#LoudounPossible
Envision Loudoun Stakeholder Committee
August 14, 2017
PROSPERING COMMUNITY

Median Household Income

<table>
<thead>
<tr>
<th></th>
<th>U.S.</th>
<th>Virginia</th>
<th>Wash D.C.</th>
<th>Loudoun</th>
</tr>
</thead>
<tbody>
<tr>
<td>Income</td>
<td>$45,000</td>
<td>$60,000</td>
<td>$85,000</td>
<td>$125,000</td>
</tr>
</tbody>
</table>

Population Growth (2000-2030)

- 2000: 200,000
- 2010: 300,000
- 2020: 500,000
- 2030: 700,000

2000-2030 Growth
EDUCATED, HIGH-TECH WORKFORCE

Residents with a University Degree or Higher

- U.S.: 20%
- Virginia: 40%
- Wash D.C. Loudoun: 60.2%

**96%** of Loudoun County students graduate high school.

**7** higher education facilities reside in Loudoun County.

**#3** In job growth in America.

**765,180** Workers in the region are employed in science, technology, engineering and math.
Workforce

- Professional and Business Services: 19%
- Trade, Transportation, and Warehousing: 23%
- Education and Health: 17%
- Leisure and Hospitality: 12%
- Manufacturing: 9%
- Other Services (Except Public Administration): 4%
- Financial Activities: 3%
- Construction: 9%
- Public Administration: 4%
# Major Employers

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Industry</th>
<th>Employment Range</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Loudoun County Public Schools</td>
<td>Educational Services</td>
<td>10,000+</td>
</tr>
<tr>
<td>2 Loudoun County Government</td>
<td>Public Administration</td>
<td>1,000-4,999</td>
</tr>
<tr>
<td>3 Verizon</td>
<td>Information</td>
<td>1,000-4,999</td>
</tr>
<tr>
<td>4 U.S. Dept. of Homeland Security</td>
<td>Public Administration</td>
<td>1,000-4,999</td>
</tr>
<tr>
<td>5 United Air Lines Inc.</td>
<td>Transportation &amp; Warehousing</td>
<td>1,000-4,999</td>
</tr>
<tr>
<td>6 Inova Loudoun Hospital</td>
<td>Health Care &amp; Social Assistance</td>
<td>1,000-4,999</td>
</tr>
<tr>
<td>7 Raytheon Company</td>
<td>Engineering Services</td>
<td>1,000-4,999</td>
</tr>
<tr>
<td>8 Orbital ATK, Inc.</td>
<td>Manufacturing</td>
<td>1,000-4,999</td>
</tr>
<tr>
<td>9 Swissport USA</td>
<td>Air Cargo</td>
<td>1,000-4,999</td>
</tr>
<tr>
<td>10 U.S. Postal Service</td>
<td>Public Administration</td>
<td>1,000-4,999</td>
</tr>
</tbody>
</table>
Eight Ways Loudoun County, Virginia is No. 1

- Top U.S. Household Income
  - $

- Healthiest County in Virginia
  - 🧡

- Safest County in the D.C. Area
  - ⭐️

- Happiest County in America
  - 😊

- Most Wineries and Breweries in Virginia
  - 🍻 🍶

- Most Horses, Wine Grapes and Bee Farms in Virginia
  - 🐴🍇🐝

- Top Business Investment for Counties of Its Size
  - 🔻

- Top Data Center Market in the World
  - 🌍
MAJOR ECONOMIC DRIVERS

Airport
Spreads our reach to international locations

Fiber Network
Opened the door for data center industry

Metrorail Expansion
Further connects Loudoun to the Washington Metro Region

1962 1996 Now
“One of the main reasons we located here was the access to Dulles airport. Dulles offers us access to Europe, multi flights to London, a six hour flight to Brussels, so it gives us access to a global, commercial economy.”

Karl Nobert, CEO, ReCellerate
FIBER NETWORK = DATA CENTERS

70% of the world’s Web traffic goes through Loudoun

5 of the top 10 cloud campuses are in Northern Virginia

10 million square feet of data centers are currently operational or under development

$150 million in local tax revenue
METRORAIL IN LOUDOUN: 2020
LOUDOUN: WHERE THE SILVER LINE REALLY BEGINS
ASHBURN STATION
INNOVATION STATION
PERMIT ACTIVITY

Annual Permitted Nonresidential Square Feet

- High Density Office
- Low Density Office
- Heavy Industrial
- Flex/Industrial
- Data Center
- Retail
- Other

[Graph showing annual permitted nonresidential square feet from 2006 to 2016]
GEOGRAPHIC ECONOMIC ACTIVITY ZONES

