

LOUDOUN

COUNTY, VIRGINIA

*More Than You Imagine*





# Good Evening

Building a Winning Community

Purcellville Economic Development Forum



# Things to Know

So Purcellville Can Get

More Than Its Fair Share



# Community's Vision & Goals

- Innovative, globally competitive economy
- Favorable & prosperous business environment
- Sound fiscal health – Triple AAA community
- Exceptional quality of place
- Favored visitor destination
- Strong sense of community – Top 20 community

**Great Economy**

**Great Place**



## Purcellville, Virginia . . .

- **Centrally located,**
- **Fast growing,**
- **Friendly,**
- **Small town with a great high school,**
- **Lots of recreation choices nearby,**
- **Wants the RIGHT business mix !**



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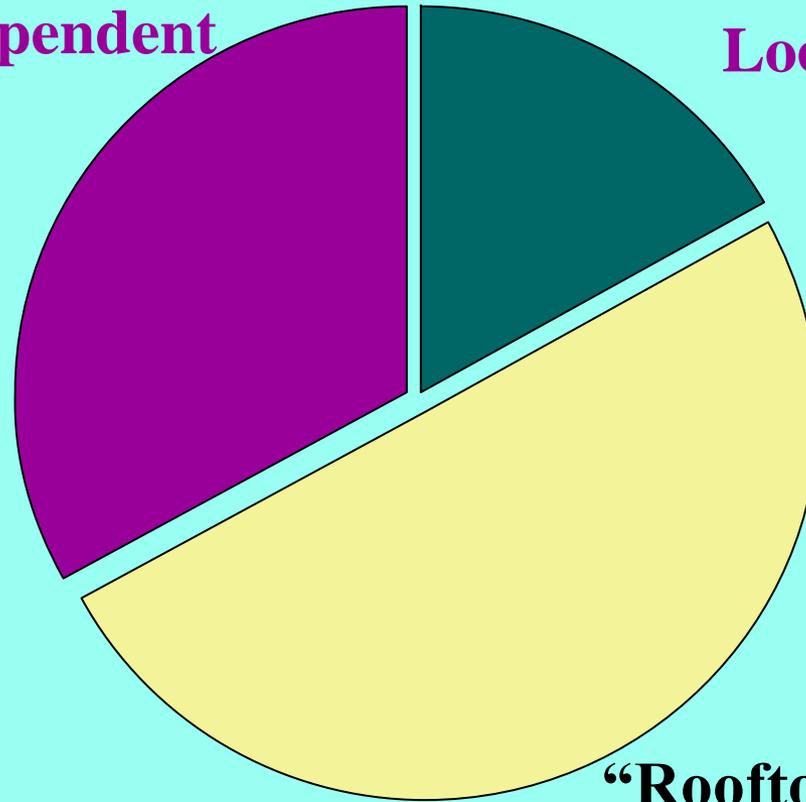


