

ADVERTISING SUPPLEMENT TO WASHINGTON BUSINESS JOURNAL

TOP 7 REASONS WHY BUSINESS SUCCESS IS #LOUDOUNPOSSIBLE



**LOUDOUN
VIRGINIA**

ECONOMIC DEVELOPMENT

BIZ.LOUDOUN.GOV

#LoudounPossible

#LoudounPossible SPECIAL ADVERTISING SECTION



“IMAGINE A PLACE WHERE SILICON VALLEY AND NAPA VALLEY ARE SQUEEZED INTO 520 SQUARE MILES, WITH ALL OF THE RESIDENTS 20 PERCENT MORE EDUCATED. NOW YOU HAVE A PICTURE OF LOUDOUN COUNTY, VIRGINIA.”

Buddy Rizer, CEO
Executive Director
Loudoun Economic Development

Loudoun County, Virginia. The #1 county in America in household income for three years in a row. #1 in business investment for counties of its size. #3 in the U.S. for job growth – with only 3.2 percent unemployment.

This is Loudoun County, where more than 60 percent of 375,000 residents have at least a bachelor's degree. In 2015, this community of high achievers was named the healthiest county in Virginia and the happiest county in America.

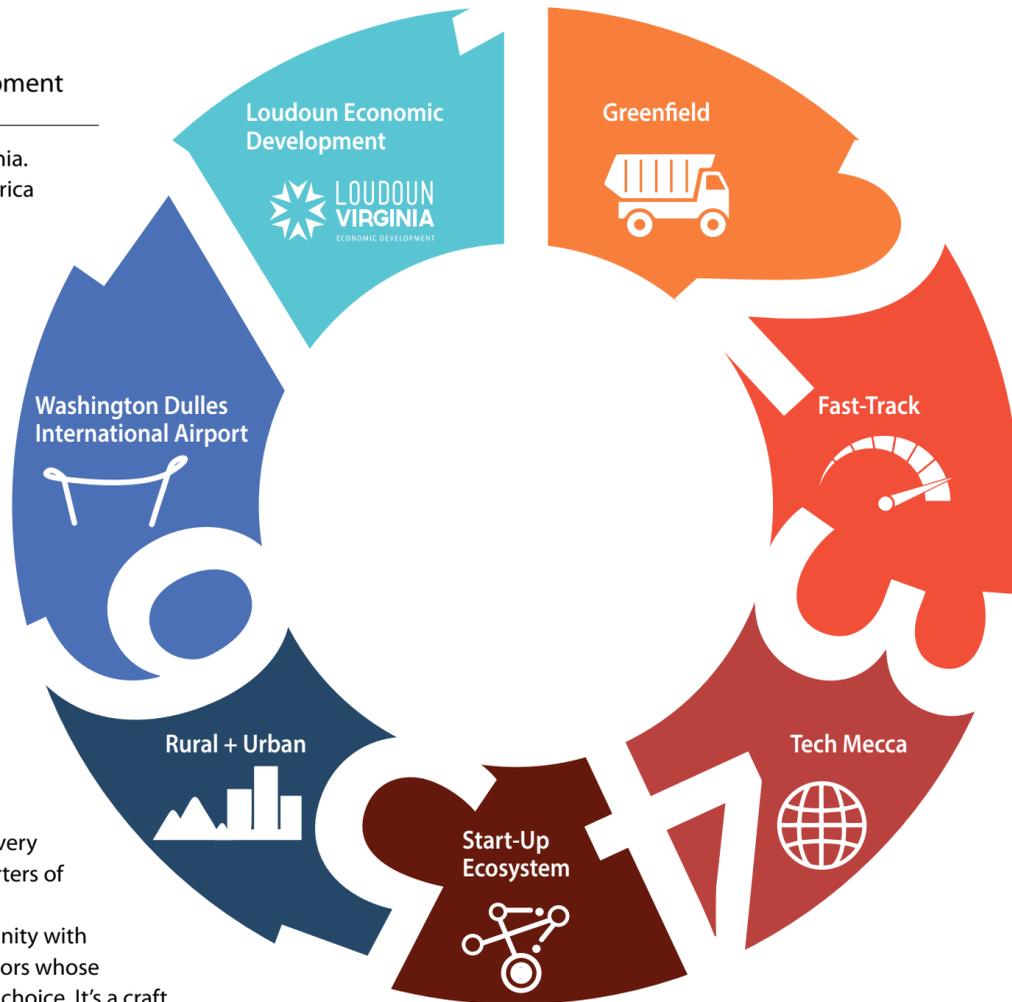
Loudoun is the epicenter of the Internet (70 percent of the entire world's web traffic flows through Loudoun data centers every day) and the corporate headquarters of Washington's NFL team.

