



**LOUDOUN
VIRGINIA**

ECONOMIC DEVELOPMENT
D.C. TECHNOLOGY CORRIDOR

LOUDOUN COUNTY, VIRGINIA
DEPARTMENT OF ECONOMIC DEVELOPMENT

ANNUAL REPORT 2014

FISCAL YEAR JULY 1, 2013 - JUNE 30, 2014

35 YEARS OF LOUDOUN ECONOMIC DEVELOPMENT

The Loudoun County Department of Economic Development was created 35 years ago, in 1979. In the beginning, the department's job was much different. Back then, the number of livestock still rivaled the county's human population, and our commercial growth was just beginning.

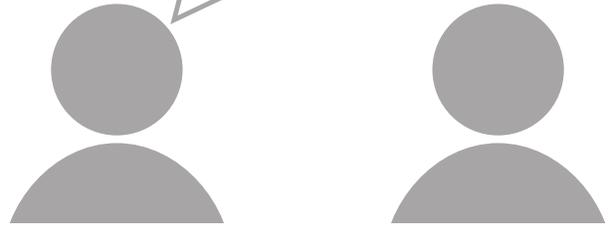
As Loudoun grew, so did the department's mission. While many communities reduced their economic development activities, the Board of Supervisors invested in a more robust and proactive strategy. The return on investment has been evident, as Loudoun has become one of the country's true economic success stories.

By 2012, CNNMoney had named Loudoun the #1 county for job growth in America. Today, Loudoun is home to nearly 10,000 businesses, including AOL, United Airlines, Orbital Sciences, Raytheon, Neustar and Verizon Business. It's also the premier Internet hub of the U.S. This year 22 Loudoun companies made Inc. magazine's list of the nation's top 5,000 fastest-growing businesses. Meanwhile, Loudoun's rural economy has also blossomed, creating new businesses throughout the western part of the county and becoming Washington "D.C.'s Wine Country."

The department now has 22 employees, and is poised to leverage the county's next game-changing event: metrorail to Loudoun.



This year
22 Loudoun companies
made Inc. magazine's list
of the nation's top
5,000 fastest-growing
businesses.

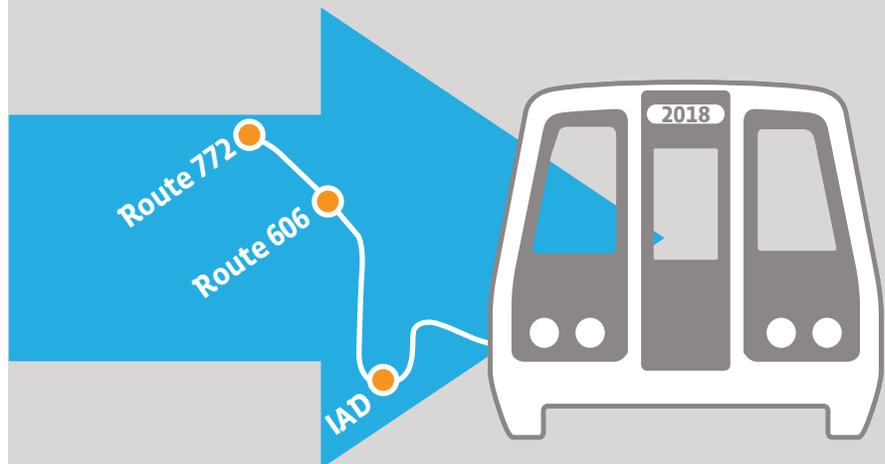


LOUDOUN 2018

The year 2018 will bring three Silver Line metrorail stations to Loudoun County: one at the Washington Dulles International Airport, another in the median of Dulles Greenway near the intersection of Route 606 (the Route 606 station), and the third in the median of the Dulles Greenway near the intersection of Route 772 (the Route 772 station). Until now, the Route 772 station was seen as the end of the line – the final stop of the 23-mile Silver Line extension of the regional metrorail system.

