Policy Recommendations
Envision Loudoun Economic Development Subcommittee
September 25, 2017
WHY ECONOMIC DEVELOPMENT?
HELP BUILD A STRONG COMMUNITY
CHALLENGES AND OPPORTUNITIES

**CHALLENGES**

- Low demand / Huge supply / office (class A)
- HQs want exciting mixed-use "place"
- Retail oversupply
- Data Ctr [land scarcity]
- Hospitality - Per diem, labor
- Continuum of Housing for all levels of workforce
- Cost of land
- Financing small biz
- Workforce development
- Transportation options for workers
  - Walk car
- Western Loudoun "urban-type" services
- Lopsided economy
- Millennials (leave)
- Inflexible dev process
- Legislative Demand

**ECON DEV**

- Skilled labor shortage
- Marketing the County

**O P P S**

- Class A in pipeline
- Grow spending pie
- Bustling rural economy
- Weekend travelers (create demand)
- Use profilers to diversify housing product
- Band Bs (demand)
- Demand generators (sig. impact)
- Business incubators
- Sharing economy (air bnb, uber, lyft, coworking, zip car, commuter subsidies [city bikes])
- Metro
- International
- Emerging industries/technologies
- Scalable profiler costs

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GOALS

1. **Diversify** the economy by strengthening targeted clusters

2. **Create** desirable places in key commercial corridors & employment centers

3. **Invest** in the skilled workforce need for continued economic growth

4. **Market** the county as a world-class business ecosystem

*Subcommittee’s roll-up categories*
**NEXT STEPS**

1. **Discuss and endorse** recommended economic development policies  
   a. Attachment G

2. **Forward** new policies to Planning Commission and Board of Supervisors

3. **Evaluate** existing economic development policies at a future meeting
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