



Panel Represents Loudoun Innovation at Conference

Speaking to an audience of public service leaders gathered from across the country, the Chairs of the Loudoun County Department of Economic Development’s Science & Technology, Design, and CEO Cabinets recently presented at the Innovation Group 2007 conference, *Transforming Local Government: Innovation in Action*. With facilitation by DED Director Larry Rosenstrauch and Strategic Initiatives and Communications Manager Dorri Morin, the Loudoun panel presented the county as a national model for accomplishing specialized community projects through volunteer, professional partnership groups.



Loudoun Cabinet Chairs John Wood and Leslie Platt joined Alan Hansen, Kirby Bowers, and senior county staff at the Innovation Group conference June 6-8.

Department’s Prospect Activity—July:

- Responded to 262 general information requests
- Distributed 369 marketing packages and 51 business guides
- Conducted 11 business appointments
- Worked with 79 on-going prospects, and 2 new Process projects
- Received 75,122 hits on biz.loudoun.gov, with 24,007 user sessions, including 72 sessions from India, Japan, and Canada
- Received 89,515 hits on www.loudounfarms.org, with 3,970 user sessions

“More Cabinets than the President: Innovative Partnerships to Build a AAA Community” was selected by Innovation Group leaders for inclusion in the Bellevue, Washington conference as an example of “home grown innovation” — a way to create public programs that are comparable to private sector solutions. The group states that its conferences represent “the epitome of innovation in the public sector” and provide “powerful content that summons freethinking and fosters unprecedented ideas, all within an oasis of networking and learning.”

During the panel discussion, Science & Technology Cabinet Chair Leslie Platt, Design Cabinet Chair Alan Hansen, and CEO Cabinet Co-Chairs John Wood and Kirby Bowers detailed the formation, and current and future projects of their respective groups, while highlighting key elements that have enabled them to be successful. Included among these, they agreed, are good working relationships between the cabinets and county staff, and the trust of elected and appointed officials to allow the cabinets to experiment in areas its members feel are of great community importance.

“We have the feeling of a community, it’s a rare thing, and one of the major attractions is this psychology of inclusion, of each person as a stakeholder,” explained Platt during his portion of the presentation.

“We view [the cabinets] as building a sense of community, and as one form of our existing business program,” concluded Rosenstrauch. “They represent a great range of depth in our community, and build relationships with people who may be interested in doing things in Loudoun in the future.”

Virginia Beach economic development officials who attended the conference praised the Loudoun team, saying their session was the best they attended during the event. They have also initiated plans to visit Loudoun County to observe and learn directly from DED.

Conference attendee Dick Bowers, former city manager of Scottsdale, Arizona, stated that the breakout sessions like the one run by Loudoun “succeeded in linking ideas with action ... they demonstrated, most articulately, what this conference calls us to do... to excel at seeing a tomorrow not yet considered and to take thoughtful, informed, and creative steps to move in that direction.”

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Business Announcements



- ◆ Vovici (www.vovici.com) has located its new world headquarters in 20,591 square feet at Vintage Park Plaza in Dulles. The company employs 70 in the county and 105 worldwide.

Vovici provides online survey solutions that span the entire continuum of survey and feedback management, including web-based surveys; survey management and control advanced reporting tools; and survey and research expertise.

In selecting Loudoun for its headquarters, Vovici CEO Dean Wiltse stated he was attracted by the “good talent pool for technology companies” and the ease “to get everywhere in the world” as the company continues its global expansion.



Qatar Airways Flight QR 051 is greeted by a traditional water salute upon arrival at Dulles International Airport following its 14-hour inaugural journey from Doha, Qatar July 20.

- ◆ The Ventura Group (www.theventuragroup.com) has located its headquarters in Ashburn. The company provides professional information technology, human resources, and management services to the federal government, including the Departments of Defense, Interior, Housing and Urban Development, and others.

Ventura Group has a total of 130 employees, including 15 full time workers in Loudoun. CEO Michael Sierra stated that he made a “conscious decision to come to Loudoun” late last year, favoring the commute, open space, and his location’s easy on-site parking. Sierra also remarked that he likes that Loudoun is “dynamic, that you can see things change.”



