previously occupied by Alcatel. The company moved into Gateway II in early August, while the Gateway IV building will house up to 500 employees when the space is completed in December.

- ◆ Molecula (www.molecula.com), a subsidiary of life sciences company CalbaTech, Inc., has moved from Herndon to 3,000 square feet of space at North Dulles Business Center. Molecula was founded to provide high quality RNAi and antisense oligonucleotides to researchers, but has diversified into other market sectors to meet the

needs of basic researchers and specialized biopharmaceutical manufacturers. The company is expecting to employ a staff of 15 at its new location.

- ◆ Bob's Family Market opened on South King Street in July and celebrated its grand opening Friday, September 3rd. Loudoun resident Sue Vignato opened the market with her mother Sandy Burlage and grandfather Bob Ryan to provide grocery items not otherwise available in the historic district, including milk, bread, sodas, ice cream, t-shirts, books about Leesburg, and first aid items. The market will be open daily from 11am to 9pm.
- ◆ Velocity Sports Performance (www.velocitysp.com) has signed a lease for 15,400 square feet at Dulles North Industrial Park. The company was founded in 1999 by world-renowned coach Loren Seagrave and a team of expert coaches to make advanced sports training from university and professional athletic programs available to the general public. Velocity Sports will hire a staff of 5 to 10.

Rural Business News



Take the Loudoun Wine Trail.

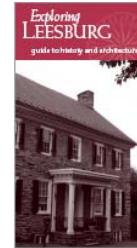
See our special offer at www.loudounwine.com
or call 1.800.LOUDOUN (1.800.568.3686)

- ◆ The Loudoun Winegrowers Association, Loudoun's ten wineries, and the Department of Economic Development (DED) Rural Economy Team are collaborating on a 25-week promotion aimed at the *Loudoun Wine Trail*. Using an advertisement designed by a local graphics company, the wineries and the DED rural staff are co-sponsoring five, five-week *Washington Post Food* section ad placements which steer readers to www.loudounwine.com.

Once on the Loudoun Winegrowers website, readers can click on individual wineries to print coupons for special offers and discounts. The promotion will next appear in the *Post* on September 8, and response will be tracked through phone call logs and website traffic reports. The last five-week insertion will run from March 16 to April 13, 2005.

In the News

- ◆ Loudoun County now tops the nation when it comes to job growth among the country's largest counties. The **Bureau of Labor Statistics** announced in July that Loudoun County experienced a 5.2% increase in employment from December 2002 to December 2003. This places the county tied for first in over-the-year percentage job growth, along with Clark County, Nevada. The data is available online at www.bls.gov/cew.
- ◆ Word-of-mouth is spreading about a new book produced by the Town of Leesburg. *Exploring Leesburg: guide to history and architecture* was created by town Preservation Planner Kristie Lalire and consulting company History Matters, LLC, of Washington, D.C. Using a Certified Local Government grant from the Virginia Department of Historic Resources and additional town funding, Lalire (also an architectural historian) compiled photographs and interview information from longtime-Loudoun residents with historical and architectural details of 149 Leesburg structures. The information is arranged into 9 geography-based and 12 themed walking tours.
- ◆ It's been a busy summer for many of Loudoun's businesses making news. Among the highlights:
 - ◆ The **Jack Kent Cooke Foundation** broke ground on a new 23,000 square foot headquarters building at Lansdowne. The new building is an expansion of 17,600 square foot over the foundation's previous location, and will sit on a 17.7 acre site. Using more than \$500 million in assets from the estate of Mr. Cooke, the foundation now provides many of the largest and most competitive student scholarships in the country.
 - ◆ **Lansdowne Real Estate Company** has formed from the partnership of longtime Loudoun agents Kevin Nicholas, formerly of Xerox Realty Company, and Phil Canada, formerly of Vaaler Real Estate Company. The two have opened a temporary office, and will be opening a 2,000 to 3,000 square foot permanent headquarters at Lansdowne Office Park in October. The company's initial efforts will focus on Loudoun's commercial market, but will later expand to highlight Lansdowne's residential developments. The duo will be hiring experienced agents, and can be reached at 703-858-5593.
 - ◆ **Buchanan Partners** has broken ground on three new office condo buildings totaling 175,000 square feet at Dulles Trade Center I. The buildings are being constructed following the successful leasing of 228,000 square feet of condo space already built at the business park.



