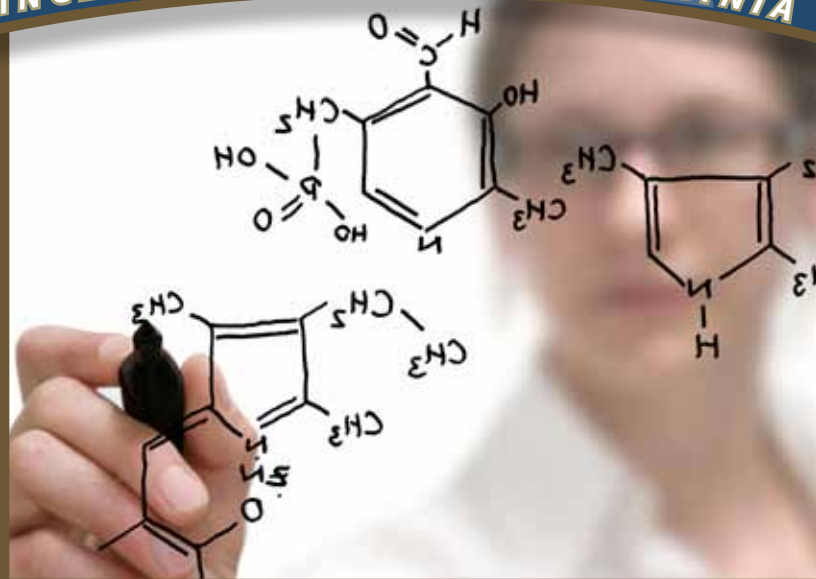
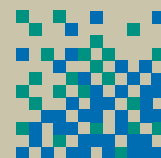


# PRINCE WILLIAM COUNTY, VIRGINIA



## 2010 ANNUAL REPORT

Economic Development



# PWVC

Prince William County, Virginia

## 2010 RESULTS

In 2010, 53 companies announced or logged their intent to invest \$412.43 million and add 676 new jobs in Prince William County. The Department of Economic Development estimates that a total of 2,093 new jobs were created in the County during 2010.

### New Business

#### Logged/Announced Projects

12 projects; \$349.39 million; 382 jobs

### Existing Business

#### Logged/Announced Projects

17 projects; \$63.04 million; 294 jobs

## 10-YEAR TOTALS

From 2001 - 2010, new and expanding businesses announced or logged their intent to invest over \$2.14 billion and create 9,363 jobs in Prince William County.