# What Types of Businesses Are Here

## Percent Employed in Each Type

**Location Independent**  
**32%**

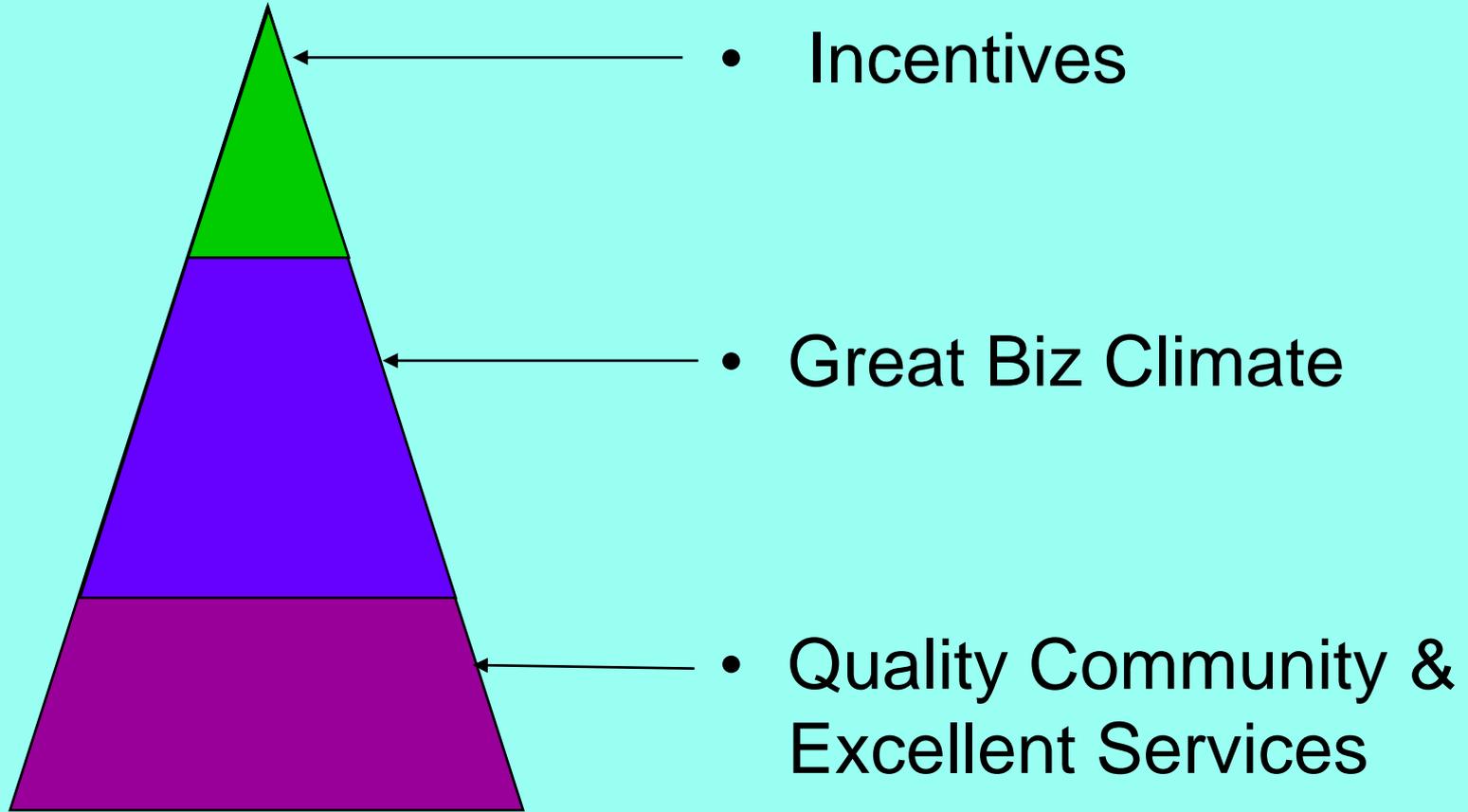
**Location Dependent**  
**16%**



**“Rooftop” Dependent**  
**52%**

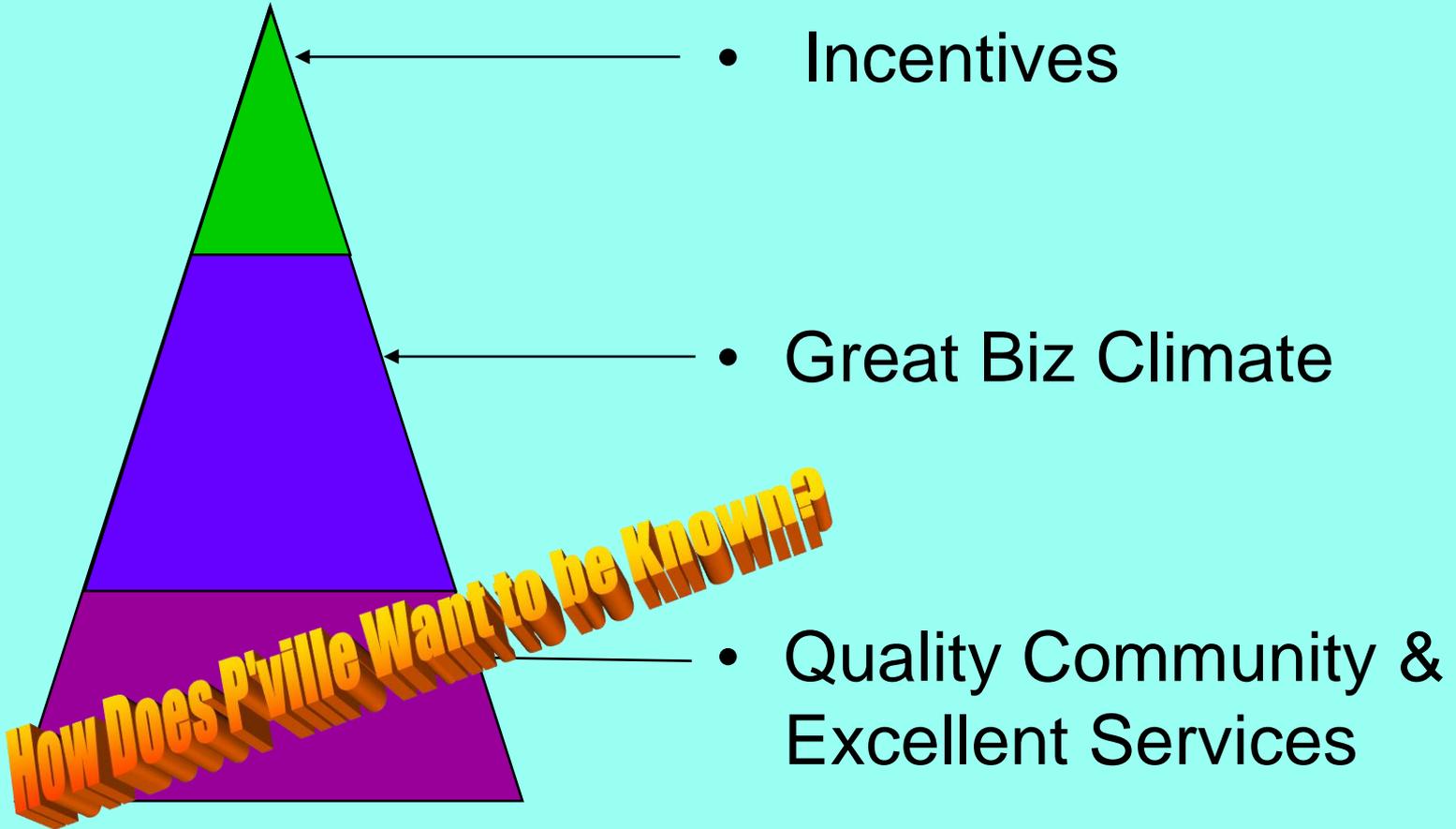


# What Businesses Wants from Us



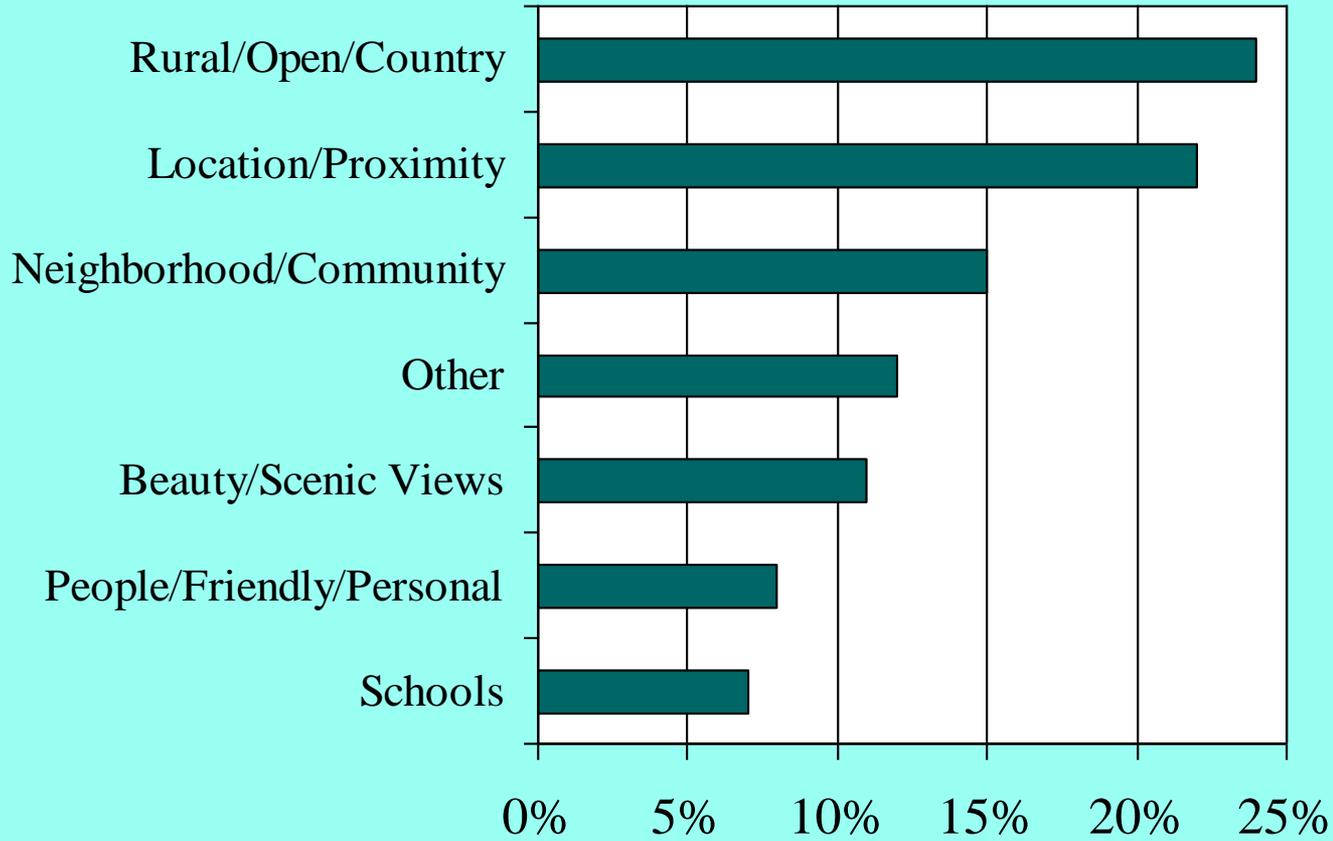


# What Businesses Wants from Us





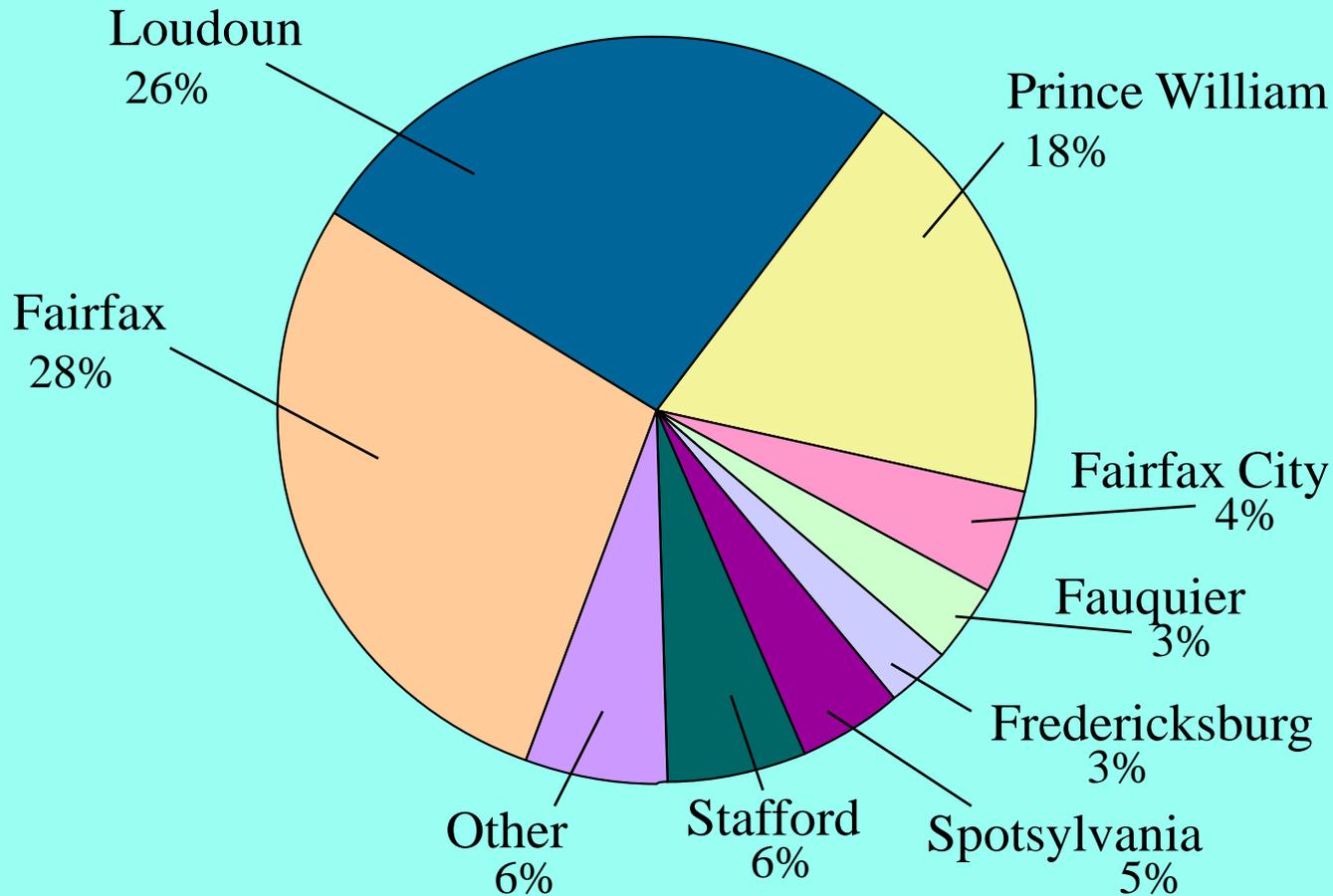
