

PRINCE WILLIAM COUNTY, VIRGINIA

2016 ANNUAL REPORT ON ECONOMIC DEVELOPMENT

Prince William County, Virginia





2016
by the
numbers

\$1.3
billion
capital
investment

23
projects

An aerial photograph of North Woodbridge, Virginia, showing a mix of commercial, residential, and natural areas. A large highway runs diagonally through the center. To the left are commercial buildings and parking lots. To the right are residential neighborhoods with houses and trees. In the background, there's a bridge over a river and more commercial buildings. Two large, semi-transparent circles are overlaid on the image, containing text about job statistics. A smaller circle is also visible in the lower right quadrant.

596
new jobs

80
retained
jobs

North Woodbridge



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"We are proud of the dynamic growth and economic vitality we have here in Prince William County. While we have accomplished a lot so far, we know that there is more work to be done. So, we look forward to 2017 with hope and a commitment to work together to achieve our vision for Prince William County as a community of choice, a community that residents are proud to call their own."

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



Location & Relocation

23 Projects

APoH Technologies

BerkleyNet

Celetrix LLC

Marine Corps Museum Restoration Center

Scryb LLC

Serpin Pharma/Caerus Discovery LLC

Southland Concrete

Systaaq Diagnostic Products

Tribute at Heritage Village

Two Silos Brewing

4 Data Centers

2 Existing Business

1 Federal Agency

4 Headquarters

1 Life Sciences

1 Supply Chain Distributor

BerkleyNet



Celetrix
www.celetrix.com

scriyb 

technologies
ApoH 

Tribute at Heritage Hunt



Successes

Prince William County Logged **\$1.3 Billion of Intended Capital Investment and 596 New Jobs from 23 Economic Development Projects in 2016**. In the last five calendar years [2012-2016], projects closed by the Prince William County Department of Economic Development alone intend to invest a record of nearly \$4 billion and create approximately 2,600 new jobs.

The 23 projects consisted of 18 new business attractions, 3 expansions of existing businesses and 2 business retentions. The projects spanned a range of industries (information technology, life sciences, data centers, distribution, recreation, federal contracting and manufacturing) – representative of the diversity of the underlying Prince William County economy. Of the 596 new jobs to be created from these projects, approximately 70% will be in industry sectors targeted by the County.

“We are truly proud of our new and existing businesses that choose to call Prince William County home, and all of the hard-working individuals that, by working together, are building a thriving business community here.”

– Jeffrey A. Kaczmarek, *Executive Director*,
Prince William County Department of
Economic Development



Strong Value Proposition

Prince William County's business value proposition stretches across the County with economic transformation focused on four target industry sectors: life sciences and biotechnology; information technology; federal agencies and corporate headquarters, and the specialized logistics and supply chain.



Life Sciences & Biotechnology



Information Technology



**Federal Agencies &
Corporate Facilities**



Specialized Logistics & Supply Chain



Regional Center For Workforce Education And Training, Woodbridge Campus of Northern Virginia Community College

Highly-skilled Workforce & Strong Talent Pipeline

Located at the center of Northern Virginia's 1.5 million workforce, Prince William County attracts and provides an outstanding and growing pool of highly skilled, culturally diverse labor.



Entrepreneurship

Home of a burgeoning community of cutting-edge science and innovative technology.

Prince William County was the official 2016 brand sponsor of the inaugural Washington Business Journal Innovation Awards, in recognition of Greater Washington's pioneers of innovation. With unique resources such as Innovation Park - a 1500-acre university-centered corporate research park, Virginia Serious Game Institute, the Prince William Science Accelerator and the Regional Workforce & Training Center there is more to serve entrepreneurs and startups.

