



**LOUDOUN  
VIRGINIA**

ECONOMIC DEVELOPMENT

**ED Leadership Essentials:  
How to Influence and Persuade**

# LOUDOUN, VIRGINIA



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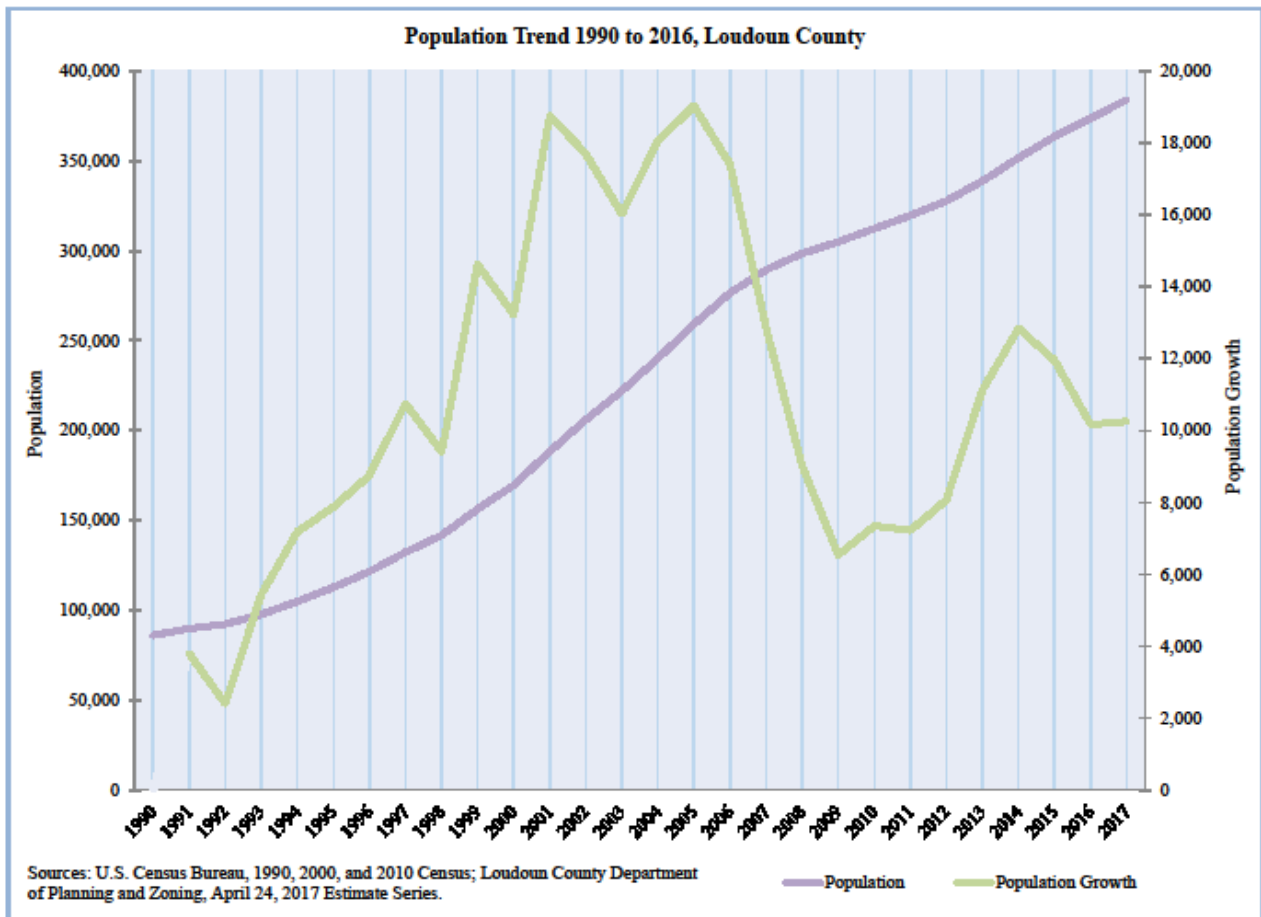
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Loudoun County Department of Planning and Zoning

# EIGHT WAYS LOUDOUN COUNTY, VIRGINIA IS No. 1

**Top U.S.  
Household  
Income**



**Healthiest  
County in  
Virginia**



**Safest County  
in the D.C. Area**



**Purchasing  
Power**



**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**



# WHERE DOES A \$1 GO?



# MESSAGE OFFICIALS



# STAKEHOLDERS





# CITIZENS PUSH BACK

Loudoun stakeholders and citizens show signs of discontent with Comprehensive Plan process