# What Residents Like Most



Source: 2005 Survey of Loudoun Residents



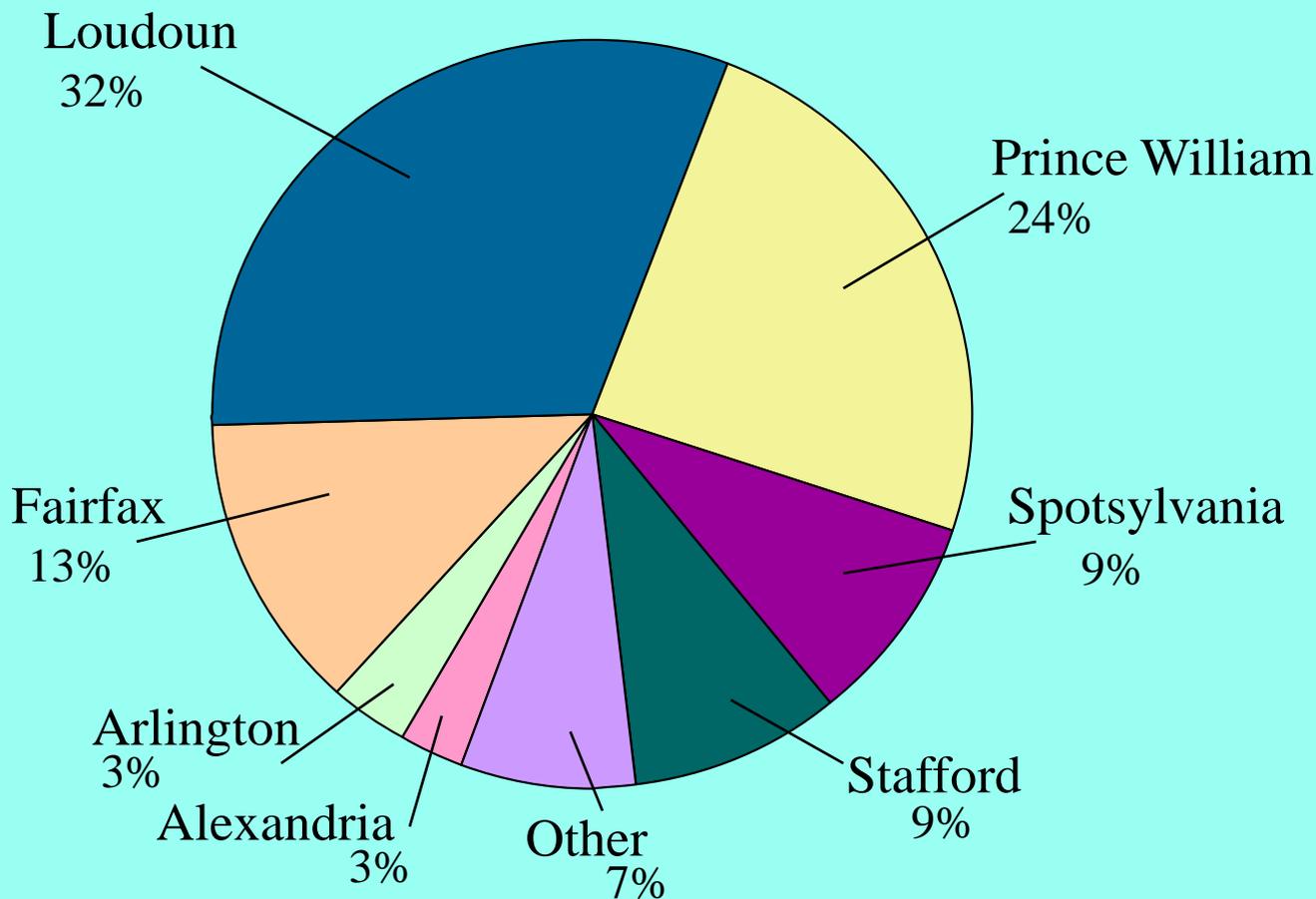
# Share of Northern Virginia Employment Growth, 2000-2006



Source: Virginia Employment Commission: Labor Market Statistics, Covered Employment & Wages. 2<sup>nd</sup> Qtr Data.



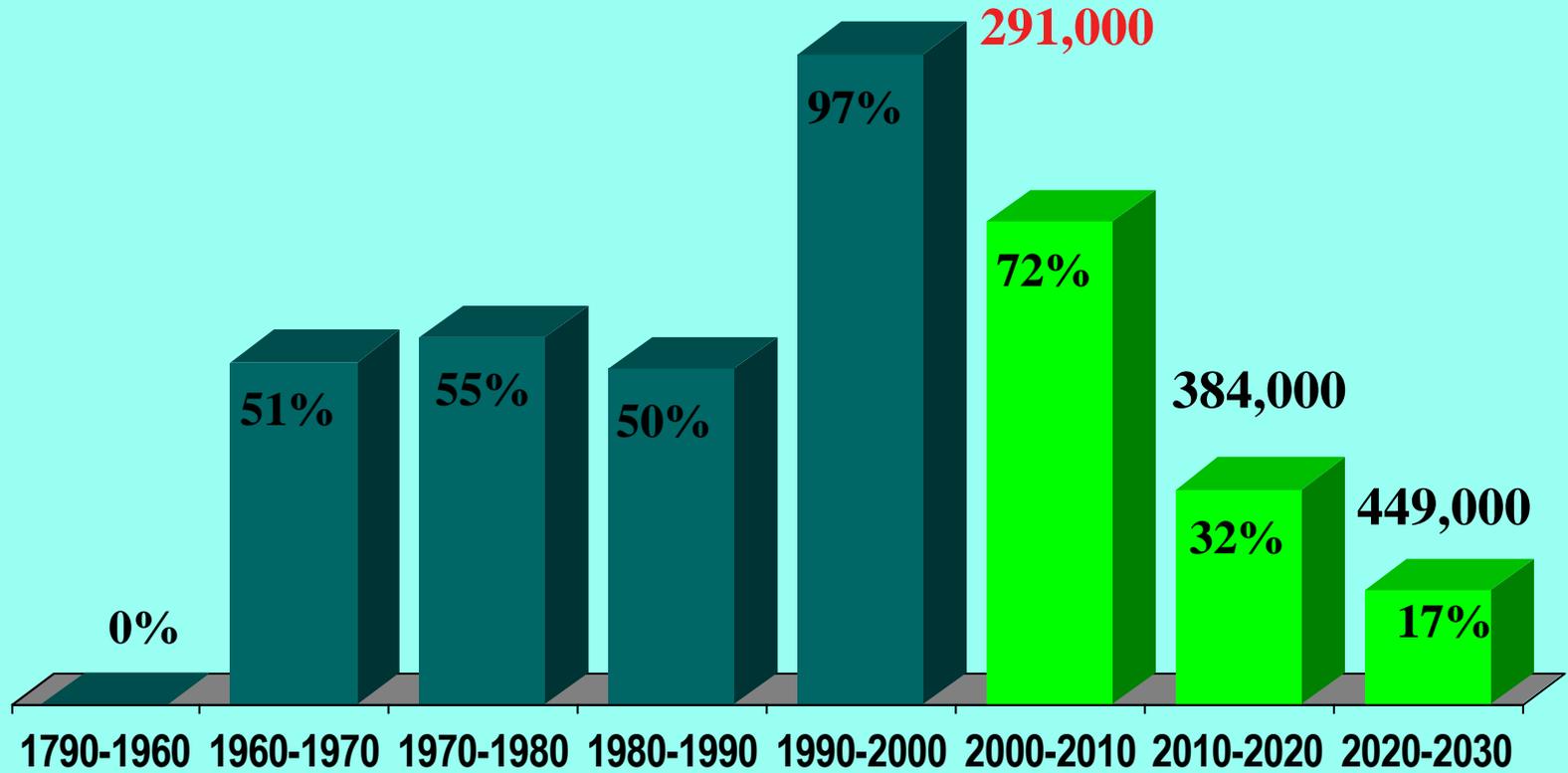
# Share of Northern Virginia Population Growth, 2000-2006



