

**BOARD OF SUPERVISORS  
FINANCE/GOVERNMENT OPERATIONS AND  
ECONOMIC DEVELOPMENT COMMITTEE  
INFORMATION ITEM**

**SUBJECT:** Monthly Department of Economic Development Report

**ELECTION DISTRICT:** Countywide

**STAFF CONTACT:** Buddy Rizer, Executive Director, Economic Development

**PURPOSE:** The purpose of this item is for the Department of Economic Development (DED) to report on leading economic indicators, key performance indicators and DED initiatives.

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**BACKGROUND:** Each month, DED reports on leading economic and key performance indicators. At the Finance/Government Operations and Economic Development Committee meeting, staff will provide a verbal briefing on DED activities. Below are selected highlights:

DED's executive director and international business development manager made a business recruitment trip to the United Kingdom. from October 23-31, accompanied by Visit Loudoun President and CEO Beth Erickson. The group met with prospects in Dublin and London, as well as with the U.S. Embassies in both countries, along with the tourism organization Brand USA and the Virginia Economic Development Partnership.

The department is pleased to announce that its flagship website has been moved to a new platform which is much more responsive to visitors using mobile devices. As part of this upgrade, the department will embed a new lead-capturing web application which will allow business development managers to follow-up with site visitors. We will also install a more robust interface with a database of available buildings for sale/lease.

As part of the County's eight-year marketing agreement with the Redskins, the team made two assets available to the department to use for business development. On October 21, DED hosted a business retention event at the team's headquarters in Ashburn. The department honored executives from Loudoun companies that appeared on this year's Inc. 5000 list of fastest-growing companies in America. In addition, the weekend of November 12-14 the department had a business recruitment weekend with a group of corporate site selectors. The event included the Skins v. Vikings game and a tour of eastern Loudoun.

**ISSUES:** There are no issues associated with this Information Item.

**FISCAL IMPACT:** There is no fiscal impact associated with this Information Item.

**ATTACHMENT:**

1. September FY 2016 Monthly Statistical Report

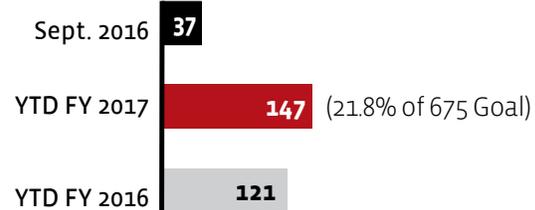


### Investment

FY17 Wins	22
Estimated Investment by Wins	\$1.0 B
Jobs Created/Retained by Wins	381