### New Business

#### Logged/Announced Projects

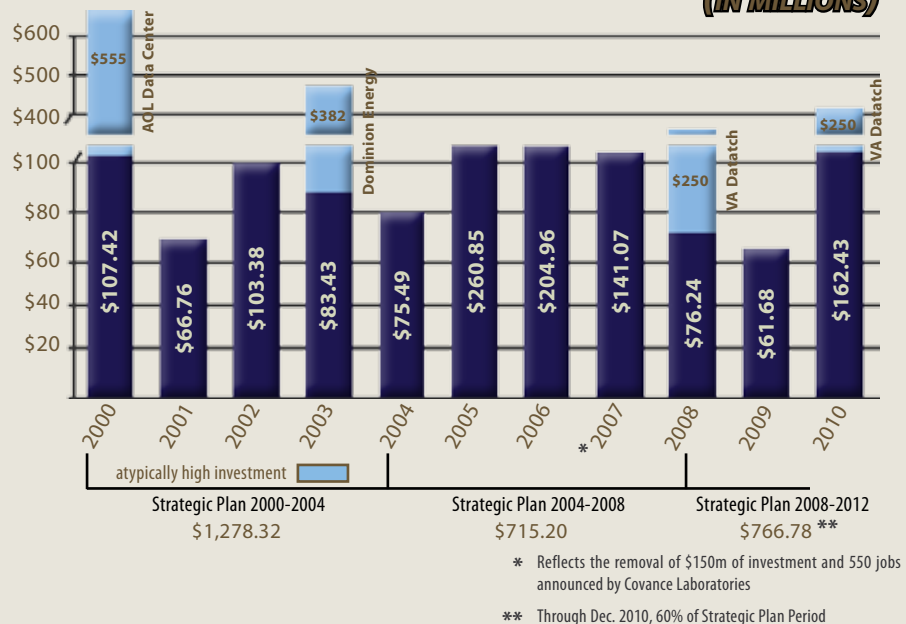
156 projects; \$1.37 billion; 6732 jobs

### Existing Business

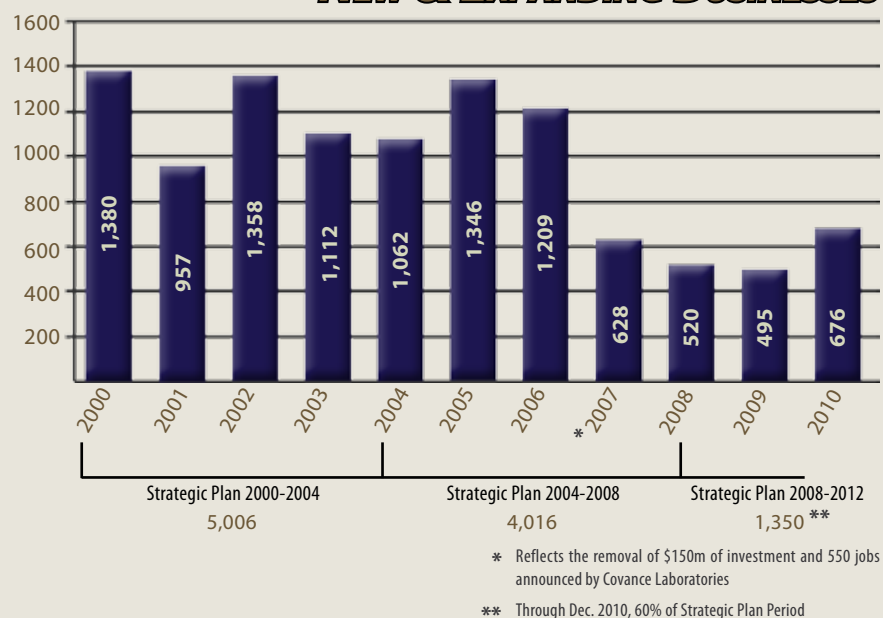
#### Logged/Announced Projects

96 projects; \$775 million; 2631 jobs

## ANNOUNCED INVESTMENT NEW & EXPANDING BUSINESSES (IN MILLIONS)



## ANNOUNCED JOBS NEW & EXPANDING BUSINESSES



## Executive Director's Message

Driven by factors such as the strength of our existing business community, quality commercial properties, and the continued commitment by our Board of County Supervisors (BOCS) to fostering a pro-business climate, Prince William County experienced near-record rates of announced investment during 2010. While job growth still lagged behind historical trends in 2010, unemployment rates in the County held steady at around 40% below the national average and the County saw announced job creation rebound to its highest level since 2006. Prince William County also was named to CNN Money's "Where the Jobs Are" list, ranking #1 in the DC metro area for job growth during the last decade.

The County faced significant challenges to growth as well during the last year. The momentum our I-95 submarket has garnered in recent years as a leading location for federal contractors is being threatened by the continued uncertainty surrounding the deep cuts announced by Defense Secretary Robert Gates. The County encountered challenges in its I-66 submarket as well with the unfortunate announcement by Covance that they would not proceed with a project announced in 2007 to complete a 400,000 square foot facility in Innovation Technology Park.

Even so, there is good reason for optimism that growth in Prince William County will continue trending upward. Interest in the County's I-95 corridor is strong and was highlighted by the NAIOP "BRAC Attack" Bus Tour, an event that included over 200 real estate professionals, many with potential BRAC-related projects. The announcement of over \$270 million of data center expansions in western Prince William, plus the first land sale in Innovation Technology Park since 2007 is indicative of continued growth as well.

Facing future challenges to our community's growth head-on, during 2010 our Board of County Supervisors created the Economic Development Alliance (EDA); a body intended to advise the BOCS on economic development related policy. The EDA consists of sixteen appointed members and four appointed alternate members. Appointees represent our targeted industries, educational institutions, the banking/finance industry, commercial real estate professionals, small businesses, the Chamber of Commerce, the Marine Corps, County Staff, and the Board of County Supervisors. EDA appointees will provide competitive intelligence on targeted industries, advocate for Prince William as a business location, and foster teamwork among

stakeholders to present a consistent and positive image of Prince William County.

