

**Leesburg Economic Development Commission**  
**REGULAR MONTHLY MEETING**  
**September 6 , 2017 – 7:00 pm**  
**25 West Market Street**  
**Council Chambers**

# DRAFT

- **Call to Order**
- **Adoption of the Agenda**
- **Approval of Minutes** (5 minutes)
- **Petitioners** (5 minutes each)
- **Councilmember Comments** (5 minutes)
- **Liaison Commissioner Comments** (5 minutes)
- **Questions & Comments from the floor** (5 minutes each)
- **Presentations** – Retail Gap Analysis – Betsy Arnett
- **Staff Report** (5 minutes)
  
- **Action/ EDC Map Discussion Items** (45 minutes)
  - **Enhance External Customer Service** – EDC Forum Planning
  - **Policy Recommendations-** Ideas on Town Plan Chapter 8
  - **Retention and Recruitment Metrics-** BPOL, jobs, capital investment
  
- **Commissioner Comments-** Economic based Commissioner Comments (5 minutes)
- **Chairman’s Comments-** (5 minutes)
- **Unfinished Business** (5 minutes) –
- **New Business** (5 minutes)
  
- *Adjournment*

*If you require any type of reasonable accommodation, as a result of a physical, sensory or mental disability, to attend and/or participate in this meeting, please contact Kindra Harvey at 703-771-6530 kharvey@leesburgva.gov. Three days advance notice is requested.*

**Leesburg Economic Development Commission Town  
Hall Council Chambers  
August 2nd, 2017 Meeting Minutes**

**DRAFT**

EDC members		Staff	Guests
Jim Sisley, Chair	Y	Marantha Edwards	Melia Wilder
Eric Byrd, Vice Chair	Y		
Eunggil Choi	N		
Tosha Woodard	N		
Joshua Thiel	Y		
Al Barney	Y		
John Bischoff	N		

**1. Call to Order**

The meeting was called to order at 7:10 p.m. by Chairman Sisley.

**2. Adoption of the Agenda**

**Motion** by Commissioner Thiel to adopt the agenda, **2<sup>nd</sup>** by Commissioner Byrd. **Motion carries.** 4-0-3.

**3. Approval of Minutes-**

**Motion** to approve the May 3, 2017 minutes by Commissioner Byrd, **2<sup>nd</sup>** by Commissioner Thiel. **Motion Carries.** 4-0-3.

**4. Petitioners-**

- Melia Wilder, owner Ten Spot Kitchen & Tap addressed the EDC regarding restaurant success factors including workforce, restaurant options in Leesburg seems to surpass the ability for restaurants to be successful. Discussion from commissioners included offers from each of them to provide business assistance. Commissioner Byrd will schedule business appointment with her.

**5. Questions and Comments from the Floor- None**

**6. Presentations- None**

**7. Staff Report-**

- Taste of Leesburg discussion (Parks & Rec) is still in the works
- County Economic Development coffee table book was premiered at the event at Selma.
- Walmart continues to plan for a ground breaking at Compass Creek in spring of 2018, with a store opening in spring of 19. Meantime the existing store in Leesburg will be marketed at the time the new store construction begins in spring 2018.
- Leesburg Virtual Realty event – Leesburg 360 is being held on Thursday, October 19<sup>th</sup> at Cobb Theater from 8:30 -10:30 am. Panelists contacted include: Bill May, Taylor Chess,

Brian Cullen, Heather Arnold and Town planning staff.

- Downtown pedestrian memo includes information that the TOL is studying ways to increase pedestrian safety in downtown due to the increase of pedestrian traffic and success of restaurants and arts venues
- Tour Leesburg is new app available that features historic downtown walking tour options
- Workforce team in Loudoun and Leesburg includes Loudoun Chamber, Visit Loudoun, MEC, County DED, County Rural ED, NOVA and County EDAC. Discussions are underway to study ordinances that can have a positive impact. More to come in the months ahead.
- Visit Loudoun is working with The National to bring IBM emerging leaders in to downtown in August.

Chairman Sisley stated the ED Commission might be asked to participate in the new ED Director interview process at some point.

## 10. Action/Discussion Items

### Enhance External Customer Service

- **Motion** by Commissioner Sisley to hold the EDC Forum on **Monday, September 18<sup>th</sup> at Ida Lee from 8:00 am – 11:00 am.** 2<sup>nd</sup> by Commissioner Barney. Motion carries.
- **EDC Forum Program will include;** How to submit your business on the Online Business Directory (banner with a step-by-step guide to follow)- decide what categories for listing, Town updates, Top 10 summary of Gap Analysis, Open round table discussion. Registration online will include a list of options for areas of interest; workforce housing, tech trends & marketing, zoning, social media, market segmentation, experiential retail, link to rural, diversity, growth & scalability, how to invigorate your business, who & how to partner. A feedback survey will be provided to participants. Social media will include FB live and recording of the event.

