



Department's Prospect Activity—September:

- Responded to 328 general information requests
- Distributed 88 maps, 136 business guides, and 7 growth summaries
- Conducted 22 business appointments
- Worked with 53 on-going prospects
- Received 103,686 hits on www.loudounfarms.org,

Spectacular Discovery Environment Opens at HHMI

Although technically an event for the October edition of LoCo Motion, DED couldn't allow the grand opening of the Howard Hughes Medical Institute Janelia Farm Research Campus go unmentioned. A series of galas, business receptions, and public open house events will be held the first week of October. Those attending the earliest events declared the facility and its staff "inspiring." More details will follow next month.



A view of HHMI's three-story Landscape Building at sunset. Although larger than the main terminal at Dulles Airport, the building was constructed in line with the topography and is not visible from nearby Route 7.

County Completes American Community Survey Analysis

A recent analysis of Loudoun County, based on the newly released data from the U.S. Census Bureau's 2005 American Community Survey (ACS), has further emphasized the county's national standing as an educated, affluent community, with predominantly working-age persons and children. The survey is a new study of counties or county equivalents with populations of 65,000 or more. This is the first year for which Loudoun data is available, and additional data will roll out on an annual basis from this year forth.

In the analysis, which was completed by Loudoun County Department of Management and Financial Services' Demographer, Jill Allmon, data on the 787 counties included in the ACS was evaluated. The study was then narrowed down to compare Loudoun County against 18 other outer-suburban counties whose median household income and population growth rates were in the top 100, and whose populations exceeded 150,000. The counties ranged geographically from ten states across the country.

Allmon's analysis showed that Loudoun ranks near the top for several key economic and demographic measures, not only among the other comparison counties, but also among all of the counties included in the American Community Survey. As was reported last month, Loudoun ranked first nationally for median household income, but lesser known is that the county also ranks third nationwide for overall change in household income over the period from 1999 to 2005.

During this time, the median household income increase in the county was over \$17,000 - more than four times the national average. Of the other counties benchmarked against Loudoun, Prince William County, Virginia was also the only other large, high-growth, high-income county to rank in the top 10 nationally for income change during this time period.

(Continued on page 2)

Inside this issue:

Business Announcements	2
In the News	3
Department & Commission News	4
Construction Activity	4

Business Announcements



◆ **Iron Mountain** (www.ironmountain.com) has expanded into nearly 5,000 square feet of office space at Ashbrook Business Park in Ashburn. The site was leased and is managed by Merritt Properties, and will be used for administrative office space for approximately 25 employees. The Ashbrook space is the second Iron Mountain location in Loudoun. The company provides a variety of information protection and storage services, including secure document shredding, data recovery, electronic records management, intellectual property management, and film & sound archiving.



◆ DED's Larry Rosenstrauch attended a ribbon-cutting event for a new 30,000 square foot Government Network and Operations and Security Center at Verizon

Business in Ashburn on September 20. The center provides communications services to the federal government and large organizations. During the event, Verizon officials affirmed their commitment to Ashburn, stating that they expected to bring additional employees to the area in the future.

◆ AOL had its stock rating upgraded in September by Morgan Stanley for the first time in a year. The *Washington Business Journal* reported that other analysts also raised their ratings on AOL, each citing the company's recent strategy overhaul to offer content and services free to those with an internet connection. The *Journal* also reported that AOL is spending on content and technology to add more features to its free Internet portal.

Loudoun County 2005 American Community Survey Results

Measure	Rate	U.S. Rank
Population Growth '00 to '05	46.9%	2
Percent with advanced degree	55.7%	10
Median Household Income	\$98,483	1
Median Household Income Change '00-'05	\$17,835	3
Percent of Population Age 65 or More	4.6%	2

(Continued from page 1)

The American Community Survey also shows that Loudoun is a community of younger residents. Just one of every 20 county residents is aged 65 or over, resulting in a smaller percentage of senior citizens in Loudoun than in any county nationwide, except for Douglas County, Colorado.

At the same time, Loudoun's educational status ranks first out of all 19 counties in Allmon's comparative analysis. Nationally, Loudoun ranks tenth with more than twice the national percentage of population ages 25 or more holding advanced degrees.

