



# **2014 ANNUAL REPORT ON ECONOMIC DEVELOPMENT**

Prince William County, Virginia





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"Prince William County represents a snapshot of America's future.

We're diverse, well-educated and prosperous. That's who we are. We invest in our future. We welcome business. We welcome you to Prince William County. Please come and join us. Great things are coming here."

– Corey Stewart, *Chairman*,  
Prince William Board of County Supervisors



WELCOME TO PRINCE WILLIAM COUNTY,  
THE 2ND LARGEST AND 4TH FASTEST  
GROWING COUNTY IN THE  
COMMONWEALTH OF VIRGINIA.





Throughout its growth, Prince William County has distinguished itself as a premier business destination providing world-class amenities, a high quality of life and some of the best neighborhoods in America. It is a place where all of its citizens – businesses, employees and families – can live, grow and prosper.

Located at the center of Northern Virginia's 1.5 million person workforce, Prince William County attracts and provides an outstanding talent pool of highly-skilled, culturally and linguistically diverse labor. Our strategic location offers ease of transit along two of the country's major thoroughways – I-95 and I-66 – and direct access to the nation's capital and key federal installations including the Pentagon, U.S. Army installation base at Fort Belvoir and Marine Corps Base Quantico.

We are home to some of the country's leading bio-science and bio-security centers and a well-established life sciences and technology community; all located in the George Mason University-centered Innovation Park.

The excellent quality of life is exemplified by our many recreational opportunities. Among those are Elite Shooting Sports, one of the nation's most advanced indoor shooting ranges, the Hylton Performing Arts Center, Jiffy Lube Live, the National Museum of the Marine Corps, Potomac Nationals baseball team and ample retail destinations. Potomac Mills, Virginia's largest outlet mall is here along with Stonebridge at Potomac Town Center, the Promenade at Virginia Gateway and the historic small town charm of Occoquan. We are also home to the largest protected forest area in the Greater Washington, DC metropolitan area as well as boasting some 24,000 acres of historically rich parklands including Manassas National Battlefield Park and Leesylvania State Park.

Businesses looking to expand find that Prince William County's pipeline of skilled and diverse labor, access to five of the Top Ten U.S. markets, coupled with our proactive business approach and more than 100 years of combined economic development expertise, gives Prince William County a competitive edge over other communities in the region.

We are delighted to share with you the achievements highlighted in this report, which are the result of the support of the Board of County Supervisors and the commitment of many county partners including: business leaders, real estate brokers, developers, consultants and the professional staff of Prince William County. Our sincere thanks go to each of you. It is our pleasure to work with everyone and we look forward to next year's achievements!

Sincerely,

A handwritten signature in black ink, appearing to read "Jeff A. Kaczmarek", with a long horizontal flourish extending to the right.

Jeff A. Kaczmarek  
Executive Director  
Department of Economic Development  
Prince William County

“By concentrating in Life Sciences and Information Technology we are creating growth opportunities that can open up new markets and new types of business opportunities, influencing other technology sectors and the region as a whole. While the County’s growth is owed in part to its strategic location, we also have excellent competitive advantages such as a ready supply of skilled, young professionals; affordable and available land; and competitive labor costs all of which result in a strong value proposition within the Greater Washington, DC metropolitan area.”

– Jeff Kaczmarek, Executive Director, Prince William County Department of Economic Development

Today, **INNOVATION PARK**  
is now home to over

**25** research institutions  
and companies

employs over **2,000** people

The Department of Economic Development has been involved in the attraction of approximately

**\$827 million** in private capital  
investment to  
Innovation Park.

# INNOVATION PARK



Hylton Performing  
Arts Center

George Mason University  
Science & Technology Campus -  
Virginia Serious Game Institute,  
Freedom Aquatics & Fitness Center

Virginia Department of  
Forensic Science

Mason/National Institutes of  
Health (NIH) Level-3 Biomedical  
Research Laboratory