The following members have been appointed to the EDA for staggered terms of one to two years by the BOCS:

- James F. Coakley, Power Loft, LLC
- Chris Schueler, Survice Engineering Company
- Bill Reeder, George Mason University
- Kathleen Johnson, George Mason University
- Sam Hill, Ph.D., Northern Virginia Community College, Woodbridge Campus
- Todd Hewitt, Cardinal Bank
- Traci Morris Cole, Jones Lang LaSalle
- Larry Fitzgerald, Grubb & Ellis
- Jon Peterson, The Peterson Companies
- Robert E. Buchanan, Buchanan Partners
- Gary Rappaport, The Rappaport Companies
- Chris Jahrling, Tompkins Builders
- Steve Daves, R.W. Murray Company
- John Rosewarne, Marine Corps Base Quantico
- Linda Decker, Flory Small Business Center
- Robert H. Clapper, II, Prince William Chamber of Commerce
- Corey A. Stewart, Prince William Board of County Supervisors
- Wally W.S. Covington, Prince William Board of County Supervisors
- Melissa S. Peacor, Prince William County
- Martin J. Briley, Prince William County

Reviewing our community's progress during 2010, businesses continue to look beyond the beltway to find the high-quality commercial space that meets their needs and to attract and retain highly skilled and educated employees. This trend coupled with the insightful input from the new EDA, will help ensure the creation of future opportunities for Prince William County.

- Martin J. Briley  
Executive Director  
Prince William County  
Dept. of Economic Development



# LOCATIONS & EXPANSIONS

FROM LEFT: Supervisor Martin Nohe, Supervisor Wally Covington, Supervisor John Jenkins, Chairman Corey Stewart, Supervisor Maureen Caddigan, Power Loft CEO James Coakley. The group gathered to celebrate the grand opening of Power Loft and the location of its first two tenants.



## CapGemini

CapGemini, a global leader in technology consulting, announced intent to invest \$60m and create six new jobs in Prince William County.

## Horizon

Horizon Data Solutions, a leading provider of Tier III+ data center facilities for cloud computing services, announced intent to occupy 12,500 square feet, invest \$10m and create 20 new jobs.

## Earthwalk

Earthwalk, a developer of wireless platforms for remote mobile communications, expanded at its Battlevue Parkway location, announcing intent to invest \$5m and add 40 jobs.

## Cummins

Cummins Power Systems, a global power leader which designs, manufactures, distributes and services engines and fuel systems technology, announced intent to lease the entire 31,000 square foot building at 7701 General McClellan Lane, invest \$4.2m and bring 50 new jobs to the County.

## N to N Fiber

Fiber Optic services provider N to N Fiber expanded in Prince William County announcing \$4.8m in investment and the addition of 11 employees. The company's announcements in Prince William County now total 31 new jobs and \$6.8m in investment.

## LEED Certified Power Loft Data Center Makes Headlines in 2010

The first quarter of 2010 saw the official grand opening of Power Loft data center and the announcement of \$70m in investment and the creation of 26 new jobs by Horizon and CapGemini, who located in the state-of-the-art LEED certified facility.

Power Loft again made headlines in the third quarter of 2010 with its acquisition by Corporate Office Properties Trust (COPT) for \$115m. Following the facility's purchase by COPT, Power Loft announced their intent to proceed with a \$35 million expansion, bringing the total announced investment by the facility and its tenants to \$225 million.

"Prince William County was an obvious location for us, they know how to work with data center clients," said James Coakley, President & CEO of Power Loft.

## RDA & NAL Announce Headquarters at Innovation Technology Park

Rinker Design Associates (RDA) and NAL Research Corporation (NAL) announced joint intent to construct and occupy a 45,000 square foot office building on a parcel in Innovation during December. According to the companies, RDA and NAL will together invest \$8.5 million and bring 112 new employees to Innovation.

"Innovation Technology Park is an extremely well located premier business park that will be the center of substantial development opportunities over the next several decades," said Edward "Jeb" Snider, Jr., President of Rinker Design Associates, P.C. "

"For a high-tech company like NAL, there really is no better place to be headquartered," said Ngoc Hoang, President of NAL Corporation. "Innovation is centrally located in terms of the highly qualified talent pool a company like ours requires to grow."

"The continued trend of companies headquartering here is yet another sign that the County's growth will continue," said Corey A. Stewart, Chairman of the Prince William Board of County Supervisors.

**"For a high-tech company like NAL, there really is no better place to be headquartered."**

*-Ngoc Hoang, President  
NAL Research Corporation*



Corey A. Stewart, Chairman of the Prince William Board of County Supervisors, announces the location of The Wartime Museum on a 70-acre site near the intersection of Interstate 95 and Dale Boulevard.

## The Wartime Museum Announces Location for \$50m Project

During 2010, The Wartime Museum Board of Trustees announced that the future Wartime Museum will be located on a 70-acre site near the intersection of Interstate 95 and Dale Boulevard.

