

Phase One of Loudoun Identity Branding Complete

Stop for a moment and ask yourself—what do you think when you think “Loudoun County”? A fast growing, high tech community? A county that’s different from the rest of Northern Virginia because it’s not only high tech and high culture, but it still retains beautiful landscapes and rural assets? A historic community with a great quality of life?

After extensive research, analysis and creative design, an answer to “What is Loudoun?” has been answered with the recently completed first phase of the Department of Economic Development’s (DED) “Project WOW.” Working with North Star Branding Strategies of Nashville, Tennessee, DED received input from more than 400 businesses, elected officials, prospects, regional economic development partners, leaders of Loudoun civic organizations and citizens, and the collected data became one of the major sources for analysis in the project.

The results led to a strategic direction that focuses on the rich contrasts that exist within a county that is “18th century yet 21st century, horse country yet corporate headquarters, grapes yet micro-chips.” North Star’s analysis stated that if DED promotes this rich contrast in its brand identity, external prospects would look at the county’s marketing and say:

- ◆ “They care about an agricultural producer as well as a bio-tech firm.”
- ◆ “They understand the real assets of Loudoun County.”

In the process of translating the brand identity to marketing materials, North Star developed the concept of a fresh, whimsical “family” of logos incorporating the theme “More Than You Imagine.” Each logo is designed to appeal to innovative and entrepreneurial audiences, and is unified with a series of Loudoun “icons” springing forth from stylized Loudoun County text. The icons used can be varied from a selection depending upon the logo’s purpose, yet each icon is an accurate representation of the “What is Loudoun?” research results.

Initial work is now complete on business, rural economy, and community logos, and additional icon development and logo fine-tuning is underway. The logos have been successfully market tested with stakeholders and marketing professionals. At a minimum, the logos will be used by the Department of Economic Development, but the potential exists for usage by other county departments and community partners as well.

To arrive at the concept, research efforts focused on what attracts new busi-



The business version of the new Loudoun County economic development logo. Additional versions of the “family” of logos are in development.

Department’s Prospect Activity—January:

- Responded to 327 general information requests
- Distributed 13 marketing packages, 27 maps and 7 business guides
- Conducted 19 business visits and gave 3 presentations
- Worked with 46 on-going and 4 new prospects
- Received 52,988 hits on www.loudoun.gov, with 12,756 user sessions

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Announcements and Expansions

New & Existing Business



Senator Hillary Clinton fills OFA care packages in October 2005. The OFA's most recent initiative is the first annual Red Scarf Project, which collected hand-knitted red scarves from around the country to send in Valentine's Day care packages to 2,500 foster youth.

The Orphan Foundation of America (OFA, www.orphan.org) moved its headquarters from Fairfax County to Sterling December 15. The non-profit organization, which employs approximately 12, specializes in supporting and assisting foster children who are never adopted.

Each year 25,000 children "age out" of the foster care system, and after facing what may be years of abuse or lack of family support, fewer than 18% pursue college or vocational training. The Orphan Foundation, created in 1981 by former foster care youth Joseph Rivers, helps these orphans and foster youth as they transition from foster care to young adulthood, with an emphasis on helping them further

their education.

OFA provides millions of dollars in annual private scholarships, administers the federal National Education and Training Voucher Program for nine states, and organizes a care package program that sends boxed goodies to youth in its program three times per year.

Businesses looking to assist OFA's programs may donate 1,000 or more items for care packages, volunteer to put packages together, participate in online virtual mentoring with foundation students, or donate funds towards scholarships. Donors of \$1,000 or more per year will fund a scholarship in their name, and 100 percent of the funds will go towards aiding the scholarship recipient.

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nesses and residents to Loudoun, what business sectors show the most potential for future growth in the county, and what Loudoun's "personality" would be, were it a person. Results showed that the most important elements bringing new businesses and residents to Loudoun are the presence of Dulles Airport; the proximity to Washington, D.C.; the educated workforce; the county's countryside and rural spaces; and the high standard of living or quality of life.

Additionally, the county's biggest economic development growth areas were found to be biotech, Dulles Airport, information technology, higher education, and tourism—especially tourism with a rural focus.

If Loudoun was a person, he or she would be "young, educated, confident, outgoing, casual, and juggling career with family." Population analysis revealed the person would also be much more likely than the general U.S. population to travel by airplane for business, spend more than \$3,000 a year on domestic travel, belong to a country club, go sailing, own a handheld PC, and listen to classic music and National Public Radio.

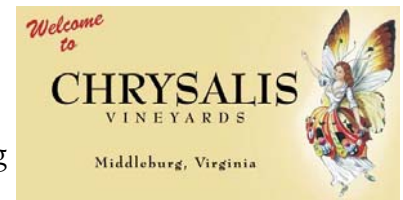
The project's second phase, which includes logo refinement and the development of new marketing and promotional materials, is currently underway.



Other Loudoun icons created for logo usage include a variety of business and general community images, each of which help convey what makes Loudoun special (shown here in low resolution).

