



**Department's Prospect Activity—September:**

- Responded to 282 general information requests
- Distributed 130 marketing packages and 28 business guides
- Conducted 12 business appointments
- Worked with 3 new and 71 on-going prospects
- Received 54,313 hits on biz.loudoun.gov, with 15,565 user sessions, including 16 sessions from France and 14 from Germany
- Received 13,412 hits on www.loudounfarms.org, with 2,967 user sessions

### Governor Kaine, Local Leaders Kick Off One Loudoun

Governor Tim Kaine, center, senior elected Loudoun leadership, and Miller and Smith executives break ground at the site of One Loudoun at Route 7 and the Loudoun County Parkway September 25. The site will feature three million square feet of office space, and up to 700,000 square feet of retail development.



One Loudoun will also include a neighborhood of up to 937 homes built around a central park setting, walking trails, a town center, and other public and civic spaces. The total development is projected by Miller and Smith to generate up to 14,000 new jobs and to promote international trade and domestic investment.

### Survey Says: NoVa Not Yet “Top of Mind” for Life Sciences

A just-released survey sponsored by the Northern Virginia Life Sciences Communities (NVLSC) coalition of George Mason University and Loudoun, Fairfax, Arlington, and Prince William Counties’ economic development agencies states that Northern Virginia, while well-known nationwide, is not yet recognized as a “top of mind” location for expansion among life science companies.



The survey and analysis, completed by Direct Marketing Results International (DMRI) of Reston, contacted more than 800 life sciences companies targeted by NVLSC, and completed 65 in-depth surveys. Overall, participants stated that the main reason they did not seriously consider Northern Virginia as an expansion location was simply their preference to stay within their own local area.

“This is a vital fact to deal with when formulating a marketing plan to sell Northern Virginia as a life sciences destination,” said DMRI President Michael Quinn in his analysis. “How do you overcome the ‘comfort level’ of staying local?”

The results also showed that workforce was ranked as an “extremely important” location attribute for life sciences companies. The combined results, state DMRI, identify an opportunity for the region to develop an aggressive marketing approach throughout the life sciences community, and to promote the Northern Virginia labor force as one of the most highly educated and trained in the nation.

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## Business Announcements



- ◆ Orbital, a developer and manufacturer of small rockets and space systems, has announced a major business expansion that will add four new buildings and up to 600 new buildings to its Dulles headquarters. The four-year project is expected to begin in 2008, with completion of the buildings occurring between 2009 and 2011.

The addition will consist of three new office buildings totaling 140,000 square feet, and one 35,000 square foot manufacturing and office building. Once the expansion is complete, the Dulles campus will total 700,000 square feet.

The company's 77-acre Dulles location is the site of its world headquarters and home to its high-tech satellite design, development, and manufacturing operations. It currently employs approximately 1,500 people.

The company expansion was undertaken in recognition of the company's current contract backlog of \$4 billion, most of which is with the federal government.

Orbital's current clients include NASA, the United States Air Force and Navy, the U.S. Missile Defense Agency, and the cities of Philadelphia, Phoenix, and Nashville.

A rendering of the current Orbital campus, seen to the right, with the four new expansion buildings in the upper left.



*Above left*, DED Innovative Economic Development Manager Warren Howell — a raspberry, blueberry, and blackberry grower in his off time — demonstrates bramble production techniques to Dr. Reza Raffie, Virginia State University horticulture extension specialist. Dr. Raffie recently toured Loudoun to learn more about the county's extensive horticultural production and innovative agricultural marketing. Raffie met with several other Loudoun farmers and producers, including Lou Nichols of Bellwether Tree Farm, *above center*, Kate Zurschmeide of Great Country Farms and Horticultural Extension Agent Leslie Blischak, *above right*, and DED Agricultural Marketing Manager Melissa Piper Nelson (*not pictured*).

## In the News

- ◆ Physicians and healthcare administrators are being encouraged to attend the third annual **Medical Automation International Conference** at the National Conference Center, held this October 28 –30. This year's conference, which is sponsored by the Loudoun County Board of Supervisors and supported by the Department of Economic Development, focuses on the methods, processes, and technologies that make medicine more efficient while more rapidly restoring patients to good health.

“Vital Signs: Saving Lives, Cutting Costs” will include a selection of 18 lectures and presentations on topics such as healthcare trends, eldercare technologies, pharmacy automation, non-intrusive health monitoring, nursing innovation, and surgery assist systems. An opening night reception and exhibition at the National Conference Center and an outdoor tour and reception at Dodona Manor, home of George Marshall, are included in the \$499 registration fee. Additional exhibitors and attendees are still welcome. Complete details and registration information are available online at the conference website at [www.medicalautomation.org](http://www.medicalautomation.org).