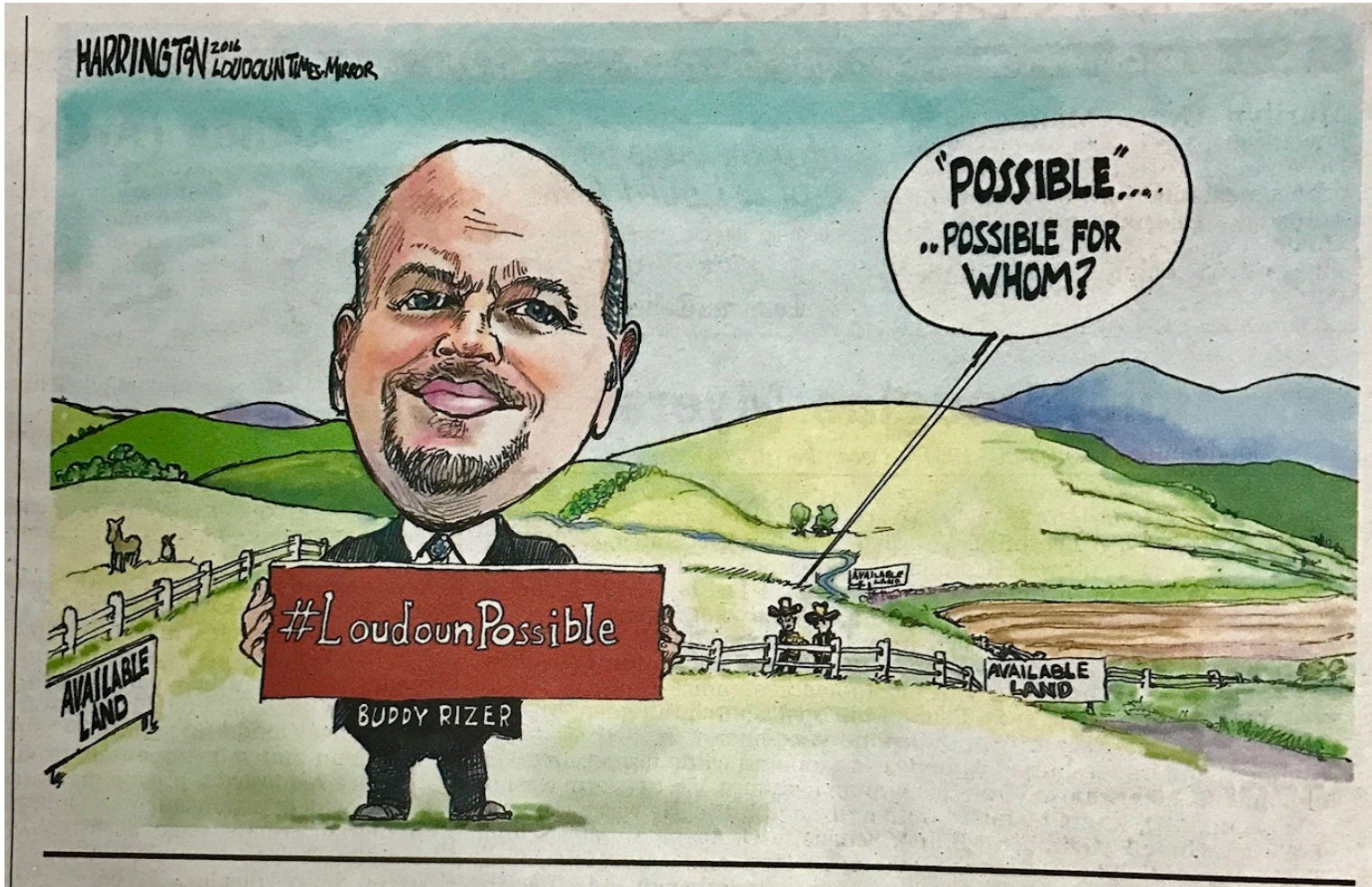
Loudoun Survey Shows Growth Replaced Traffic as No. 1 Concern

Is Building Boom Putting a Squeeze on Loudoun

Environmentalists, conservationists say data center rezoning jeopardizes county's water supply



