



# PRINCE WILLIAM COUNTY, VIRGINIA

## 2015 ANNUAL REPORT ON ECONOMIC DEVELOPMENT Prince William County, Virginia







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“Ours is a community that is as abundant and diverse in economic opportunities as it is in recreational and cultural amenities, which, when combined, make it a unique place to Live. Work. Play and Stay.”

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





# Quicken Loans<sup>®</sup> NATIONAL

LOCKHEED MARTIN

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2015 was a very active year for Economic Development. As one of the largest and fastest growing counties in Virginia, Prince William County is experiencing record capital investment with over \$660 million in capital investment and more than 600 new jobs in 2015; marking its fourth-consecutive record breaking year in nearly twenty years.

The County successfully hosted the event of the year, the Quicken Loans National PGA Tour golf tournament which gained national and international recognition. Also, we were delighted to host Virginia Governor, Terry McAuliffe and George Mason University President, Ángel Cabrera at the Prince William Science Accelerator.

In addition to the clients served, our Prince William Board of County Supervisors was busy with efforts to strengthen our County that included the authorization of \$6.6 million to facilitate the second phase of the Route 1 widening project. While the Virginia Railway Express proposed an extension of its commuter rail service, with a final design anticipated by 2020. The Board also agreed to reduce the BPOL tax burden by increasing the threshold of exempted revenue subject to BPOL tax. This move will return approximately \$850,000 in tax savings and positively impact over 1,000 small businesses.

Prince William County Public Schools' on-time graduation rate reached a record 91.4 percent, while its student population outperformed the state in Standard of Learning. The opening of two new community libraries featuring state-of-the-art amenities and resource centers was met with wide-spread celebration. Further, the completion of the Gainesville Interchange Project was commemorated with a ribbon-cutting and the \$15 million bond-financed road improvement project on Prince William Parkway, as well as the Route 15 road widening project was completed.

In every respect, we are solidifying Prince William County's brand as a prime location for business, as each one of these factors can influence a company's decision to stay or relocate. Over the last decade, demand has remained positive with Prince William County having the lowest office vacancy rate of all the jurisdictions, according to Colliers International.

We aim to continue this trend into the next decade by further highlighting all of the County's strengths, assets and activities and from it generate economic prosperity for all that choose to locate in one of the best places in the Greater Washington metropolitan area; in fact America – Prince William County!

Sincerely,



Jeff Kaczmarek  
Executive Director  
Department of Economic Development  
Prince William County



# Job growth in Prince William County will occur at **TWICE THE RATE AS POPULATION GROWTH,** according to the **Metropolitan Washington Council of Governments.**

## **Jobs (At-place employment):**

Q4 2015: 125,655

Q4 2014: 121,243

The County added approximately 4,400 jobs within the one-year period. In the years, 2015-2045, At-place Employment is expected to grow faster than population growth according to the Metropolitan Washington Council of Governments (MWCOG). It is estimated that job growth in the County will grow by 78.6% - more than any other jurisdiction in the MWCOG Planning area.

## **Unemployment:**

2015: 4.1%

2014: 4.9%

Unemployment in Prince William County continued to decline due to strong job growth driven by overall

solid economic fundamentals. The average annual rate declined by eight-tenths of a percent. Monthly unemployment rate declined from 4.8% in January 2015 to 3.5% in December 2015 – its lowest level since 2008.

## **Population**

2015: 451,721

2014: 445,006

US Census Bureau estimated that Prince William County added approximately 6,700 new residents in 2015. This represents a 12% growth from 2010 Census estimate of 402,002. Over the period 2015-2045, MWCOG estimates that the County's population will increase by 32.9%.

## **Program Statistics**

### **Announced Economic Development Projects**

The Department closed **13 projects** which, when combined, are expected to: invest approximately **\$666 million** in capital expenditure; create **480 new jobs; 455 targeted/25 non-targeted**. The projects consisted of eight new business attractions, two business expansions and three business retentions.

Throughout the year, our existing business program liaison with the local business community, included **46 on-site visitations; consultations to businesses in 468 instances; and 914 resolutions to queries**, which culminated in a total of **12,281 instances of proactive and reactive outreach**.

In the five year period since 2010, at-place employment has **increased by approximately 21 percent to 125,655**.