ATCC - American Type  
Culture Collection

Comcast

Prologis

Progeny

FBI Northern Virginia  
Resident Agency

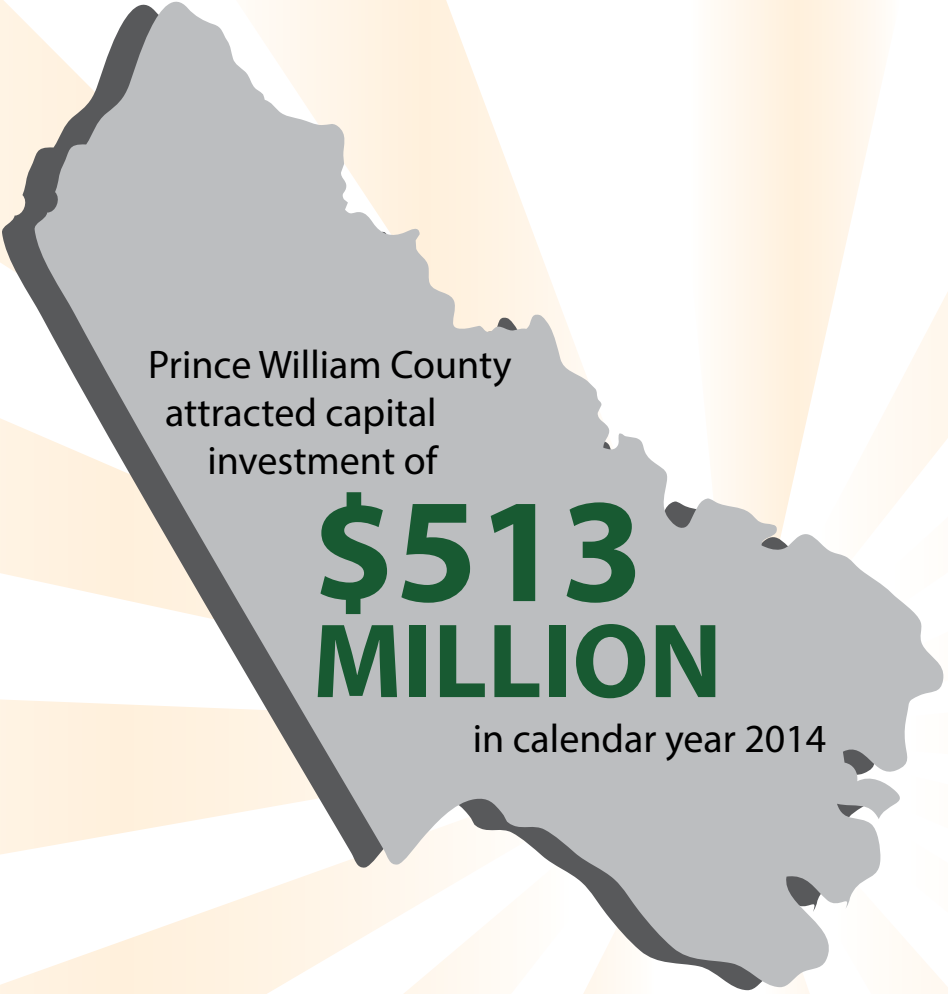
Prince William  
Science Accelerator

Corning Life Sciences

Zestron

Assett, Inc.

COPT DC-6



Prince William County  
attracted capital  
investment of

**\$513  
MILLION**

in calendar year 2014

The milestone achievement marks the Department of Economic Development's **2nd** consecutive banner year for capital investment and the **4th** year in it's **18-year** history to exceed half a billion dollars.

The Department closed a total of **19** projects with; **469** anticipated new jobs; and **100** jobs retained through existing industry expansion.



# THE BIG DEALS

The top five projects by capital investment and jobs fell within the Life Sciences and Information Technology Industries. Below is a brief list of a few of them:

- **The Prince William Science Accelerator**, Northern Virginia's only public-private commercially available wet laboratory space, opened in June 2014. The 9,126 sq. ft. brand new facility houses a total of nine wet laboratory spaces ranging from 435 sq. ft. to 1,141 sq. ft.  
**Ribbon Cutting Ceremony held on June 11, 2014**
- **The Virginia Serious Game Institute**, a public-private partnership for IT start-ups and entrepreneurs in the fields of simulation, modeling and serious game design, based at George Mason University – Science & Technology Campus, Prince William, Virginia.  
**Ribbon Cutting Ceremony held on March 27, 2014**
- **George Mason University Potomac Science Center** to support the study of the watershed of the Potomac River and the Chesapeake Bay.  
**Capital Investment \$30 million** **20 new jobs**
- **Elite Shooting Sports LLC**, one of the nation's largest and most advanced indoor shooting ranges opened in November 2014.  
**Capital investment \$14 million** **50 new jobs**
- **Undisclosed Federal Facility**  
**Capital Investment \$5.4 million** **50 new jobs**
- **Shibuya Hoppmann** Corporate Headquarters & Automation Systems Equipment.  
**Capital investment \$2.2 million** **20 new jobs**
- **Quality Business Engineering (QBE)**, a leading management and technology consulting organization for the federal government and defense community, located its new headquarter offices in the former PACE West School building in Haymarket, Virginia.  
**Capital investment \$1.2 million** **30 new jobs**
- **ISOThrive LLC**, a leading edge developer of nutritional ingredients to improve the gut microbiome, became the first tenant to locate in the Prince William Science Accelerator.  
**Capital investment \$0.3 million** **1 new job**
- **Potomac EScrap**, purchases and recycles computers and electronics emphasizing the security of data stored on disposed equipment, moved into new space close to their old location.  
**Capital Investment: \$0.64 million** **2 new jobs**
- **Elvaria**, a leading manufacturer of frozen yogurt and soft-serve ice cream machines, relocated its operations to Prince William County.  
**Capital Investment \$1.95 million** **13 new jobs**