Loudoun is an upscale community with notable artists, activists and authors whose faces have graced your screen of choice. It's a craft beverage heaven; 45 wineries and 21 breweries line wine trails and ale trails winding across lush rolling hills.

Loudoun is a hotbed of startup activity. More than 80 percent of Loudoun's businesses have fewer than 20 employees. This is a place where former federal workers leave D.C.'s acronym agencies to start their own I.T. companies and contracting firms.

This is a place where big dreams have room to grow. Loudoun companies that started out in their founders' homes – like Orbital ATK, FCI Federal and K2M – now have thousands of employees and make a global impact.

All these companies found that Loudoun has the assets that help business dreams come true. In this county, corporate success is #LoudounPossible.



LOUDOUN STATION IS #LOUDOUNPOSSIBLE

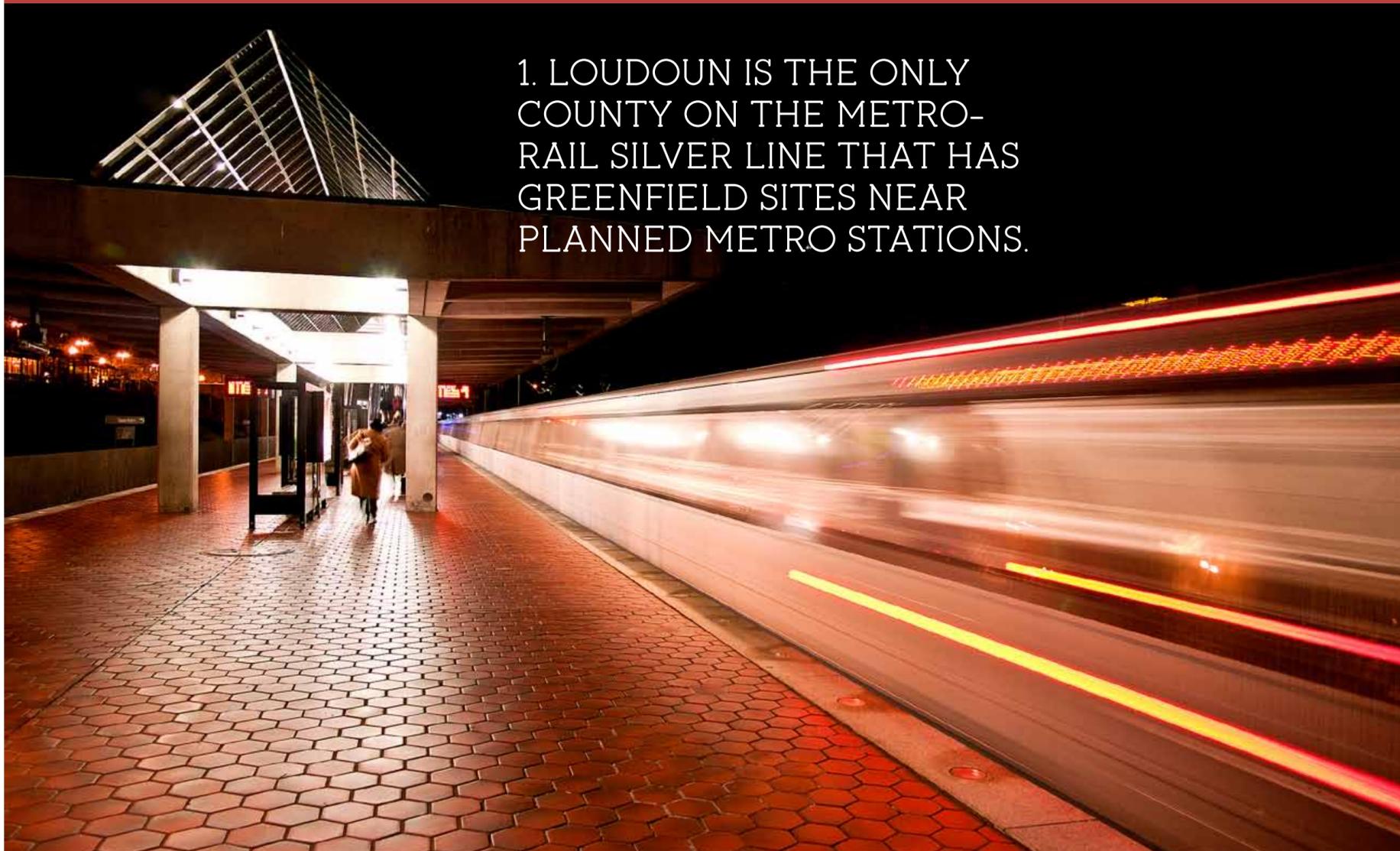


Located at the terminus Metro station of the Silver Line in Ashburn, Virginia, the first phase of Loudoun County's only Metro connected development has just a few office and retail spaces remaining. Join AMC Starplex