



Customers Flock to First-Ever Winter Farmers Market

The Loudoun Valley Home-grown Markets Association (LVHMA) opened its first winter market November 4. Residents in Loudoun County now have a year-round opportunity to enjoy fresh products from local farmers and producers, including eggs, apples, wines, fall vegetables, fresh breads, pastas, baked goods, and meat products. The market is also currently featuring seasonal items such as locally-made Christmas wreaths.



Hess Orchards offers up a bright palette of apple samples from owner Chester Hess' fresh fall crops.

Department's Prospect Activity—November:

- Responded to 289 general information requests
- Distributed 58 maps, 11 business guides, and 100 life science brochures
- Conducted 70 business appointments
- Worked with 1 new and 53 on-going prospects
- Received 110,462 hits on www.loudounfarms.org, with 5,060 user sessions.

The winter market takes place in the Virginia Village Shopping Center on Ca-tactin Circle in Leesburg, and is open every Saturday from 10 am to 1 pm until March 31, 2007.



Elaine Boland of Fields of Athenry hands out tastings of soups, sausage and other locally-prepared foods.

While some of the 22 producers are carrying over from the summer season, 12 are new to the winter market.

"We are happy to have Crooked Run Orchard from Purcellville join us with their apples and Christmas wreaths," explained market manager Sandra Stickovitch. Other local farm products available will include holi-

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day hams, lamb sausage, salsas, and honey. "Customers can enjoy a hot cup of coffee and a pastry while they shop," said Stickovitch." This market is a great place to shop, find locally made gifts and support local farmers."

For a listing of vendors and more information on the winter farmers market, visit www.LoudounFarms.org.



Endless Summer Harvest from Purcellville sells its organic lettuces at the market each Saturday.

Business Announcements



- ◆ **The National Conference Center at Lansdowne** (www.conferencecenter.com) held a November ground breaking ceremony to announce the plans for a new grand ballroom complex. Named West Belmont Place, the 26,750 square foot addition will include a 16,500 square foot ballroom which can host up to 1,800 people, or divide into a total of 11 breakout rooms. Also included are three additional multifunction rooms and an adjacent reception area.

When it opens in the spring of 2008, West Belmont Place will be one of the largest ballrooms in Northern Virginia, which is in keeping with the scale of the center itself. With 925 guest rooms and 250,000 square feet of existing meeting space, the facility is already ranked among the largest conference centers in the nation. In September 2006, it was selected by meeting planners for a Gold Key Award by *Meetings and Conventions* magazine. The designation was based on industry criteria including staff attitude, quality of meeting rooms, quality of guest services, food and beverage service, proficiency of handling reservations, availability of technical/support equipment, and range of recreational facilities.



Endless Summer Harvest's greenhouse facilities

- ◆ **Endless Summer Harvest** (www.esharvest.com), a Loudoun farm producing hydroponic lettuces and other greens, has been awarded a \$68,000 U.S. Department of Agriculture Value-Added Producer Grant. The farm will use the funds to examine the commercial viability of a system that will

enhance the calcium and potassium content of their hydroponic products in ways which could help consumers meet their daily requirements of important nutrients.

In addition to several gourmet restaurants, Wegmans' Dulles location, and 12 summer farmers markets, Endless Summer Harvest sells products to winter-based farmers markets in Arlington, Falls Church, Leesburg, Tacoma Park, and Dupont Circle. The farm has also recently received the Virginia Department of Agriculture and Consumer Services' "Virginia's Finest" certification for meeting high industry standards approved by the organization.

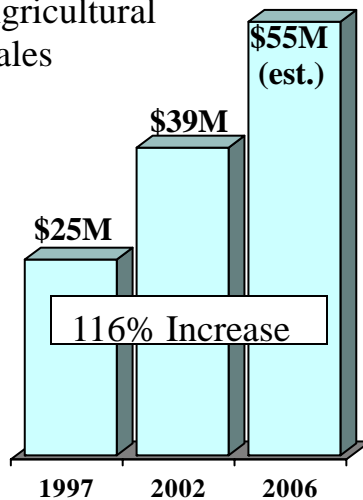


- ◆ **MAXjet Airways** (www.maxjet.com), the Dulles-based low-fare, all-business-class airline, has announced plans to increase its flights from Washington Dulles to London Stansted Airport from four to six times weekly. The increased service starts on March 15, 2007, and tickets are already on sale.

MAXjet CEO Gary Rogliano said, "Current loads are over and above our projections and future bookings are also very strong."

In the News

Total Loudoun Agricultural Sales



◆ The latest information from the Virginia Agriculture Statistics Bulletin & Resource Directory shows that Loudoun continues to be a state leader in both grape and hay production. According to figures released this fall, Loudoun leads all other Virginia counties in hay production, at more than 377,000 tons in 2005. Loudoun also ranks second in the state (behind Albermarle County) for its production of 709 tons of grapes, and its more than 250 grape bearing acres. The total value of Loudoun's agricultural economy, including crops, animals, horticulture, grapes & wines is currently estimated at \$55 million, a 116% percent increase since 1997.



