

Hurricane Katrina: Loudoun's Opportunities to Help

Department's Prospect Activity—July and August:

- Responded to 596 general information requests
- Sent out 64 marketing packages, 100 growth summaries, 30 maps, and 19 business guides
- Conducted 52 business visits and 7 tours
- Issued 1 proposal and gave 2 presentations
- Assisted 2 new business start-ups
- Worked with 14 new and 48 on-going prospects
- Received 84,469 hits on www.loudoun.gov, with 21,226 user sessions
- Received 127,108 hits on www.loudounfarms.org, with 5,259 user sessions

Loudoun's businesses and citizens are demonstrating their generosity to those less fortunate in the immediate after-effects of Hurricane Katrina. Less than two weeks following the initial devastation, more than 100 evacuees are being sheltered in Loudoun, local companies are stepping forward with large corporate donations, and the county Board of Supervisors met a challenge on September 6 issued to all Virginia counties by contributing \$25,000 to the American Red Cross.

In addition to the initial outpouring of sympathy and support, several businesses have contacted the Department of Economic Development asking for specific ways to provide help. Representatives from local and national relief agencies currently recommend the following efforts as being most effective :

- ◆ Donate to the Loudoun Chapter of the Red Cross to assist local evacuees. "The local chapter is in need of funds right now to help with the hurricane aftermath," stressed Loudoun Chapter Health and Safety Services Director Shawn Finnerty. She explained that with evacuees currently housed in Loudoun shelters, her office is not in need of donated products, but they very much need donors to designate funds to the local office, instead of the national hurricane fund. Doing so will provide for the Loudoun staff to have the funds now to support these local operations. Donations can be made online at www.redcross.org by selecting "Your Local Red Cross Chapter" on the donor form.
- ◆ Register your company's available products or services at www.swern.gov. The Department of Homeland Security has organized the National Emergency Resource Registry for products and services that public and private organizations are willing to sell or donate to help the disaster recovery. Needed the most right now are commercial airline services, baby food, temporary housing, vehicles, and

(See Hurricane Efforts,, continued on page 5)



In addition to uncounted lives lost and other Gulf Coast damage, there are images of New Orleans that may be gone for the foreseeable future: street music, Louis Armstrong Park, shotgun houses, New Orleans Indians, Garden District homes and streetcars.

Inside this issue:

Announcements and Expansions	2-3
Rural and Town News	4
In the News	5
Department and Commissions News	6
Construction Activity	6

Announcements and Expansions

New & Existing Business



Construction at TAG, *above*, began in March and is expected to be completed in 2005. *Below Right*, Executive Vice President and Chief Operating Officer Marcus DeSouza, says the expansion will help TAG meet aggressive design and production schedules for its new military programs.



MAXjet says it will unveil a "revolutionary on-board product" later this year .

- ◆ Apollo Technologies (www.apollotechnologygroup.com), an award-winning 10-year old office equipment dealership, has relocated from Falls Church to Dulles. Apollo sells and leases digital copiers, color copiers, color printers, and commercial facsimile machines as well as the multi-functional devices. They also provide on-site maintenance and repair and arrange for same-day shipping of toner cartridges for printers, facsimile machines and copiers.
- ◆ Technology Advancement Group (TAG, www.tag.com) is constructing a new Defense Security Services (DSS) accredited design and manufacturing facility that will maximize output of its rugged, tactical hardware systems. TAG is a leading provider of engineering and technology services, including the design, evaluation, testing, and systems integration



for mission critical programs to the military and defense agencies. The company has announced that it has won five new military contracts since their expansion began this spring.

The new facility will add 35,000 square feet to the company's existing 10-acre complex on TAG Way in Dulles, which includes its na-

tional headquarters and corporate offices. The company currently employs about 120 employees, including off-site contractors, and will create an additional 35 positions. The new space will house the company's thermal, network, mechanical, and electrical engineering divisions as well as the manufacturing division.

