

# Prince William County

## District Stakeholder Session Research

Potomac District with Vice Chair Andrea Bailey

# 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

Affordable housing

Diversity

Urban + rural lifestyle

Talented, diverse workforce

Close proximity to DC

Parks

Genuine friendly community

Opportunity for growth

History

Lower cost for businesses

Military facilities

Waterfront

Bull Run Mountain

Good transportation

Battlefields

## WEAKNESSES

Lack of retail + restaurants

Traffic

Bedroom community

Data centers

Lack of identity

Infrastructure

Lack of small business development resources

Lower commercial tax base

Diversity & inclusion in education + business

Neglect of older neighborhoods

No quality hotels

Lack of high paying jobs

Overcrowded schools

# 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:

- Business Owners
- Visitors
- Residents

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:

- Resources such as technology, workforce, infrastructure and proximity to DC / Dulles that would allow businesses to be successful
- Abundance of history and population of nice, friendly people

## SPOTLIGHT RESPONSES

*"I just got back from PWC and I'm thinking of locating my business there because they have technology and power lines and that makes me feel successful"*

*"I just got back from PWC and I'm thinking of locating my business there because there is potential for smart growth and that makes me feel empowered."*

*"I just got back from PWC and I'm thinking of locating my business there because they have a workforce and proximity to Dulles and that makes me feel like I could be 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:

- Abundance of farms, wineries and breweries that provide fresh food and outdoor experiences
- Overall theme that PWC provides places and spaces where people can relax and leave feeling refreshed

## SPOTLIGHT RESPONSES

*"I just got back from a getaway to Prince William County, Virginia and had a great time! We went to great farmer's markets and wineries and that made me feel healthy and happy."*

*"I just got back from a getaway to Prince William County, Virginia and had a great time! We explored quiet towns, wineries and breweries and that made me feel like I could breathe and really let my hair down."*

*"I just got back from a getaway to Prince William County, Virginia and had a great time! We visited local parks and that made me feel a sense of serenity."*

# Lens of a Resident

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

## Sentiment Summary:

- Affordable housing options that provide a lower cost of living for residents
- Proximity and abundance of outdoor amenities and recreation

## SPOTLIGHT RESPONSES

*"I've decided to live in Prince William County because they provide houses I could afford and that makes me feel secure."*

*"I've decided to live in Prince William County because they provide great amenities and proximity of outdoor recreation and that makes me feel free."*

# 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

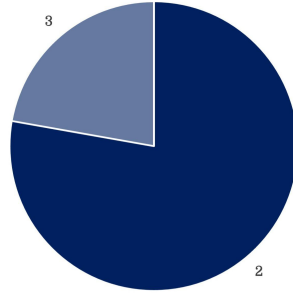
Level 3 - Currently performs at an acceptable level + it's doing so well it will carry us into the future

Unsure

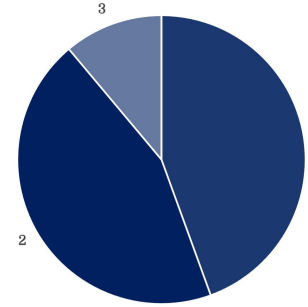




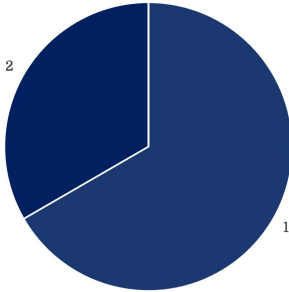
## Pillars of Vibrancy



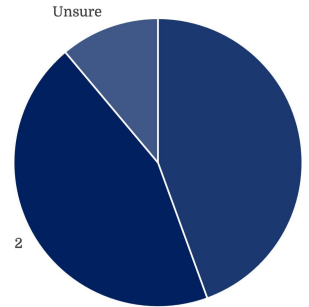
1. Prince William County provides a safe and secure environment



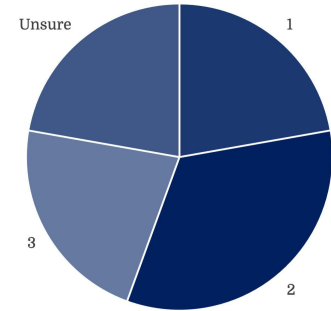
2. Prince William County has a forward-thinking government



