

Prince William County

Stakeholder Session Research

County session with Chair Ann Wheeler

Whiteboard Participation

Participants are asked to identify strengths and weaknesses within the county, as they pertain to our three key audiences:

- Residents
- Business Owners
- Visitors

Contributions are shared through the chat and scribed on a virtual whiteboard for all to see. This exercise:

- warms up the attendees up for active participation
- begins to unearth areas of opportunity, as well as key areas for improvement



Strengths & Weaknesses

The size of the phrase reflects the frequency that it was mentioned during the session.

STRENGTHS

Talented, diverse workforce

Good schools

Cost of housing

Location in Northern Virginia

Diverse population

Accessibility to major roadways

History

Old town Manassas

Trails and parks

Farms

Wineries and breweries

Returns transmission line

High traffic shopping areas

Great golf courses

Volunteer opportunities

Strong banking

Cheap electricity

WEAKNESSES

Traffic

Lack of public transportation

High real estate taxes

No land to build businesses

Bedroom community

No upscale dining and nightlife

Low commercial tax base

Too many furniture stores

Lack of active parks

Not enough nice hotels

Emotional Response Exercise

Participants are given a series of fill-in-the-blank statements that asked them to respond through the lenses of our three key audiences:

- Residents
- Business Owners
- Visitors

The statements are designed to unearth concrete assets that evoke emotional responses.



Lens of a Business

I just got back from PWC and I'm thinking of locating my business there because they have _____ and that makes me feel _____.

Sentiment Summary:

- Presence of educated, large workforce that would supply businesses with employees
- Focus on the transmission lines that would support a wide range of employers
- There is access to major roadways, which can help connect businesses with the greater region

SPOTLIGHT RESPONSES

"I just got back from PWC and I'm thinking of locating my business there because of their proximity to technology and tech employees and that makes me feel positive."

"I just got back from PWC and I'm thinking of locating my business there because they have a lot of beautiful natural areas and smart workforce and that makes me feel like my business will succeed."

"I just got back from PWC and I'm thinking of locating my business there because they have the transmission lines we need and that makes me feel successful."

Lens of a Visitor

I just got back from a getaway to Prince William County, Virginia and had a great time! We and that made me feel _____.

Sentiment Summary:

- Outdoor attractions and activities such as hiking, parks, farmers markets, breweries and farms
- Battlefields and historic sites that allow people to learn about history and feel connected to their country
- Live music venues that provide entertainment and exciting events

SPOTLIGHT RESPONSES

"I just got back from a getaway to Prince William County, Virginia and had a great time! We got out into the nature parks, hiking trails and farmers market and that made me feel healthy and at peace."

"I just got back from a getaway to Prince William County, Virginia and had a great time! We went to a battlefield and that made me feel nostalgic."

"I just got back from a getaway to Prince William County, Virginia and had a great time! We listened to live music and that made me feel young."

Lens of a Resident

I've decided to live in Prince William County because they provide _____ and that makes me feel

Sentiment Summary:

- Cheaper, more affordable housing than places closer to downtown DC
- Parks and recreation centers that provide spaces for exercise, leisure and entertainment
- Good school system
- Open spaces, with protected rural areas, and all four seasons to connect with the environment

SPOTLIGHT RESPONSES

"I've decided to live in Prince William County because they provide good paying jobs and affordable housing and that makes me feel great."

"I've decided to live in Prince William County because they provide great parks and recreation and that makes me feel fortunate."

"I've decided to live in Prince William County because they provide good schools and that makes me feel hopeful for my family."

Pillars of Vibrancy

Successful, high-performing destinations share ten pillars that make up these places. While in some areas pillars may be stronger, more evident, or more highly prioritized, a vibrant destination has a combination of them all.

Participants were asked to consider each of the ten pillars of Vibrancy and answer a poll that assessed how Prince William County was currently performing as it relates to each pillar on a scale of:

Level 1 - Needs significant work

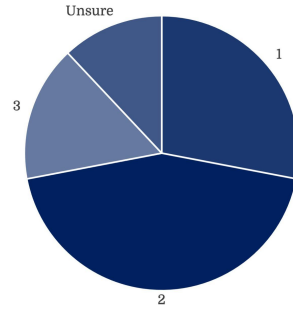
Level 2 - currently performs at an acceptable level but not sustainable for the future

Level 3 - Currently performs at an acceptable level + it's doing so well it will carry us into the future