An initial market study estimated that the Museum will create 50 direct and 35 indirect jobs, attract more than 300,000 tourists each year and have an annual economic impact of \$10 million to \$25 million per year at surrounding hotels, restaurants and other businesses.

*"We are extremely proud that The Wartime Museum will be located in Prince William County."*

*-Craig Stewart, CEO  
The Wartime Museum*

## Zeiders Enterprises

Zeiders, a worldwide leader providing professional management and consulting services and military family readiness and resilience services for service-connected families dealing with frequent deployments and rapid operations tempo, announced their intent to expand their Kilarney Drive location, invest \$1.12m and add 15 employees.

## SET Corporation

SET Corporation, a company founded in 2002 by scientists from the Defense Advanced Research Projects Agency (DARPA) to create and commercialize 'smart' sensing and information technologies for its defense clients, opened a design and manufacturing facility in 23,000 square feet at 7321 Gateway Court with announced intent to invest \$700,000 and add 10 employees.

## Martin-Brower

Wholesale food distributor Martin-Brower announced their expansion in Prince William County carrying an investment of \$10m. To date, the company announced intent to invest \$32m and create 65 new jobs in the County.

## Logis-Tech

Logis-Tech, Provider of Environmental Protection and Corrosion Prevention, Residential, Commercial, Military and Industrial Dehumidification Services, Logistics Advisory Solutions and Information Technology Services, expanded during 2010 announcing \$3m in investment and the creation of eight new jobs.



From Left: James N. Robey, Treasurer of CALEA'S Board; Corey A. Stewart, Chairman of the Prince William BOCs; Louis M. Dekmar, Chairperson of the CALEA Board; Stephen DeBenedittis, CALEA's Board; Sylvester Daughtry Jr., Executive Director of CALEA.

## Commission on Accreditation of Law Enforcement Agencies Locates in PWC

The Commission on Accreditation of Law Enforcement Agencies, Inc., (CALEA®), announced their decision to locate in Prince William County in September 2010 and celebrated the grand opening of their new international headquarters facility during October.

"The decision to relocate CALEA's headquarters here in Prince William County is yet another example of the organization's desire to work strategically in the delivery of services," said Chairperson of the CALEA Board of Commissioners, Louis M. Dekmar, "the region makes businesses feel welcome and the area supports business growth."

"CALEA is proud to call Prince William County its home," said Dekmar.

The NAIOP "BRAC Attack" Bus tour showcased properties in the eastern PWC / I-95 submarket during 2010. Properties and development throughout the County also were featured as part of the Leadership Prince William bus tour and the Prince William Chamber Virtual Bus Tour.



## Prince William recognized as Job Growth Leader



Prince William is #1 in Virginia, #1 in the D.C. Metro area and #17 Nationwide among counties for job growth according to CNN Money's July 2010 "Where the Jobs Are" list.

"This announcement affirms our position as one of the leading job markets in the country," said Corey A. Stewart, Chairman Prince William Board of County Supervisors.

"Skilled workers have stormed the area in recent years," reported Brian Whitley for CNNmoney.com. Dale City was also noted among CNN Money's "Best Places to Live."

## Economic Development Alliance Created by BOCS

During 2010, the Prince William BOCS created the Economic Development Alliance and appointed a renowned list of regional and national leaders in the business and education community to serve on the Task Force charged with shaping the new body. According to Corey A. Stewart, Chairman of the Prince William Board of County Supervisors, the insight the BOCS can gain from the Alliance will help Prince William County maintain its "position as one of the nation's leading communities in which to do business."



## Virginia #1 for Business

For the second consecutive year Virginia is #1 in Pollina Corporate Real Estate Inc.'s top 10 list of "states that serve as a model for the rest of the country in job retention and creation." Virginia also occupied the top spot in the rankings in 2003, 2007 and 2009. The Pollina rankings evaluated the business climate of states "based on 31 factors controlled by state government, including taxes, human resources, education, right-to-work legislation, energy costs, infrastructure spending, workers' compensation laws, economic incentive programs and state economic development efforts."

## PWC among "Best Place for Young People"

Prince William County has been recognized as one of the Nation's 100 Best Communities for Young People by America's Promise Alliance and ING. The competition recognizes communities taking action to help reduce local dropout rates and for implementing programs that help prepare children for college and the 21st Century workforce. Prince William County was selected because of its youth development focused on leadership opportunities and the direct support given to youth in the community.







George Mason University celebrated the Grand Opening of its Biosafety Research Laboratory in 2010. The 53,000 square foot facility is home to research in the fields of infectious diseases, proteomics, and genomics.