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

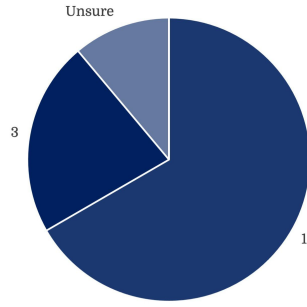


4. Prince William County meets health and wellness facility needs

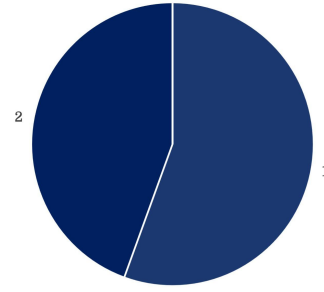


5. Prince William County provides access to a higher education

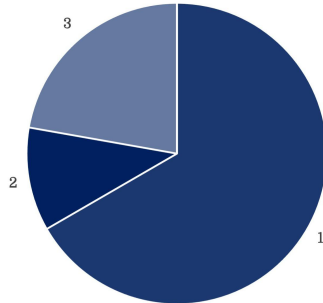
## Pillars of Vibrancy



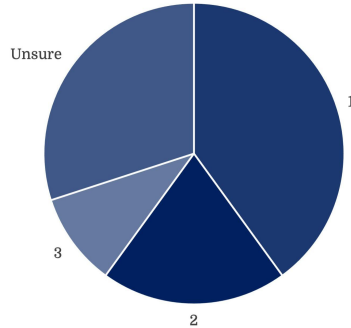
6. Prince William County currently has or soon will provide a major employer in an industry other than government, health care, and education



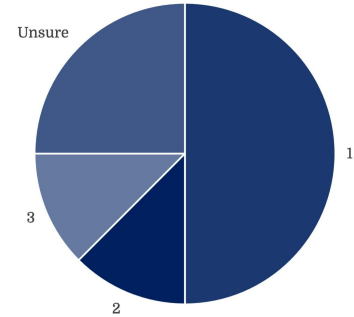
7. Prince William County provides adequate infrastructure, including but not limited to: roads, water, sewage, internet, transportation, airport, emergency services - general county planning



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**.

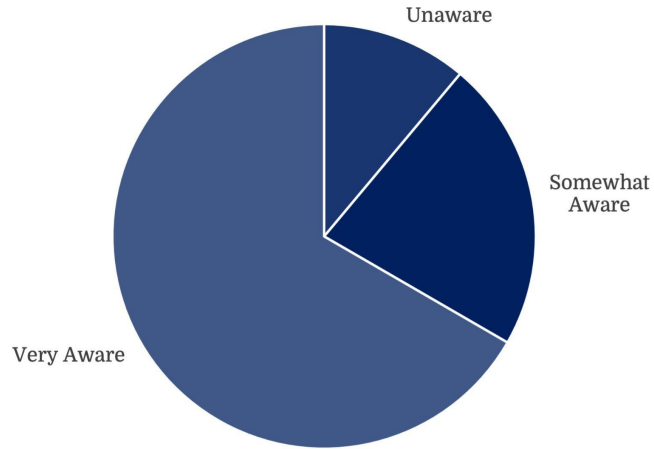
Second → They are provided with four **brand positioning statements** that are intended to spur discussion on the brand personality and how it should be communicated moving forward.

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. .

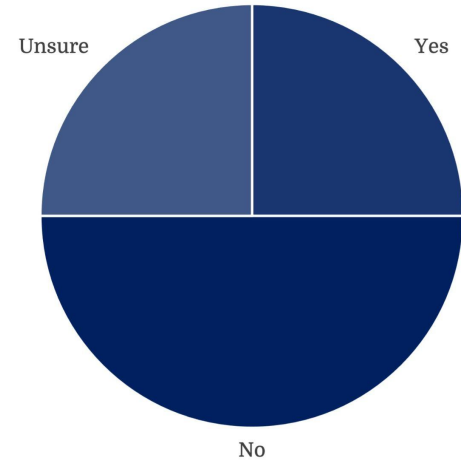


**PRINCE WILLIAM**  
COUNTY

# 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 Potomac District

### 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 allow 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

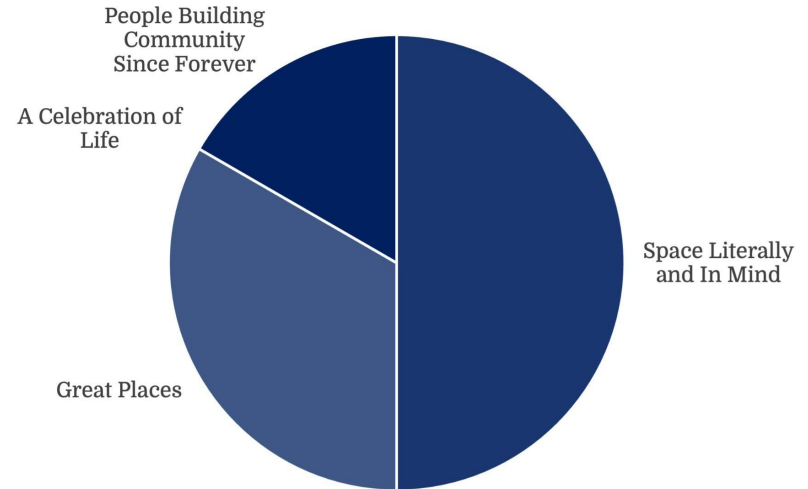
Where each generation curates an evolving environment for the betterment of the next. Throughout its long history, Prince William County prides itself on being for the people by the people, offering unique experiences and striving for diverse perspectives.

# Brand Positioning Feedback

Half of respondents selected the Space Literally and In Mind statement, and none selected A Celebration of Life.

*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:

- Labrador Retriever - Outgoing, strong, and reliable
- Rottweiler
- Pug