Prince William Science Accelerator Lab

Dr. Lee Madsen, ISOThrive Scientist

# PRINCE WILLIAM SCIENCE ACCELERATOR

## Grand Opening June 2014



From Left to Right: Supervisor Martin Nohe; Supervisor John Jenkins; Supervisor Wally Covington; Supervisor Maureen Caddigan; Chairman Corey Stewart; Advisor for Small Business Development, VA Secretariat of Commerce & Trade Syd Dorsey; ISOThrive CEO Jack Oswald; Co-Director, Center for Applied Proteomics and Molecular Medicine, GMU Dr. "Chip" Petricoin; and Executive Director, Department of Economic Development Prince William County, Jeff Kaczmarek.



PRINCE WILLIAM  
COUNTY, VIRGINIA



PRINCE WILLIAM  
SCIENCE ACCELERATOR

UNIQUE FACILITY DELIVERING WET LABS  
SPACE TO GROWING BIOTECH COMPANIES

Prince William

“Being the first tenant of the Prince William Science Accelerator has already allowed us to establish key research collaboration with George Mason University to further develop the science of supporting a healthy microbiome. Together we are working on the most important breakthrough in human health of the last 20 years.”

– Jack Oswald, CEO, ISOThrive





## IT'S A SERIOUS GAME

The Virginia Serious Game Institute (VSGI), the only one of its kind on the East Coast to support IT start-up businesses in the simulation, modeling and game design field has already added to the County's high-value, knowledge-based employment base. The five start-up businesses within VSGI collectively created over 35 highly-skilled jobs within its first year of operations. Two of the VSGI start-up businesses – Professions Quest and Little Arms Studios – entered their respective flagship titles (Mimycx and IVIS) into beta test phase in December, which is a testament to the strength of capabilities gained from VSGI.

VSGI also supports the Virginia Science Technology Engineering and Mathematics (STEM) initiative as a magnet for generating pursuits in a STEM career and has already become a highly-desirable entry point for young entrepreneurs. Today, VSGI continues on an accelerated path and is well-placed to double its capacity and size in 2015.

**Prince William County has an outstanding talent pool of highly-skilled, culturally diverse labor; 41% of the workforce have college degrees and 31% of the population are 'young professionals' aged 25-44.**



Little Arms Studio Employees, a Resident VSGI Business



Dr. Ángel Cabrera, President of George Mason University

## VIRGINIA SERIOUS GAME INSTITUTE

### Grand Opening March 2014



(From left to right): Mr. Kelly Ballweber, Vice President - US, LeaseWeb USA Inc., Mr. W.S. Wally Covington, III, Brentsville District Supervisor, Prince William Board of County Supervisors, Hon. Karen Jackson, Secretary of Technology, Commonwealth of Virginia, Dr. Ángel Cabrera, President, George Mason University, Mr. Corey A. Stewart, Chairman, Prince William Board of County Supervisors, Dr. Scott M. Martin, Founding Director, Computer Games Design Program, VSGI, George Mason University, Dr. Annie Hunt Burriss, Chief Executive Officer, George Mason University Science and Technology Campus, Mrs. Maureen S. Caddigan, Potomac District Supervisor, Prince William Board of County Supervisors, Rich Anderson, 51st District Delegate, Virginia House of Delegates, and Jeffrey Kaczmarek, Executive Director, Prince William County Department of Economic Development. Photo courtesy of Evan Cantwell/George Mason University



## **“Prince William County Says It Too is N. Virginia’s Data Center Magnet”** – Data Center Knowledge, October 1, 2014

### **GROWTH IN TECHNOLOGY**

Prince William County is home to the nation’s highest concentration of programming and computer science talent and has experienced 5.5% engineering employment growth per year over the last five years. The County is also rated as one of the nation’s Top 25 high-tech hot spots, with an annual growth of 2.8% hi-tech jobs, by Progressive Policy Institute and Jobs EQ.

