

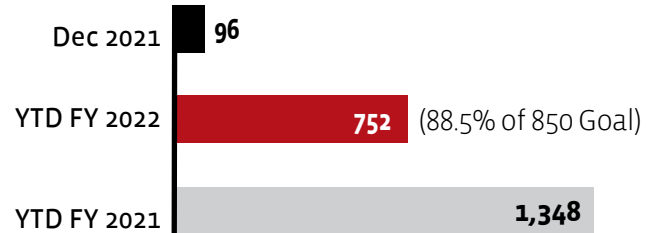


Investment

FY 22 Businesses Recruited, Expanded or Retained	75
Estimated Investment	\$5.14B
Jobs Created/Retained	4,422
Created	1,930
Retained	2,492



Visits to Existing Businesses



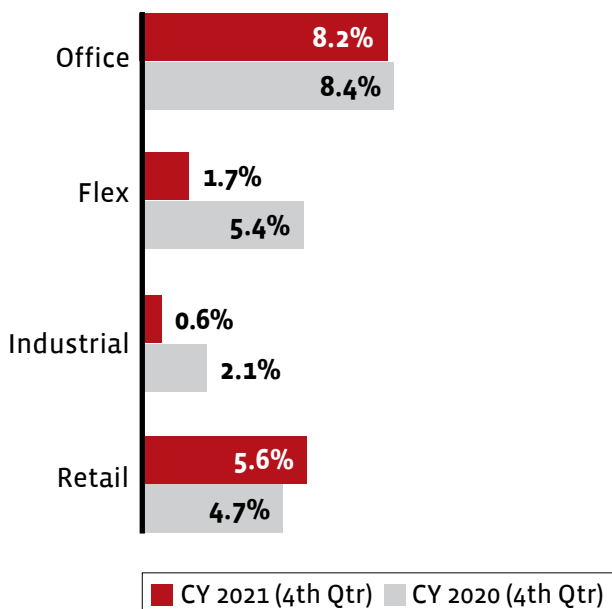
Internet Marketing

Website Visits FY 22 (DED)	64,341
FY 22 Goal	125,000
FY 22 Goal Attainment	51.5%
Website Visits FY 22 (Loudoun Farms)	46,196
FY 22 Goal	80,000
FY 22 Goal Attainment	57.7%

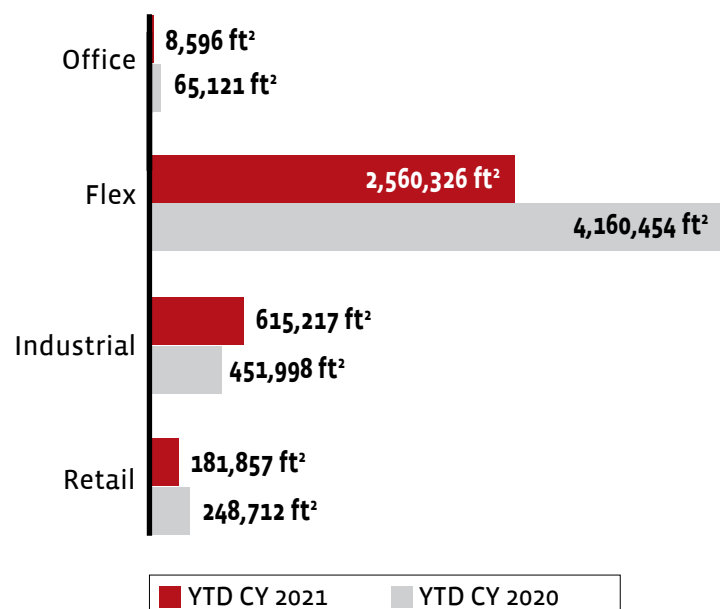
Social Media Followers (DED) Dec FY 22	38,039
Dec FY 21	34,991
Change	+8.71%
Social Media Followers (Loudoun Farms) Dec FY 22	21,345
Dec FY 21	20,390
Change	+ 4.68%



Commercial Vacancy Rates



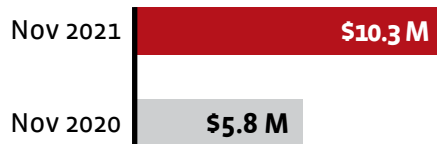
Commercial Building Permits



Source: Costar; Loudoun County Dept. Bldg. and Dev.



Hotel Revenue



Source: Visit Loudoun



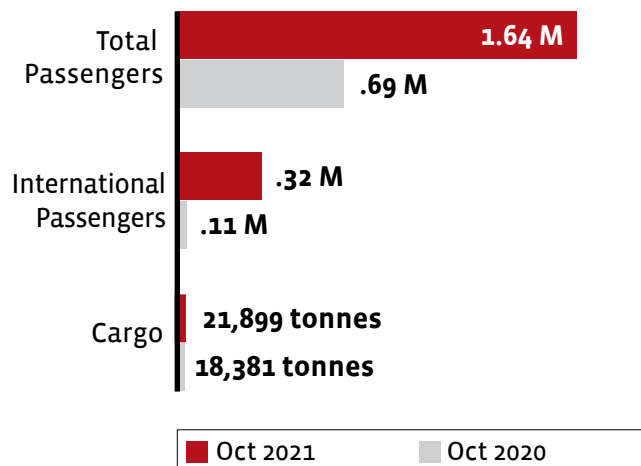
Retail Sales



Source: Virginia Dept. Taxation - Please note, these numbers lag several months. 2021 Q4 numbers have not yet been released.



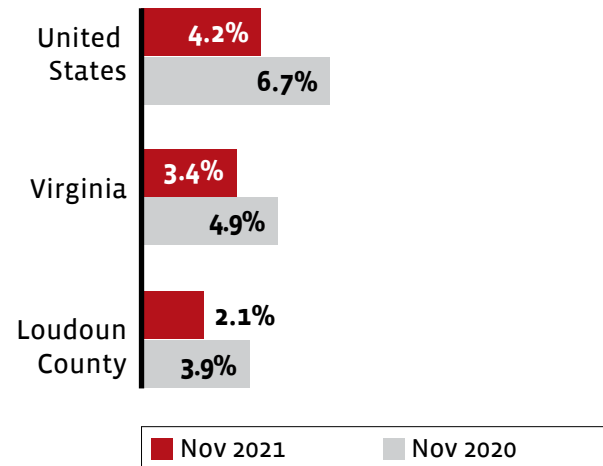
Dulles International Airport



Source: Metropolitan Washington Airports Authority



Unemployment Rates



Source: Bureau of Labor Statistics