Shared Flight Aviation has opened a new office at the Leesburg Executive Airport Terminal on Sycolin Road.

- ◆ Qatar Airways (www.qatarairways.com) announced the arrival of its maiden

flight to Dulles International Airport July 20. The award-winning airline is now the only carrier from the Middle East operating daily non-stop services to Washington, D.C.

Offering up “lifestyle holidays to discerning travelers and an opportunity to experience America like never before,” Qatar Airways is also one of only five airlines in the world with a Five Star ranking for service, an excellence awarded by Skytrax, the independent aviation industry monitoring agency.

Addressing dignitaries at a special ceremony at Dulles International Airport, CEO Al Baker remarked, “Qatar Airways embarked on its long journey from Doha this morning to further strengthen our international network. It's wonderful to receive such a warm welcome. I am sure we will help boost the tourism industry here by bringing in business and leisure visitors from around the world to experience the delights of this great city and the surrounding area.”

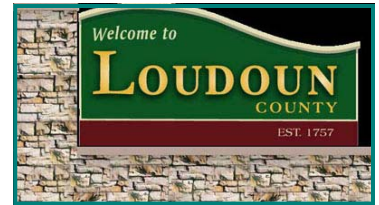
- ◆ Shared Flight Aviation (www.sharedflight.com) announced the opening of its new business at Leesburg Executive Airport in July. The company “is opening the doorway for professionals to enjoy the benefits of the aviation industry” by providing opportunities for private pilots to train and fly on their own airplane through a shared ownership program. The company uses Cirrus SR20-GTS or SR22-GTS aircraft, and can train new pilots during their own business or personal trips. The new company currently employs 8.

In the News

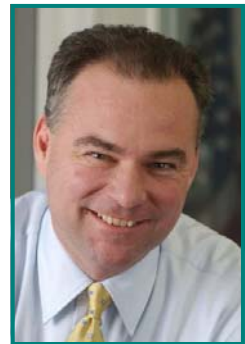
- ◆ **The Loudoun County Board of Supervisors**, following a review of the county wayfinding project's amended destination package by consultants Frazier Associates, voted to approve the package at its business meeting on July 3. The Board then directed staff to work with Frazier Associates on the second phase of the project: Wayfinding System Design and Installation Specifications. More information is available online at <http://www.loudoun.gov/business/wayfinding/index.htm>.
- ◆ **Draft amendments to the county's zoning ordinance** have been forwarded from the Planning Commission to the Board of Supervisors for its public hearing on July 31. Information is available online at <http://www.loudoun.gov/b&d/zoning/review/>.
- ◆ **Two national business organizations ranked Virginia the #1 state for business in July.** Forbes selected the Commonwealth as first in the nation for the second year in a row, citing its highly-ranked incentive environment as well as an unemployment rate that's the third lowest in the nation.

"To receive this honor for a second consecutive year underscores Virginia's commitment to creating and maintaining a positive economic climate, and it validates the decision our business partners have made to locate here," said Governor Tim Kaine in a statement.

The following day, CNBC also declared Virginia "America's Top State for Business," capping a week-long television report on the subject. Reporter Scott Cohn emphasized that Virginia didn't just stand out in one category, but was "solid across the board ... no other state came close." The Commonwealth's economic growth, educated workforce, regulatory climate, high tech companies, low unemployment, and corporate tax rates were all cited as contributing factors to the ranking, while transportation and cost of living were noted as the two main detractors to business in the state.
- ◆ With a job growth of 51.3 percent from 2000-2006, **Loudoun County ranked 5th in Money Magazine's just-released annual index of the top 25 counties and cities for job growth.** The rankings stated that Loudoun "is in the forefront with its wealth of developable land. Private industry is buying in and there has been an explosion in government-related development driving growth in defense and biomedical industries." The index is a segment of the magazine's annual *Best Places to Live* report.
- ◆ Highlights from the **Greater Washington Initiative's recently published 2007 Regional Report** continue to showcase our area as a hotbed for business development. According to GWI, the region leads the nation for median household income, educational attainment, and for having the most firms on the Inc. 500 list of fastest growing companies. Greater Washington also boasts the nation's highest concentration of "knowledge workers" - people who use, analyze, and develop ideas and information in their daily work—among metro areas with more than one million residents. Of those knowledge workers, the region is a national leader in the professional services, education and research, and information technology categories.