Cinemas, Blackfinn Ameripub, and a host of exciting retail, dining, and entertainment establishments in Loudoun County's new urban core. Visit today and see why the Department of Economic Development of Loudoun County chose Loudoun Station for their new headquarters!

METRO ARRIVING 2020	1500 - 2000 RESIDENCES	250 KEY HOTEL	300,000 - 400,000 SQ. FT. RETAIL
ONSITE BUS SERVICE WITH DIRECT CONNECTION TO RESTON STATION METRO	1.5 TO 2 MILLION SQ. FT. CLASS A OFFICE SPACE	AND SO MUCH MORE TO COME	OFFICE LEASING - AVISON YOUNG Nathan J. Krill nate.krill@avisonyoung.com (703) 760-9062 Robert W. Walters rob.walters@avisonyoung.com (703) 760-9064 RETAIL LEASING - KLNb Craig Cheney ccheney@klnb.com (703) 722-2705

LoudounStation @Loudoun_Station @Loudoun_Station

1. LOUDOUN IS THE ONLY COUNTY ON THE METRO-RAIL SILVER LINE THAT HAS GREENFIELD SITES NEAR PLANNED METRO STATIONS.



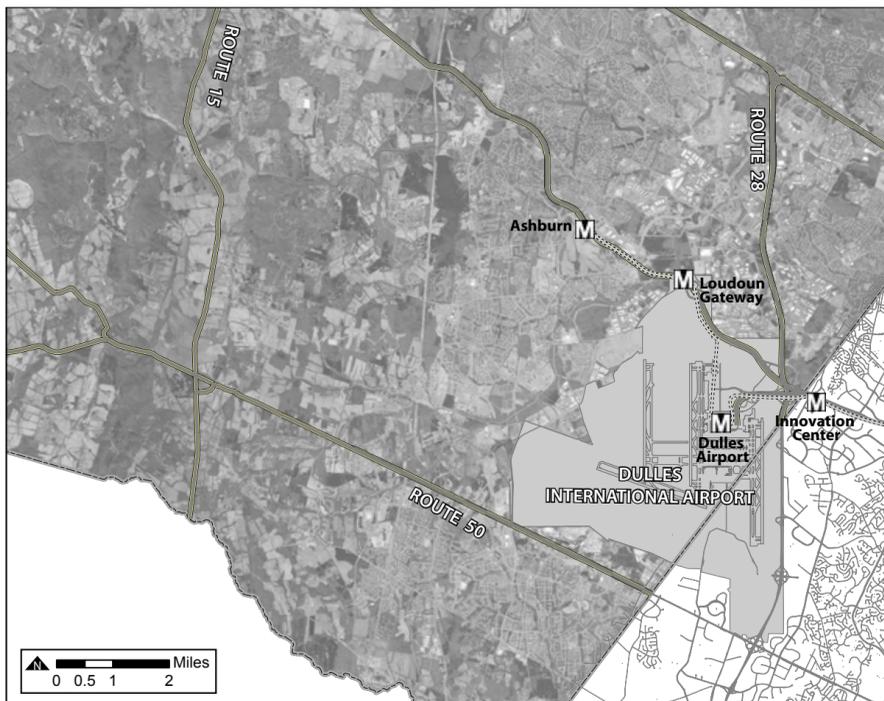
WMATA photo by Larry Levine

As of November 2016, Loudoun has eight major walkable transit-oriented areas in the works that comprise more than 700 acres of greenfield development near the Innovation, Loudoun Gateway and Ashburn stations.