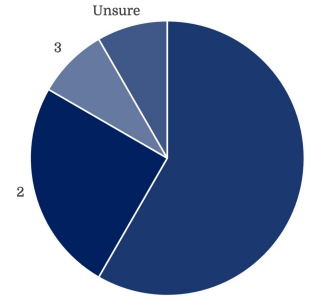
Unsure



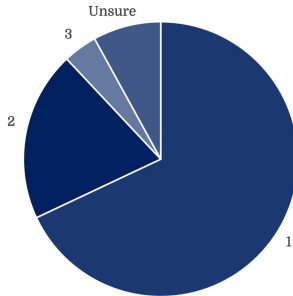
Pillars of Vibrancy



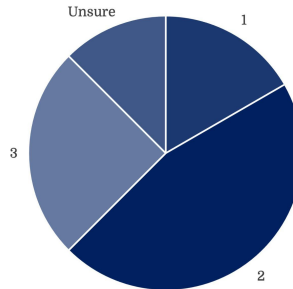
1. Prince William County provides a safe and secure environment



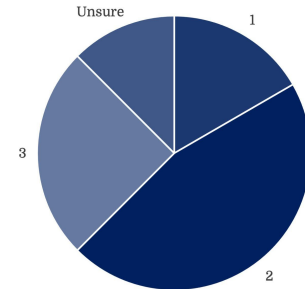
2. Prince William County has a forward-thinking government



3. Prince William County has a vision and long-term focus for the community

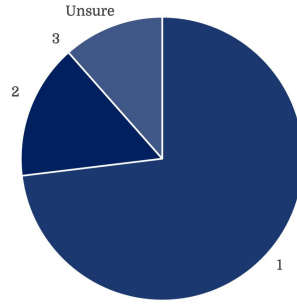


4. Prince William County meets health and wellness facility needs

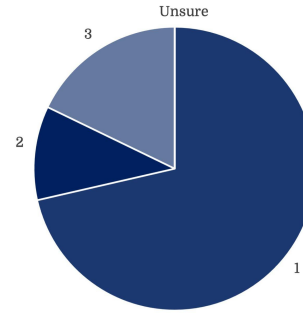


5. Prince William County provides access to a higher education

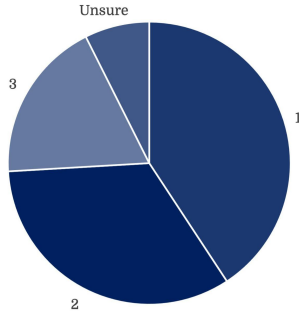
Pillars of Vibrancy



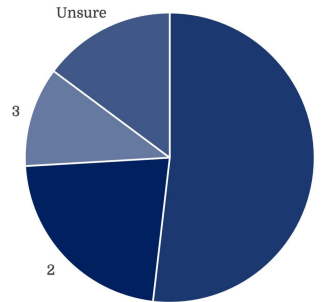
6. Prince William County currently has or soon will provide a major employer in an industry other than government, health care, and education



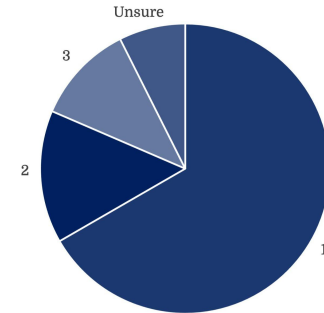
7. Prince William County provides adequate infrastructure, including but not limited to: roads, water, sewage, internet, transportation, airport, emergency services - general county planning



8. Prince William County provides retail options that meets community and visitor desires, including apparel, dining options, interiors/furnishings, jewelry, and other key shopping categories



9. Prince William County has a tourism plan aligned with the community and is adequately funded to meet desired tourism experiences and economic impacts



10. Prince William County has funding to create a more vibrant community for their residents, workforce, and visitors alike

Brand Collaboration

Participants are brought into the conversation surrounding the evolution of the Prince William County Brand.

First → After being shown a series of branding visuals present in the county today, along with an explanation of the image, participants are asked two questions regarding the **current Prince William County Brand**.