Sources: U.S. Census Bureau Census 2000 and 2006 Time Series Estimates



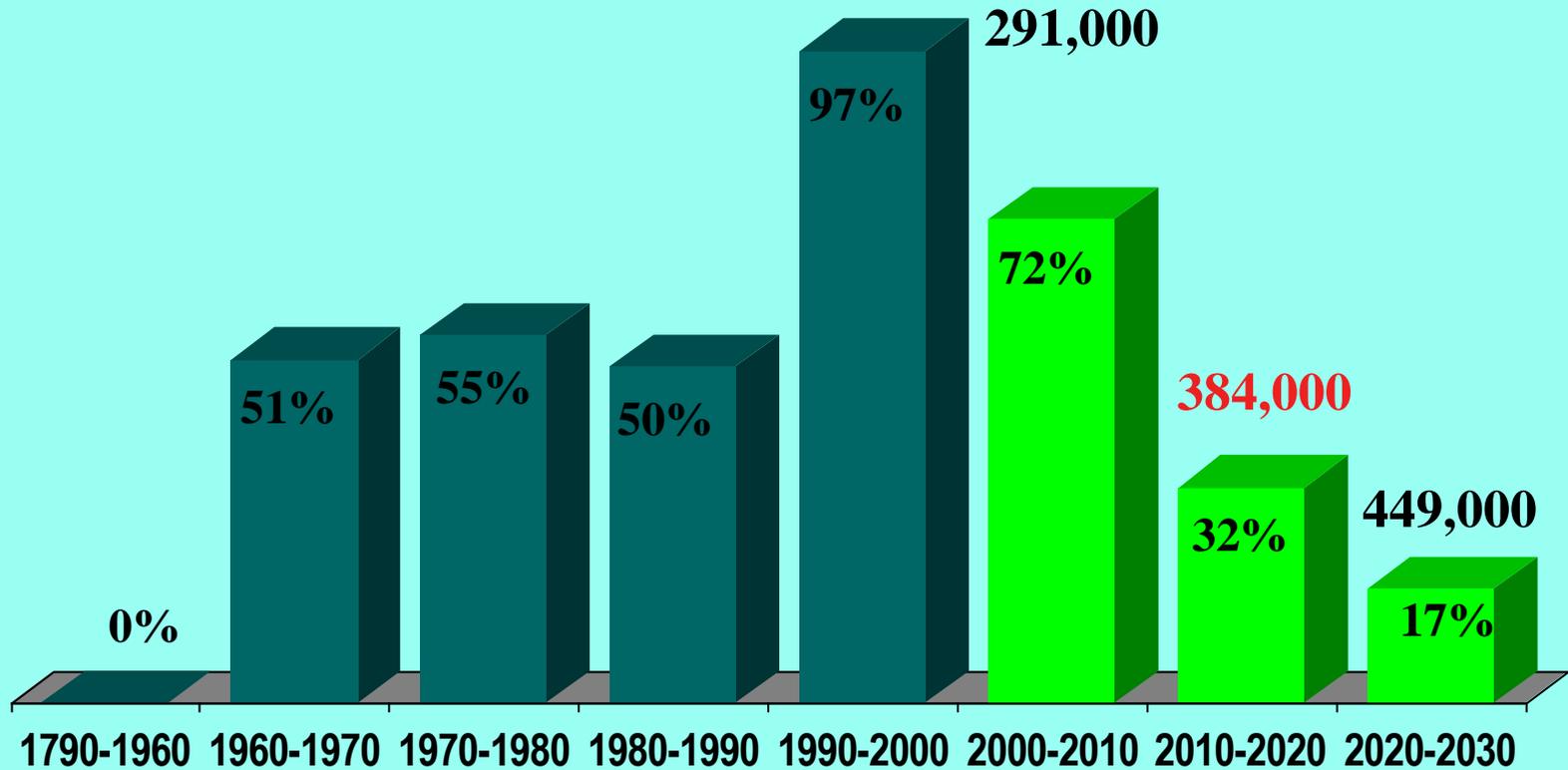
# We're Already Bigger Than... Orlando, Norfolk, Birmingham, & St. Pete



Percent Change in Population



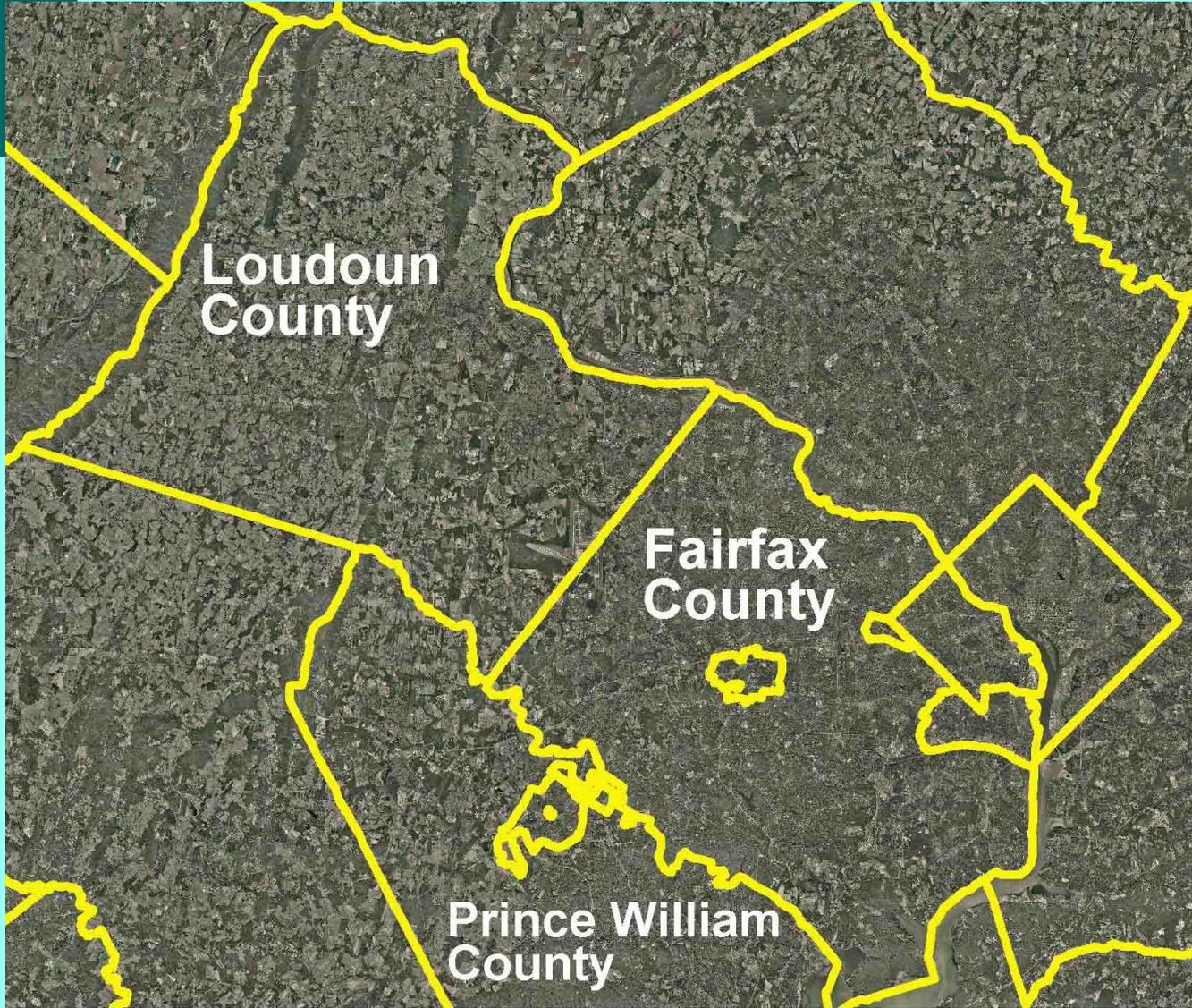
# By 2020 We'll Be Bigger Than... Today's Minneapolis, Raleigh, St. Louis