## Prince William's Prominence in Life Sciences in the Spotlight

Home to Northern Virginia's largest and fastest growing cluster of life sciences companies, Prince William County's prominence as a location for Biotechnology and Life Sciences research was highlighted by several events during 2010.

In June, George Mason University celebrated the opening of its Level-3 Biosafety Research Laboratory. One of only 13 facilities of its kind, research at the BRL is currently focused on the development of vaccines for Influenza and Anthrax.

George Mason University's Aspiring Scientists Summer Internship program, held during August, highlighted the

swelling pipeline of life sciences employees in PWC. The event showcased the hands-on experience gained by participating students and attracted several major biotechnology companies and researchers.

During September, Lance Liotta and Emanuel Petricoin of GMU's Center for Applied Proteomics and Molecular Medicine presented a lecture on personalized medicine at the Hylton Performing Arts Center in Innovation Technology Park. The lecture, and the dinner reception that preceded it, drew interest from both private industry leaders and academics from throughout the region and highlighted

the advanced research occurring in Prince William County.

The Department of Economic Development also represented the County at two major life sciences industry trade shows in 2010. As part of the Northern Virginia Life Sciences Communities (NVLSC), PWC staff exhibited at BIO, held in Chicago during May, as well as Mid-Atlantic BIO, which took place in Maryland last October. These events provided excellent opportunities to shine a spotlight on Prince William County as a leading location for life sciences companies.

## Progress at PWC's Innovation Technology Park Continues

While the last year brought unfortunate news from Covance that they would not proceed with the construction of their planned 400,000 square-foot facility in Innovation, both announcements within and accolades for Innovation Technology Park continued in 2010. Named as a finalist for the Virginia Chamber of Commerce's 2010 Torchbearer Award, Innovation continues to attract high-end development.

Along with the grand opening of the GMU's Biosafety Research Laboratory, 2010 also brought word of the proposed construction of Discovery Center II, a facility intended to accommodate wet lab space that will be built on the parcel owned by RDA and NAL research. The grand opening of the Hylton Performing Arts Center was also celebrated in 2010. The 85,000 square-foot facility provides a unique setting for local, national and international arts groups and performers, as well as university-related activities.

In addition to these projects, seven other companies logged/announced their intent to invest \$114.84 million and create 247 new jobs within Innovation during 2010.

**"Innovation Technology Park is an extremely well located premier business park that will be the center of substantial development opportunities over the next several decades."**

*-Edward "Jeb" Snider, Jr., President of Rinker Design Associates, P.C.*

# TRANSPORTATION UPDATES



## PWC Dept. of Transportation Completes Eleven Projects in 2010

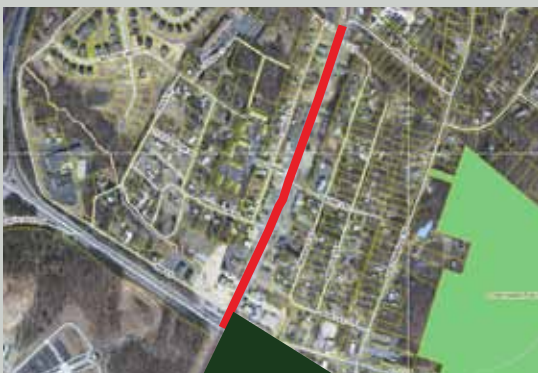
The Prince William County Department of Transportation has completed construction of four road projects, two commuter parking projects, and five pedestrian facility projects including:

- Route 15 widening from 2 to 4 lanes from I-66 to Route 234 (Sudley Rd.)
- Old Carolina Road from 2 to 4 lanes from Piedmont Vista Dr. to Heathcote Blvd.
- Minnieville Rd. from 2 to 4 lanes
- from Cardinal Dr. to Spriggs Rd.
- Glenkirk Rd. improvements paving a gravel road from Vint Hill Rd. to the Dam
- Route 1/234 commuter parking lot addition from 300 spaces to over 800 spaces
- Broad Run VRE Station parking lot – adding 170 spaces
- Old Bridge Rd. sidewalk construction from Mohican Rd. to Oakwood Dr.
- Dale Blvd. sidewalk construction
- from Gideon Dr. to Ashdale Ave.
- Dale Blvd. crosswalk at Benita Fitzgerald Dr.
- Cherrydale Dr. sidewalk construction from Crag Mews to Castle Hill Dr.
- Benita Fitzgerald Dr. sidewalk construction

## Potomac Communities and Innovation to benefit from Transportation Improvements in 2011



Road upgrades to University Blvd. and Hornbaker Rd. will improve traffic flow in and around Innovation. Scheduled for completion in Fall of 2011, the improvements will include a new intersection at University and Hornbaker, the extension of University Blvd. from recently completed Sudley Manor Dr. to existing University Blvd. east of Hornbaker, widening of University Blvd. east of the intersection of University and Hornbaker and widening of Hornbaker to 4 lanes.