In 2014, Prince William County emerged as a major player in the data center industry by surpassing the 2 million sq. ft. threshold. The County’s secure setting along with its strong fiber network, virtually zero latency, abundant and affordable power, and competitive energy rates make it one of the prime data center locations in the nation.

The worldwide demand to be increasingly more inter-connected, along with its prominent East Coast location has given rise to Prince William County’s emergence as an important Data Center Market in the Greater Washington, DC metropolitan area. The County’s ability to fulfill mission-critical and shorter time-to-market requirements also provides international and national enterprises significant competitive advantages.

**“Of the Northern Virginia markets, Prince William County has the most unique blend of skilled workforce and professionals, which attracts many of our clients.”**

– Herman Diebler, Verity Commercial LLC



**BISNOW**  
(ALMOST) NEVER BORING

## THE NEXT INNOVATION HUB?

September 23, 2014

In September, the Department hosted its 2nd Annual Signature Event with media partner BISNOW. The Summit entitled: *Prince William County: Harnessing Innovation*, drew over 200 attendees to the Hylton Performing Arts Center, Manassas, to hear the County's value proposition.



Thomas Bruun, Jeff Kaczmarek, Melissa Peacor, & Tom Blaser at BISNOW event



Nametags of over 200 guests



Prince William County Department of Economic Development Display at Event



BISNOW Event Crowd

## EXISTING BUSINESS PROGRAM

The Prince William County Department of Economic Development Existing Business Program works closely with resident businesses in multiple ways throughout the year, with an emphasis on ensuring these businesses receive the support they require to grow their companies here in Prince William County.

During **2014**, existing business contact consisted of **2,142** instances of outreach including:

- **63** visitations to existing companies to understand both their unique and specific business challenges as well as to identify other ways to encourage business expansion within Prince William County;
- **443** instances of consultation services; and
- **783** resolutions to queries.

Some of those companies served were:

### **Quality Business Engineering (QBE) Established North American Headquarters in Haymarket, Virginia**



Our Existing Business Program worked closely with Quality Business Engineering (QBE), a leading management and technology consulting organization for the federal government and defense community, in establishing their new North American headquarters at the former PACE West School building located on 9 acres in Haymarket. The Department also assisted the company in understanding the Historic Preservation Tax Credit program.

### **Zeiders Enterprises Inc. Expands Operations in Woodbridge, Virginia**



Through our Existing Business Program, we also assisted Zeiders Enterprises, Inc., in expanding their operations at their current headquarters location in Woodbridge. Zeiders, a defense and federal contractor that delivers mission essential services to millions of military members and their families, also celebrated 30 years of doing business in Prince William County in 2014. Our Department assisted the company in taking advantage of the Virginia Jobs Investment Program and helped facilitate and resolve permitting issues when necessary.

### **R.W. Murray Co. Renovates Corporate Headquarters in Manassas, Virginia**



When the Department learned that long-time Prince William County business R.W. Murray Co. had plans to renovate their existing headquarters location in Manassas, we worked with the company throughout the process. Through our Targeted Industry Program, they qualified for fast track permitting, which has allowed them to accelerate the build out process.



## **Existing Business Program Services**

### **Resolving Barriers to Business Growth**

- Confidential consultation to understand the challenges your business faces
- Serve as your liaison with other County offices, Agencies and Elected Officials
- Assist with business and regulatory questions
- Personalized assistance with resolution of business challenges

### **Providing Expansion Assistance**

- Complete site and/or building selection assistance
- Comprehensive database of available properties for sale or lease
- Real estate market analysis

- Permitting and site plan guidance/application assistance
- Point-of-contact for information regarding municipal and state incentives

### **Connecting You to Resources**

- Resources to help companies solve problems
- Labor market information and analysis
- Workforce development resources
- Import/export resources and programs
- Taxation and utility costs
- Clearinghouse for internal and external data sources and information



**"Prince William County is a great place to start a business."**

– Michael Zeiders, President & Founder, Zeiders Enterprises



## **EASE OF ACCESSIBILITY: OUR MISSION**

Prince William County's strategic location midway along the east coast of the United States and minutes from the nation's capital provides the County with unique location opportunities. Here in Prince William County, we constantly seek to build on that competitive advantage by ensuring a world class, second to none transportation system to ensure ease of accessibility for residents and businesses.