Exploring Leesburg is available for \$5 at The Loudoun Museum, the Leesburg Planning Department, the Loudoun Convention and Visitors Association, the Thomas Balch Library, and the newly opened Bob's Family Market.



Mr. Cooke's advice was simple: "Destiny demands you do better than your supposed best." When he died in 1997, Mr. Cooke left most of his fortune to establish the Foundation and provide others with the chance to fulfill their greater destiny.



(Strategic Plan, continued from page 1)

"We are attempting to bring greater focus and discipline to the plan to come up with a product that can more readily implemented, tracked, and monitored" Datan stated. The next step includes creating an Action Plan of prioritized projects to implement the strategy, in collaboration with the public and private organizations that helped revise the plan. This process will begin in September, and is expected to continue until the end of the year. The Action Plan will then be presented to the full EDC, and to the Board of Supervisors in time for budget determinations.

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WWW.LOUDOUN.GOV/BUSINESS

Department News

- ◆ DED is progressing forward with **Project WOW**, a branding strategy effort that will present the county's strengths in a compelling way. The project is currently in the research phase, and executives from North Star Branding Strategies of Nashville, Tennessee have held one-on-one meetings and focus groups with key county business leaders, and are gathering data from perception surveys sent to approximately 400 businesses, homeowner organizations, and civic groups.

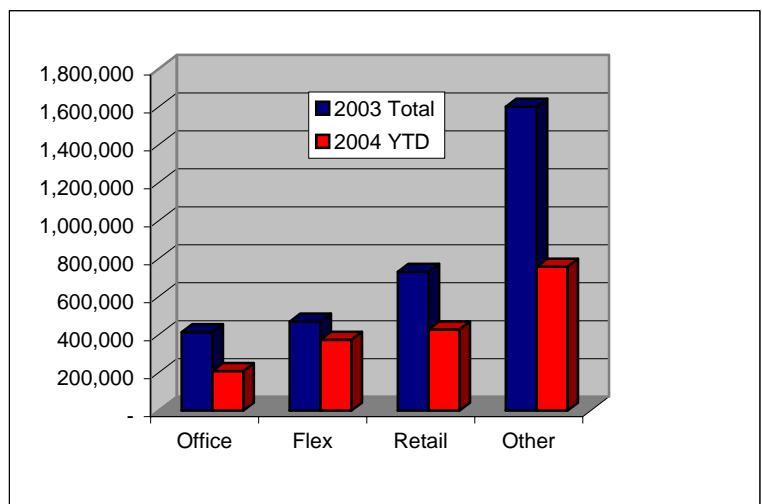
In the coming weeks, North Star will conduct an online survey for community input on www.loudoun.gov/business, and interview Loudoun business prospects and other stakeholders. It is anticipated that by the end of the year, the project will be completed, and DED will have a comprehensive package of "Loudoun branded" position lines, logos, marketing campaign concepts, photographs, and other design elements.

- ◆ DED and County Administration hosted a **Small Business Process Forum** in August. The forum provided Loudoun companies the opportunity to provide input to county staff on how the government could customize functions for small businesses. The session was moderated by the EDC's Georgia Graves, and was attended by Supervisor Lori Waters and county staff including Linda Neri, DED's Dorri Morin, and representatives from the departments of Building and Development, Zoning, Health, and the Commissioner of the Revenue.

Construction Activity

In June and July 2004, Loudoun County permitted a total of 974,779 (SF) of nonresidential construction. The combined value of new buildings (\$61,420,688) and alterations (\$7,924,898) is over \$69 million.

- ◆ Office — 5,084 SF in June and 69,444 SF in July
- ◆ Flex/Industrial — 75,149 SF in June and 13,977 SF in July
- ◆ Retail — 287,299 SF in June and 29,493 SF in July
- ◆ Other — 199,470 SF in June and 294,863 SF in July
- ◆ Taxable — 388,106 SF in June and 300,709 SF in July
- ◆ Route 28 — 118,816 SF in June and 137,456 SF in July



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