- ◆ All but one of the former **Economic Development Commission (EDC)** chairs and the entire current EDC Executive Committee gathered September 17 at a meeting hosted by Bonefish Grill in Ashburn. The meeting provided an opportunity for the past and current EDC members to share knowledge, and discuss topics including the Economic Development Commission's future goals and strategy.
- ◆ After more than a year of work, **Lowry's Crab Shack**—formerly Lowry's Farm Market—has opened in Hamilton. The family-owned business offers dine-in and carry-out service of Maryland blue crabs, crab legs, oysters, and shrimp. They're open 11 a.m. to 8 p.m. seven days a week.
- ◆ The Loudoun County Community for a Sustainable Society and the George Washington University (GWU) will be presenting the **Alternative Energy Summit** on November 9 at 6:30 p.m. at the GWU Virginia Campus. Panelists and presenters include DED's own Agricultural Marketing Manager Melissa Nelson, as well as Loudoun farmer Luke Wiseman of Stoneybrook Farm, solar and wind energy installer Charles Bigalow, geothermal installer Fred Neal, and ecologist Dr. Jack Harper.
- ◆ Enjoy the people, products, and fall colors of the Loudoun Valleys at the annual **Farm Color Tour October 20 and 21** from 10 a.m. to 4 p.m. This year's tour includes 25 participating farms, local stores, museums, and wineries, including three brand new locations.

New addition **Higgly Farms in Round Hill** will show what makes their alpacas special and will sell clothing, gifts, and crafts, and take orders for holiday decorations and boxed vegetables. Another new stop is **Rock Hill Farm**, whose owners will provide tours of one of the oldest continually inhabited houses in Loudoun, offer pony rides for children ages 3-10 for \$3.00, and have students demonstrate horsemanship and/or horse soccer. A third new entry is **Willow Hawk Farm**, a producer of sheep fiber and meat products consistent with “eco-ganic” sheep farming.



Dr. Aristides Patrinos, president of Synthetic Genomics, will be the speaker for the opening night gala at the Medical Automation International Conference.

## Lowry's Crab Shack



Willow Hawk Farm will offer a chance to view their animals, enjoy hayrides, and purchase their pesticide, hormone, and antibiotic-free lamb.

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## Department and Commission News

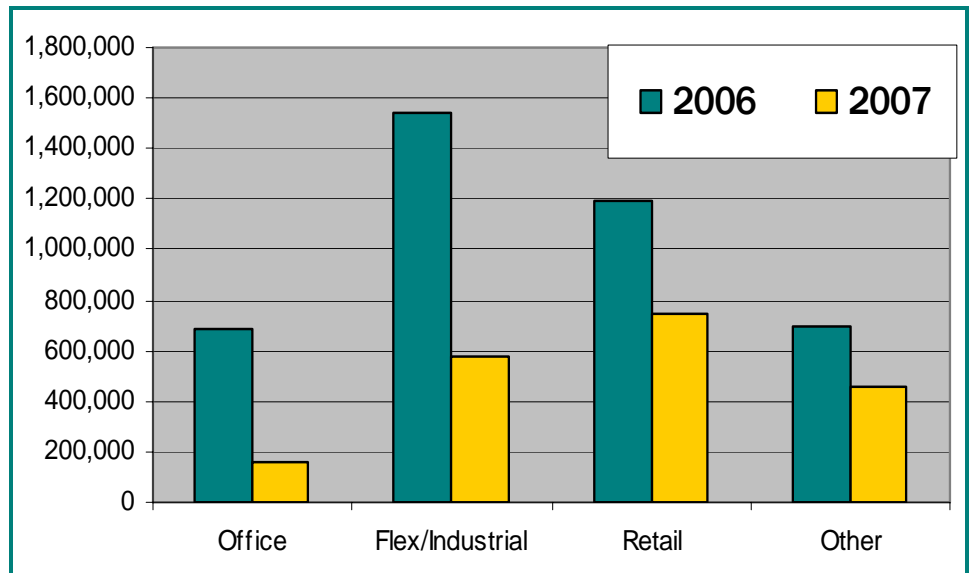
- ◆ DED's Business Investment Manager Beth Hain is preparing for Loudoun's role at the upcoming **Mid Atlantic Bio Conference** October 24—26. As a founding member of the Northern Virginia Life Sciences Communities (NVLSC), Loudoun County Economic Development will help staff the NVLSC booth, distribute collateral material on the region, and answer questions from conference participants.
- ◆ Economic Development, GIS and Project Specialist Patrick Ryan has been strategizing with other DED staff to improve the **Agricultural and Forestal District Program** since joining DED in July. The improvements began under DED's Gloria Purton (now Business Research Analyst), who re-wrote the county ordinance to associate application fees with the program. Now Ryan is working with the Department of Information Technology to transfer program data from separate spreadsheets into an integrated database linked directly with the county's Land Management Information System. In addition, Ryan is working with county attorneys to analyze and better understand the Virginia State Code authorizing the program, and is working to require land management plans from each enrolled parcel. In doing so, Ryan said that he "hopes we can use the program to address updated requirements, and make the program not just a tax break, but a true environmental benefit."

## Construction Activity

In July 2007, Loudoun County permitted a total of 168,216 square feet (SF) of nonresidential construction:

- ◆ Office — 0 SF
- ◆ Flex/Industrial — 44,000 SF
- ◆ Retail — 23,546 SF
- ◆ Other — 100,669 SF
- ◆ Taxable — 78,164 SF
- ◆ Route 28 — 57,584 SF

The cumulative amount of nonresidential square footage permitted in 2007 is 1,966,054, a 17 percent decrease over the same period last year (January – July).



**Nonresidential Construction – Square Feet Permitted**  
**2006 Total and 2007 Year-to-Date**