At Loudoun Economic Development, we don't see the Route 772 station as the end. We see it as the beginning: a gateway where west meets east, brains meets beauty and innovation meets tradition. When the Route 772 metro station opens in 2018, the best and the brightest from all along the region will have a new connection to D.C.'s halls of power, an international airport, and Loudoun's fantastic places to live, work and play.

Our department began to lay the groundwork for that future by opening Silver Line discussions with the Board of Supervisors and the business community. Rail to Loudoun is a once-in-a-lifetime, multi-billion-dollar opportunity that will drive Loudoun economic development for years to come. The department will be at the forefront of shaping that opportunity.



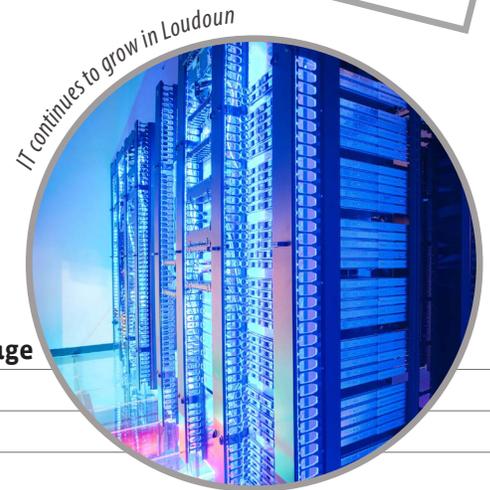
MAKING AN IMPACT

In FY14, we recruited and assisted 188 prospects, representing more than 2,650 jobs. The department met or exceeded all significant metrics, achieving 108 percent of the pipeline goal and 149 percent of our goal to meet with Loudoun's existing business community.

The department announced 39 project wins in FY14, which accounted for almost a quarter of a billion dollars in new investment. While most of the new and growing companies this year were in the information and communications technology and professional services sectors, the county saw growth across clusters,

including health IT and personalized medicine; aviation and logistics services; government contracting and agriculture. This year also saw more results from our international business attraction strategy, with wins from Great Britain, France and Germany.

Not only are these companies creating jobs, but they're helping to grow the commercial tax base, which the Loudoun County Board of Supervisors use to fund the public services that are essential to maintaining the outstanding quality of life for one of America's fastest-growing counties.



Select FY14 Wins

Company	Investment	Jobs	Square Footage
Telos Corporation	\$5,000,000	460	150,000
Cyrus One	\$20,000,000	50	280,000
KoDe Software*	\$100,000	5	2,500
Defense Technology Equipment, Inc.	undisclosed	14	60,000
Cannon Technologies*	\$950,000	20	6,600
Department of the Interior	\$2,000,000	400	82,100
Children's Science Center	\$40,000,000	43	50,000
MCW Solutions, LLC	\$100,000	35	8,220
EPL Archives	\$4,000,000	38	38,000
Natural Insight	\$600,000	18	3,000
Biogrand GmbH*	\$2,000,000	10	12,000
Premium Rx National, LLC	\$300,000	6	5,980
The Fairfax Christian School	\$10,000,000	50	50,000
Safe Ship Ashburn	\$1,000,000	4	5,400
Summit Infrastructure Group	\$100,000	15	2,400
Terra Site Constructors, LLC	\$100,000	6	10,000

*International companies



Buddy Rizer, Director of the department



TRANSITIONS

In FY14 the department celebrated the appointments of Director Buddy Rizer and Assistant Director Miguel Salinas. The new leaders immediately created a Strategic Initiatives Team and filled vacant positions with a manager and two employees responsible for real estate intelligence and market intelligence. In addition, the department continued to build our commercial business development team, adding specialists in the aviation/logistics, telecom and big data clusters.

This was a year of transition and foundation-building not only for the department, but for our partner organizations as well. The Board of Supervisors restructured the former Economic Development Commission into the Economic Development Advisory Commission, after having restructured the former Industrial Development Authority into the Economic Development Authority the previous year.

The Rural Economic Development Council made significant progress on the Rural Economic Business Development Strategy. The Board of Supervisors approved funding for the department to hire a staff person to assist with implementing the strategy; that employee came on board this year.