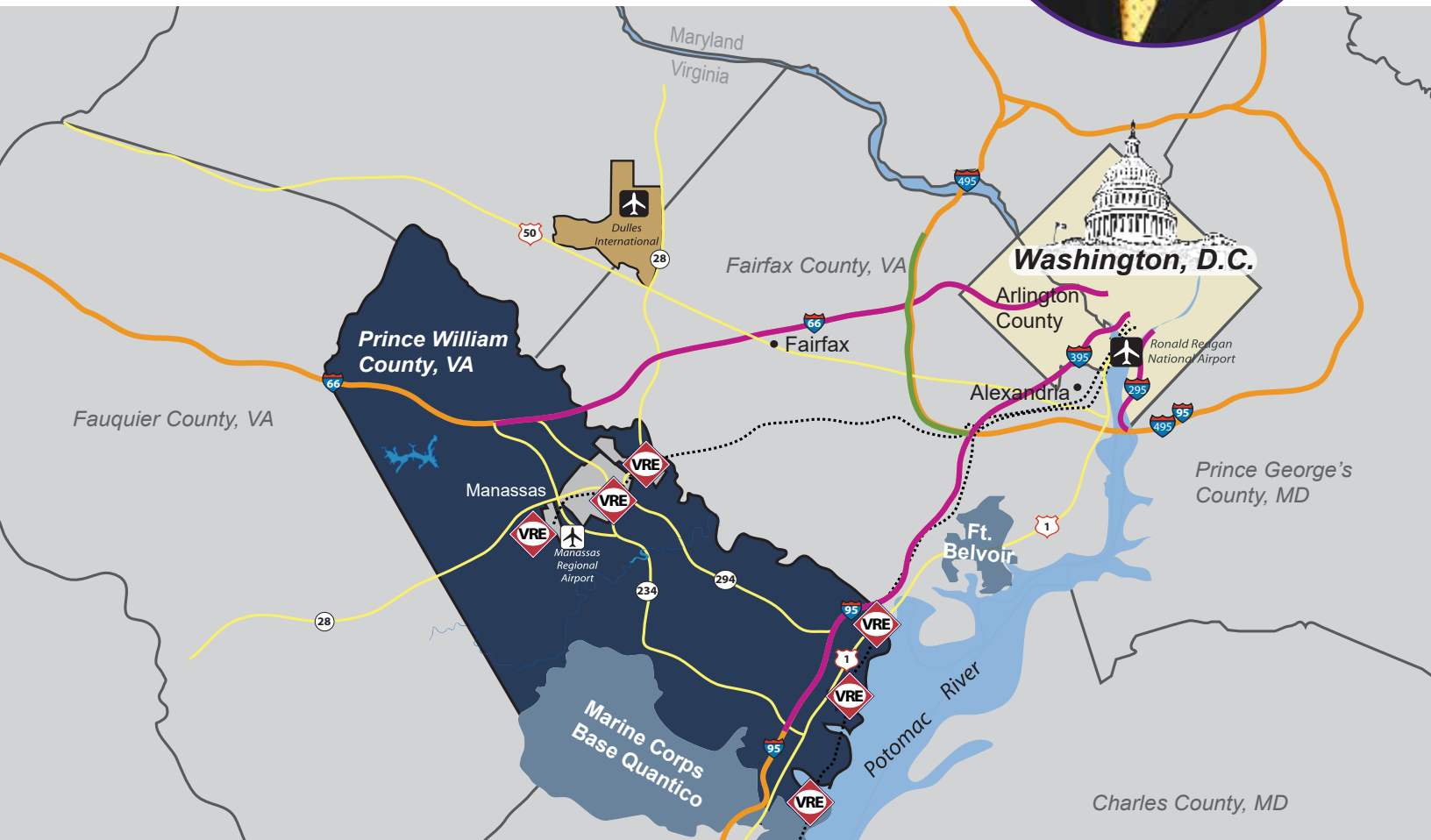
In 2016, the U.S. Small Business Administration presented a \$50,000 check to the County as a grant award to the Prince William Science Accelerator, which stood out amongst more than 830 applications nationwide and was recognized primarily for its efforts in driving America's science and technology start-up ecosystem.



**2016 SBA Growth Accelerator
Competition Winner**

Infrastructure

Prince William County affords easy access to major national and international markets, just 20 miles west of Washington, D.C. which presents an attractive reverse commute option for businesses, while being in close proximity to the Nation's Capital.



"In 2016, the County spent approximately \$148 million on transportation projects. Every area of the County saw some type of transportation improvement."

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

A Stronghold for Technology

Prince William County is nestled in one of the densest clusters of fiber in the United States and proximate to the Equinix eastern internet connection point with virtually no latency.

Technology is one of the County's strongholds and area of core competitiveness. In 2016, the County achieved another very important milestone crossing 3 million square feet of data center space, that further solidified its position as a data center location of choice. Iron Mountain's \$350 million data center project was identified as the top project in capital investment in the Commonwealth of Virginia. Today, nearly 10,000 acres of land are designated as a Data Center Opportunity Zone Overlay District, increasing the County's competitiveness in that market.