Loudoun's most valuable agricultural product for 2006 – 27,000 head of cattle – contributed an estimated \$27 million in sales to the agricultural economy.

- ◆ The Loudoun Chamber of Commerce hosted its annual Small Business Awards ceremony November 13. This year's eight winners were selected by a panel of area business leaders from over 185 nominees. Twenty-three award finalists were in attendance, and the final winners' names were kept confidential until announced at the ceremony.

The 2006 winners are: **Great Country Farms** - Agricultural & Equine Business of the Year; **On the Go 4 U** - Home-based Business of the Year; **Endless Summer Harvest** - Product of the Year; **Total Basket Cases** - Retail Business of the Year; **Amenity Day Spa** - Service Business of the Year; **ATI Solutions** - Technology Business of the Year; **Station Auto Wash** - Entrepreneur of the Year; and **Charron Consulting** - Small Business of the Year.

"These businesses and the entrepreneurs that lead them represent the very best that Loudoun's small business community has to offer. The passion, drive and courage these entrepreneurs exhibit in pursuit of their dreams and ideas are truly awe-inspiring and the Loudoun County Chamber is honored to be associated with them," said Paul Bice, the chamber's vice chairman.

- ◆ *The Washington Business Journal* reported this month that while **Dulles International Airport** has not yet equaled the airline traffic generated during the heyday of Independence Air, "several airlines are ramping up operations at Dulles," and overall airline operations are stable. Individual airlines with increased 2006 passenger counts include Southwest Airlines, which initiated flights from Dulles to Tampa, Orlando, Las Vegas and Chicago this fall; United, who recently reported a 6 percent increase; and JetBlue, who reported a one-year increase of 42 percent in September.
- ◆ Colliers International reported in its third quarter 2006 **North America Real Estate Highlights** that the Northern Virginia market leads all major suburban areas nationwide for office space under construction. Washington, D.C. also currently leads all major urban cities in the nation in the same category.



Colliers International reports that nearly 6.7 million square feet of office space is under construction in Northern Virginia. The company's commercial real estate report for the third quarter of '06 is online at www.colliers.com/Corporate.

Department and Commission News

Loudoun County Department of Economic Development

1 Harrison Street, SE, MSC #63
Leesburg, Virginia 20175
Phone: 703-777-0426
Toll Free: 1-800-loudoun
Fax: 703-771-5363

- DED had all hands on deck during November's Loudoun County Government-sponsored **Medical Automation Conference**. The conference focused on technologies that improve health care safety and efficiency, and with 200 registrants coming from 14 states and 6 foreign countries, had double the attendance of last year. Businesses in attendance ranged from large companies such as Philips and Siemens to smaller engineering and information technology firms. Since the conference, DED has already outreached to 22 of these companies. The event included a gala reception held at the Howard Hughes Medical Institute's Janelia Farm Research Campus, and a tour of historic sites provided by the Town of Leesburg.

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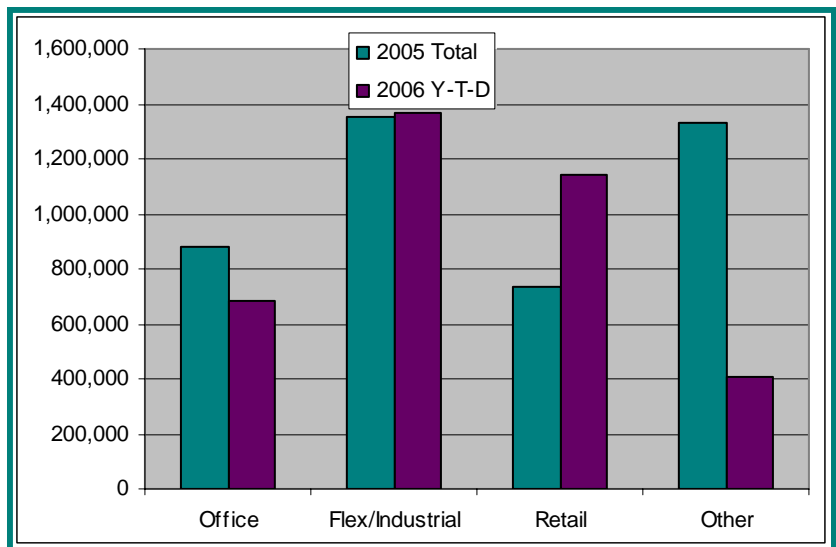
Gloria Purton, Beth Hain, and Dorri Morin greeted businesses during the event. Next year's Medical Automation Conference will be held in Loudoun in late September or early October.

Construction Activity

In October 2006, Loudoun County permitted a total of 404,078 square feet (SF) of nonresidential construction:

- Office — 0 SF
- Flex/Industrial — 39,178 SF
- Retail — 271,332 SF
- Other — 93,568 SF
- Taxable — 310,510 SF
- Route 28 — 246,903 SF

The cumulative amount of nonresidential square footage permitted from January to October of this year is 3,596,137, an 18 percent increase over the same 10-month period last year.



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