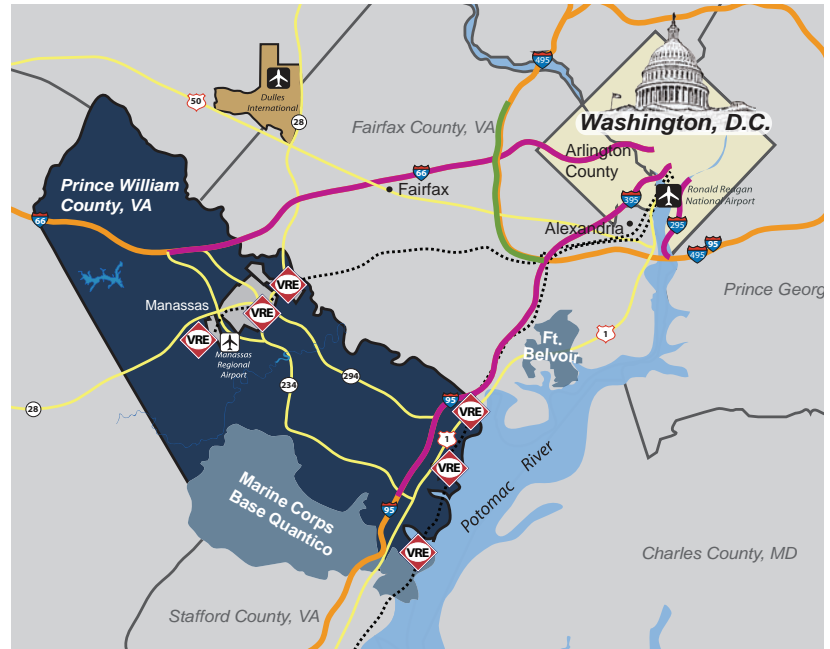
# 2015 PROJECT WINS

Company Name	TYPE	INVESTMENT (\$Million)	New Jobs Created
FedEx Ground	Distribution Warehouse	40	94
Freestate Farms LLC	Organic Waste Processing	17	25
Patient First	Medical Network	4.2	32
O3B Networks	Information Technology	2	45
Ventech Solutions	Information Technology	1.5	200
OPTiMO IT	Information Technology	0.6	20
Rividium Inc	Information Technology	0.4	0
Virongy	Life Sciences	0.1	2
Ceres Nanoscience	Life Sciences	0.1	0
ISO Thrive	Life Sciences	0.0	1
3 Data Centers	Information Technology	600	45



# KEY FACTS

Home to the Marine Corps Base, Quantico, the FBI Northern Virginia Resident Agency and shopping icon, Potomac Mills, Prince William County, Virginia is nestled on the Potomac River less than 20 miles from our Nation's Capital and a short distance from Dulles International Airport. Its central location in the Mid-Atlantic allows for easy access to a large number of U.S. markets on the East Coast including five of the ten largest MSAs (New York City, Philadelphia, Washington, DC, Atlanta, Boston) within a day's drive. By road, it offers immediate access to two major U.S. interstate corridors – I-95 and I-66, both of which are connected by Prince William County Parkway (Route 234). By air, the County is serviced by three major airports and one regional airport, and by rail it is served by the Virginia Railway Express (VRE) for passenger traffic and CSX and Norfolk Southern for freight traffic. Today, there are seven VRE stops on two rail lines, with further expansions being planned.



The County encompasses a total area of 348 square miles (222,615 acres) and provides one of the largest collections of commercial land parcels in the region – nearly 6,000 acres zoned for commercial development and 1.2 million square feet of existing vacant commercial real estate. It is home to some 443,463 residents and has a median household income of nearly \$98,914. The population is estimated to grow to 574,000, an increase of 33% by 2045, according to the Metropolitan Washington Council of Governments (MWCOC). At-place employment was 125,655 as of Q42015 and the unemployment rate is currently 3.5%, 1.4% lower than the national unemployment rate (4.9%). MWCOC also projects the employment based to double to 258,000 in the next three decades, resulting in the largest percentage increase in the Greater Washington, DC metropolitan region.

In the last three years, the Department of Economic Development closed on \$2.3 billion in capital investment on projects. The County is well positioned for future growth due to its growing technical workforce; educational assets with a strong emphasis on science, technology, engineering and math (STEM); dense consumer markets, close proximity to key national institutes and federal agencies; affordable property; and the ability to deliver robust power and fiber networks.



# OUR KEY TARGETED INDUSTRIES OPERATE IN GLOBAL MARKET SECTORS:

## Life Sciences & Biotechnology

Prince William County prides itself on being a location of choice for the life sciences industry and having the first and only, public-private commercially available wet lab space in Northern Virginia. It has long served as home to the Marine Corps Warfighting Laboratory and key federal and state research institutions.

The County is centrally located to 13 major research institutions producing both laboratory talent and business resources. George Mason University, Virginia's largest public research university, is situated at the epicenter of Innovation Park. Newly named for its specialization in Science and Technology, the core campus houses the Institute for Advanced Biomedical Research, which includes leading-edge research laboratories. Northern Virginia Community College, the largest education institution in Virginia and second largest community college in the country, facilitates a biotech program that prepares graduates for immediate employment.

Life science companies also find remarkable opportunities for synergistic collaboration with some 2,339 life science professionals working in companies that include: American Type Culture Collection (ATCC); Corning Life Sciences – Mediatech Inc.; the Virginia Department of Forensic Sciences; the George Mason University (Mason)/National Institute of Health (NIH) Level-3 Biosafety Research Laboratory (BRL); Mason's Center for Applied Proteomics & Molecular Medicine (CAPMM) and Microbiome Group; and the FBI Northern Virginia Resident Agency.



## **Federal Agencies & Corporate Facilities**

Prince William County has a burgeoning federal, defense and security industry community, proudly serving as the long-time home to the Marine Corps Base Quantico, the Marine Corps Warfighting Laboratory, the National Institute of Health Biomedical Research Laboratory, the FBI Northern Virginia Resident Agency, the Virginia Department of Forensic Sciences Laboratory and a number of General Services Administration (GSA) facilities.

Close proximity to the nation's capital and new HOT Express Lanes provide federal contractors all the advantages of accessibility to key federal agencies, with a competitive edge of a highly-educated workforce at cost competitive wages and affordable land.

The County is well positioned for defense of the future, as cybersecurity, intelligence surveillance and mission software development companies resource Prince William County's strong, secure fiber network, virtually zero latency, abundant and affordable power with redundancy and competitive electric rates.

## **Information Technology**

Northern Virginia has been a leader and key cluster in the information technology arena since World War II. Prince William County has seen exponential growth in all aspects of information technology from big data analytics to modeling, simulation and game design.

The four key drivers of the concentration of information technology (IT) companies in Northern Virginia include: expansion of the defense industry and its private sector contractors; IT technology advances spurred by DARPA and NASA; a technical workforce including network and systems engineers, software developers and hardware engineers; and the location of the eastern connection point of the internet near Dulles International Airport.

As the federal government's need for advanced technologies in all aspects of information technology increases and the private sector embraces ways to increase productivity, manage and analyze exponentially increasing amounts of data, and protect security, the IT sector will continue to grow rapidly.

Prince William County is positioned to take advantage of this growth due to: its ever-growing technical workforce; strong educational assets with an emphasis on science, technology and math; close proximity to federal agencies; robust power and fiber networks; and concentration of data centers.