- ◆ MAXjet Airways (www.maxjet.com) announced August 23 that it has received federal authority to begin flying chartered and scheduled flights between John F. Kennedy Airport in New York and London's Stansted Airport, with additional East Coast flights planned for the near future. The company states that following two years of development and certification, "the paint is drying on our planes, and we'll soon be the first true, everyday low cost airline to fly across the Atlantic."

MAXjet is headquartered at Washington Dulles International Airport and flies Boeing 767 aircraft.

- ◆ Equinix (www.equinix.com) has expanded its Loudoun facilities with the additional leasing of 58,621 square feet in Ashburn. Equinix is a leading global provider of network-neutral data centers and Internet exchange services for enterprises, content companies and network services providers.

The company has added 70 new clients in the last financial quarter, including eHarmony.com, Fox Sports Interactive Media, Ikea Asia Pacific Ltd, Merrill Lynch Asia Pacific Ltd, MySpace.com, NASA, Salesforce.com, Samsung Networks and Sandisk.

Announcements and Expansions

New & Existing Business

- ♦ **Image Matters** (www.imagemattersllc.com), a systems engineering and software development company, announced that they have relocated their Leesburg headquarters to an expanded facility at 201 Loudoun Street. Image Matters started six years ago as a home-based business in Round Hill, and is now a leader in providing geospatial semantic web technologies. The company's clients have included Lockheed Martin, Oracle, SAIC, Sun Microsystems, and the U.S. Department of Defense.

"We are pleased to be able to expand and stay in the heart of Leesburg," said Image Matters CEO Henry Niedzwiadek.

- ♦ **George Mason University** (www.gmu.edu) announced plans September 7 to construct a 123-acre university campus near Arcola. George Mason received the land from Greenvest LC, a development company currently requesting a rezoning from the county on the surrounding land.

The expansion, said University President Alan G. Merten, addresses a growing demand in Loudoun County for higher education and enhances George Mason's own "distributed university" concept in Northern Virginia.

"Our long term objective is to maintain a permanent and well-integrated presence in Loudoun County," he said.

University officials project the campus would open in 2009 and would offer a variety of undergraduate courses, graduate level programs in such areas as technol-

ogy and management, teacher training, health professional training and public administration, as well as scientific research in medical imaging, biotechnology and clinical trials, and airline transportation.

The new campus would build on the recently opened 8,000 square foot Mason@Loudoun Campus in Loudoun Tech Center, which will celebrate its grand opening on September 19.

- ♦ **The World Bank** (www.worldbank.org) has leased 50,030 square feet of space at Dulles Commerce Center in Sterling. The organization will use the warehouse space for the delivery of goods and packages away from its headquarters in Washington, D.C. The World Bank is a specialized agency of the United Nations that works to reduce poverty worldwide. Its members, from 184 countries, provides low interest loans and grants to developing countries, and funds education, HIV/AIDS prevention, clean water technologies, and biodiversity projects worldwide.

- ♦ **Trex** (www.trex.com) announced September 6 that they have canceled their decision to relocate their corporate headquarters from Winchester to the Corporate Office Park at Dulles Town Center. Trex recently changed their chairman and CEO from Robert G. Matheny, who is retiring, to Anthony J. Cavanna. Cavanna has stated that the benefits of moving to Loudoun were not in question, but that remaining in Winchester will prevent the necessary relocation or replacement of 80 employees.



Mason at Loudoun is currently located at the Ridgetop II building at Loudoun Tech Center.