Also in FY14, the Loudoun County Design Cabinet celebrated two unique achievements. In addition to commemorating their 10th anniversary, an exclusive agreement with the Metropolitan Washington Airports Authority created a permanent "Signatures of Loudoun" exhibit at Dulles International Airport. The exhibit showcases iconic Loudoun landmarks and facilities that have won Design Cabinet awards.

"Signatures of Loudoun"



J David Bueck Photography

FY14 HIGHLIGHTS

Farm Wineries

Branded as "D.C.'s Wine Country," Loudoun has more farm wineries than any other county in Virginia. Loudoun celebrated the opening of eight new wineries in FY14, bringing the total to 42.

Wineries are one of Loudoun's most important industries, with an estimated \$136 million economic impact on the county. In addition to product sales, Loudoun wineries impact the local economy by attracting visitors to the county for wine-tasting and culinary tours. Wine Enthusiast magazine named Loudoun

"One of the 10 best wine travel destinations."

This year more than 10,000 U.K. wine trade professionals had the opportunity to sample Loudoun County vintages at the 34th London International Wine Fair. Also in FY14, ABC News featured a Loudoun winery in their report about how U.S. wine consumption has outpaced that of France for the first time in history.

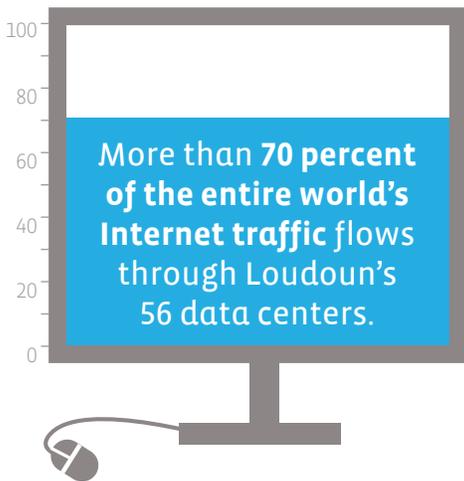
The county aims to grow Loudoun's wine industry even more through the creation of a Viticulture and Enology

Education Center. The VEEC will put more people in the workforce pipeline who are educated in all aspects of winemaking, from grape-growing and harvesting to fermenting, bottling and labeling. In FY14 our department partnered with the Town of Purcellville to award a contract for a VEEC feasibility study. This work will be paid for in part by a Governor's Agriculture and Forestry Industries Development Fund grant. The future VEEC will be a training center for Loudoun's grape, beer and cider industries.



D.C.'s Wine Country celebrated the opening of eight new wineries in FY14, bringing the total number up to 42.





Data Centers

Loudoun County has a piece of almost every online transaction made anywhere in the world. That includes status updates on Facebook, movies streamed from Netflix, orders placed on Amazon and factoids searched on Google. Every day, more than 70 percent of the entire world's Internet traffic flows through Loudoun's 56 data centers.

The epicenter of the globe's online activity is known as Data Center Alley, and it's located in Ashburn. The county now has more than 5.6 million square feet of data center space, with more on the way. There has not been one day in the last five years without data center construction in Loudoun. This white-hot market contributes more than \$60 million in revenue to the county every year.

Entrepreneurs

The county is a hotbed of entrepreneurial activity. Eighty-seven percent of Loudoun's businesses have fewer than 20 employees, and according to the Virginia Employment Commission, Loudoun had almost 600 new startups set up shop during the 2013 calendar year.

Why is Loudoun such a mecca for innovation? One reason is because tech is the largest local industry. Tech-savvy residents who work for federal contractors, cyber security companies or data centers often put their skills to work building their own tech startups. Other Loudouners have left the server and cubicle farms of tech companies to start working the soil on their own actual farms.

The department is helping fuel these home-grown businesses by making Loudoun County an entrepreneurial ecosystem. We cosponsor training and networking events with the Loudoun Small Business Development Center, the Mason Enterprise Center, the Northern Virginia Technology Council, and the Center for Innovative Technology.