Stone welcome signs located at major county entrances will be one element of the wayfinding system, along with smaller signs directing to attractions & destinations within Loudoun.



It's great to be designated the best in the nation, but it's even more rewarding to know that Virginia will keep the No. 1 title for yet another year."

—Governor Tim Kaine



The *GWI Regional Report* also forecasts that Dulles International Airport will accommodate a 67 percent increase in aircraft operations by 2010.

Department and Commission News

The Department's agricultural team celebrated the hiring of two new staff members in June:

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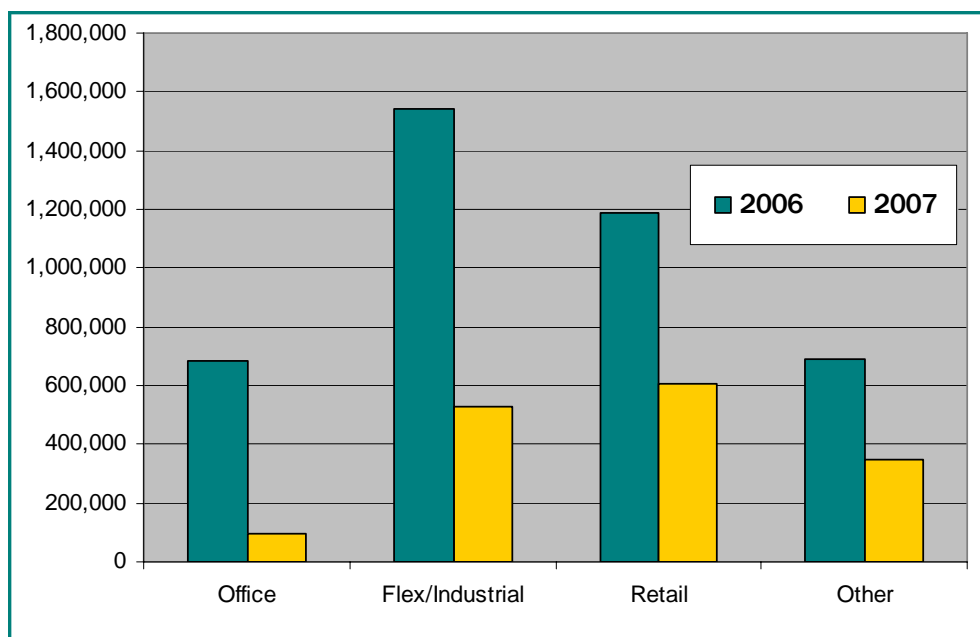
- ◆ **Melissa Piper Nelson** was selected as the new Agricultural Marketing Manager, replacing Warren Howell who is now the Manager for Innovative Economic Development. Nelson grew up on a farm in Bloomsburg, Pennsylvania and is a graduate of Pennsylvania State University. She comes to Loudoun from the Keystone Innovative Agriculture Center and the Regional Economic Development District Initiatives program, where she headed an agricultural development pilot project. Among other tasks, Nelson will have the responsibility of promoting Loudoun farm products and developing new market channels for local goods.
- ◆ **Patrick Ryan** was hired as the Economic Development, GIS and Project Specialist. Ryan has an extensive background in Geographic Information Systems gained at George Washington University at both the undergraduate and graduate levels. He also served in the United States Army, where he learned and practiced military intelligence and Russian language skills. Ryan recently completed his graduate thesis, "The Dulles Greenway, Growth Management and Loudoun County, Virginia." He replaces Gloria Purton, who is now the Business Research Analyst for the department.

Construction Activity

In May 2007, Loudoun County permitted a total of 257,310 square feet (SF) of nonresidential construction:

- ◆ Office — 2,876 SF
- ◆ Flex/Industrial — 0 SF
- ◆ Retail — 241,161 SF
- ◆ Other — 13,273 SF
- ◆ Taxable — 257,310 SF
- ◆ Route 28 — 226,862 SF

The cumulative amount of nonresidential square footage permitted in 2007 is 1,576,763, a 14 percent decrease over the same period last year (January – May).



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