Perhaps not surprisingly, Loudoun's high income and education attainment is mirrored by top rankings in the highest-paying industry sectors. As a further step in her study, Allmon reviewed the largest industry sectors found in the 19 counties in her comparison. Of the 19, all had moderate to high rates of employees in both the Information Sector and the Professional, Scientific, and Management Services Sector - the two highest paying of the 13 employment classifications in the U.S.

Loudoun ranked first among the 19 for both categories, with the highest percentage of employees in the Information Sector nationwide. The Professional, Scientific, and Management Services Sector employs the greatest number of Loudoun employees — nearly one in four — which ranks the county sixth in the nation for its size in this employment category. This contrasts with 84% of the other counties nationwide, for whom either the Manufacturing Sector or the Educational Services, Health Care, and Social Assistance Sector (both moderate in pay level) represents the largest segment of their employee base.

In the News

- ♦ The George Washington University (GW) recently announced the appointment of Dr. Craig W. Linebaugh as Associate Vice President for Academic Planning at GW and Chief Academic Operating Officer of the Virginia Campus in Ashburn. As Chief Academic Operating Officer, Dr. Linebaugh will lead the development of a strategic plan for the Virginia Campus that includes new programming and expanded research efforts. Arriving at GW in September 1976, Linebaugh has held dual appointments in the Columbian College of Arts and Sciences as professor of speech and hearing science, and in the School of Medicine and Health Sciences as a research professor of medicine. Linebaugh's areas of research include speech and language disorders related to stroke and neuromuscular disease, and rehabilitation of neurological communication disorders. He has received funding from the National Institutes of Health and has been involved with many projects sponsored by the Department of Veterans Affairs.
- ♦ Small business entrepreneurship in Loudoun appears to be thriving, according to the U.S. Small Business Administration (USBA). The Washington, D.C. District Office recently reported that in fiscal year 2006, 89 small businesses in Loudoun County received USBA-aided loans totaling almost \$25 million.
- ♦ Visit www.loudounfarms.org for details on this year's Loudoun Farm Color Tour, to be held October 21 and 22. In addition to many returning farms and wineries, this year's tour features a series of new events and locations:
 - ♦ On Saturday only, **Natural Mercantile of Hamilton**, the county's oldest continually-operating health food store, allows visitors to step back in time. Their building dates back to the late 1800s, but the offerings are current and include fresh produce, milk in glass bottles, organic wine, grass-fed steak, chocolates, local honey, and much more.
 - ♦ **Hill High Orchard**, once an apple-packing house for over 500 acres of orchards, offers 37 kinds of pie for sale and will provide samples of Virginia's apples, explaining why many have all but disappeared but are making a comeback as "heirloom" fruits. Visitors can delve into Hill High's history, and learn why its new owners felt it was so important to maintain it as a vital part of Loudoun's agricultural heritage.
 - ♦ **Bellwether Tree Farm**, a 20-year old specialty farm will offer tours of its growing areas to show their unique tree-growing process. The tour guide will discuss varieties and factors to consider in choosing a tree. Three hayrides each day to the Christmas tree fields will afford an advance look at this year's crop. Picnic areas will be available.
 - ♦ Visitor's can learn all about **Kilronan Farm's** 3 Irish Draught mares and 2 foals. This breed is on NATO's endangered list, with about approximately 3,000 left in the world.
 - ♦ **Fields of Athenry** raises all natural, free-range lamb and poultry. The farm will be selling a "fresh and local" boxed lunch of Loudoun products, and invite visitors to purchase local arts, crafts, and other farm products.
 - ♦ **Shoenefeld** offers a view of their 4 acre start-up vineyard on a 215 acre setting. Picnic areas, self-guided walking tours, hayrides, and food and demonstrations from the 4-H Adventure Club will be available.

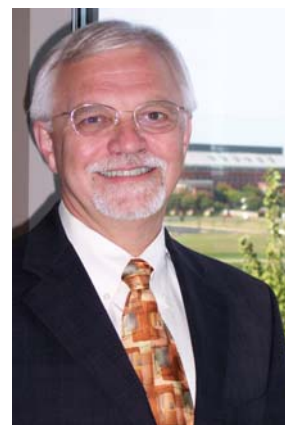


Photo by Joan Zamba

Newly appointed Associate Vice President for Academic Planning at GW, and Chief Academic Operating Officer at the GW Virginia Campus, Dr. Craig W. Linebaugh.