A component of the County's long-term plans for improving traffic flow along the Rt. 1 Corridor, 2011 will bring a project widening Rt. 1 from 4 to 6 lanes from the front gate of Marine Corps Base Quantico at the intersection of Joplin Rd. and Rt.1 to the intersection of Brady's Hill Rd. and Rt. 1.





The second office building at Reid's Prospect delivered in 2010, bringing an additional 32,400 square feet of class A office product to the development.

## New Product Delivered and Underway in Prince William County

Despite continued economic uncertainty, the delivery of new high-quality product in Prince William County serves as one indicator that 2010 marked the start of a return to more robust activity in commercial real estate markets.

### Reid's Prospect

The April delivery of a second class A office building at 4500 Pond Way brought Reid's Prospect 32,400 square feet closer to the 400,000 square feet of office space planned for the development. Also in Reid's Prospect, a retail/office condo building nears completion and will add another 16,000 square feet to the project's footprint along Prince William Parkway.

### Bayview Professional Building

The 25,000 square foot Bayview Professional Building nears completion in Woodbridge, VA. The Developer, Bayview Group, LLC, will occupy portions of the building. R. E. Daffan, Inc. began construction on the project in March 2010.

### 5524 Wellington Road

New industrial/flex space also came to market in Prince William County during 2010. The 23,000 square foot, M-1 zoned building at 5524 Wellington Rd offers industrial/flex space and office/retail space.

### Potomac Town Center

New space for high-end retail and dining came to market at Roadside Development's Potomac Town Center with the addition of 700,000 square feet of retail space. With the strong leasing activity in the development, only 10,000 square feet remain available in the building.

### Town Center Prof. Building

The Town Center Professional Building is under construction on Potomac Branch Dr. in Woodbridge. Designed by LITTLE + Architects, the building will include medical/dental/professional office tenant spaces.



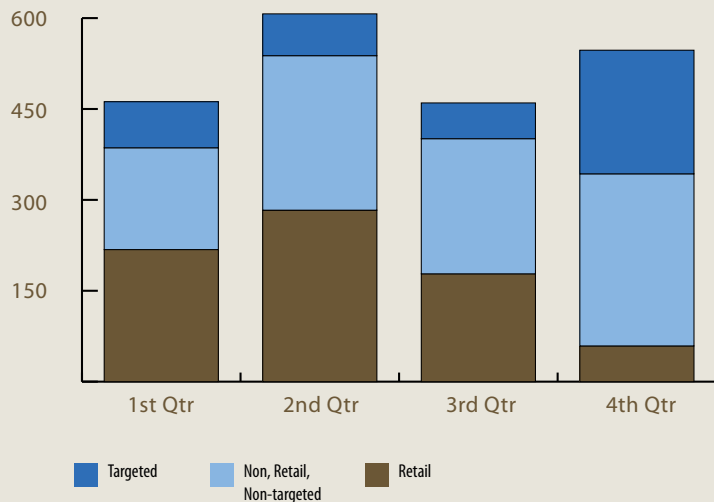
Town Center Professional Building Ground Breaking. From Left: Bill Daffan (R. E. Daffan, Inc.), Dr. Richard Layfield (Owner), Don Little (Little + Architects), Corey A. Stewart (Chairman of Prince William BOCS), Craig Talcott (P.E.), Dr. Paymaun Lotfi (Owner).



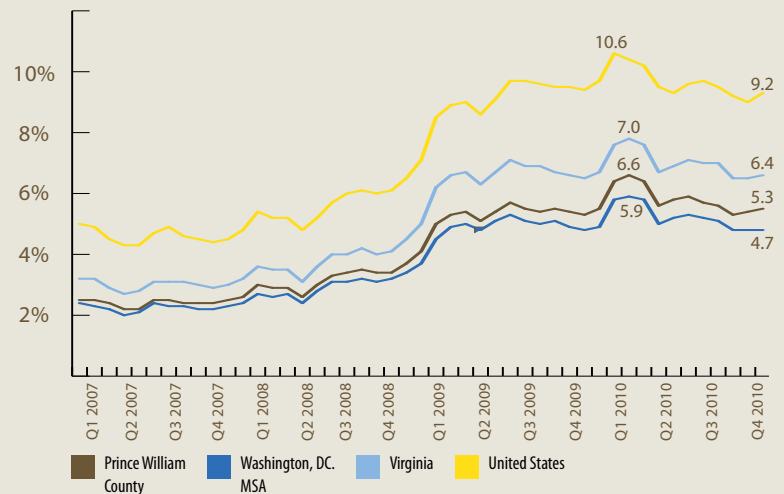
A rendering of the Town Center Professional Building, nearing completion in Woodbridge, Virginia.