Rural and Town News

- ◆ Tuscarora Mill Restaurant in Leesburg hosted its annual “Best of Loudoun and Virginia” dinner August 31. Ten Loudoun County farms contributed to this year’s seven-course dinner, and all but one course was paired with a Loudoun wine from Windham, Breaux, Willowcroft, Hillsborough, or Tarara wineries.
- ◆ DED’s rural team is currently preparing the brochure for the **Loudoun County Fall Color Farm Tour** on October 15 and 16. Complete information is available at www.loudounfarms.org. This year’s tour will include several fun-filled and unusual opportunities to witness Loudoun’s agricultural diversity, including:
 - ◆ The **Equine Rescue League** in Leesburg will offer a glimpse of their work saving abused, neglected and unwanted equines.
 - ◆ **Llangollen Farms**, new to the tour this year, will show several top-of-the-line embryo donor cows, as well as calves born from this modern breeding technique. Llangollen, located in Middleburg, will also provide information on their award-winning conservation and environmental practices.
 - ◆ **Loudoun County Master Gardener Volunteer Demonstration Garden** in Leesburg will have materials for children to build and take home their own scarecrow.
 - ◆ **Loudoun Heritage Farm Museum** and **Temple Hall Farm Regional Park** are co-sponsoring exhibits of Heritage Livestock Breeds from area preservation groups, including Ayrshire Farm, Mount Vernon, the Belted Galloway Society, and the American Livestock Breeds Conservancy.
 - ◆ **Village Winery**, the county’s twelfth and newest winery, will be open with wine tastings as well as demonstrations and products from the Loudoun Valley Sheep Producers.



Dinner contributors Mary Ellen Taylor and Wally Reed of Endless Summer Harvest, above, enjoy their dinners as Tuscarora Mill Chef Patrick Dinh and a staff member, below, look on.



Main Street Loudoun and the Loudoun County Design Cabinet are preparing for an intensive design workshop focusing on the **Town of Lovettsville**. On September 16 at 7:30 a.m. in the Lovettsville Community Center, the two groups will meet with town officials, professional planners, and all interested citizens to participate in “Seamless Transition: Design Planning Charrette.”

The purpose of the charrette is to listen to town residents express what they want to see in Lovettsville now and in the future, and develop ideas and suggestions for the upcoming town center that would be compatible and complimentary to Broad Way, the town’s existing main thoroughfare. The group will also request suggestions for the improvement of infrastructure along Broad Way, including sidewalks, power lines, and other street improvements.



Members of the Loudoun County Design Cabinet review their plans for the Lovettsville Design Charrette, an open meeting for those interested in the merging of Lovettsville’s Town Center with its existing small town environment.

In the News

- ◆ Two Loudoun businesses have again been included in *Hispanic Business* magazine's Fastest-Growing Companies in the nation. **Technica Corporation** was included for the fourth year in a row, ranking 84th on the list. **The Cube Corporation**, which was purchased by Atlanta-based VT Griffin in March for \$25.5 million, was also a repeat winner, ranking 88th this year.
- ◆ **Giovanni Cozzarelli** has been hired as the new executive director of the nonprofit Loudoun County Small Business Development Center. Cozzarelli has worked nationally and internationally for 25 years as a senior executive in the fields of banking, financial management, marketing consulting and business operations.
- ◆ **The Bureau of Labor Statistics** announced in August that the Washington metropolitan area was tied with the Minneapolis-St.Paul-Bloomington, Minnesota-Wisconsin area for the lowest June 2005 unemployment rates, at 3.8 percent each. Additionally, the Washington area posted the largest over-the-year employment increase, with an additional 78,400 jobs.



(Hurricane Efforts, continued from page 1)

emergency supplies. Once registered, companies will be contacted when their resources are needed.

- ◆ **Organize a Red Cross fundraiser.** In order to undertake an officially sanctioned fundraiser using Red Cross materials, businesses or citizens should contact Peggy Willis at the local office by email at willisp@usa.redcross.org.
- ◆ **Volunteer at the Red Cross Loudoun Chapter.** Finnerty noted that the local office is currently overwhelmed with activity and in need of a variety of local volunteers to help maintain their post-hurricane operations. In order to participate, volunteers need to attend a short orientation session. While these sessions are currently being offered twice daily, they are full for the next two weeks.
- ◆ **Select from the national registry of organizations officially supporting the recovery at www.networkforgood.org.** Major housing organizations, medical relief agencies, churches, animal welfare groups, and others have direct links for donations on this site.
- ◆ **If you are compelled to volunteer at a Katrina disaster site, sign up for full Red Cross Disaster Training.** In addition to the shorter preparation session for local volunteers, this will involve a full day of extra training plus a background check, and volunteers should be prepared to work in rough, possibly dangerous conditions, Finnerty noted. The Red Cross is currently asking for participants to volunteer for deployments lasting at least three weeks, although they say they will not turn away those who cannot fulfill this lengthy time commitment.
- ◆ **Most importantly, the Red Cross and other relief organizations are stressing that while assistance is needed, those wanting to help should remember to focus on the long term.** Economists are projecting that 400,000 jobs have been lost, and that the conditions for the evacuees and the national economy may be worse in several months than it is right now. The steps that will be required to rebuild Gulf Coast communities and economies will be monumental.