This is a multi-billion-dollar opportunity. More than 90 percent of all commercial real estate leasing in Northern Virginia is now within a half-mile of Metro stops. Cushman & Wakefield reported that “tenants are flocking to high-quality, on-Metro buildings.”

Research shows that dense, transit-accessible, mixed-use developments in the D.C. metro area have had a net absorption rate of 195 percent since 2009. Rent premiums for office have increased by 52 percent over the same period; rent premiums for retail have gone up by 22 percent, and those for multi-family are up 37 percent over other areas in the region.

Here in Loudoun County, the new Metro stations will be the third biggest economic game-changer in our history. In the '60s, Dulles Airport put Loudoun on the map as the international gateway to Washington, D.C. In the late '90s, giant telecom companies made Loudoun the home of the Internet. In 2020, Metro will make Loudoun one of the world's premier “curated communities;” a top-tier destination shared by global I.T. companies, tech startups, government contractors, and destination entertainment amenities.



additional emerging WalkUPs in Loudoun at Ashburn Station and One Loudoun, and a potential WalkUP at Loudoun's Moorefield Station.

The economic power of WalkUPs is demonstrated by the fact that 12 percent of the Metro D.C. population – and 36 percent of employment, 47 percent of hotels, and 54 percent of offices – are concentrated in walkable urban places.

Ashburn

Ashburn is the first station on the 23-mile stretch of commuter rail that will tie Loudoun to downtown Washington, D.C. Ashburn Station offers the opportunity to create a model 21st-century WalkUP development, with attainable housing positioned within a 10-minute walk of the metro.

Multi-family residential at the Ashburn station is a must-have for Loudoun residents who work in hospitality, construction, retail, food and other service-industry jobs. It will be essential to have attainable housing that's metro-accessible. Loudoun business leaders have repeatedly stressed that this type of residential is the key to workforce availability. Attracting and keeping employees who rely on public transportation means having places for them to live near their jobs.

A wide variety of attainable housing types will also make it possible for knowledge workers such as tech startup founders and entry-level government contractors to live and work near office, retail and social amenities.

Loudoun Gateway

The area within a 10-minute walk of the Loudoun Gateway station has endless possibilities. It could become an innovation center, home to an international business meeting destination, a location for performance venues, sports facilities, destination retail, a conference center, hotels, and so much more.

Executives could get on a nonstop flight from almost 50 cities across the globe, land at Dulles Airport, take a three-mile subway ride to Loudoun Gateway, and have a world-class business, education or entertainment experience.

Venues at the Loudoun Gateway Station could also provide a gateway to Loudoun's thriving agricultural economy. Facilities could be used for a number of agribusiness purposes, such as horse shows and livestock events, wine summits and craft beer festivals, or year-round farmers markets that would open a much wider customer base to Loudoun's food producers. The station is a perfect place to expose the rest of the region – and the world – to Loudoun's agriculture-based businesses.

The Dream of Less Traffic

Loudoun County can realize even more success with dense, mixed-used developments around its metro stations than nearby Arlington County, whose transit-oriented developments have been held up as case studies.

Arlington's metro corridors are only 11 percent of their land, but contribute more than 50 percent of their tax revenue. Although Arlington has increased its density by 400 percent over the last 40 years, their TODs have reduced traffic by more than 30 percent over that same time frame.

Less than 25 percent of Arlington's metro-corridor residents have two cars. In the District, the stats are even more striking; 88 percent of all new D.C. households are car-free (this coming at a time when D.C. residents' household income grew by almost 10 percent). All this is proof that metro-rail stations in Loudoun could feature dense residential without adding much more traffic to the area, particularly if the housing types attract Millennials, who own fewer cars than other generations.