## **Specialized Logistics & Supply Chain**

As the logistics and supply chain industry transitions into the age of omni-channel supply chain networks, companies must be more strategic than ever to position themselves in a location that offers superior infrastructure access to provide the quickest and most efficient service to its customers on every level of the omni-channel. Prince William County provides a centralized and strategic location, ease of transit along two of the country's major highway corridors – I-95 and I-66 – and offers direct access to Washington, DC, one of the largest customer markets in the United States. The County's solid transportation infrastructure and access to 75% of Northern Virginia's workforce of 1.5 million provides a sound platform for any specialized logistics or supply chain business wanting to have a strong presence in Northern Virginia, the Mid-Atlantic, and Eastern United States.





# 2015 QUICKEN LOANS NATIONAL



## 21 MILLION VIEWERS TUNED-IN 100,000 SPECTATORS TURNED-OUT



"It was truly an honor to host the 2015 Quicken Loans National PGA Tour. For us it was a welcomed opportunity to showcase our community, not only to visiting patrons, but to the rest of the world. Ours is a community that is as abundant and diverse in economic opportunities as it is in recreational and cultural amenities, which, when combined, make it a unique place to Live. Work. Play and Stay." - Corey A. Stewart, Chairman, Prince William Board of County Supervisors



## Perfecting the game

In July, Prince William County welcomed the world to the 2015 Quicken Loans National. The event marked the first time the Robert Trent Jones Golf Club in Gainesville has hosted a professional tournament since the 2005 President's Cup. The six day event drew over 21 million viewers that tuned-in, 100,000 spectators that turned out and 119 PGA Tour players that competed for the \$6.6 million purse. The Tiger Woods Foundation generated over \$1 million in charitable funds, with more than \$100,000 going to local community-based organizations.

The national event provided for a "perfect" business attraction engagement with our business team engaging with 40 regional brokers, 19 industry prospects and four key national site selectors, from out of state. Their day was filled with entertainment and business attraction activities, with a comprehensive two-day tour of both the East and West sides of Prince William County.

Over 3,000 spectators visited our 'Discover Prince William' Exhibit Display during the course of the 6-day event. Of those that we shared information about the County with, 823 participated in our E-newsletter sign-up.

Our marketing strategy to position the County as a prominent place to do business and reach the largest demographic of decisions makers in the region reached an all-time County record return on investment (ROI). Total news advertisement value for the County was valued at \$208,000.00, with a staggering 256 million unique visitors to online digital coverage.

Troy Merritt, the 97th World Golf Ranked Pro golfer, took home the prize and 2015 championship title. According to tournament official analysis reported by InsideNOVA, the tournament is thought to generate about \$13.5 million in direct expenditures and another \$10 million in indirect expenditures, resulting in the creation of 280 new jobs. "I will say that in addition to the direct impact, there's also the national and international spotlight that is put on the golf club (Robert Trent Jones) and the community, which is powerful," said Mike Antolini, vice president of championships for the Tiger Woods Foundation.

Within the Greater Washington, DC metropolitan area, Prince William County is well known for several national outdoor recreation retail destinations - Gander Mountain, REI and, coming soon - Cabela's. The County is home to 20 golf courses including a publicly accessible Jack Nicklaus Signature Golf Course at the Potomac Shores Golf Club. It is estimated that the local golf industry generates some \$36 million in sales annually and employs over 700 people.

The County boasts over 24,000 acres of historically significant parkland and is home to the National Park Service's Prince William Forest Park, the largest protected forest area in the region. In addition, there are over 70 county parks, one National Scenic Trail, one National Battlefield, two National Wildlife Refuges, one state park, one state forest, one state wildlife management area and numerous historic properties. Community leagues from up and down the East Coast enjoy use of the 301 sports fields that support baseball, soccer, football, lacrosse and cricket. The County is also home to Elite Shooting Sports, one of the largest and most advanced indoor shooting ranges in the country. In 2015, Prince William County was selected to host two national fishing tournaments - the Cabela's King Kat and the Fishers of Men tournaments - and was host to some events surrounding the World, Police and Fire Games.

# VENTECH SOLUTIONS

## *200 jobs, \$1.5M capital investment*



*"Prince William County delivers all the requirements that a growing Inc. 5000 company needs to fulfill major mission-critical programs that are of national importance."*  
- Herb Jones, CEO, Ventech Solutions Inc.

### **A big tech job boom**

In September, Ventech Solutions Inc., an IT consulting and system integrations company, selected Prince William County for its National Capital Region Innovation, Operations and Engineering Center. Plans for the new Center included more than \$1.5 million investment and the creation of 200 new highly-skilled jobs.

Speaking about the announcement, Corey A. Stewart, Chairman, Prince William Board of County Supervisors said, "We're delighted to welcome Ventech to Prince William County and to our growing IT business community. The addition of 200 new jobs at an average salary of \$80,000 a year is a great example of the type of jobs we are attracting in Prince William County."

"It was important for Ventech to establish a strong presence in the National Capital Region, at the center of a growing healthcare IT industry with access to a highly-skilled workforce and talent pipeline. Prince William County delivers all the requirements that a growing Inc. 5000 company needs to fulfill major mission-critical programs that are of national importance," said Herb Jones, CEO, Ventech Solutions Inc.

Governor Terry McAuliffe added "I am confident we will be the Cyber-Capital of America. Virginia has the assets and the infrastructure to become the leading state for IT." Virginia offered funding and services to help prospective employees train with the Virginia Jobs Investment Program and Ventech was also to receive a Major Business Facility job tax credit.

The Board of County Supervisors committed \$50,000 from the Prince William County Economic Development Opportunity Fund to encourage the location of Ventech to Prince William County. Ventech Solutions is located at 10110 Battlevue Parkway, Manassas, VA 20109.