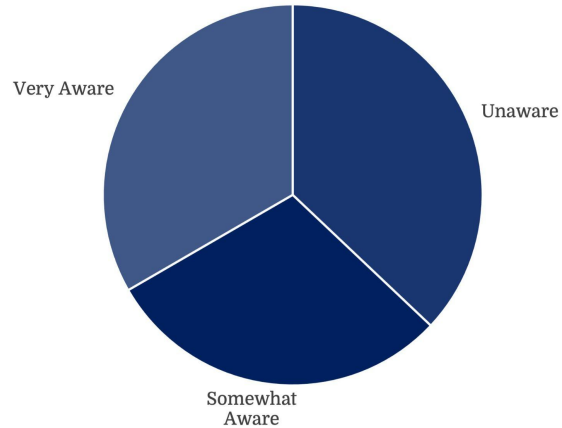
Second → They are provided with four **brand positioning statements** that are intended to spur discussion on the brand personality and how it should be communicated moving forward.

Third→ As a creative exercise, participants are asked, if Prince William County was a dog, what breed it would be and why? The breeds and associated attributes **provide personality insights** behind the brand. .

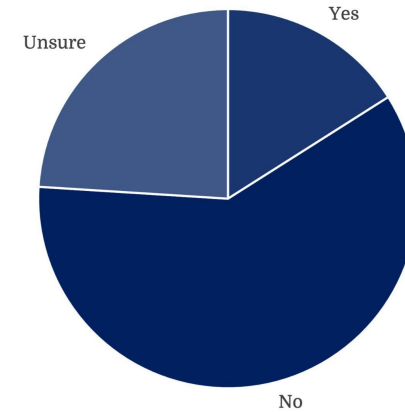


PRINCE WILLIAM
COUNTY

State of Current Branding



How aware are you of the current branding in Prince William County?



Do you feel the current branding accurately represents Prince William County?

Brand Positioning Statements

In order to ensure we are developing language that properly and effectively captures the vision for the Prince William County brand, we revise the statements based on the feedback from our previous sessions. However, the themes of each statement remain the same

Brand Positioning Statements Shared With the County

Space Literally and In Mind

Where the Nation's Capital Region finds the freedom to thrive. Prince William County has more places and a pace that allows more time to relax, rewind, rejuvenate, live, and thrive.

Great Places

This is the place for makers, doers, and dreamers ! We welcome visitors and new residents to share our spirit of entrepreneurship. Prince William County has plenty of places where you can make it happen, live, work, visit, and play.

A Celebration of Life

Where every resident, business, visitor, and employee is valued as a unique contributor to building a prosperous, equitable, and sustainable society.

People Building Community Since Forever

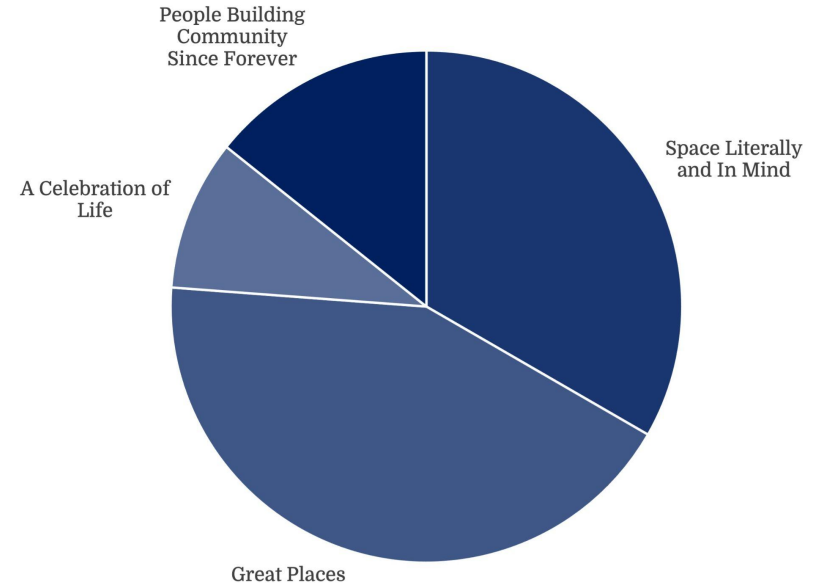
Where each generation curates an evolving environment for the betterment of the next. Throughout its long history, Prince William County prides itself on being for the people by the people, offering unique experiences and striving for diverse perspectives.

Brand Positioning Feedback

A slight majority selected the Space Literally and In Mind statement, however there was an almost equal number who selected Great Places.

When given the opportunity to provide additional feedback on sample positioning, no productive feedback was shared.

Which of the four brand positioning statements do you feel best represents Prince William County?



Final Personality Insight

Shared Breeds and Attributes:

- Beagle - Great dogs when adopted by the right people, snappy, vocal, dominant
- Blue Tick Hound - Intelligent and loyal
- Wolf - protective of its environment
- Labradoodle - “the future is ours”