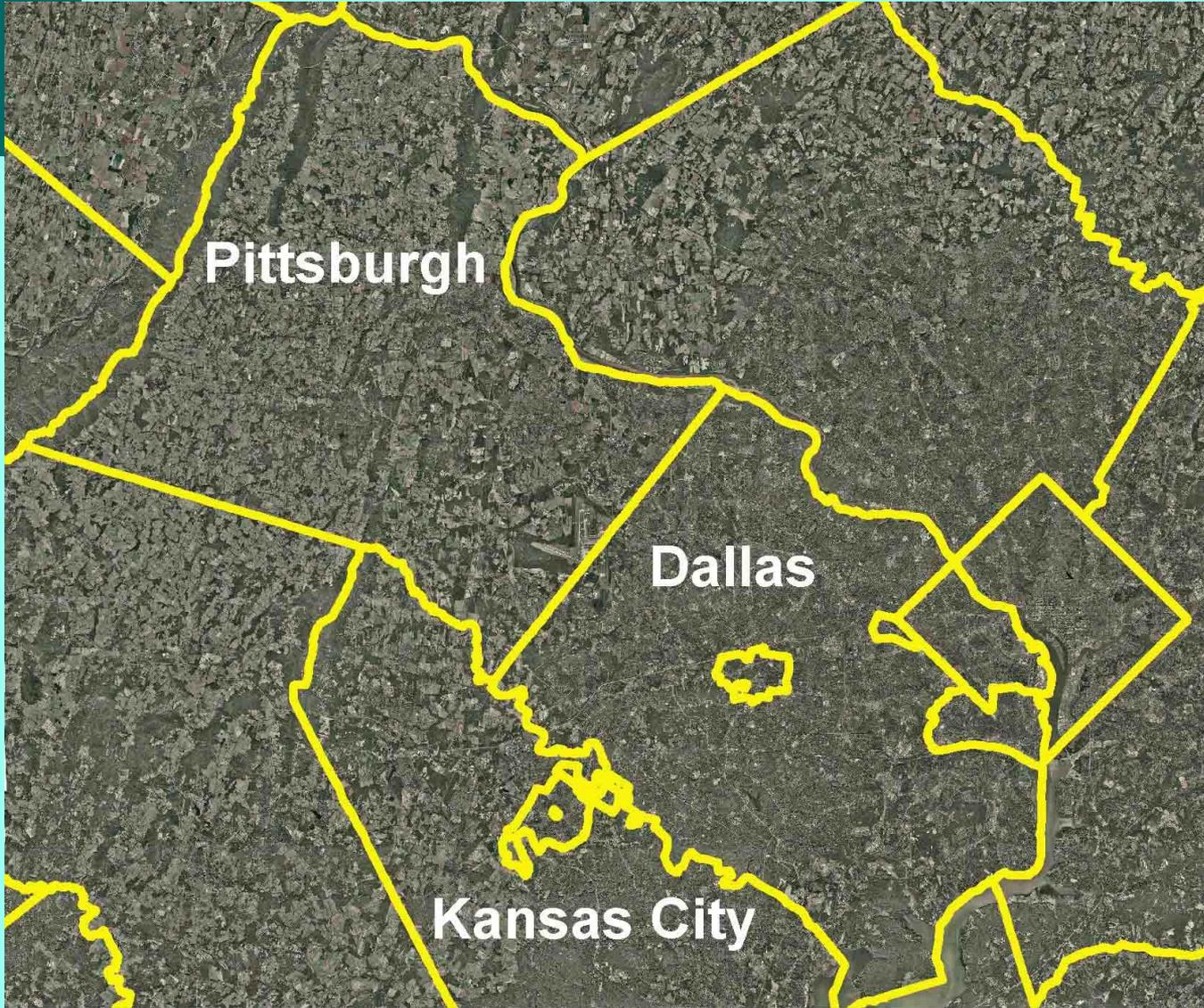


Percent Change in Population

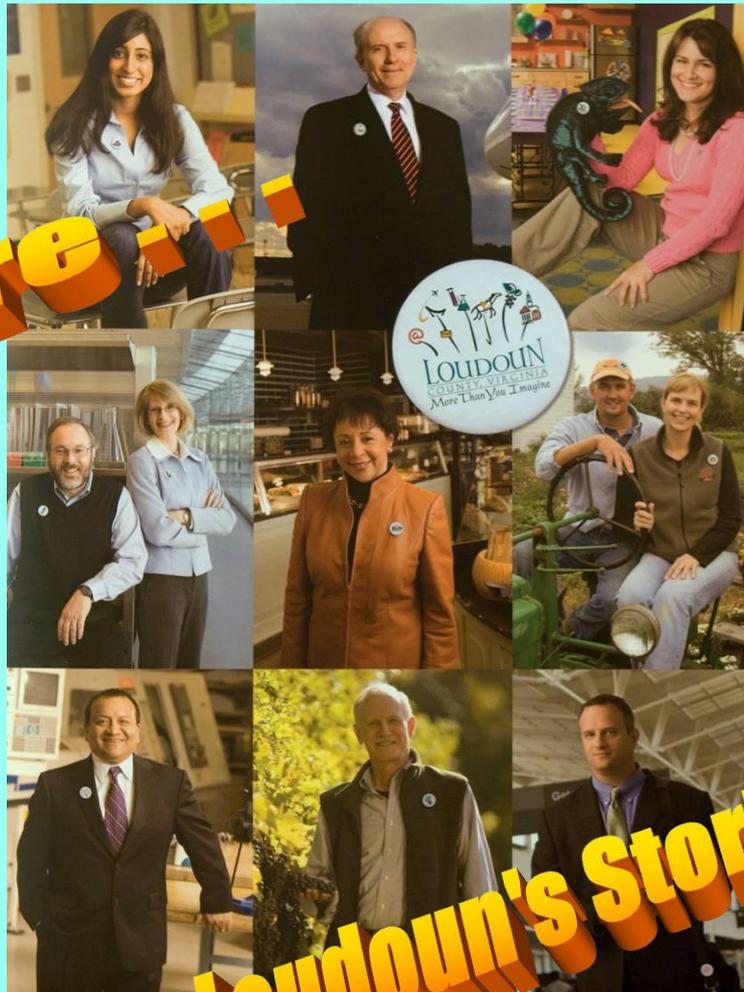


# A Little Geography Lesson...





**We are**



**Telling Loudoun's Stories**



Agriculture. Corporate culture.  
And every kind of business in between



Does your business need a great east coast location? Then welcome to Loudoun County, VA, just 25 miles from Washington, D.C. and the home to Washington Dulles International Airport. Getting here is easy. Just hop on any of the 20 daily flights from San Francisco. A lot of smart and successful businesses have chosen Loudoun County, VA, and there are plenty of reasons why. From vintners to entrepreneurial CEOs, and there are plenty of reasons why. From technology giants like AOL, Verizon Business, Orbital Sciences and the National Cancer Institute to Janelia Farm Research Campus. Miles and miles of high-speed fiber-optic roads, scenic towns and some of America's most gorgeous horse country. We know you love San Francisco. For all these reasons, we think you'll love Loudoun too. To learn more, please visit [chooseloudoun.com](http://chooseloudoun.com) or better yet, arrange a tour of Loudoun, call 1.800.loudoun.