# O3B NETWORKS

## *45 jobs, \$2M capital investment*

### **Delivering Bandwidth from the Sky**

In March, O3b Networks celebrated the opening of its new \$2.8 million global satellite operations hub in Prince William County. O3b's constellation of satellites provide IT and data communications services for war torn areas, disaster zones, inaccessible, remote regions and cruise ships. To do this, the O3b operational system combines the global reach of satellite with the speed of fiber, using high capacity, fiber-like latency and bandwidth that is significantly lower in cost.

At the ribbon cutting ceremony, O3b's CEO Steve Collar spoke about how the new facility will help the company in its mission. "The value of having this building is that we get to get together more efficiently," said Collar. The operations center, located at 12811 Randolph Ridge Lane, is "an innovative new satellite operator that is connecting remote, otherwise inaccessible areas of the globe with fiber equivalent high performance bandwidth from the sky."

The new facility also generated 60 new engineering jobs, with those employees now supporting 45 customers around the globe, 24/7. Another of O3b's success stories was creating internet access on cruise ships, which was done in partnership with Royal Caribbean Cruises, according to Royal Caribbean's Vice President of IT Operations Max Schmidt.

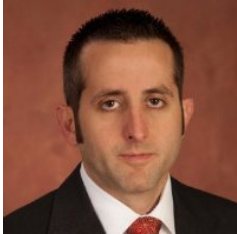
"We are delighted to see O3b Networks here. It is a part of the technology growth we're seeing here in Prince William County. This is an area that is very attractive to innovative technology-based companies due to our reliable power, fiber and infrastructure," said Jeff Kaczmarek, Executive Director, Prince William County Department of Economic Development.



O3B Networks ribbon cutting event

## OPTIMO IT

# *20 jobs, \$0.6M capital investment*



*"We  
wanted a  
location  
with easy  
access*

*to Washington, DC that  
is supported by a solid  
internet infrastructure,  
with room to support our  
growth, while supporting  
a manageable commute  
for our engineering teams  
- Prince William County  
has it all!"*

*– Michael Miguelez, CEO,  
OPTiMO*

### **Gaining access to key clients**

In June, OPTiMO Information Technology, a leading software and technology solutions provider for the federal, defense and commercial markets, chose Prince William County to serve its customers, employees and future growth requirements. Today, over 20 engineers are located at the new 8,500 square foot facility located at 10356 Battleview Parkway, Manassas, VA 20109.

"Prince William County was a clear winner in our site evaluation," said Jarrod Norton, Ph.D., OPTiMO's Vice President of Engineering. "We gain direct access to a talent pipeline of young professionals with both Northern Virginia Community College and the George Mason University Science & Technology Campus nearby."

"Innovation Park attracts a technology-focused client and partner base and our existing employees are thrilled about the move – it's cut journey-to-work time in half or even less," added Norton.

Founded in 2008, OPTiMO provides software engineering, project and program management, systems analysis and support services through the professional services division, and digital forensics, e-Discovery and analyst support services to Offices of the Inspector General, law enforcement agencies and law firms through its legal technology services division. OPTiMO is a registered SWaM business with the Commonwealth of Virginia and also operates offices in Washington, DC, Central and Northeastern Pennsylvania.

# RIVIDIUM

## *\$0.4M capital investment*

### **Accessing top talent and technology**

2015 marked a significant expansion milestone for existing business, RiVidium Inc., an information technology and human resources support business. The company was awarded around \$25 – \$30 million in new contracts, which required it to more than double its staff from 30 to 70 employees and increase the company's footprint to 1,500 sq. ft. in the company's new location at 10530 Linden Lake Plaza, Suite 200, Manassas, VA 20109.

"There is tremendous growth opportunity within the IT industry here in Prince William County. Today, RiVidium is experiencing accelerated growth due to a strong business value proposition, which is driven by Prince William County's ability to deliver top talent and technology - set within a cost competitive business environment," shared Manny Rivera, Founder & CEO, RiVidium.

Leaning on his own former military career experiences, Rivera also shared his company's motto: "We must get ready for tomorrow, today!" RiVidium prides itself on looking ahead and understanding what will shape future business technology, which leads to a long-term roadmap that provides winning strategies for its business partners, clients and employees. The company has three core service divisions: Cyber Security software development; IT services solutions; and HR capital management, which is its fastest growing enterprise.

As a Pro-Business Community, Prince William County embraces the vision of RiVidium and supports the entire business community by ensuring that it is well positioned to take advantage of this growth. New and existing businesses benefit from: an ever-growing, highly-skilled, technical workforce; strong educational assets with an emphasis on science, technology, engineering and math (STEM); close proximity to the nation's capital; dense consumer markets; key national institutes and federal agencies; robust power and fiber networks; while providing the largest and most affordable development sites in the region.



*"To me, coming into work is a joy because I see the line on I-66 for miles [chuckles] and miles away. I'm like, 'Well, I don't have to be in that.'"*

- Manny Rivera,  
Founder & CEO,  
RiVidium



# PRINCE WILLIAM SCIENCE ACCELERATOR

## *Creating a catalyst for commercialization of life sciences*

A new venture into entrepreneurial enterprise for the County was not without certain risks and rewards, but the vision to generate a catalyst for commercial stand-alone entities and support new jobs and products, housed in a well-established Life Sciences cluster, out of a space less than 10,000 sq. ft. was itself, perhaps not novel, but indeed remarkable.

The Prince William Science Accelerator was launched by the Prince William Board of County Supervisors in December 2012. Construction followed one year later and the ribbon was cut in June 2014 to celebrate the grand opening and first tenant. Today it still remains a unique offering within all of Northern Virginia, as the first and only public-private, commercially available wet lab space, which is strategically located within Innovation Park anchored by the George Mason's University (Mason) Science & Technology Campus.

