



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

- Responded to 275 general information requests
- Distributed 260 marketing packages and 23 business guides
- Conducted 36 business appointments
- Worked with 17 new and 74 on-going prospects
- Received 54,898 hits on biz.loudoun.gov, with 13,671 user sessions, including nearly 2,000 downloads of the *Growth Summary*
- Received 157,097 hits on www.loudounfarms.org, with 6,650 user sessions

**Zoning Ordinance Approved with Unanimous Vote**

After more than three years of work by the Zoning Ordinance Review Committee, county staff, the Planning Commission, and the Loudoun County Board of Supervisors, the Board voted unanimously October 16 to accept final versions of more than 1,000 changes and updates to the county's zoning ordinance that will now go into effect December 3. Significant changes affecting the business community include:

- ♦ The allowance for 100 percent office use in Planned Development-Industrial Park (PD-IP) zoned locations, by-right with stated performance standards, or by special exception when performance standards are not met;
- ♦ Increased Floor Area Ratio (FAR) on Planned Development Office Park (PD-OP) and Planned Development Research & Development Park (PD-RDP) zoned land from 0.4 to 0.6.
- ♦ PD-IP FAR can now be increased beyond 0.4 with a special exception.

Zoning Ordinance Review documents are available online at [www.loudoun.gov](http://www.loudoun.gov) by selecting "Zoning Ord. Review" under "Hot Topics."

**Loudoun Artisans Encouraging a Green Holiday Season**

For many Loudouners, the day after Thanksgiving begins with a 5 a.m. rush into the doors of area retailers for the official start of the Christmas shopping season.



This holiday season, instead of scouring the typical stores for unique gifts, Loudoun County farmers, rural entrepreneurs, and artists are asking residents to think "green" by shopping for locally produced foods, wines, textiles, works of art, pottery, and other items at designated "Green Friday" locations.

"The Green Friday concept encourages shoppers to support the local economy and think more about preserving our rural and artistic heritage," said Doug Fabbioli, Loudoun County Rural Economic Development Council's marketing committee chairman and owner of Fabbioli Cellars, a Loudoun County winery.

"Loudoun County farmers brought this idea to the council's attention last spring and we've been crafting the idea into a workable plan for this holiday shopping season," he added.

Green Friday parallels the local foods movement that is gaining national attention for its ability to provide high quality items that support the local economy while saving energy and transportation-related pollution.

The kick-off event is Friday, November 23 from 10 a.m. to 3 p.m. at the Olde Lucketts Antique Store in Lucketts. Participants in Green Friday include The Ayrshire Farm Home Store, The Heritage Farm Museum, The Round Hill Arts Center, and eight other locations. A complete listing of products and merchants is available online at [www.loudounfarms.org](http://www.loudounfarms.org).

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## Business Announcements



- ◆ Amazon.com has opened an 80,739 square foot warehouse and distribution facility at Gateway Distribution Center in Dulles.

The online retailer also recently announced financial results for its third quarter ending September 30, 2007. Net sales increased 41% to \$3.26 billion in the third quarter, compared with \$2.31 billion in third quarter 2006.

### FEDERAL BAKERS USA



- ◆ Federal Bakers USA has relocated from Arlington to a new 75,000 square foot facility at Loudoun Gateway—Prologis Park on the northwest corner of Route 28 and Route 606. Federal Bakers USA is a manufacturer of fresh and frozen bakery products including cakes, pastries, breads, and breakfast items.

The company currently employs 70 in Loudoun, and also maintains locations in Pennsylvania and Illinois.

The Department of Economic Development has been working with them since May of 2006.

- ◆ First Potomac Realty Trust held the official ground-breaking ceremony for Sterling Park Business Center II in Sterling on October 25. Sterling Park Business Center II will be a new build-to-suit business park located adjacent to First Potomac's existing 377,596-square-foot Sterling Park Business Center.

The new business park will eventually contain approximately 500,000 square feet of one and two-story office, flex, and industrial buildings with a tilt-up concrete structure, dock and drive-in loading, and a 3.4/1,000 parking ratio. The first development, a 57,521-square-foot office building, began construction in August 2007 with a targeted completion date of summer 2008.