All of these organizations had a part in making Loudoun Small Business Week 2014 a huge success, and the biggest small business recognition program in the county's history. The week in May featured more than 55 events and small business visits. Highlights included iNNOVATE LoCo – the first-ever tech pitch competition – and a standing-room-only screening of the film "Farmland: The Movie," directed by Academy Award-winner James Moll.

Ombudsman

Ensuring that Loudoun County offers a business-friendly environment is a top priority of the department. During FY14, through our role as ombudsmen to the business community, we provided land development consulting, permitting and zoning assistance on more than 80 projects, representing more than seven million square feet of existing and future commercial development. Much of this work was done through the county's Fast Track development process, which is designed to streamline, provide certainty, and reduce the approval times of the site plan development process. During FY14, we completed a record number of Fast Track projects within the department's targeted industry clusters.



Almost 600 new startups set up shop in Loudoun during the 2013 calendar year

iNNOVATE LoCo



The board works to make sure Loudoun is "business-friendly"

Marketing

FY14 was our first full year of using social media as a key part of our advertising strategy. The results have been amazing. The number of people who follow us on Facebook grew by almost 98 percent, from 2,715 at the end of FY13 to 5,369 at the end of FY14. Twitter followers grew by 69 percent, and LinkedIn group members grew by 26 percent.

More importantly, the number of people who visited our website through our Facebook posts grew by 334 percent. The total number of visits to our commercial business development website grew 22 percent in FY14, from 38,951 to 47,595. This metric is key; our biz.loudoun.gov website features land and buildings available for commercial development.



98%

Number of people who visited our website by clicking links in our Facebook posts

334%

Visits to our commercial business development website

22%



69%

LinkedIn®

26%

Social media advertising



Loudoun County Department of Economic Development

The department works to attract, retain and expand commercial and agricultural businesses in Loudoun County, Virginia. We offer a wide range of services, information, resources and strategies to help businesses achieve their goals.

You

If your business is in one of these industries, and you're interested in starting or expanding a business in Loudoun County, contact the department today: aeronautics/aviation, bio-tech/life sciences, agriculture, data centers, federal government contracting, or information and communications technology.

Mission Statement

To provide excellent customer-focused economic development services to attract, grow and retain targeted businesses, and to promote entrepreneurship, in order to diversify and strengthen Loudoun's economy.

Aeronautics/aviation



Life sciences



Information and communications technology



Data centers



Agriculture





LOUDOUN VIRGINIA

ECONOMIC DEVELOPMENT
D.C.'s TECHNOLOGY CORRIDOR

1 Harrison St. SE
P.O. Box 7000
Leesburg, VA 20177-7000
1-(800)-LOUDOUN

Visit our sites to learn more about
economic development in Loudoun

biz.loudoun.gov

eda.loudoun.gov

[linkedin.com/company/Loudoun-Economic-Development](https://www.linkedin.com/company/Loudoun-Economic-Development)

[facebook.com/LoudounEconomicDevelopment](https://www.facebook.com/LoudounEconomicDevelopment)

[facebook.com/LoudounFarms](https://www.facebook.com/LoudounFarms)

loudounfarms.org

loudounsourcelink.org

[pinterest.com/LoudounBiz](https://www.pinterest.com/LoudounBiz)

twitter.com/LoudounBiz

twitter.com/LoudounSmallBiz

twitter.com/LoudounFarms

[youtube.com/LoudounVAEcoDev](https://www.youtube.com/LoudounVAEcoDev)

Loudoun County Board of Supervisors

Scott K. York, Chairman at Large
Shawn M. Williams, Vice Chairman, Broad Run District
Suzanne M. Volpe, Algonkian District
Ralph M. Buona, Ashburn District
Janet S. Clarke, Blue Ridge District
Geary M. Higgins, Catoctin District
Matthew F. Letourneau, Dulles District
Kenneth D. Reid, Leesburg District
Eugene A. Delgaudio, Sterling District