The economic development initiative was spearheaded by the County's Strategic Plan to advance Prince William County as a life sciences center. Today, the vision is affirmed with a facility that includes nine wet labs spaces and the future holds real promise. At the end of 2015, four labs were occupied in the Science Accelerator.

The first tenant, ISOThrive was immediately attracted to the brand new wet lab space in Innovation Park adjacent to Mason. What started out as an inventor's dream, became a reality and growing business in Prince William County. Eponymously named, ISOThrive, the company's flagship product, is a fermented prebiotic, known as "gut food," designed to promote a healthy gastrointestinal tract, boost energy levels, keep the immune system better regulated and help with weight loss over time. In the future, ISOThrive would like to build a manufacturing facility in the area.

In 2015, Ceres Nanosciences, a biotechnology company that focuses on the development of research for high-demand diagnostics using its unique and proprietary Nanotrap® capture particle technology, took one lab space and shortly thereafter, quickly secured a second lab for its growing needs.

Virongy, LLC , a further spinoff from work at Mason, quickly followed Ceres Nanosciences and acquired wet lab space to focus on its second generation system for use by academic and clinical research laboratories and pharmaceutical companies, to greatly accelerate scientific research.

In this short time, each science accelerator start-up has benefited from the growing life sciences ecosystem in Innovation Park and the 'innovative synergies' that are sparked from opportunities to work with some of the foremost leading scientists, laboratory talent and available business resources, that are just some of the highly-desirable qualities that can be found at the Prince William Science Accelerator.



*"Everyone in Prince William County has been very welcoming. [The] concept of having space built out for this purpose is a great idea. Without pre-planned lab space, a start-up like ours could never get off the ground."*  
– Jack Oswald, Founder and CEO, ISOThrive

## PATIENT FIRST

*32 jobs, \$4.2M capital investment*

### Keeping patients first

In time for Flu season, Patient First opened its 62nd center in Gainesville in December and now provides non-appointment, physician-directed urgent care to serve citizens in Gainesville, Haymarket, Warrenton, Bristow, Linton Hall Catharpin, Wellington and Manassas.



## FEDEX GROUND

*94 jobs, \$40M capital investment*



### **Accelerating logistics distribution**

Just in time for the Christmas rush, FedEx Ground began operating from a brand new 175,000 square foot distribution center located at 7303 Cushing Road in Manassas, Virginia. Built “from the ground up”, the facility is equipped with its own exit ramp onto I-66 and created 94 new jobs in Prince William County.

According to a Fedex statement, Prince William County was chosen to enable the company to continue to meet and exceed customer demands in the Northern Virginia area. The site was also chosen because of its ease of access to major highways, its proximity to customers’ distribution centers and a strong local community workforce for recruiting employees.

Being a part of the Fedex national network ramp up, the enhancement of the new site and others has resulted in accelerating ground service delivery by one day or more in more than 70 percent of the United States.



# FREESTATE FARMS

## *25 jobs, \$17M capital investment*

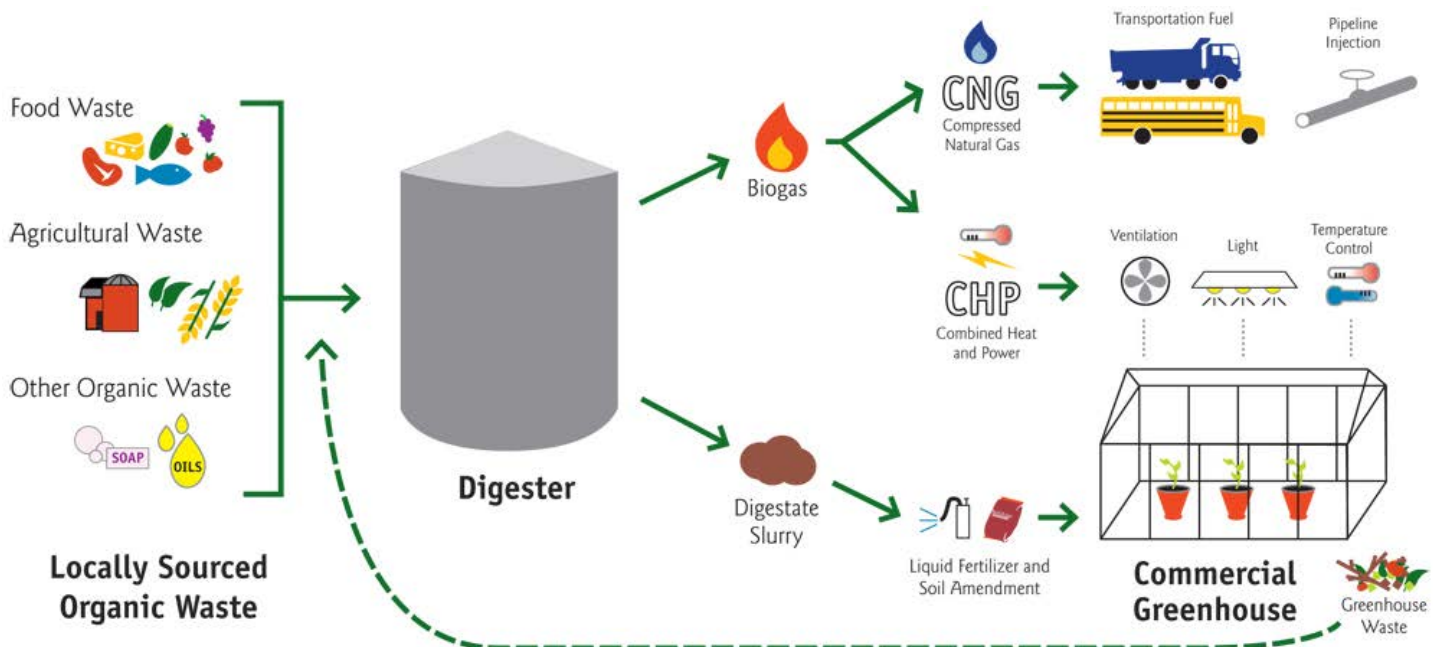
### **Integrating facilities for advanced composting, renewable energy and sustainable local food production**

In January, the Prince William Board of County Supervisors authorized an agreement with Freestate Farms LLC, a local agricultural services and production company, to construct and operate a new facility to process yard waste, food scraps and wood waste at the County's Balls Ford Road composting facility, and to provide organics waste management services on-site and at the County's landfill.