The Natural Mercantile in Hamilton.



Just a few of Hill High's 37 kinds of pie baked daily.



Kilronan's Irish Draught horses.



Ann Higgins and Warren Howell staffing the DED booth at the Virginia Wine Festival.

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BIZ.LOUDOUN.GOV

Department and Commission News

- ◆ DED was an official sponsor of the Virginia Wine Festival at Morven Park Equestrian Center September 30 and October 1. This marked the first year the 31-year old festival was held in Loudoun, and several DED staff members staffed a booth throughout the event to answer questions about the county.
- ◆ Following presentations to the Board of Supervisors Economic Development Committee by David Bennett, Beth Hain, and the Greater Washington Initiative's Steven Pedigo, the Board approved DED's international business strategy October 3. The strategy is posted at www.loudoun.gov/bos.
- ◆ Dorri Morin and Beth Hain attended the Virginia Economic Developers Association Conference in September, which was highlighted by a keynote address by Governor Tim Kaine. VEDA works to increase the effectiveness of those who practice economic, industrial, and community development in Virginia.
- ◆ Robyn Bailey worked with county officials to issue a Joint Request for Partnership Proposal (RFPP) September 29 under the Virginia Public-Private Education Facilities and Infrastructure Act of 2002. The RFPP solicits proposals from development teams to master plan and develop the county-owned site in Ashburn, Virginia. Information will be posted at www.loudoun.gov/business/panel/.

Construction Activity

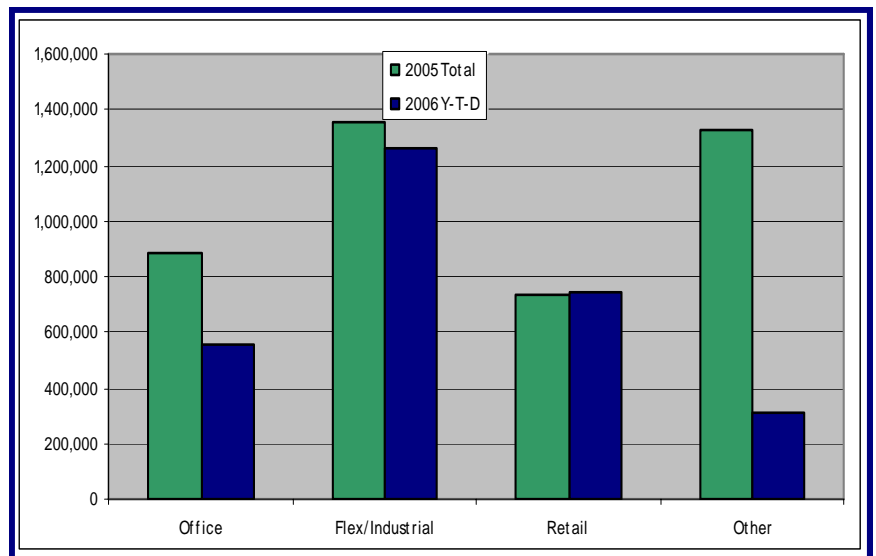
In August 2006, Loudoun County permitted a total of 579,526 square feet (SF) of nonresidential construction:

- ◆ Office — 124,661 SF
- ◆ Flex/Industrial — 411,127 SF
- ◆ Retail — 30,958 SF
- ◆ Other — 12,780 SF
- ◆ Taxable — 571,380 SF
- ◆ Route 28 — 354,311 SF

The cumulative amount of nonresidential square footage permitted from January to August of this year is 2,873,891, a 17 percent increase over the same 8-month period last year.

Loudoun Vacancy Rates*

	3Q06:	3Q05:	3Q04:
Office:	11.6%	10.3%	13.0%
Flex:	17.8%	23.9%	25.3%
Industrial:	12.3%	9.2%	8.7%



**Nonresidential Construction – Square Feet Permitted
2005 Total and 2006 Year-to-Date**

*Source: CoStar October 2006