Some of our key transportation developments and successes during the year were:

### **I-95 EXPRESS LANES OPEN IN PRINCE WILLIAM COUNTY - Completed**

The highly anticipated I-95 Express Lanes opened on December 14, 2014 following a ribbon cutting ceremony on December 10, 2014. The lanes, which span 29-miles from Garrisonville Road in Stafford County and Edsall Road in Fairfax County, have allowed faster more predictable travel options along I-95.

### **U.S. ROUTE 1 IMPROVEMENTS / WIDENING - Ongoing**

Phase I – Neabsco Mills to Dale Boulevard (Under Construction)

Phase II – Dale Boulevard to Delaware Drive (Under Construction)

Phase III – Delaware Drive to Featherstone Road (Under Construction)

### **ROUTE 29 / LINTON HALL ROAD INTERCHANGE - Ongoing**

The new Route 29/Linton Hall Road interchange is one of the largest construction projects in Virginia. It is a continuation of a series of major improvements that began several years ago in the Gainesville area. The project's centerpiece is a pair of overpasses: one carrying Route 29 over the Norfolk Southern Railroad, and one carrying Linton Hall and Gallerher roads over the railroad and Route 29. Completion is expected in the summer of 2015.

### **ROLLINS FORD ROAD IMPROVEMENT PROJECT - Completed**

The Rollins Ford Road Improvement Project was completed in summer 2014 with a ribbon cutting ceremony held on July 15, 2014. The project consisted of the widening of Rollins Ford Road to a four-lane divided roadway from Vint Hill Road to the intersection of Song Sparrow Drive and Yellow Hammer Drive. It also included the construction of two 365-foot bridges spanning Broad Run, the construction of northbound lanes on Rollins Ford Road from Yellow Hammer Drive to Estate Manor Drive, the widening and reconstruction of a section of Vint Hill Road, and site preparation at the future Rollins Ford Community Park. These improvements have already alleviated congestion and improved safety particularly during peak travel periods.

## POTOMAC SHORES VRE RAIL STATION GROUNDBREAKING

The long awaited Virginia Railway Express(VRE) at Potomac Shores came one step closer to fruition on July 31, 2014 with a groundbreaking ceremony held by developer, SunCal. Virginia Governor, Terry McAuliffe joined a host of federal, state, local and railroad officials to mark the event. Prince William County Supervisors, Maureen S. Caddigan, Wally Covington III, John Jenkins; and Martin Nohe were also in attendance. The station is expected to be a catalyst of growth for the area, one that will attract new residents to homes, as well as workers, new offices and businesses to a future town center that will be erected around the VRE station. Completion is expected in 2017.



Virginia Governor Terry McAuliffe Joins Groundbreaking for New VRE Station At Potomac Shores



## TARGETED FOR GROWTH

In February, the Prince William Board of County Supervisors approved new industries that could qualify for the County's Targeted Industries Program – a framework of financial and non-financial incentives – which eligible companies could receive. The review of the Program followed a comprehensive analysis of the County's growth proposition.

Some industries which currently qualify for the Targeted Industry Program include:



### **Life Sciences & Technology**

- Bioinformatics
- Proteomics
- Medical Networks
- Personalized Medicine
- Drug & Medicine Manufacturing



### **Specialized Logistics & Supply Chain**

- Short Haul Distribution
- Cold Chain
- Customer Support Operations
- E-Commerce Fulfillment Centers
- Private Aircraft Services



### **Federal Agencies & Corporate Facilities**

- Biosecurity
- Cybersecurity
- Forensics
- Federal Contractors
- Corporate & Divisional Headquarters



### **Advanced Manufacturing**

- Research/Development, Testing/Prototype
- Engineering Services
- New Materials & Composites
- Nanotechnology & 3D Printing
- Photonics & Optics
- Computer Equipment Manufacturing



### **Information Technology**

- Data Centers
- Modeling/Simulation
- Computer Game Design
- IT Security
- Data Analysis

#### **Note:**

Subsectors listed under each of the five major clusters are for illustrative purposes only. Please refer to the BOCS Resolution of February 2014 for complete list of subsectors.