Go to **CNNMoney.com**

The New H  
And so m

# FORTUNE

## SMALL BUSINESS

### Inside the Mind of a

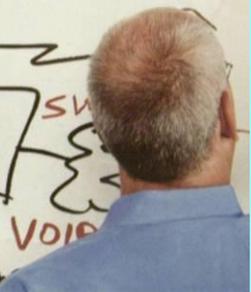
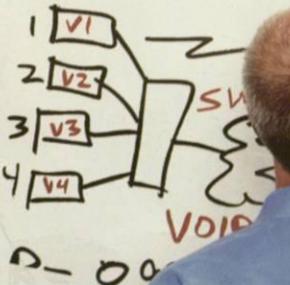
# CRAZY (RICH) INVENTOR

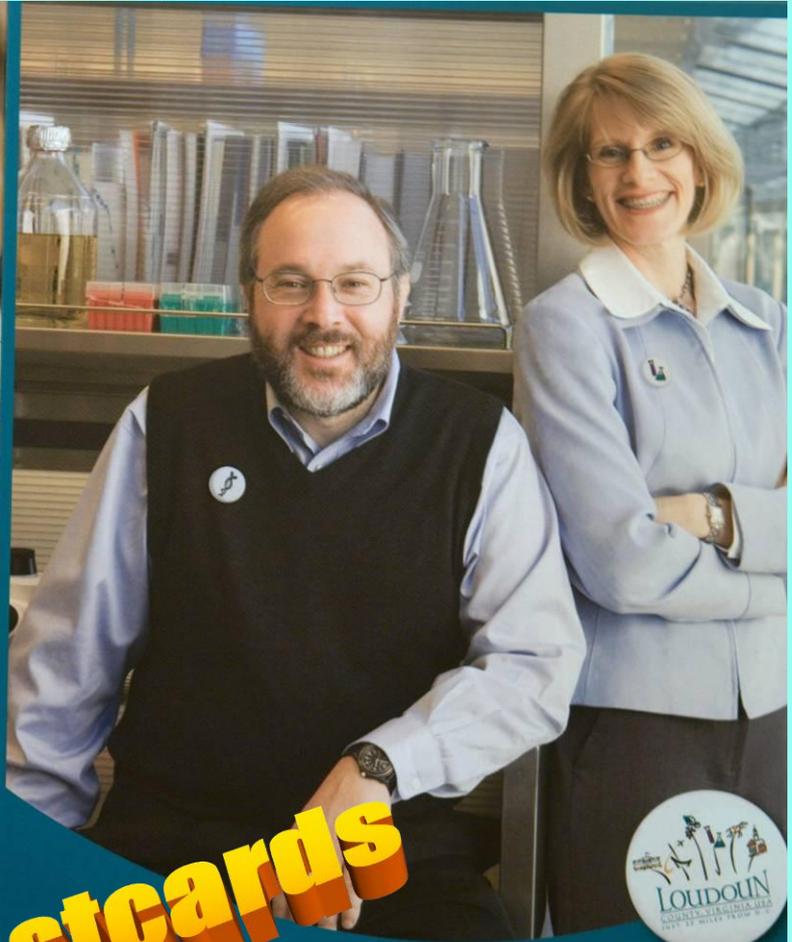
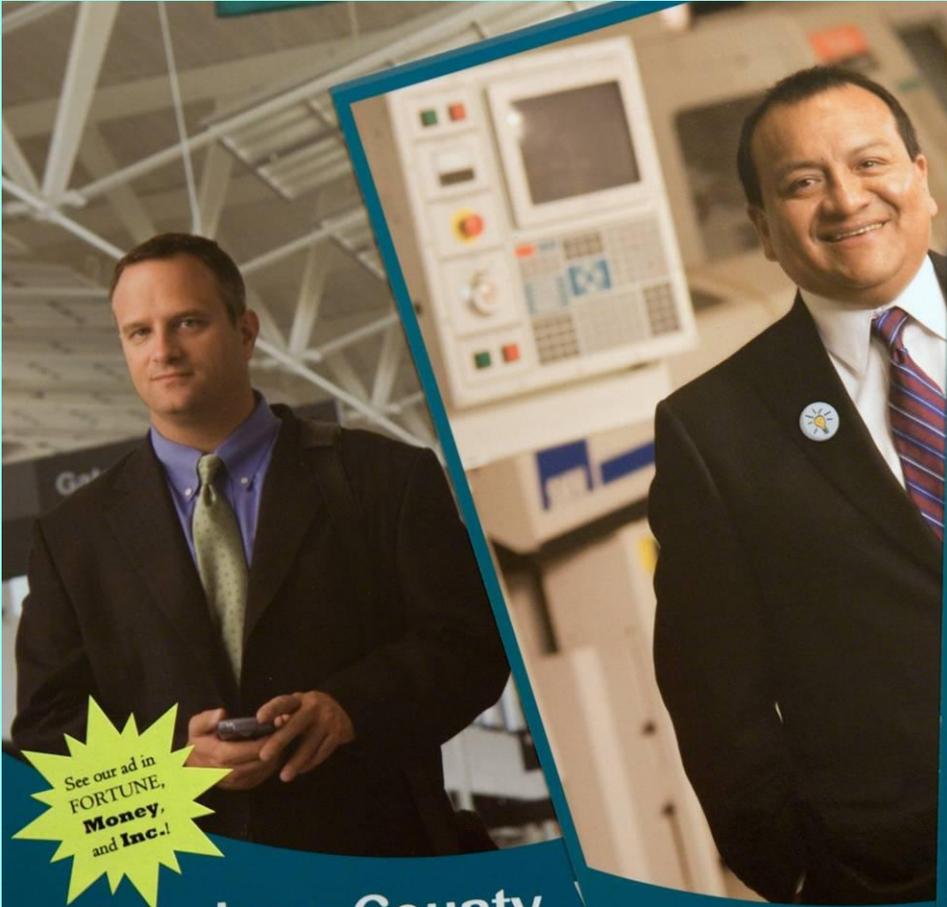
If you use voicemail or an iPod, you know the work of **SCOTT JONES**. How does he make his ideas pay? Can he really take on Google?

**Our San Fran Campaign**



**VOICEMAIL MACHINE**  
Jones, 47, has a unique way of coming up with new businesses.





See our ad in  
**FORTUNE,**  
**Money,**  
and **Inc.!**

**Loudoun County,**  
It's all about access  
Minutes to Washington,  
and just hours to the rest of

# Targeted Postcards

**Loudoun County, Virginia.**  
It's all about access . . .  
To the nation's largest science



# Key Target Industries

- Aerospace/Satellite
- Airport-Related
- Federal Government/Defense Contracting
- High-Value Agriculture
- Information & Communication Technology
- International
- Life Science
- Tourism



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**And Entrepreneurial Biz**



# A Look at Growth . . .

<i>Place</i>	<i>2000</i>	<i>2007</i>
Loudoun	169,599	271,069
Purcellville	3,584	6,747