Slated to open in July 2017, the new facility will recycle over 80,000 tons of organic waste per year into high-value compost, soil products, natural fertilizers, renewable energy and also produce sustainable and locally-grown fresh fruit and vegetables for sale back to the community. Construction of the new facility will be phased in over a two-year period, without interruption to the current services.

The renewably energy produced will fuel a combined heat and power generator set to provide heat and power to the County's Balls Ford Road facility, with surplus renewable energy available for off-site uses, potentially including transportation fuel.

The term of the agreement is 20 years with the option to extend for two five-year periods. For more information about this project and other Prince William County Solid Waste Division programs and services visit [www.pwcgov.org/trashandrecycling](http://www.pwcgov.org/trashandrecycling).



# THOMASSON BARN

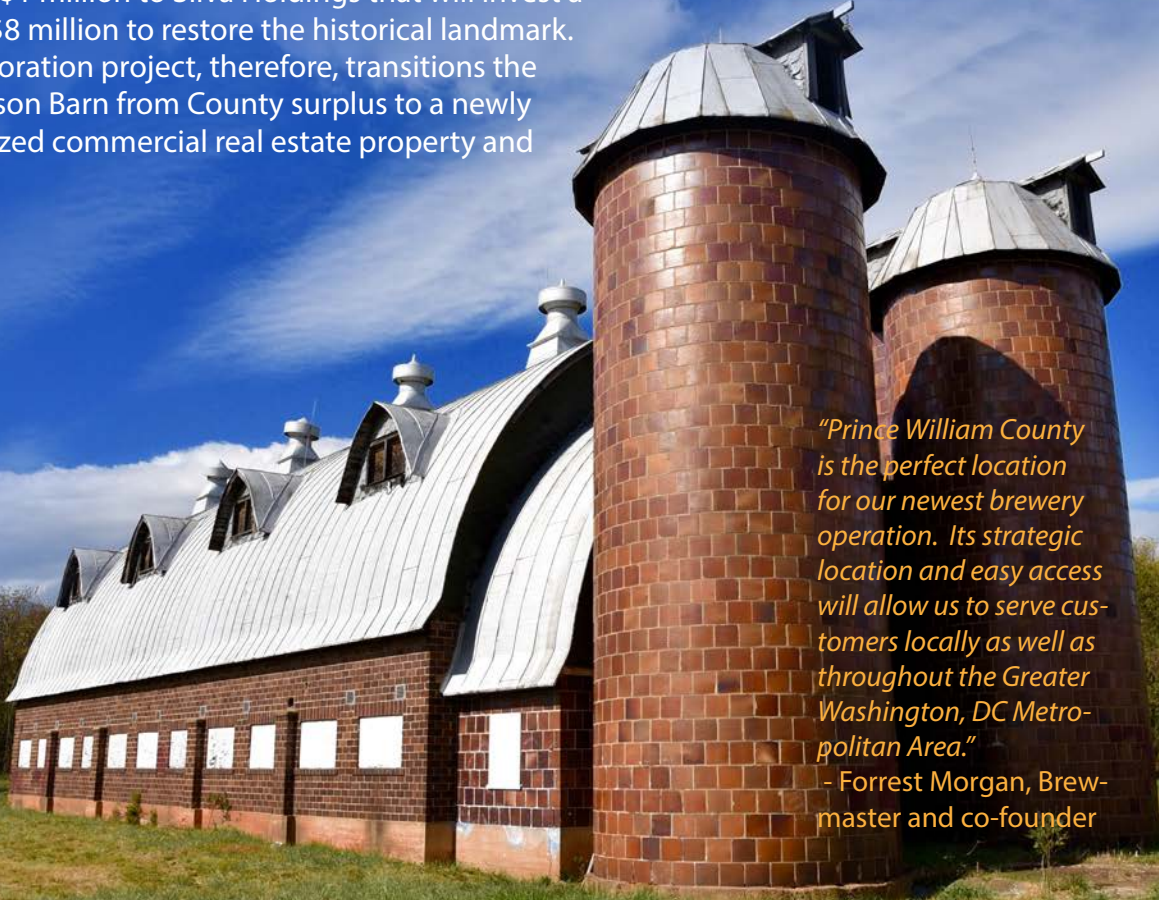
## *Preserving a historic icon*

In September, the news that the iconic, early 20th century two-silos barn, known as Thomasson Barn located on Hornbaker Road, was going to be preserved and restored to its former glory as a brewery bistro and beer garden was met with significant popularity. InsideNova reported the news feature was the 'most popular' news story on InsideNova, with more than 8,000 Facebook recommendations and 1,300 likes.

The Prince William Board of County Supervisors announced its intent to sell the historic Thomasson Barn for \$1 million to Silva Holdings that will invest a further \$8 million to restore the historical landmark. This restoration project, therefore, transitions the Thomasson Barn from County surplus to a newly categorized commercial real estate property and

taxable commodity for the County, while enabling citizens and visitors to appreciate their rich cultural heritage, anew.

Once fully built out, the multi-faceted campus will include: a brewery and packaging facility; bistro and tasting room; company retail store; beer garden; hops fields; garden; walking trails; and bocce courts. The project is expected to create more than 100 new jobs with the brewery slated to be operational by March 2017 and the bistro, tasting room and beer garden by late spring of 2017.