- ◆ The Presidential, the Washington, D.C. region's newest corporate golf venue, opened its doors (and greens) to the media for a sneak peak of the facilities October 25. The course, which sits on three hundred acres in Dulles, is owned by 14 local entrepreneurs who saw the need for a corporate club incorporating high-end meeting and dining facilities with world-class golf and service.

"The Presidential is a concept whose time has come – by bringing the boardroom to the golfer in a unique way," said Eric Wells, President and CEO of Presidential Golf Partners. The Academy, 18 holes of play and the 16,900 square foot Presidential Clubhouse will open in the spring of 2008. The remaining holes will open in 2009 and the Presidential Grand Clubhouse will open in the spring of 2010.

- ◆ Bethesda-based Lerner Enterprises recently announced several new retail and restaurant offerings for Dulles Town Center. Among the new additions that have or will open in the next few months are the teen clothing store **Hollister**; **Pumpkin Patch**, an international brand of children's fashion opening in November; family restaurant **Mimi's Café**, opening in October; and **Benihana**, a traditional Japanese-style hibachi steakhouse opening in December.

"With the density of high-household income and population growth in Loudoun and Fairfax Counties, retailers have a strong desire to open stores at Dulles Town Center. We are very excited with our recent additions," said Mark D. Lerner, a Principal for Lerner Enterprises.



"Since acquiring Sterling Park Business Center and the surrounding 43 acres in 2006, we have experienced tremendous demand for the space and have had numerous discussions with large space users in the Dulles Corridor," said Doug Donatelli, First Potomac's Chairman and Chief Executive Officer.

## In the News

- ◆ Five Loudoun companies have made the **Deloitte Technology Fast 50** list of Virginia technology businesses with the fastest 5-year growth rates. Sterling-based Skybitz, which creates satellite-based asset tracking and data management networks, ranked in first place, with a five-year growth rate of 40,314% - more than twice the growth rate of the next fastest-ranking company. EcomNets, Inc., an information technology integration and governance company also from Sterling, ranked 9th. GeoEye, a premier provider of satellite and aerial imagery and geospatial information from Dulles, was the 12th fastest growing company with an 872% growth rate. Neustar from Sterling, which just announced it has again been selected by the United States Department of Commerce to operate and administer the “.us” internet domain name registry, ranked 27th with a growth of 266%, and **Prototype Productions** from Ashburn was the 38th-fastest growing company in Virginia, with a rate of 186% over the five-year period.
- ◆ **Joe Travez of Prototype Productions** was also just honored with the Business Award for his innovation and leadership by the Marcelino Pan y Vino, Inc. organization (MAPAVI) at its 2007 Gala on October 13. The award was presented by Congressman Tom Davis. MAPAVI is a nonprofit organization that was founded in 1962 to meet the needs of immigrants coming into the Washington, D.C. metropolitan area. Today MAPAVI works in many Latin American countries with a primary goal to promote volunteerism among all socioeconomic groups, becoming multipliers of peace and justice for the neediest in society.
- ◆ The Bureau of Labor Statistics reported October 2 that the **Washington, D.C. metropolitan area's unemployment rate was the lowest of any large metro area in the country.** Of the 49 metropolitan areas with a Census 2000 population of 1 million or more, the “Washington-Arlington-Alexandria, D.C.-Virginia-Maryland-West Virginia” area, recorded the lowest unemployment rate, 3.0 percent, in August 2007. The areas with the next lowest rates were Phoenix-Mesa-Scottsdale, Arizona, and Richmond, Virginia, at 3.2 percent each, and Virginia Beach-Norfolk-Newport News, Virginia-North Carolina, at 3.3 percent.
- ◆ **GeoConcepts Engineering** was the recent focus of a teleworking case study by Commuter Connections. The company was one of the first firms to join the Telework Virginia! Program in 2000. The study is online at [www.mwvcog.org](http://www.mwvcog.org).
- ◆ The **PNC Financial Services Group** recently released its *Fall 2007 Economic Outlook Survey*, with results showing that anxiety on Wall Street is not translating to panic among D.C.-area small and mid-sized business owners. Nearly half of area business owners expect housing prices to fall further in the next year, but more than half expect their business sales and profits to increase during the same period. These owners were also shown to be “much more positive” about the local economy in the next six months as compared to the U.S. economy. Sixty-six percent plan to increase their investments in their companies, most often for higher employee compensation and health-care costs. Despite this anticipated rise in costs, 39% of employers state they will cover this rise with a subsequent increase in the selling prices of products and services to their customers.