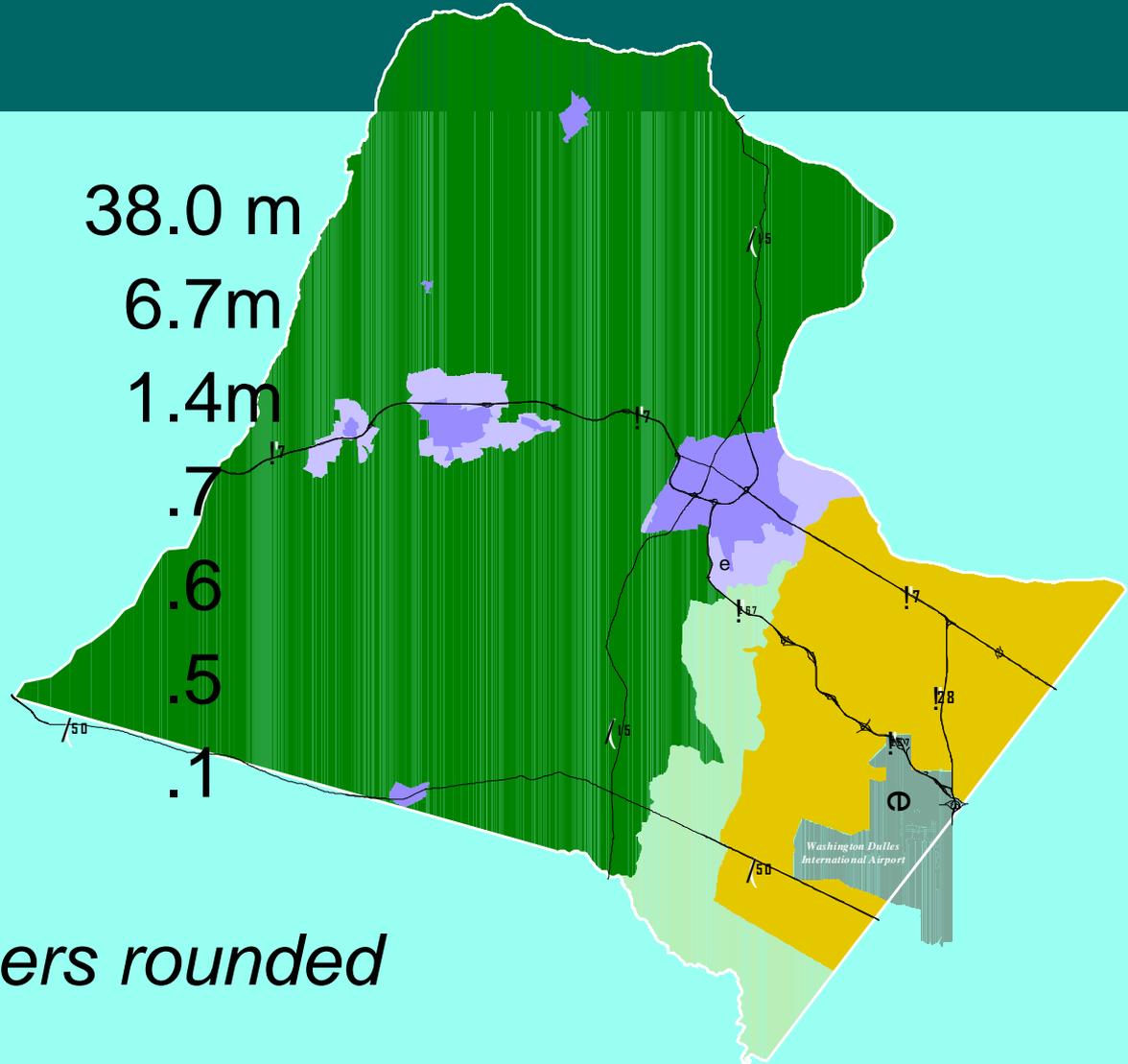
# A Look at Growth . . .

<i>Place</i>	<i>2000</i>	<i>2007</i>
Loudoun	169,599	271,069 <b>60% growth</b>
Purcellville	3,584	6,747 <b>88% growth</b>



# Seven VERY Cool Towns ...

- Leesburg 38.0 m
- **Purcellville** 6.7m
- Lovettsville 1.4m
- Middleburg .7
- Round Hill .6
- Hamilton .5
- Hillsboro .1

