



LOUDOUN VIRGINIA

ECONOMIC DEVELOPMENT

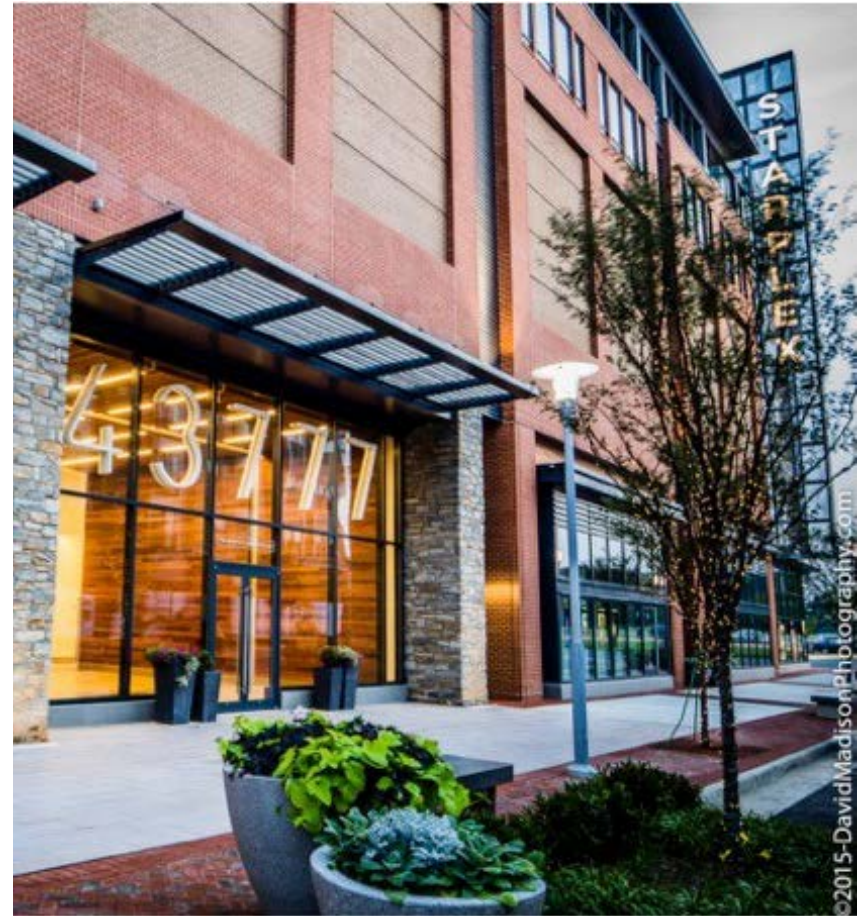
Issues and Recommendations

Envision Loudoun Stakeholder Committee

September 11, 2017

VISION

Our vision is a
diverse and
globally
competitive
Loudoun economy.



MISSION

1-(800)-LOUDOUN



biz.loudoun.gov

SWOT

STRENGTHS

1. Data centers
2. Pro-business
3. Airport
4. Affluent
5. Educated workforce
6. Farms
7. Technology/infrastructure
8. Momentum
9. Location/access to region
10. Schools
11. Quality of life
12. Culturally diverse

WEAKNESSES

1. Lopsided economy
2. Limited resources
3. No major university
4. No sports venue/marquee hotels
5. Limited nightlife
6. Millennials leave
7. Inflexible development process
8. No housing variety
9. Lack of workforce
10. Traffic
11. Lack of alignment with other depts
12. Available funding for businesses

OPPORTUNITIES

1. Walkable Urban Places on metro
2. International
3. Co-working spaces
4. Comp Plan/Zoning Alignment
5. Health IT/Bioscience
6. Workforce development programs
7. New incentives/technology zone
8. Regional sports tournament facilities
9. Internet of Things/Big Data
10. Ag Bio
11. Cybersecurity
12. Equine