PROTOTYPE PRODUCTIONS  
INCORPORATED



Photo by Washington Hispanic

Prototype Productions' Joe Travez, *center*, with his father José María Travez, *left*, and Congressman Tom Davis at the MAPAVI award gala October 13.



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**Department and Commission News**

- ◆ DED’s Rural Team is co-sponsoring an upcoming tour of the United States Department of Agriculture Beltsville Agricultural Research Center (BARC). The November 7 tour will showcase the 7,000 acre BARC facility as the largest and most diversified agricultural research complex in the world. The center’s record of accomplishments and ongoing programs has made it a world leader in agriculture research whose reputation attracts thousands of visitors each year from the United States and abroad.

Participants in the tour will see historic buildings, barns, and silos, and receive information on center research to protect the environment, provide wholesome and safe food supplies, and improve agricultural fibers. The \$25 registration fee includes transportation, snacks, and lunch. A few spots are still available, for more information call 703-777-0426.



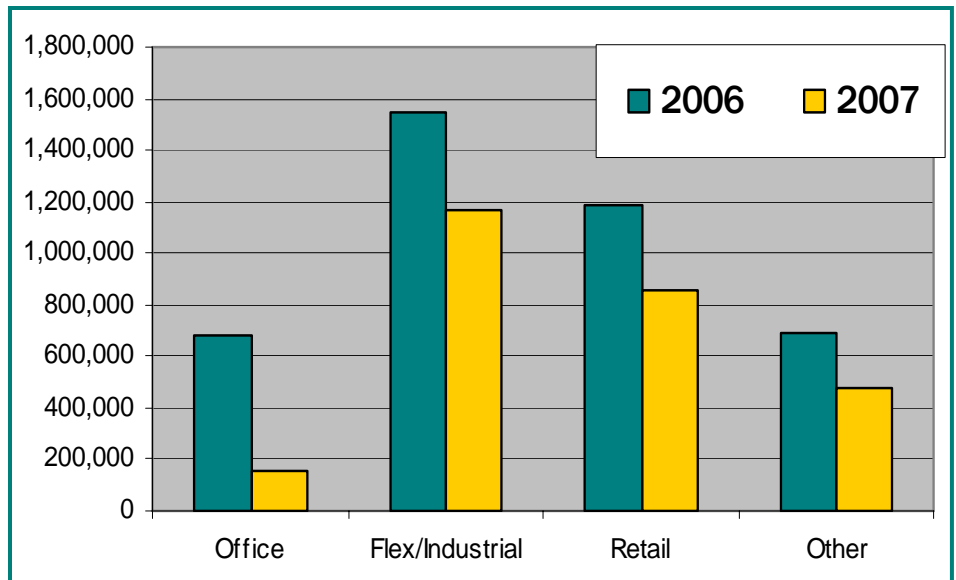
Research fields at the Beltsville Agricultural Research Center. For more tour information, see [www.loudounfarms.org](http://www.loudounfarms.org).

**Construction Activity**

In August 2007, Loudoun County permitted a total of 727,699 square feet (SF) of nonresidential construction:

- ◆ Office — 0 SF
- ◆ Flex/Industrial — 600,057 SF
- ◆ Retail — 109,549 SF
- ◆ Other — 18,093 SF
- ◆ Taxable — 709,606 SF
- ◆ Route 28 — 490,162 SF

The cumulative amount of nonresidential square footage permitted in 2007 is 2,660,417, a 7.4 percent decrease over the same period last year (January – August).



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