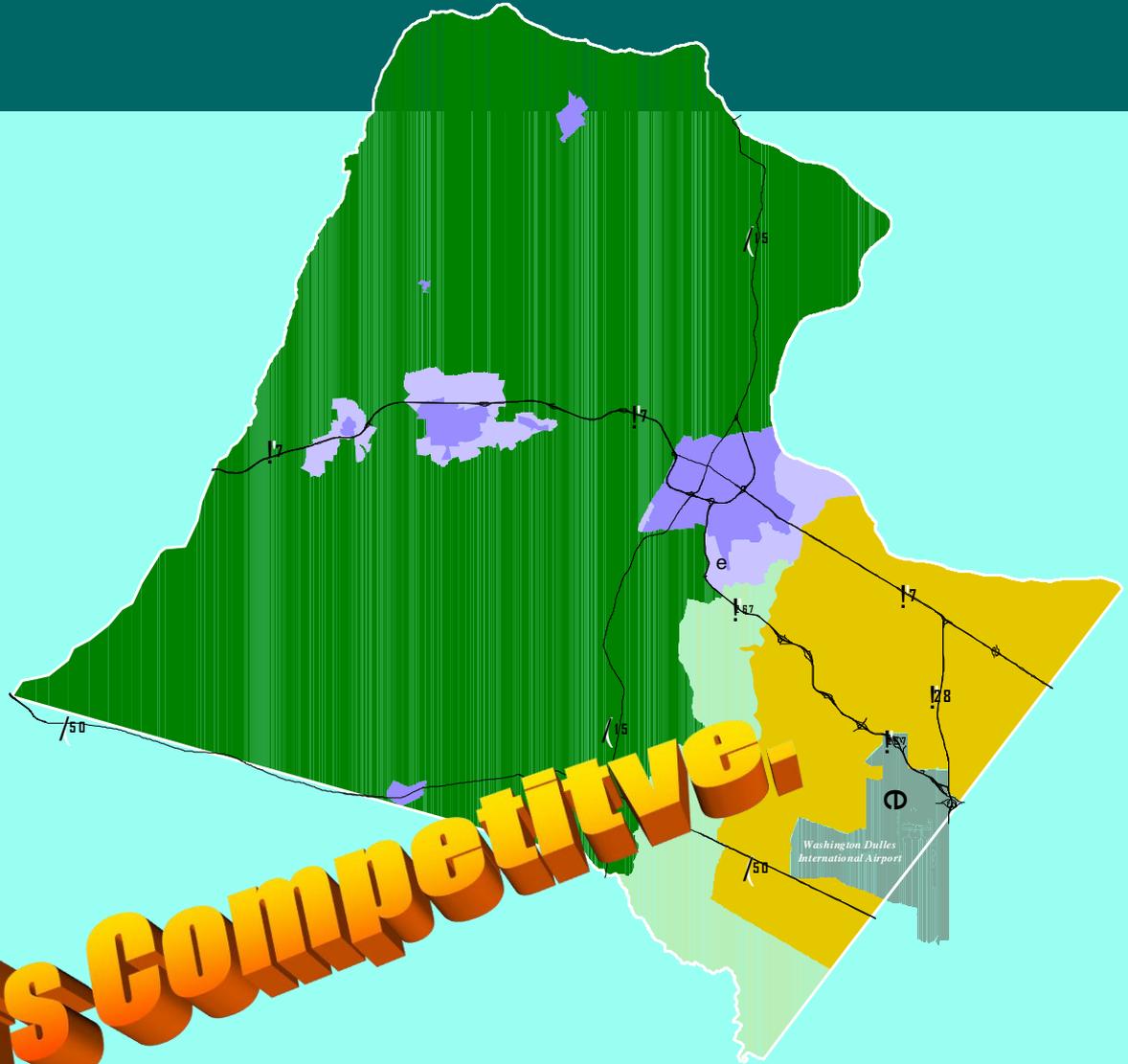


*numbers rounded*



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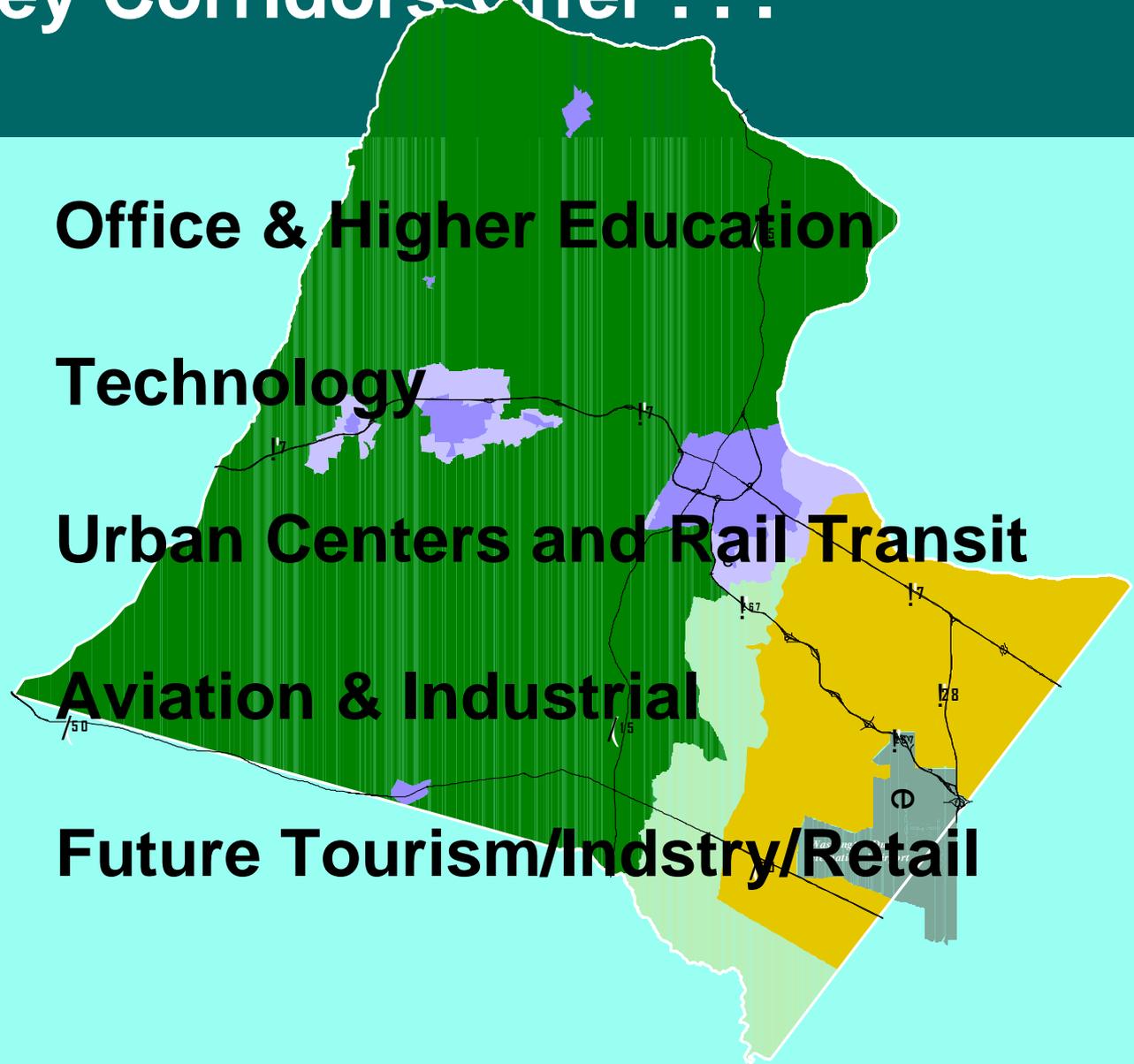


**IT'S COMPETITIVE!**



# Our Key Corridors Offer . . .

- **Rt. 7: Office & Higher Education**
- **Rt. 28/625: Technology**
- **Rt. 267: Urban Centers and Rail Transit**
- **Rt. 606: Aviation & Industrial**
- **Rt. 50: Future Tourism/Industry/Retail**





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Take a Look at . . .

**Loudoun's INITIAL Game Changers**



Dulles Airport



# AOL Campus



# Verizon's Largest Business Campus



Take a Look at . . .

**Loudoun's NEW Game Changers**



# Howard Hughes Medical Institute's Janelia Farm Research Campus

# GWU's VA Campus



# GWU's VA Campus

One Loudoun





# Study Area

**100 Acres County Owned Land  
Potential Science & Technology Campus**

**Metro Rail Coming Here**

**Metro Rail Coming Here**

**Metro Rail 2 More Stops**



An aerial photograph showing an airport in the background with runways and taxiways. In the middle ground, there are several large commercial buildings and a highway interchange. The foreground is dominated by a dense green forest and a residential development with many houses. Text overlays in yellow and white are placed over the image.

**Metro Rail Coming  
Here**

**Metro Rail Coming  
Here**

**Metro Rail 2 More Stops** →

**Rt. 606 - Major Comm'l**

**Rt. 772 - Mxd Use**

**Moorefield Station**

**Loudoun Station**

The Future of  
Farming Here  
and Now in  
Loudoun County,  
Virginia!

**Innovative Agriculture**





# In Ten Years Imagine . . .



## In Ten Years Imagine . . .

- **Some Very Urban Feeling Towns**
- **Our Corridors Transformed (esp. 50, 28, 7)**
- **Strong Clusters of Intl, Sci/Tech, & Tourism**
- **Five Star Rural Resort & 2 Dozen+ Wineries**
- **A New Government Center**
- **A World Trade Center**
- **George C. Marshall Education Center**
- **40 Mill. Air Passengers & a Metro Connection**
- **Broadband Everywhere**



# Would You Want to See . . . ?

- **GWU Focused Science Campus**
- **GMU on a Campus (perhaps with NVCC, LCPS)**
- **A Genomic Medical Center (Our Mayo ?)**
- **Loudoun - THE Regional Entrepreneurial Hot Spot**
- **International Food Center & Cookn' School**
- **Minor League Baseball & Stadium**
- **A 500 -1000 seat Arts Center**



# Purcellville ?

**Arts?**

**Sports?**

**Food ?**

**Nightlife?**

**Small Business ( plateau quickly)**

**Entreprn'l Businesses (high growth potential)**

**What Do You Want to Be?**



## Purcellville, Virginia . . .

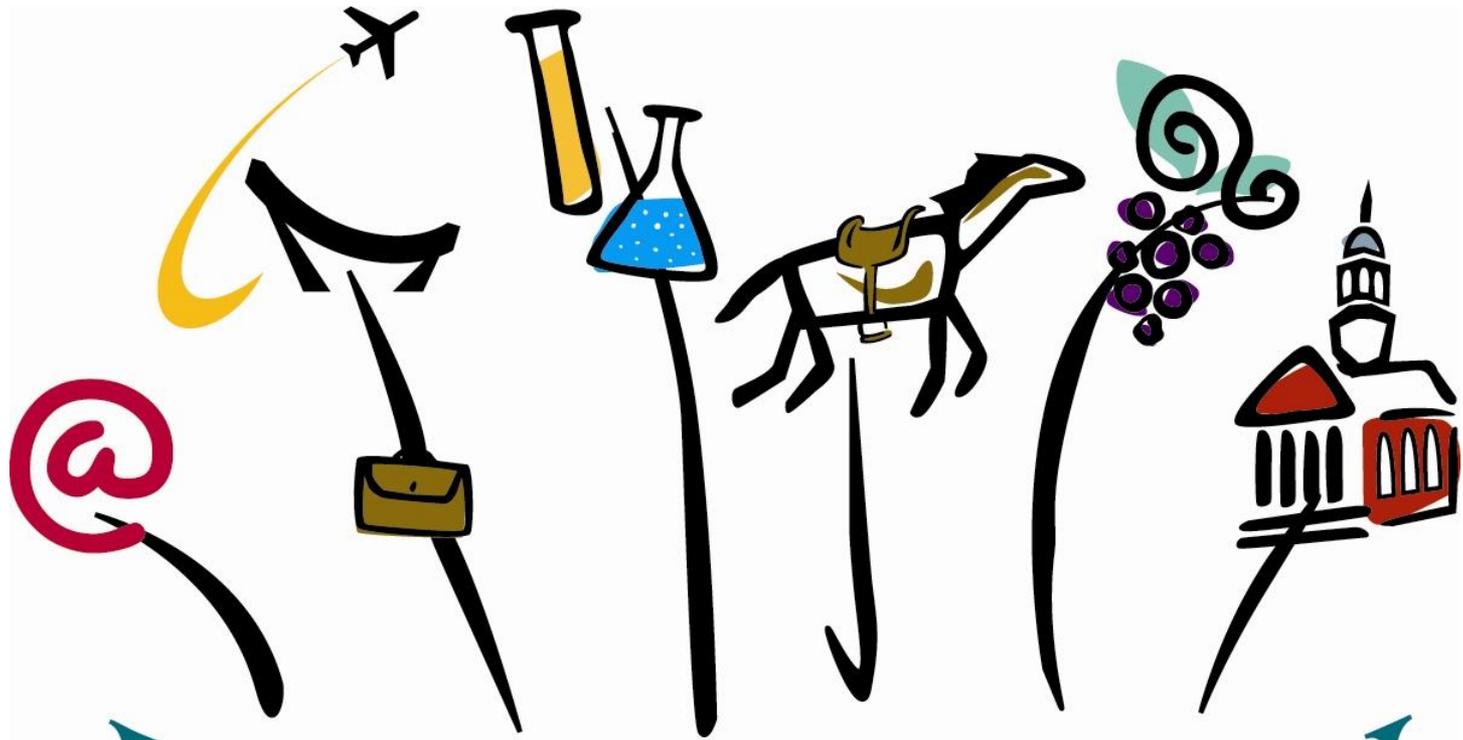
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**Thanks Again!**

To YOU . . .

All who Live, Work, Play, and Invest  
In Purcellville, VA.



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