2. LOUDOUN COUNTY HAS THE REGION'S FASTEST PROJECT APPROVAL TIME.

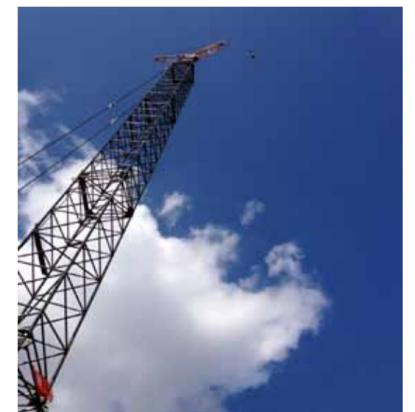
Time is money – especially when you're talking with lawyers and engineers. With the help of a supportive Board of Supervisors and talented, dedicated staff, Loudoun saves businesses time and money with the fastest and easiest development process in the D.C. area. Here's just one example:

On December 16, 2015, data center giant CyrusOne executives met in Loudoun Economic Development's conference room to discuss their 232,000 square-foot project. On June 16, 2016, a mere 180 days later, their new building was service-ready. Loudoun County and its partners constructed a world-class data center in six months, believed to be the fastest data center construction on record.

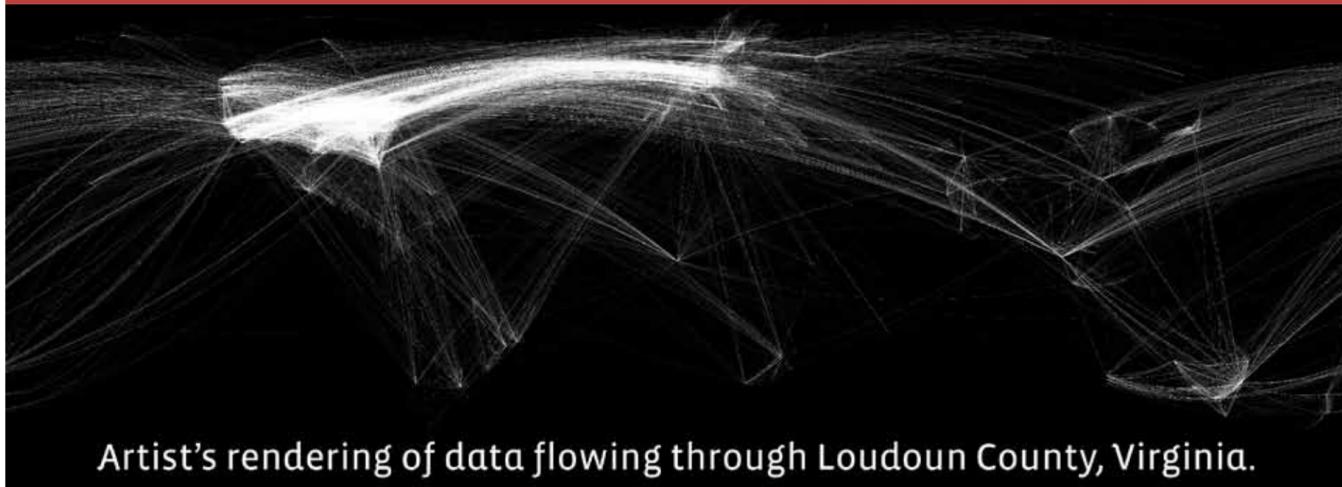
Moving development projects at hyper-speed is S.O.P. Loudoun got a 1.1 billion square-foot Equinix project approved in 19 days. A Class-A office building at One Loudoun was approved in 15 days. Prologis' 249,000 square-foot project only took 14 days.

From fiscal year 2013 to FY 2016, Loudoun County processed 39 Fast-Track projects – almost eight million square feet of space. All of them took less than six months to get approved. Although Loudoun's average turn-around time is 60 days, 18 of its Fast-Track projects have taken less than two months.

Companies that don't want to wait six months to a year for projects to wind their way through government bureaucracy should consider building in Loudoun County. To find out if your project would qualify for Loudoun's Fast-Track Program, visit Loudoun.gov/FastTrack.



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Artist's rendering of data flowing through Loudoun County, Virginia.