### Policy Recommendations

- **Recommendation** by Chairman Sisley – all EDC commissioners to read Chapter 8 of the Town Plan on Economic Development and submit as many points as you would like to staff ([medwards@leesburgva.gov](mailto:medwards@leesburgva.gov)) regarding potential changes, recommendations, and suggestions. Staff will compile and present all items together at the September EDC meeting.

### Retention and Recruitment Metrics

- **Discussion included;** how to measure economic development - investment dollars, jobs created, value of a job, monitor BPOL starts in the Town of Leesburg every three years. Can staff produce a 2 sided card for the forum attendees? Staff will evaluate and provide a branded resource list.

## 11. Commissioner comments-

- Commissioner Byrd- Appreciates the dialog.
- Commissioner Thiel- Really good information, go through a lot tonight.

## 12. Chairman's Comments:

- Sisley – Great meeting, made a lot of progress. Thank you for the positive attitude.

## 13. Unfinished Business-

- None

## 14. New Business-

- None

**Motion to adjourn:** 8:55 pm.

# EDC Staff Report –September 2017

## Council meetings September

- Joint meeting – Town Council and BOS
- First Friday Street Closures

## Ribbon cutting/Ground Breaking

- IndEd Academics, 4:30 pm, 103 Loudoun St
- Cocina on Market, August 29<sup>th</sup>, 11:00 am, 7 West Market St
- MVBank, Sept 7<sup>th</sup>, 4:30 pm , 106 Harrison Street
- Embark Center, September 8<sup>th</sup>, 3:00 pm 103 Loudoun St SE
- Bowlero, Sept 8<sup>th</sup>, TBD, Village at Leesburg
- Your Networking Ninja, Sept 22, 5:00 pm, Waverly Park, 604 South King Street
- Green Mansions, Sept 28<sup>th</sup>, 10:00 am, 424 Madison Trade Plaza, Crescent Place
- Loudoun Clear Marketing, Sept 28<sup>th</sup>, 5:15 pm, 19 North King ST

## Events

- 1 Million Cups – Wednesdays at 9 am – MEC, 202 Church St
- September First Friday,
- Monday, September 18<sup>th</sup>, Leesburg Biz Forum, 8:00 am, Ida Lee Recreation Center
- HUBZone National Conference, October 12 – 13, Westfields Marriott, Chantilly
- Leesburg 360 Property Showcase, Thursday, October 19<sup>th</sup>, Cobb Theater, VAL

## Stories



# L3 Subsidiary to Supply EO/IR Imaging Turrets to Naval Surface Warfare Center

<http://blog.executivebiz.com/2017/08/l3-technologies-lands-idiq-to-supply-eoir-imaging-turrets-for-naval-surface-warfare-center-crane-division/>

## Inc. 5000 2017: The Full List BY THE EDITORS OF /INC

Our annual ranking of the fastest-growing private companies in America.



SEARCH LIST

Company Name

ADVANCED SEARCH

Industry: All

State: Virginia

Metro: Washington, DC

City: Leesburg

Times on List: All

Partner: All

5+ YEARS

10+ YEARS

RANK	COMPANY	GROWTH	REVENUE	INDUSTRY	MORE
50	FedBiz IT Solutions	6,142.08%	\$32.6m	Government Services	
730	InfiniSource Consulting Solutions	626.99%	\$4.8m	Government Services	
863	PhishMe	521.74%	\$33.8m	Security	
1233	B3 Group	330.89%	\$3.7m	IT Services	
1237	Lynker Technologies	330.17%	\$12.0m	Government Services	
2370	SecuriGence	152.82%	\$4.1m	IT Services	
3186	Nicholson Staffing Solutions	102.44%	\$6.5m	Human Resources	

- InfiniSource (MEC Alum)
- B3 Group (MEC Alum)
- Lynker Technologies (MEC current)

## Chapter 8 Economic Development



### Goal

**Leesburg will have a diversified economy that builds upon the strengths of the Town and region with opportunities for entrepreneurship and well-paying jobs, and a strong fiscal condition.**

Leesburg's economic development goal rests on the idea of a diversified economic base. The Town's strongest economic sectors are government, with Town and County facilities, and retail, with Leesburg serving as the major shopping area for western Loudoun. The round 8.1 projections of the Metropolitan Washington Council of Governments (MWCOCG) indicate that between 34,027 and 39,662 jobs will be located within the Town boundaries by 2030.

Tourism and regional retail do not provide the high-wage jobs that come with corporate offices and emerging technologies, such as high technology, biotechnology, and telecommunications, which are important to the area's economic competitiveness and to residents' quality of life. Similarly, Leesburg is poised to participate in the growth of the emerging technologies industries and research and development businesses that have located along eastern Route 7, in the "Learning Corridor," as well as the office development as it progresses westward along the Dulles Greenway corridor.