"We need help, but people shouldn't feel like they have to make their one contribution today, or even this month," says Finnerty, "We are in this relief effort for the long haul."



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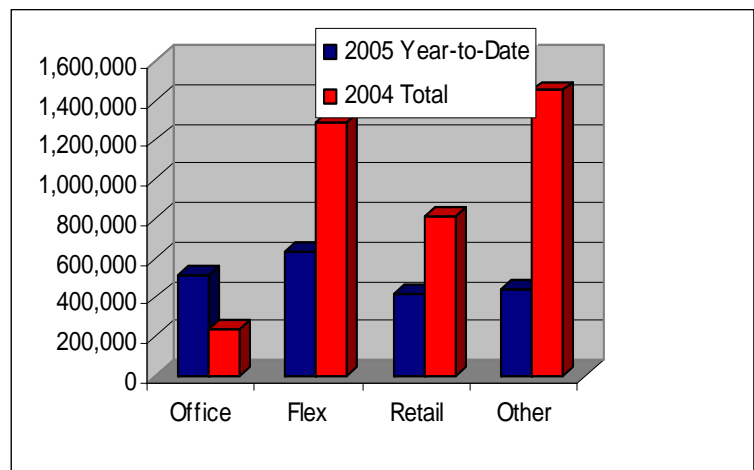
Department and Commission News

- ◆ Businesses searching for retail space information now have a new online resource. The Department of Economic Development has released a 26-page **Retail Center Inventory** of the county's retail sites as of this summer. The listing contains square footage and location information, as well as contact names and numbers for the respective retail developments. It can be accessed at www.loudoun.gov/business/pdf/retail_center_inventory.pdf.
- ◆ The Department has confirmed that a panel from the **Urban Land Institute** will study the potential for the Loudoun County-owned 101-acre parcel beginning October 16, with a final presentation of findings on October 21. More details will be available in September.
- ◆ Larry Rosenstrauch, Robyn Bailey, Dorri Morin and Sandy Denham accompanied **Washington Business Journal Publisher Alex Orfinger** on a county tour August 17. The tour provided Orfinger with detailed Loudoun County workforce and demographic information.
- ◆ The Loudoun County Economic Development Commission (EDC) is in search of five new members. According to the EDC's Tamar Datan, business leaders who can contribute their time and ideas to help keep Loudoun a great community should send a resume with a letter of interest that explains how they can contribute. The deadline is September 16 at 5pm. Complete details are available at www.loudoun.gov/edc.

Construction Activity

In June and July 2005, Loudoun County permitted a total of 757,195 square feet (SF) of nonresidential construction. The combined value of new buildings (\$62,574,970) and alterations (\$13,925,282) is over \$76 million.

- ◆ Office — 30,866 SF in June and 59,052 SF in July
- ◆ Flex/Industrial — 256,309 SF in June and 223,043 SF in July
- ◆ Retail — 2,382 SF in June and 41,233 SF in July
- ◆ Other — 56,206 SF in June and 88,104 SF in July
- ◆ Taxable — 298,475 SF in June and 325,468 SF in July
- ◆ Route 28 — 83,224 SF in June and 126,835 SF in July



Nonresidential Construction — Square Feet Permitted
2005 Year-to-Date and 2004 Total