## SPECIALIZED LOGISTICS & SUPPLY CHAIN

With the addition of Specialized Logistics & Supply Chain to the targeted industry list, along with its strategic location and access to five of the Top Ten U.S. markets, Prince William County saw an increase in new project opportunities with major distributors in 2014.

**Reinhart Foodservice, LLC.** one of the most progressive and efficient broadline foodservice distributors in the United States relocated its Virginia distribution center to Prince William County. Its new location is a 110,800 square foot facility from which it will service its customers in the greater Washington D.C. metro area and along the east coast.

For Prince William County, the move signified not only the entry of Reinhart to the County but also the expansion of Reyes Holdings' presence within the County. Reinhart joins The Martin Brower Company as the second Reyes Holdings business unit to locate to Prince William County. The company now occupies an 110,800 square foot facility at 11777 Balls Ford Road, Manassas, Virginia, which was formerly occupied by Martin Brower. Martin Brower relocated to a larger distribution facility, also within the County.

**Diaz Wholesale and Manufacturing Company, Inc.**, one of the largest distributors of Hispanic products in the United States, will open its first distribution center, here in Prince William County, outside of its home state of Georgia.

Diaz intends to invest \$10 million in its new facility, which will be used primarily for equipment upgrades and facility improvements. The company estimates that it will retain a staff of 44 full time employees and from this new location it will be able to effectively service approximately 15 states with a total of 5,000 distribution points. Once fully operational, Diaz anticipates that it will deliver approximately 1.3 million pounds per week.

The company will occupy all 100,337 square feet of the warehousing and distribution facility located at 6894 Wellington Road, Manassas formerly owned and operated by McLane Foodservice, Inc.

Photo courtesy of Novant Health Haymarket Medical Center



# HERE'S TO YOUR HEALTH!



The growth of medical networks continues, so it is no surprise to find that a recent study conducted by the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute ranked Prince William County among the Top Ten healthiest cities and counties in the Commonwealth.

**Novant Health's** newest addition – a 60-bed inpatient facility, opened in Haymarket, Virginia in March 2014. The Novant Health Haymarket Medical Center, a four-story, 221,000-square-foot facility, offers emergency care, surgery, cancer care, women's and children's services including maternity care, interventional radiology and critical care, officials said. The facility is estimated to employ nearly 300 skilled professionals.

**Sentara Northern Virginia Medical Center (SNVMC)** started major construction on its new \$36 million state-of-the-art surgical services facility, slated to open in 2015. Since the 2009 merger with Potomac Hospital in Woodbridge, Sentara has invested and/or committed over \$90 million in new technology and clinical services across the region.

Both Sentara and Novant are staffed with approximately 1,300 personnel and 500 physicians. More than thirty major medical and specialist establishments are located throughout Prince William County.

## POPULAR SPORTING DESTINATIONS

Elite Shooting Sports LLC officially opened in 2014, becoming one of the most advanced and largest indoor shooting facilities in the nation. The brand new 65,000 square foot facility quickly became a popular venue destination for sports enthusiasts, law enforcement agencies, businesses and tourists, alike. The facility houses four separate ranges that operate independently - two 25-yard 12-lane ranges, one 50-yard 10-lane range and one 100-yard 8-lane range. The open-space environment is climate adjusted to 71 degrees year round and also includes a full-time gunsmith on staff, five classrooms, two customer lounges, dojo, café and 5,000 square feet space for additional retail.

In 2015, the facility will include a two level 1,600 square foot live fire-shoot house and a training simulator, which can be used with lasers or live fire, will also be programmed with thousands of decision-making scenarios for both law enforcement and civilian use.

As a top-rated golf destination, it's no surprise why Prince William County was selected in 2014 as the future venue for the Tiger Wood's Foundation 2015 Quicken Loans National Golf Tournament, to be held July 27 – August 2, 2015 at the Robert Trent Jones Golf Club.

Adding to the growing array of outdoor pursuits and lifestyle opportunities in the County, Gander Mountain, the nation's largest network of specialty retail stores for outdoor lifestyles, also opened in Woodbridge, Virginia. Cabela's Inc., the specialty outdoor gear and sports equipment retailer, announced it will open its third Virginia location and hire around 190 employees in Gainesville.



Elite Shooting Sports New Facility

## TIGER WOOD'S FOUNDATION 2015 QUICKEN LOANS NATIONAL GOLF TOURNAMENT

July 27 – August 2, 2015 | Robert Trent Jones Golf Club



Robert Trent Jones Golf Club