### Visits to Existing Businesses

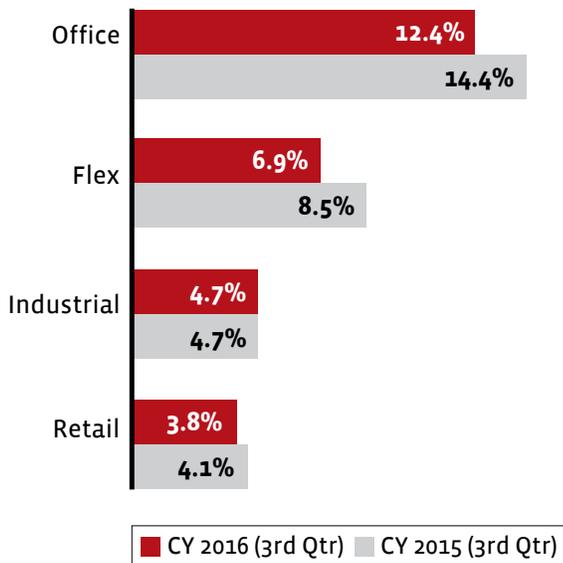


### Internet Activity

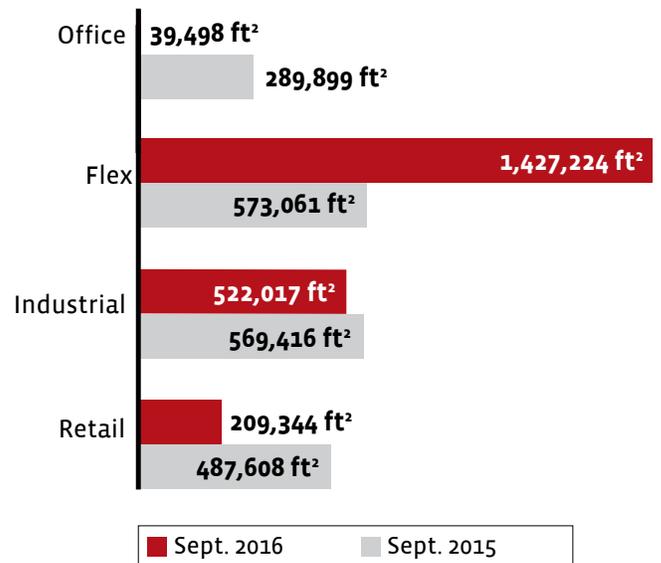
Website Visits FY17 (DED)	11,533	Social Media Followers (DED)	20,050
FY17 Goal	51,000	YTD FY16	14,342
FY17 Goal Attainment	22.6%	Change	+ 39.8%
Website Visits FY17 (Loudoun Farms)	13,337	Social Media Followers (Loudoun Farms)	14,131
FY17 Goal	62,000	YTD FY16	12,338
FY17 Goal Attainment	21.5%	Change	+ 14.5%



### Commercial Vacancy Rates



### Commercial Building Permits



Source: Costar; Loudoun County Dept. Bldg. and Dev.



### Hotel Revenue



Source: Visit Loudoun



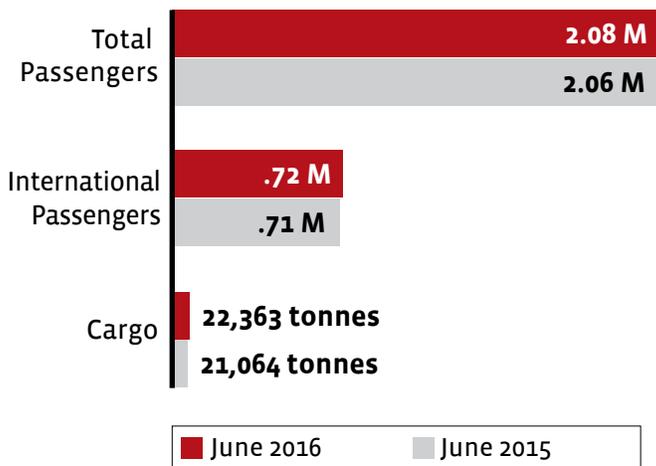
### Retail Sales



Source: Virginia Dept. Taxation



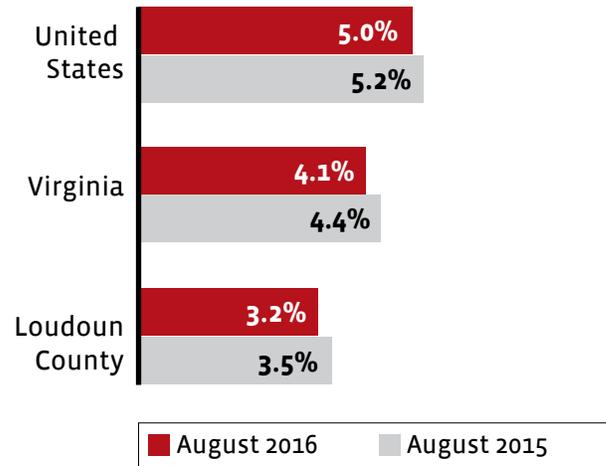
### Dulles International Airport



Source: Metropolitan Washington Airports Authority



### Unemployment Rates



Source: Virginia Employment Commission