*"Prince William County is the perfect location for our newest brewery operation. Its strategic location and easy access will allow us to serve customers locally as well as throughout the Greater Washington, DC Metropolitan Area."*

*- Forrest Morgan, Brewmaster and co-founder*

# VIRGINIA SERIOUS GAME INSTITUTE

## *Doubling up to meet demand from Technology Startups*

The Virginia Serious Game Institute (VSGL) at George Mason University Science & Technology Campus is all about furthering intellectual inquiry and creativity. Less than two years after it opened, the business incubator has doubled its space to meet the rising demand from technology startups.

The VSGL offers business incubation in the high-level technology fields of simulation, modeling and serious game design into new industries, such as: healthcare; education; defense; business decision-making; and cyber-security.

The expanded space now offers over 8,000 square feet for startup entrepreneurs to generate concepts in these fields into reality and establish a business. VSGL consists of new product development labs, research space, office studios and a lounge area and modernized conference room and kitchen amenities.

At the Grand Re-opening in October, Dr. Martin detailed the growing demand for space, stating: "The expansion marks the Institute's initial efforts to keep up with the growing demand from entrepreneurs to access the \$80 billion game design industry. Longer term, we are working on innovative solutions to be able to continue our trajectory of generating new companies, new economies and well paid jobs of the future."

Earlier in the year, one of the initial VSGL incubator companies, Professions Quest, launched its flagship title Mimycx, a massively multi-player online serious game dedicated to revolutionizing knowledge exchange throughout the healthcare industry; specifically in osteopathic medicine, pharmacy, nursing, dentistry, public health, allied health and veterinary colleges. A second company, Little Arms Studios, also announced its flagship title Interactive Virtual Incident Simulator (IVIS), a state-of-the-art firefighting training simulator that brings to market the most advanced simulation of real fire and smoke behavior in a set of diverse structural fire scenarios.

Since its opening in 2014, the VSGL has been home to 8 start-up businesses that have collectively created over 70 jobs, multiple patents, copyrights, innovative simulation and game solutions and over \$1 million in corporate support.

*"This expansion is a milestone achievement for the Virginia Serious Games Institute, which has been made possible through the strength of our public-private and community partnerships here in Prince William County and the Commonwealth of Virginia."* - Dr. Scott M. Martin, Mason Computer Game Design and VSGL Founding Director



Top: Mimycx game screen shot

Bottom: Little Arms Studios  
game screen shot



## *Taking the initiative*

In April, the Department of Economic Development team hosted a familiarization tour for the General Services Administration (GSA). The tour was intended to showcase Prince William County as an ideal location specifically for federal installations in the Washington, DC area. Various strategic assets and key real estate offerings across the County were highlighted with stops at: Potomac Shores, Interstate Overlook, Stonebridge at Potomac Town Center, Prince William Commons, Virginia Gateway, COPT DC-6 data center and Innovation Park.

Special thanks to Prince William Board of County Supervisor Maureen Caddigan, who welcomed the GSA contingent at Potomac Shores; Karen Jeffers, Northern Outreach Coordinator with the Office of Congressman Robert Wittman, John Stirrup, Partner, Alcalde & Fay; and Peter Johnson, Corporate Vice President, Director of Land Development, Argent Management LLC.

## *Thriving in Prince William County*

In April, the Department joined forces with Virginia Bio, to support the Virginia Bio THRIVE 2015 Conference in Northern Virginia. The Conference was geared towards promoting life sciences in the Commonwealth and brought together state and regional experts in the field of life sciences, economic development and policymakers. The Department co-sponsored and exhibited at the event as well as participated in a Statewide Roundtable on Bio and Economic Development.

In addition, the Department hosted a familiarization tour and networking opportunity for Conference attendees that indicated strong interest in the Prince William Science Accelerator. The event was met with overwhelming positive feedback and advanced our brand messages in this key target industry.

Virginia Governor Terry McAuliffe visits the Prince William Science Accelerator



## *Building a New Virginia Economy*

Building a New Virginia Economy is central to Virginia Governor Terry McAuliffe, so in June, we were delighted to escort the Governor on a tour of one of the most recent innovative places in Prince William County – the Prince William Science Accelerator. The Governor indicated strong interest in the works in all three of the life sciences companies presently in the Accelerator. Prince William Board of County Supervisor John Jenkins also accompanied the Governor on the tour.

## *Opening New Doors to Life Science Entrepreneurs*

As we closed the year out, the Department of Economic Development hosted an Open House at the Prince William Science Accelerator, to share all of the innovative discoveries and synergistic opportunities that are being undertaken at the wet lab space.

The Open House was attended by approximately 70 life sciences professionals and other industry stakeholders. It featured a lively discussion by a panel of experts on the key developments taking place in the field of life sciences as well as some of the emerging trends and opportunities for Prince William County and the wider region. There was broad consensus that Prince William County presents a unique value proposition to life sciences companies as it offers access to key institutional assets; scientific workforce; a strong talent pipeline; and robust information technology infrastructure, all of which make it uniquely poised to be the life sciences hub of Northern Virginia. Following the panel discussion, interested attendees received a guided tour of the facility.

A special “thank you” to the panel of experts – la Gomez, Jeffrey Gallagher, Lance Liotta and Ross Dunlap; Prince William Board of County Supervisors – John Jenkins and Jeanine Lawson, who both addressed the gathering; County Supervisor Elect – Ruth Anderson; as well as representatives from Rep. Rob Wittman; and representatives from Congresswoman Barbara Comstock’s and U.S. Senator Mark Warner’s office. The event piqued the interest of several attendees and we have already received requests for additional private tours of the facility.

Supervisor Lawson



Panelists la Gomez, Jeffrey Gallagher, Lance Liotta and Ross Dunlap



# *Driving Business in Prince William County*

One of our primary purposes is to drive business into Prince William County and we certainly made “strides” in doing just that. Our Business Attraction initiatives took us from Illinois to Georgia and California and everywhere in between and a few key engagements closer to home.