In the News

- ◆ **Chrysalis Vineyards Owner Jennifer McCloud** was appointed by former Governor Warner to the Virginia Wine Board in December. The board was created by the state legislature in 2004 and is composed of the Commissioner of Agriculture and Consumer Services and nine governor-appointed citizens representing grape growers and owners or winery operators. Among its duties, the board can use funds from the Virginia Wine Promotion Fund for research services to improve viticultural and enological practices in Virginia, enter into contracts with private and public entities to market, advertise and promote the industry, and engage in revenue-producing activities.
- ◆ Loudoun County's Department of Economic Development was profiled in two recent *Wall Street Journal* articles on hiring. Business Investment Manager Dorri Morin's experience with a technology employer, in contrast with DED's flexible and family-friendly policies, were profiled in Erin White's December 27 "Know Your Duties, the Firm to Reduce New-Job Surprises." On January 16, DED Director Larry Rosenstrauch's practice of using "day in the life" job simulation and role playing exercises to test job candidates was featured in "Employers Gauge Candidates' Skills at 'Real-World' Tasks."
- ◆ The *Washington Business Journal's* recent profile of the region's largest environmental firms included two Loudoun companies. **Paciulli, Simmons & Associates** ranked 15th on the list, based on its \$2.73 million in 2004 metro area billings. The firm's staff of 70 provides engineering, land planning, landscape architecture, environmental science, wetland science, GIS, and surveying services, and its Leesburg office is managed by Loudoun EDC Chair Joseph Paciulli. Ashburn-based geotechnical engineering, hydrogeologic, and environmental consulting firm **GeoConcepts Engineering**, whose operations and marketing are directed by EDC member Ted Lewis, was 21st on the list based on \$165,000 in 2004 metro area billings.



The businesses of EDC members Joseph Paciulli and Ted Lewis made the *Washington Business Journal's* recent rankings of the region's largest environmental firms.

White House Selects JK Moving for President's Speech



President Bush, *above*, emphasized to Loudoun business and community leaders that "I want to make sure America is entrepreneurial heaven ... where dreamers can realize their dreams." He went on to highlight the self-made success story of JK Moving during his remarks.



Photo courtesy of JK Moving

Following an invitation from the Loudoun Chamber of Commerce, President Bush selected Ashburn-based JK Moving & Storage as a symbolic setting of entrepreneurial success for his January 19 speech. *Above*, the President is welcomed (*left to right*) by the Chamber's Randy Collins, JK Moving President and CEO Charles Kuhn, and JK Executive Vice President Steve Kuhn.



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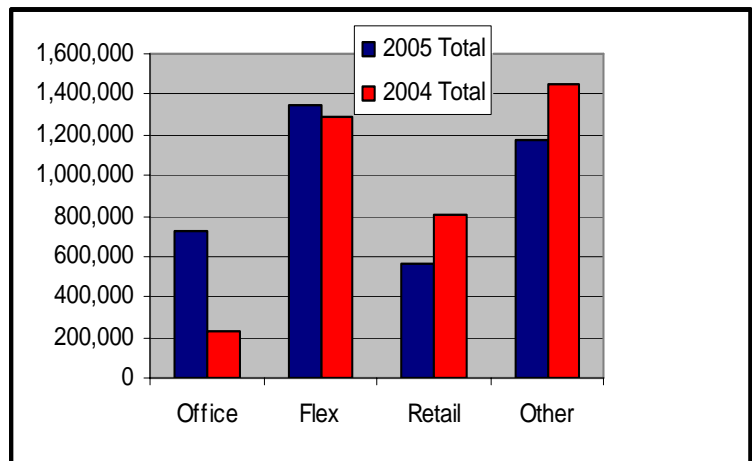
Department and Commission News

- ◆ After nearly six years with DED, Ag District Program Manager Chip Umbaugh has accepted a new GIS Analyst position in the Town of Leesburg's Planning Department. Umbaugh's last day with the county will be February 24.
- ◆ DED held two collaborative meetings with the Virginia Economic Development Partnership in January. On January 12, DED staff met with the new VEDP Executive Director, Jeff Anderson, as well as with Business Development Director Liz Povar, Director of Research Rob McClintock, Researcher Betty-Anne Teter, and Communications and Promotions Marketing Manager Vince Barnett. The second meeting focused on international development initiatives and was held January 27 with VEDP's overseas representatives from Korea, Greater China, Japan, and Europe, as well as with Richmond-based VEDP counterparts. The group discussed marketing to an international audience, Loudoun's international businesses, bio-related initiatives, and increased partnerships with Loudoun County.
- ◆ DED will participate at the **BIO 2006 International Convention** in Chicago April 9-12. Robyn Bailey, Dorri Morin, Beth Hain and department science advisor Terry Sharrer of the Smithsonian Institution will represent Loudoun County. The event is expected to include more than 18,000 biotechnology professionals, with representation from at least 1,500 companies and 24 countries.

Construction Activity

In December 2005, Loudoun County permitted a total of 185,663 square feet (SF) of nonresidential construction:

- ◆ Office — 133,434 SF in December and 56,923 SF in November
- ◆ Flex/Industrial — 7,500 SF in December and 0 SF in November
- ◆ Retail — 34,442 SF in December and 25,680 SF in November
- ◆ Other — 10,287 SF in December and 513,675 SF in November
- ◆ Taxable — 185,663 SF in December and 576,857 SF in November
- ◆ Route 28 — 12,155 SF in December and 0 SF in November



Nonresidential Construction — Square Feet Permitted
2005 and 2004 Totals