Legend

Policy Areas
- Planning Subareas
  - Leesburg
  - Ashburn
  - Dulles
  - Potomac
  - Sterling

Joint Land Management Area
Transition

0 Mile

Small Business/Entrepreneurship
Conference Center
Health Innovation
Walkable Urban Place
Regional Office/Retail with Airport Proximity
Federal Government Contracting
Transit Oriented Development
Data Center Alley
Airport Adjacent Business
Light Manufacturing
Health Innovation

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VACANCY RATES

Nonresidential Vacant Available Percent Trend

- High Density Office
- Low Density Office
- Flex/Industrial
- Data Center
- Retail
- Other

Average of Q1 and Q2
OVERALL VACANCY RATE: REGIONAL COMPARISON

- Loudoun: 7.1%
- Montgomery: 9.3%
- Alexandria: 11.3%
- Prince George's: 11.6%
- Fairfax: 16.3%
- DC: 8.8%
- Jefferson: 7.8%
- Clarke: 5.0%
- Fauquier: 8.3%
**Nonresidential Pipeline**

Major Entitled Vacant Land (square feet)$^1$

- The HUB (Dulles World) Moorfield Station
- Belmont Pacific Park (Waterside) Loudoun Parkway Center Dupont Fabros Property
- Arcola Center Dulles Town Center Kincora Waterside
- Flex and Data Center 28%
- Office 23%
- Transit-Oriented 22%
- Mixed-Use 20%
- Industrial 7%

$^1$Projects greater than 20 acres

n = estimated 58.2M square feet
FORECASTS: SQUARE FOOTAGE

New Nonresidential Delivered Square Footage Forecasts by Type

- Office
- Flex/Industrial
- Data Center
- Retail
- Other
ECONOMIC DEVELOPMENT STRATEGY
WHY: HELP BUILD A STRONG COMMUNITY
How: DED’s Vision

Our vision is a diverse and globally competitive Loudoun economy.
How: Strategic Goals

1. Diversify the economy by strengthening targeted clusters

2. Market the county as a world-class business ecosystem

3. Create iconic walkable urban places for metro stations
**WHAT: DED’s Mission**

To strengthen and diversify Loudoun’s economy by providing world-class and innovative customer-focused services to attract, grow and retain targeted businesses of all sizes.
Diversify: Loudoun’s Targeted Clusters

- Data Centers
- ICT/Big Data and Analytics
- Health Innovation and Technology
- Cybersecurity/Defense
- Federal Government Contracting
- Aerospace/Aviation/Transportation
- International
- Small Business/Entrepreneurship
- Agriculture
Diversify: Fast-Track Commercial Incentive

- Streamlined site plan approval
  - Dedicated project manager and reviewers
  - Priority processing
- Aggressive timelines - average time to conditional approval less than 60 days
MARKET: #LOUDOUNPOSSIBLE
MARKET: PUBLIC DOCUMENTS

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HELP BUILD LOUDOUN’S NIGHTTIME ECONOMY

RETAIL, ENTERTAINMENT & CULTURE CLUSTER STUDY
LOUDOUN COUNTY, VA
JANUARY 2014
CREATE: METRORAIL AND CURATED COMMUNITIES

Loudoun’s metro stops can embody all that we’ve become - a world class location where people want to come and businesses want to grow.
CREATE: WALKABLE URBAN PLACES
CREATE: THRIVING RURAL ECONOMY

45 Farm Wineries
27 Breweries
2 Distilleries
Total craft beverage manufacturers today = 74
BASELINE FOR POLICY

1. Allow for flexibility as the market changes
2. Add elements of DED Strategic Plan
   a. Diversify, Market, Create
3. Add more specifics on being “business friendly”
4. Focus on creating business ecosystems
5. Adequate amount of land for targeted industries
6. Grow entrepreneurship and start-ups (including rural)
7. Include all infrastructure: complete streets, power, water, fiber
8. Align with airport authority’s planning policies
9. Maintain Loudoun’s competitive advantages
10. Make “keynote employment” the exception not the rule
James David, Manager of Strategic Initiatives
571-258-3530
James.David@loudoun.gov
LOUDOUN STATION

- 1,500+ Residential Units
- 1.5m sf Of Office
- 300k sf Of Retail
- 11-screen Movie Theater

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MOOREFIELD

6,000 Residential Units

9.75m sf Of Mixed Use
GRAMERCY DISTRICT

1,470 Residential Units
514k sf Of Office
440k sf Of Retail
250 key Boutique Hotel
THE HUB

1,265 Residential Units
3.5m sf Of Office
400k sf Of Retail
350 key Boutique Hotel