We began with a three-day marketing outreach mission to Chicago to make presentations to six key site selector companies and brief four companies interested in investing in Prince William County. We also partnered with the Virginia Economic Development Partnership (VEDP) in hosting a private reception for Chicago-based site selectors. Subsequent to the trip, follow-up contacts were made providing additional information on the County.

*“Prince William County was a clear winner in our site evaluation. We gain direct access to a talent pipeline of young professionals with both Northern Virginia Community College and the George Mason University Science & Technology Campus nearby.”*

– Jarrod Norton, Vice President of Engineering, OPTiMO IT

Headed South, the Department co-hosted a networking event for 15 site selectors based in Atlanta, GA with VEDP and other local partners that provided a good opportunity to educate and update the site selectors on Prince William County.

For the first time, the Department attended the Retail Industry Leaders Association’s (RILA’s) Retail Supply Chain Conference 2015 in Orlando, FL. RILA’s 2015 Retail Supply Chain Conference gathered top retail supply chain executives from across every retail channel to share experiences, benchmark and address common industry challenges in addition to a large number of product and service providers with customers in the retail industry. Partnering with the VEDP, the Department assisted our state partner in promoting Virginia and Prince William County as an ideal business location for advanced logistics companies.

While closer to home, the Department co-sponsored and participated in NAIOP’s “What’s Driving Business in Prince William County” event. A crowd of approximately 150 developers, brokers and business leaders gathered at Prince William Commons to hear the distinguished panel attesting to some of the recent positive developments in Prince William County and the ease of doing business here.





Northern Virginia Community College Woodbridge Campus



NAIOP's "What's Driving Business in Prince William County" event

# *...And other exciting developments...*

## **Championing future talent!**

We congratulate Prince William County Schools in exceeding in Standards of Learning. Students in Prince William County public schools beat the pass rates of counterparts statewide on the latest Standards of Learning assessments in almost all subject areas and across most demographic groups.

As InsideNOVA reported, “The results confirm Prince William County students are benefiting from our commitment to continuous improvement,” said Associate Superintendent for Student Learning and Accountability, Rita Goss.

Here’s a breakdown of pass rates division wide:

- English reading: County pass rates rose four points between 2014 and 2015 to 81 percent, compared with 79 percent statewide. County students beat state average pass rates on all seven reading exams.
- English writing: Pass rates up two points to 80 percent, compared with 77 percent statewide. The County bettered state pass rates on both writing exams.
- History and social science: Up 8 percent to 89 percent versus 86 percent statewide. County students eclipsed the pass rates of state counterparts on all six history and social science tests.
- Mathematics: Up three points to an 80 percent pass rate; the statewide rate is 79 percent. County students equaled or surpassed state pass rates on six of nine math exams.
- Science: Pass rates increased two points to 83 percent, surpassing Virginia’s 82 percent rate. County students equaled or exceeded statewide average results on three of five tests.

During the summer, the Department co-sponsored Mason’s Aspiring Scientists Summer Internship Program and Awards Ceremony. This year, 86 high school and undergraduate students worked alongside Mason researchers, taking part in hands-on, cutting edge research in the fields of Biochemistry, Biodefense, Bioengineering, Bioinformatics, Chemistry, Computer Science, Environmental Science, Proteomics, Genomics, Nanotechnology, Neuroscience, Physics, and Applied Mathematics. Since its establishment in 2007, the Program has provided over 360 students hands-on research experience and has become an important workforce development initiative in the field of life sciences, which is vital to the County maintaining its competitive advantage in that industry.



## **Advancing Science & Technology**

In April, George Mason University sent a strong signal to the Life Science industry that it was furthering its Science and Technology mission and capabilities. The George Mason University's (Mason's) Prince William Campus was officially renamed as the George Mason University Science and Technology Campus. That same month, Mason's new Institute for Advanced Biomedical Research was also opened with a ribbon cutting ceremony. The Building will house the Center for Applied Proteomics and Molecular Medicine (CAPMM) as well as other University research labs. Remarks were made by a panel of distinguished guests including Virginia Governor Terry McAuliffe and Mason's President Dr. Ángel Cabrera. Board of County Supervisors Jeanine Lawson, Maureen S. Caddigan and John D. Jenkins were in attendance.

## **Earning the Data Center Capital Crown**

According to JLL's Data Center Outlook for 2015, Northern Virginia, within which Prince William County is a major player, has surpassed the Tri-State New Jersey/New York region as the largest data center market in the U.S. Northern Virginia's competitive utility rates, tax incentives, abundance of power and a robust fiber network compared to other Tier 1 markets - such as New York/New Jersey, Northern California, Chicago and Dallas - have made the region the most attractive global data center market for enterprise users of all sizes.



George Mason University Science and Technology Campus



Robert Trent Jones Golf Club







## Prince William County Fast Facts

- Less than 20 miles from Washington, DC
- Virginia's second largest and fourth fastest growing county
- 75% of Northern Virginia's 1.5 million workforce live within a 30 minute commute
- 42% of adults hold at least an Associate's degree
- Home to six higher education campuses and close to over 40 colleges and universities
- Access to three major airports; Dulles International Airport is within a 20 minute drive
- Reduced journey-to-work time via reverse commutes along I-95 and I-66
- 7 commuter rail stops on two rail lines
- 3.5% unemployment rate; 1.4% lower than the national unemployment rate
- At-place employment of 122,809
- Median population age of 33.7 years
- Median household income of \$98,514
- AAA bond rating from all 3 rating agencies



# PRINCE WILLIAM BOARD OF COUNTY SUPERVISORS



## **2015 ANNUAL REPORT ON ECONOMIC DEVELOPMENT**

Prince William County, Virginia

Department of Economic Development

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