3. LOUDOUN IS A TECH MECCA

Loudoun County is famous with tech mavens around the world. That's because Ashburn is home to the Internet, with more than 70 percent of the entire planet's Internet traffic going through Loudoun's Data Center Alley every day. Loudoun's intensive digital fiber system and access to abundant affordable power and water allow the county to compete on a global scale with other data

center hubs.

With more than 60 data centers concentrated within a six-mile radius, Loudoun has the largest and fastest-growing data center ecosystem in the world. Loudoun data centers house servers for household names like VISA, Amazon, Facebook and Microsoft, along with 3,000 other tech companies.

Loudoun's data centers bring in more than \$104

million in local tax revenue and have spawned a \$20 million support industry that supplies them with equipment and services, such as specialized cooling technology and state-of-the-art security systems.

This unique industry means that companies requiring top-notch I.T. talent should consider opening an office in Loudoun, which has the highly skilled tech workforce you need.

4. LOUDOUN'S STARTUP ECOSYSTEM HELPS COMPANIES GROW

What happens when you have a county full of high-achievers and a business community that helps them "collide"? You get a startup haven; 86 percent of Loudoun employers have fewer than 20 staff.

Loudoun has two business incubators: the Mason Enterprise Center in Leesburg and AOL's Fishbowl Labs in Ashburn. Loudoun also has two co-working facilities where business founders set up shop in a collaborative work space: Brickyard in Ashburn and evolve.space in Leesburg. Then there's Makerspace in Leesburg, where startups can make product models and prototypes.

One of the most valuable assets Loudoun offers business founders is a culture of mentorship. Nowhere is this more evident than in the county's craft beverage industry.

Loudoun has more wineries and breweries than any other county in Virginia. They contribute to the county's \$1.5 billion tourism industry. When new craft beverage producers want to set up shop in Loudoun, they're supported by award-winning industry veterans who are happy to show newcomers how to succeed.

They can learn from national award-winners like Scott and Becky Harris. He left a desk job with the federal government and she left a corporate chemical engineering career to start Catocin Creek in 2009, the first distillery in Loudoun since Prohibition. One of their products has now won the most awards of any Virginia whisky; Catocin Creek has earned national accolades and achieved product sales across the U.S. and overseas.



CLEAN ENERGY IN LOUDOUN

County Services Buildings Cut CO₂ With Geothermal



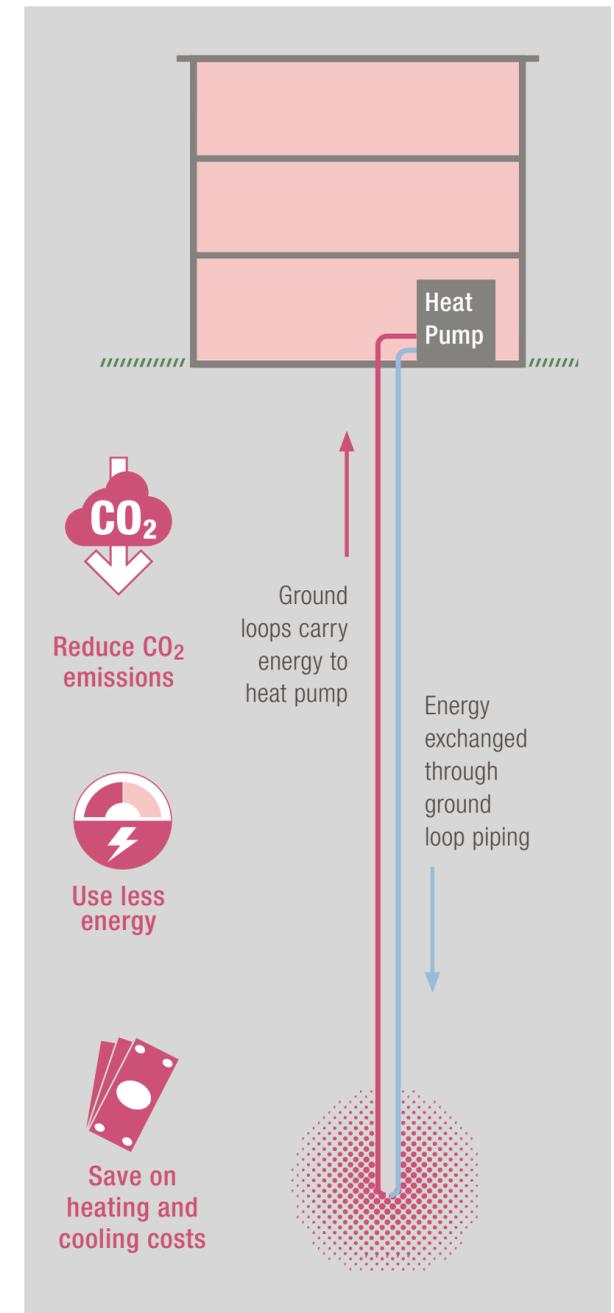
Buildings that house important taxpayer-based services across Loudoun County are reducing CO₂ emissions by using **geothermal energy** to power HVAC systems. The latest of these is the new Loudoun County Sheriff's Office Ashburn Station currently under construction at the intersection of Russell Branch Parkway and Savin Hill Drive in One Loudoun.