# ECONOMIC INDICATORS

## PWC NEW JOBS REPORTED BY QUARTER, 2010



## UNEMPLOYMENT RATES, 2007 - 2010



## LOCAL ECONOMIC INDICATORS

	4Q 2010	4Q 2009
<b>Prince William County Population <sup>1</sup></b>	402,002	395,485
	<b>12/2010</b>	<b>12/2009</b>
<b>Civilian Labor Force <sup>2</sup></b>	212,161	208,031
Employed	200,956	196,644
Unemployed	11,205	11,387
<b>Unemployment Rates</b>		
PWC Unemployment	5.3%	5.5%
Virginia Unemployment	6.4%	6.7%
United States Unemployment	9.1%	9.7%
<b>New Jobs (PWC) <sup>3</sup></b>	<b>2010</b>	<b>2009</b>
Total	1,733	2,008
Non Retail	1,109	1,362
Retail	624	646

Prince William At-Place Employment <sup>4</sup>	2Q 2010	2Q 2009
<b>Total All Industries</b>	104,830	102,790
Utilities	681	721
Construction	10,074	10,021
Manufacturing	1,827	1,754
Wholesale Trade	2,449	2,475
Transportation & Warehousing	2,493	2,277
Information	1,565	1,576
Finance & Insurance	1,659	1,632
Real Estate	1,549	1,405
Professional, Technical & Scientific Services	7,934	7,755
Management of Companies & Enterprises	734	978
Admin & Waste Services	5,126	4,743
Health Care & Social Assistance	9,395	9,151
Arts, Entertainment & Recreation	3,369	3,579
Other Services	10,291	9,302
Retail, Accommodation & Food Services	30,571	30,606

Direct Vacancy Rates <sup>5</sup>	4Q 2010	4Q 2009
Office	15%	16%
Flex	15.1%	18.5%
Industrial	8.1%	8.8%
Retail	6.4%	7.6%
<b>Total</b>	<b>9.1%</b>	<b>10.4%</b>

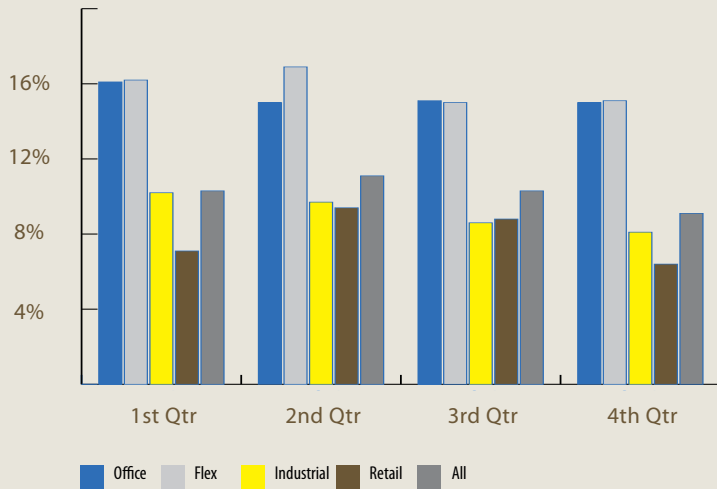
New Commercial Construction (sq. ft.) <sup>6</sup>	2010	2009
Office	65,000	65,126
Industrial / Flex	23,000	64,708
Retail	96,000	54,795
<b>Total</b>	<b>276,000</b>	<b>130,121</b>

Average Assessed Housing Value <sup>7</sup>	2010	2009
Single Family	\$309,200	\$289,045
Townhouse	\$187,900	\$172,474
Condominium	\$153,200	\$157,228
<b>Total Residential</b>	<b>\$264,500</b>	<b>\$247,650</b>