THREATS

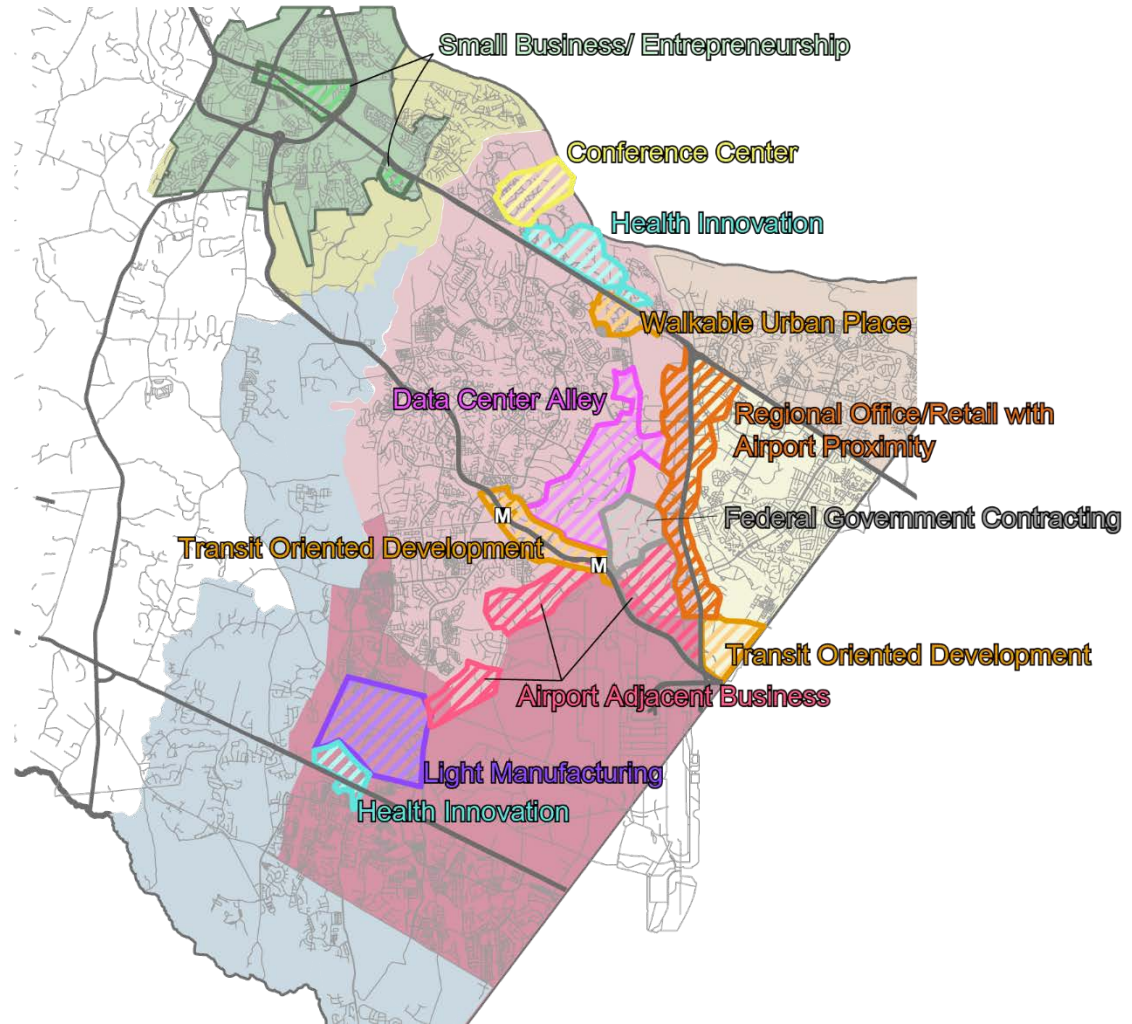
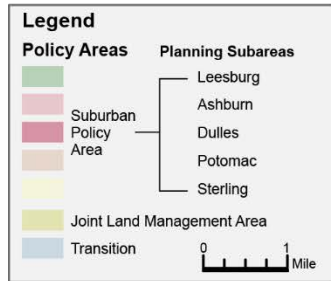
1. Federal spending/national economy
2. Telework (change in office use)
3. Housing growth/pressure
4. Regional competition
5. Overregulation
6. Too much time to get established
7. Tax rate/affordability
8. Regional demand-share
9. Public outcry
10. Changing politics
11. Outdated retail centers
12. Limited supply of large land parcels