Data Center Opportunity
Zone Overlay District

Marine Corps
Base Quantico

Prince William
Forest Park

VIRGINIA
MARYLAND

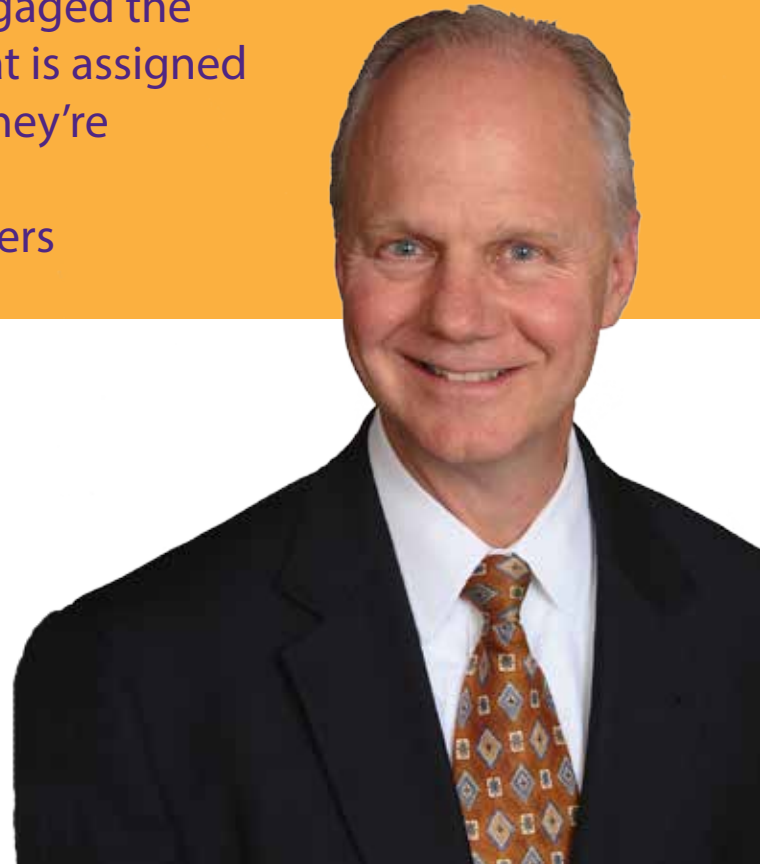
Pro-Business Support

Prince William County provides effective and efficient permitting process with unparalleled customer service.

Prince William County's streamlined business model offers a one-stop-shop for your development needs, which includes expedited permitting, reduced site plan review fees and a dedicated Development Project Manager.

"Whether it is a site or building plan review, permits, bonding or an inspection...they're engaged the entire time and they have a person that is assigned to your project that has a stake in it. They're alongside you. That is unusual."

– Russ Gestl, *Principal*, Buchanan Partners



Business Development & Investment

Prince William County continues to be the 2nd largest and 4th fastest growing county in Virginia.

A top rated destination for businesses, sports recreation, retail and tourism, Prince William County's other major project wins for 2016 include the welcoming of Serpin Pharma/Caerus Discovery, Systaaq and Celetrix to Innovation Park, Southland Concrete and Tribute at Heritage Village.

News of Two Silos Brewing's restoration of Thomasson Barn to a new tourism and entertainment destination and the opening of the Northern Virginia Community College Regional Center for Workforce Education & Training were both highly lauded and hold promise of much excitement for 2017.

"We are happy to be located in such a state-of-the-art facility as the Prince William Science Accelerator," said Dr. Cohava Gelber, Founder and Executive Chairperson of Serpin Pharma, LLC

Two Silos Brewing



Business Retention & Expansion

Delivering award winning services to our business community

In 2016, we engaged in over 15,000 instances of proactive and reactive outreach to the business community, providing a wide-range of services. To that point, our extensive business outreach program received one of the industry's highest recognitions, receiving the Atlas Advertising Award for most outreach to the local business community in the prior year.

Innovation Park's newest business member is BerkleyNet, a member company of the W.R. Berkley Corporation - one of the nation's premier insurance providers. Due to be completed in 2017, its new 70,000 square foot facility promises to be a state-of-the-art showpiece that will be a benchmark for future development.



Southland Concrete, a recognized leader in the construction industry, invested \$6 million in Prince William County for new headquarters. One of the company's recent project includes the National Museum of the Marine Corps (pictured here).



Communications, Marketing & Research

Prince William County has established itself as an important part of the economic landscape of the Greater Washington D.C. metropolitan area and Northern Virginia.

With an aggressive strategic marketing program the sky is the limit - literally. In 2016, Prince William County took to the skies on American Airlines' "Talk Business" show in-flight entertainment with its commercial video "Want More Prince William County, VA?" On the heels of launching a new website, hosting signature events and significantly increasing media exposure internationally and domestically, with an outreach of over 2 Billion Unique Visitor Views, from press releases earning major news coverage.

American Airlines Talk Business Video



SBA Award Competition Video



Life Sciences R&D Video



Visual Storytelling in 2016

HERMES
CREATIVE AWARDS
WINNER



**15% Increase in Twitter
Followers in 2016**

22 Press Releases in 2016
2.2 Billion Unique Visitor Views

**Quarterly E-newsletter
with 30% Consistent Open Rate**



Innovation Park



PRINCE WILLIAM BOARD OF COUNTY SUPERVISORS

Department of Economic Development