Temperatures underground are relatively constant year-round. A geothermal system uses a ground loop heat exchanger connected to a water-sourced heat pump to deliver heat to a building during the winter. The process is reversed for cooling.

Local Geothermal Projects

- Bluemont Community Center
- Brambleton Fire Station
- Hillsboro Fire Station
- Kirkpatrick Fire Station (Aldie)
- Loudoun County Sheriff's Office Ashburn Station
- Loudoun County Transit Maintenance and Operations
- Loudoun County Youth Shelter
- Lovettsville Community Center
- Lucketts Community Center
- Purcellville Community Center and Roller Rink

REHAU
 1501 Edwards Ferry Road, NE
 Leesburg, VA 20176
 (703) 777-5255
www.rehau.com/geothermal



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5. LOUDOUN IS UNIQUE IN ALL THE WORLD

Where else can you find a giant satellite company like Orbital ATK just minutes away from the largest hops processing facility on the east coast? Where else in the D.C. metro area do you have upscale entertainment venues like Alamo Drafthouse, iFly and TopGolf just a scenic drive from equestrian centers? What other local county has historic venues and stunning mountain vistas that inspire a \$42 million destination wedding industry, along with a commerce center where global giants like Airbus, Raytheon and Rockwell Collins thrive?

The thing to “get” about Loudoun is that it’s two treats in one. From Leesburg to Dulles Airport, eastern Loudoun is a cosmopolitan community with a range of mixed-use developments and emerging WalkUPs. From Route 15 west, Loudoun has more than 3,000 agricultural businesses on 135,000 acres of farmland. Loudoun is #1 in the Commonwealth of Virginia for horses, grape-growing, bee farms and honey sales. The equestrian industry alone contributes \$180 million to Loudoun’s economy each year. A number of Loudoun’s innovative craft beverage producers have won national and international awards.

Loudoun’s agricultural economy thrives because it serves an educated, upscale consumer base that values knowing the farmers who grow their food. They also value the proximity to places their kids can visit during Farm Tour weekends to pet livestock, hold baby animals and eat fresh-picked produce.

This is a community where an app developer might live near Endless



Summer Harvest, a hydroponic lettuce farm. This is where a Howard Hughes Medical Institute scientist might be neighbors with Hope Flower Farm, a retreat for floral designers created by internationally renowned florist Holly Heider Chapple. If you move your company to Loudoun, your employees don’t have to choose between a city, country or suburban lifestyle; they can have the best of all worlds.

People love living in Loudoun. In the county’s most recent community survey, 98 percent of respondents said they feel safe in Loudoun, and 95 percent rated the quality of life high.



6. WASHINGTON-DULLES INTERNATIONAL AIRPORT

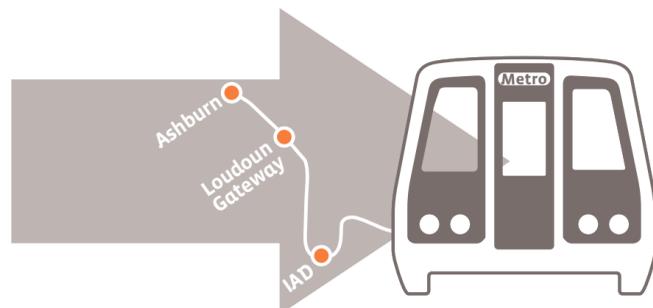
Companies with international partners and customers can get to them faster from Loudoun County, home of one of the top 10 airports in America. Thirty-nine carriers offer nonstop flights between IAD and nearly 50 world cities; Dulles’ busiest international routes are to and from London, Frankfurt, Paris, Dubai, Tokyo, Amsterdam, Munich, Beijing, San Salvador and Brussels.