CLUSTER STRATEGY

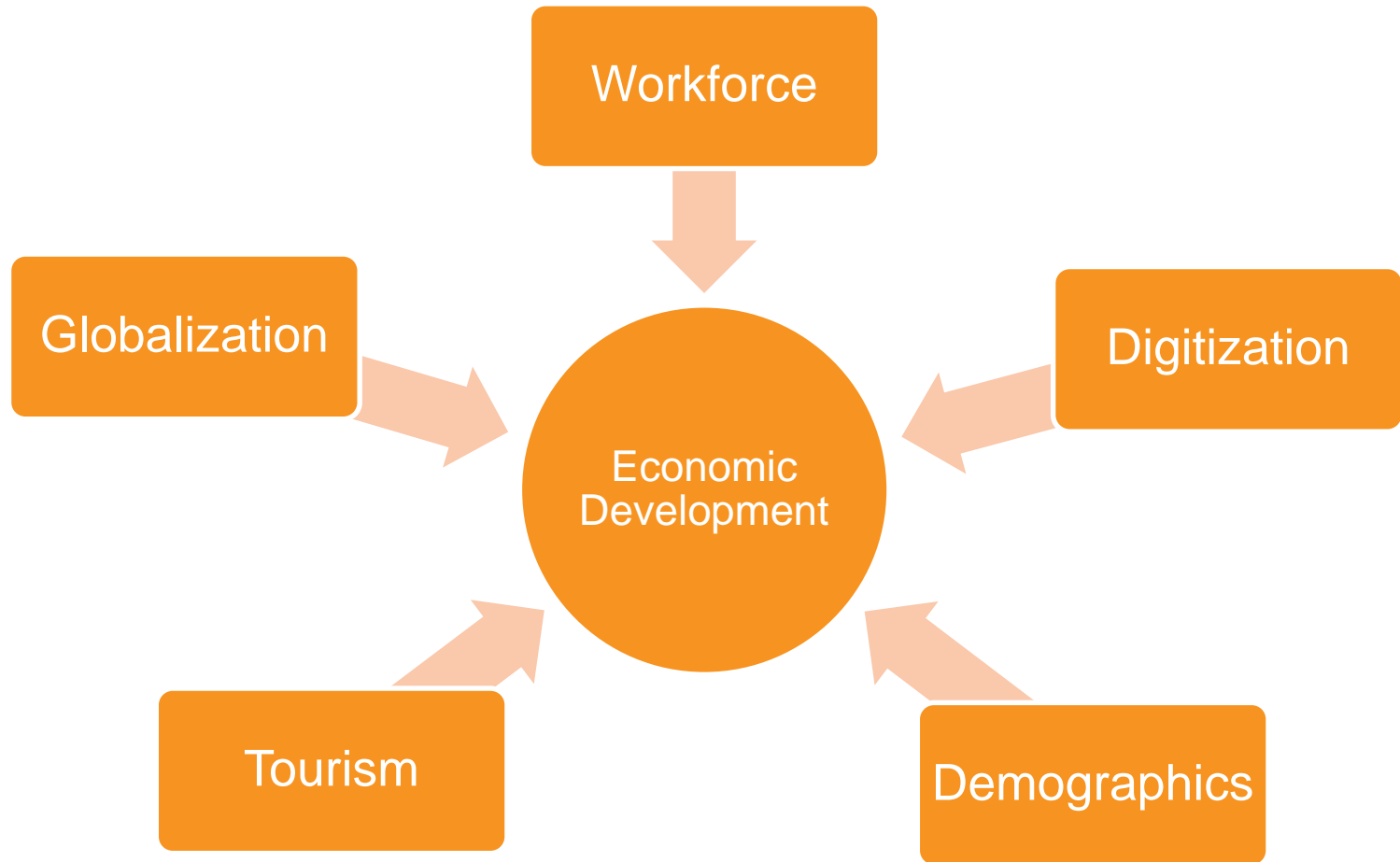
- Data Centers
- ICT/Big Data and Analytics
- Health Innovation and Technology
- Cybersecurity/Defense
- Federal Government Contracting
- Aerospace/Aviation/
Transportation
- International
- Small Business/Entrepreneurship
- Agriculture



GEOGRAPHIC ECONOMIC ACTIVITY ZONES



MACRO TRENDS



PUBLIC INPUT

- Diversity
- High-tech
- Rural
- Small Biz

- Revitalize
- Infrastructure
- Biz-friendly

- Employment
- Housing
- Mixed-use
- Metro

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LOUDOUN VIRGINIA

ECONOMIC DEVELOPMENT

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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**



HELP BUILD A STRONG COMMUNITY



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