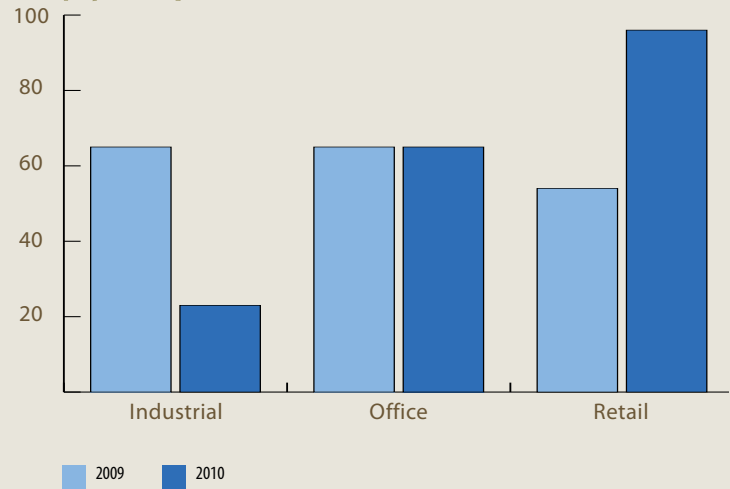
1. Source: U.S. Census Bureau / PWC Dept. of Finance Estimate  
2. Source: Virginia Employment Commission  
3. Source: Prince William County Dept. of Economic Development  
4. Source: Virginia Employment Commission  
5. Source: CoStar  
6. Source: Prince William County Dept. of Finance Estimate  
7. Ibid.  
8. Bureau of Economic Analysis  
9. University of Michigan / Reuters Survey of Consumer Sentiments  
10. Institute for Supply Management  
11. Federal Reserve Bank of Philadelphia  
12. U.S. Census Bureau  
13. Ibid.

# ECONOMIC INDICATORS

## PWC DIRECT VACANCY RATES, 2010



## COMMERCIAL CONSTRUCTION, 2009 & 2010 (in 1,000 sq. ft.)



## NATIONAL ECONOMIC INDICATORS

	2010	2009
<b>Gross Domestic Product <sup>8</sup></b>	3.8%	-1.7%
1st Quarter	4.8%	-3.9%
2nd Quarter	3.7%	-0.4%
3rd Quarter	4.6%	-2.3%
4th Quarter	3.4%	4.7%

	Jan. 2011	Jan. 2010
<b>Consumer Confidence <sup>9</sup></b>		
Index of Consumer Sentiment	74.2	74.4
Index of Consumer Expectations	69.3	70.1
Current Conditions Index	81.8	81.1

	Dec. 2010	Dec. 2009
<b>Institute of Supply Management <sup>10</sup></b>		
ISM Purchasing Manager's Index	58.5	56.4
ISM Non-Manufacturing Index	57.1	50.1
ISM NMI Business Activity Index	62.9	53.2
ISM NMI Prices Index	69.5	59.4

	Jan. 2011	Jan. 2010
<b>Philly Fed Business Outlook Survey <sup>11</sup></b>	19.3	15.2

	3Q 2010	3Q 2009
<b>Quarterly Survey of Selected Services (est. revenue in millions) <sup>12</sup></b>		
Information	\$293,665	\$238,845
Professional, Technical & Scientific Services	\$337,921	\$319,304
Admin & Waste Services	\$140,282	\$130,835
Arts, Entertainment & Recreation	\$47,302	\$48,153
Other Services Except Public Administration	\$90,437	\$88,391

	3Q 2010	3Q 2009
<b>Quarterly Financial Report - Retail Trade (in millions) <sup>13</sup></b>		
Net sales, receipts, and operating revenues	\$524,876	\$497,402
Income from operations	\$22,937	\$21,336



To receive quarterly updates from Prince William County's Department of Economic Development including businesses news, and economic indicators sign-up for our electronic newsletter *Developing News* at [www.pwcecondev.org](http://www.pwcecondev.org).



Prince William County  
Department of Economic Development  
10530 Linden Lake Plaza, Suite 105  
Manassas, Virginia 20109  
(703) 792-5500 | econdev@pwcgov.org  
**www.pwcecondev.org**

## PRINCE WILLIAM COUNTY, VA



### Prince William Board of County Supervisors

*Back Row:*

**Michael C. May** – Occoquan District;  
**John D. Jenkins** – Neabsco District;  
**Corey A. Stewart**, Chairman;  
**John T. Stirrup** – Gainesville District

*Front Row:*

**Frank J. Principi** – Woodbridge District;  
**Martin E. Nohe** – Coles District;  
**Maureen S. Caddigan**, Vice Chair – Dumfries District;  
**W.S. Wally Covington** – Brentsville District

**County Executive**  
Melissa S. Peacor