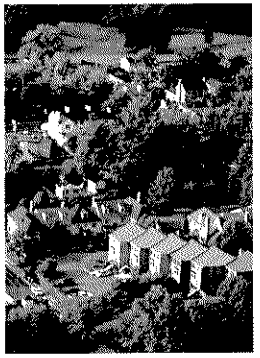
vision

An innovative, globally competitive economy known for its favorable business environment, exceptional quality of place, and strong sense of community.



About the Loudoun County Economic Development Commission

Established in 1995 by Loudoun County's Board of Supervisors, the Economic Development Commission (EDC) is a public/private partnership responsible for promoting the economic development of Loudoun County. The Commission serves as a forum through which business and government leaders meet to exchange ideas and experiences about business growth in the county. The Commission's responsibilities include:

- Developing, updating and implementing the community's Economic Development Strategic Plan.
- Providing program and policy recommendations to the Loudoun County Board of Supervisors.
- Coordinating economic development and marketing activities among groups in the county.
- Providing the Department of Economic Development with ongoing support and oversight.

The Economic Development Strategic Plan was adopted by the Loudoun County Board of Supervisors in July 2004.

Learn more about Loudoun County at
www.loudoun.gov/business
or call 703.777.0426.

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An Overview of the
Loudoun County, Virginia
Economic Development

strategic plan

Prepared by
The Loudoun County
Economic Development Commission &
Department of Economic Development

guiding principles

- Economic development and quality of life are interdependent.
- Loudoun's cultural heritage and rural countryside are essential to our quality of place.
- Prosperity depends on the growth of our existing, diverse business base.
- Loudoun's distinguished geographies - suburban; towns and villages; and rural areas - each feature unique commerce opportunities.
- Mobilizing significant resources will require creative partnerships.
- Talented people power the new knowledge-based economy.
- Agility, adaptability & speed are competitive advantages in the 21st century.
- The Economic Development Strategy's relationship to the County's adopted land use and planning documents is recognized.

goals

i. **Recognized Center for Innovation:**
An excellent location that attracts high value workforce driving innovative commerce and business activity at the forefront of progress.

ii. **Prosperous Business Environment:**
Facilities, systems and infrastructure in place to foster expansion, evolution and development of the existing, diverse business base.

iii. **High Quality of Place:**
Educational, cultural, recreational, health, safety and welfare amenities that ensure an exceptional quality of life and preserve Loudoun's heritage.

iv. **Sound Fiscal Health:**
Sustained revenues to maintain and improve critical services.

v. **Favored Visitor Destination:**
Regional, national and global hub for travel and tourism.

strategic initiatives

1. Support our airports as global gateways.
2. Strengthen and protect key business and gateway corridors.
3. Cultivate competitive industry clusters.
4. Improve connectivity, accessibility and delivery of infrastructure.
5. Advance entrepreneurship and economic diversity.
6. Foster a stable, predictable and efficient regulatory climate.
7. Support workforce development and labor force excellence.
8. Increase availability of workforce housing for Loudoun employees.
9. Brand and market Loudoun's assets.
10. Develop and expand signature attractions and entertainment.
11. Protect and promote authentic cultural heritage.
12. Create distinctive neighborhoods and strong amenities.
13. Strengthen education and lifelong learning systems.
14. Provide superior safety and healthcare services.