This diversity in turn is to be balanced with other aspects of the community. A variety of housing opportunities is needed for customers and employees of the new businesses, as measured by a jobs/housing balance. Additionally, economic growth must remain in character with the Town. While economic development should build upon the assets of the original Old and Historic District, it must also not damage the existing character, which may become susceptible to inappropriate pressures for development. Conversely, outside of the original Old and Historic District, the Town's character is different and available for economic development at a different scale. Even new development can build on the essential character of the original Old and Historic District, its convenient mix of uses, its high quality building design, and its streets that are inviting to pedestrians.

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A primary purpose of economic development in a balanced community is to improve the quality of life. Economic development supports rather than competes against treasured aspects of the Town that give it its high quality of life—protecting the natural resources, maintaining the Town’s character, and sitting comfortably with cultural, parks, recreation, and community facilities. This kind of economic development meets the aspirations of the Town’s residents to find meaningful and well-rewarded employment, from starting a new business to finding a job in advanced technology.

Finally, just as the private sector economy should be healthy so should the Town government be in a fiscally sound condition. Leesburg, as almost all American communities, relies on nonresidential land uses to generate most of its general fund revenues. This reduces the tax burden on residents while providing services at an acceptable level.

### Objectives

Leesburg’s economic development efforts continue to build upon the Town’s assets: the government sector and the original Old and Historic District as a tourist destination, the Route 7 corridor, the Dulles Greenway corridor, and the Leesburg Executive Airport.

At the same time, the Town must make careful decisions among those strengths in order to create a diverse economy. Sustainable jobs in corporate offices, research and development, emerging technologies and telecommunications are important to Leesburg’s competitive market position and to the ultimate quality of life for our citizens. The hospitality industry adds variety to the job market. The businesses that generate higher wages generally provide higher general fund revenues for the Town than retail development. Striving for a diverse economy also results in a more balanced, fiscally stronger community.

Finally, a strong and diverse economic base will enhance the Town’s character and improve the quality of life in Leesburg.

*Park Center II*



**Objective 1. Promote economic development that builds upon the strengths of the Town and region.**

- a. Promote tourist-oriented business development, based on the historical, cultural, and natural attractions of the Town and the surrounding area.
- b. Retain County government facilities in Leesburg, while ensuring that the facilities are in keeping with the Town's character.
- c. Give priority to emerging technologies, homeland security, corporate offices, research and development, and higher education.
- d. Build upon the role of the Downtown area as an activity center.
- e. Coordinate with the County to ensure that master planning for telecommunications facilities and services is consistent with Town policies.
- f. Encourage compatible office and light industrial uses in the area surrounding the Leesburg Executive Airport.
- g. Encourage redevelopment and infill development.
- h. Facilitate implementation of the strategic plan of the Town's Economic Development Commission.
- i. Work cooperatively to implement appropriate goals and objectives of Town business organizations and associations.

**Objective 2. Promote a diversified economic base which takes advantage of emerging opportunities.**

- a. Support economic development that creates jobs that match the occupational needs of the Town's residents.
- b. Give priority to emerging technologies, government contracting, internet based high-tech, data centers, corporate headquarters, research and development, higher education, and life sciences.
- c. Promote entrepreneurial resources, infrastructure, and institutions (such as business incubators) for business growth.
- d. Foster an environment for a higher education institution presence.
- e. Cooperate with county, regional, and state efforts as well as those of local business associations within the Town to promote economic development.
- f. Do not increase the land designated on the Land Use Policy Map for Regional Retail use.

**Objective 3. Promote business and employment growth that enhances the quality of life and maintains the character of the Town.**

- a. Promote business that is compatible with existing or planned development in the vicinity.
- b. Provide economic development opportunities that maintain the Town's jobs/housing ratio (so that for every household there are

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- between 1.4 and 1.7 jobs available) and that attain a jobs/housing balance (so that available housing is affordable for those employed within the Town).
- c. Increase business and employment so that at least 55 % of general fund revenues are generated from nonresidential sources.
  - d. Ensure that all new construction and redevelopment provide community facilities, such as water, sewer, stormwater, transportation, and parks, to the extent that they create demands for facilities.
  - e. Promote businesses that contribute to the Town's revenues and employment that provides high wages.
  - f. Implement the goals and objectives for the Crescent District that are contained in Section C of this Plan.
  - g. Encourage arts-related businesses and facilities to create a vibrant and diverse visual and performing arts community in town.
  - h. Promote an efficient land development process that provides clear expectations and project management.
  - i. Review and refine regulatory practices that facilitate successful businesses while maintaining the overall quality and character of the Town.
  - j. Promote improved data and transportation programs to better serve the business community.
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*Leesburg Central*