Need to send parts or products overseas? More than 20 tons of cargo are hauled in and out of Dulles each

month, in the belly of planes that carry a total of 24 million passengers per year.

United Airlines, celebrating 30 years at Dulles, just extended their lease to 2024.

When the airport’s metro station opens in 2020, Dulles will be connected by the Silver Line to the nation’s capital and beyond – to points all around the D.C. capital area. This means that you’ll have access to the region’s rich talent pool, as well as to international customers.



Hyper-Scale at Hyper-Speed

This new 30-megawatt Northern Virginia data center shattered all known data center construction records.

In just 6 months, CyrusOne completed its most recent data center on its Sterling, Virginia campus -- an enterprise-class 220,000 square-foot facility that’s interconnected to the CyrusOne National Internet Exchange.



CyrusOne salutes Loudon County and other partners that made this record possible.

With over 30 data centers in the US, Asia, and Europe, and plenty of land for new construction across the portfolio, CyrusOne continues to offer collocation space, power, and connectivity to meet customers’ current and future collocation needs.

Learn why CyrusOne is trusted by nearly half of the Fortune 20 and more than 180 of the Fortune 1000.

Contact a colocation expert today.
855-564-3198 | info@cyrusone.com
CyrusOne.com/speed



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7. LOUDOUN ECONOMIC DEVELOPMENT

Loudoun has a full-service economic development team that helps companies launch, move to, or expand in the county. From the executive director, who focuses on the multi-billion dollar data center industry, to the small business and entrepreneurship manager, Loudoun has staff dedicated to help-

ing your company grow and prosper. Loudoun even has two staff committed to helping companies speed up the project approval process. No matter which of the staff you contact first, they'll help you find what you need to succeed. Call one of the staff below today, or find their email address at biz.loudoun.gov.



I.T. & Telecom
Kristen Bennett 703-771-5371



Aviation, Transportation
Rich Bensing 703-771-5378



Federal Gov't Contracting, Defense
Steve Hargan 703-771-5189



Agriculture
Kellie Hinkle 703-737-8820



Fast-Track Program
George Hoddinott 703-737-8274



Business Retention
Chris Hunter 703-777-0479



Available Land and Buildings
Karen Lanham 703-737-8322



International Business Attraction
Bob McCollar 703-737-8954



Tech-Enabled Health Care
Rick Morris 703-737-8386



Data Centers
Buddy Rizer 703-777-0592



Destination Retail
Miguel Salinas 703-777-0324



Tech Startups & Small Businesses
Vanessa Wagner 703-777-0585



The Loudoun County Board of Supervisors promote the concept that business success is #LoudounPossible. Front row: Suzanne M. Volpe, Kristen C. Umstatt, Phyllis J. Randall, Ralph M. Buona. Back row: Koran T. Saines, Geary M. Higgins, Matthew F. Letourneau, Ron A. Meyer, Jr., Tony R. Buffington.

Safety first. Second. And third.



At Metro, we understand that ongoing SafeTrack work has an effect on local businesses. We are working to complete these needed safety improvements as quickly and efficiently as possible and appreciate the business community's patience and understanding as we put rider safety first. For the latest, detailed information about SafeTrack progress and scheduled work, visit our website.

wmata.com/safetrack





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Top 7 Reasons Why Business Success Is #LoudounPossible

1. Loudoun is the only county on the Metro-rail Silver Line that has greenfield sites near planned metro stations.
2. Loudoun County has the region's fastest project approval time.
3. Loudoun is a tech mecca.
4. Loudoun's startup ecosystem helps companies grow.
5. Employees love living in Loudoun.
6. Loudoun's Dulles Airport connects you to international partners and customers.
7. Loudoun Economic Development can help make your launch, move to, or expansion in the county #LoudounPossible.

Locate your business in Loudoun County, Virginia.
Call Buddy Rizer at 1-(800)-LOUDOUN or visit LoudounPossible.com.