# CITIZENS PUSH BACK



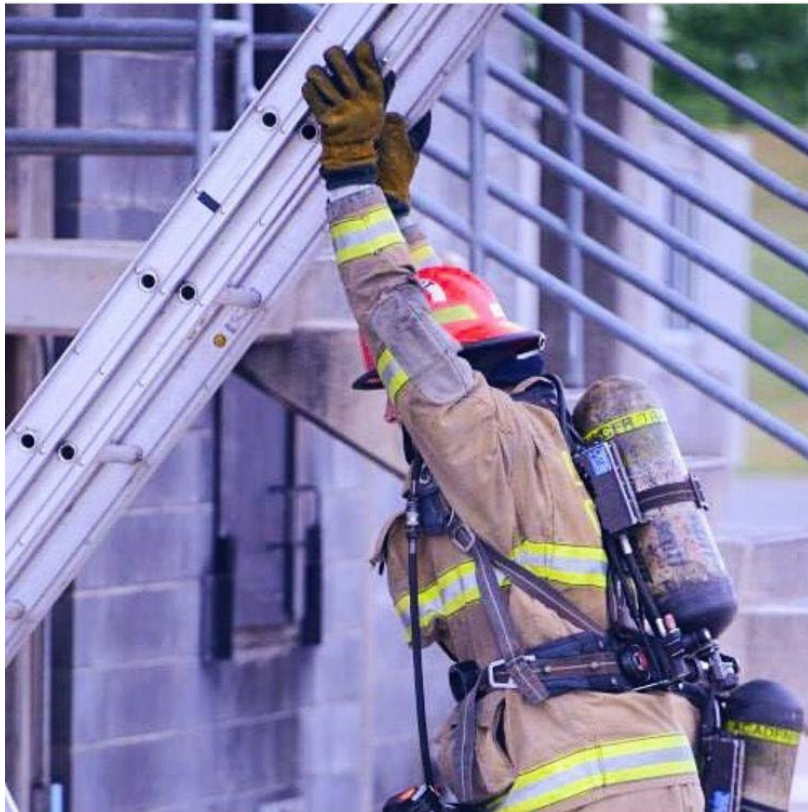
# KNOW YOUR AUDIENCE



# MAKE IT RELEVANT



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Loudoun County, Virginia



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loudounbiz Happy #MoneyMonday! 💰👛💰 In the FY18 budget, Loudoun Fire and Rescue requires \$83 million to keep Loudoun residents—and their property—safe. 🚫🔥 While Fire and Rescue seems like it would only be needed for disastrous situation, Loudoun Fire and Rescue has interacted with nearly 1 in 5 Loudouners, according to respondents from a 2016 survey of residents. In order to keep up with growing demand, the department welcomed the new Kirkpatrick Farms Fire Rescue Station this year in Aldie.



Loudoun Economic Development works to grow the corporate tax base, which helps to offset the cost of services for Loudoun residents. Loudoun Fire and Rescue is just one of many critical services that benefit when businesses locate and grow in the county. 🚫🔥🚫🔥🚫🔥🚫

View 1 comment

1 DAY AGO

# TELL THE STORY



- LOUDOUN'S FY17 ROCK STARS**
- Calkins & Associates
  - Corporate Office Properties
  - Craukkau Run Brewing
  - Core One
  - DMV Authority
  - Digital Realty Trust
  - Dragon Hoops
  - DRS Global Enterprise Solutions
  - Dupont Fabros Technology
  - EIT
  - Elegant Events
  - Equine
  - Exelis Systems Corporation
  - Fronttek
  - Fusion Academy
  - JK Mining & Sludge
  - K&N
  - Kowalski Vineyard
  - Kowalski Financial Group
  - Lambert & Justice
  - Lime Food Services
  - Long Stone Farm
  - Lore Systems
  - Makers Smith's Innovation Forge
  - Mark My World
  - Multicultural Clinical Center
  - Power Management
  - October One
  - Popcorn Monkey
  - Process
  - Scenic Southern States
  - Sloop
  - Red Hill Farm
  - Royal Moving Services
  - Sackey Fair
  - Rocket Frog Brewing Company
  - Rulls Bayou America
  - Riva Aviation
  - Sabey Corporate Inn
  - Shery
  - Smoothie Transitions
  - Solare Brewing Company
  - St. John Propane Inc.
  - Stagecoach Theatre Famparty
  - Summit Industries Energy
  - Teach Speech
  - The Campus
  - The Engineering Group
  - The Pleasant Companies
  - The Wine Reserve at Waterford
  - Twinpanee Brewing Company
  - Unmet Technologies
  - USA Produce
  - Vantage Point
  - Vireo
  - WM Greenleaf
  - Xenix



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**CONTENT + DELIVERY = SUCCESS**