



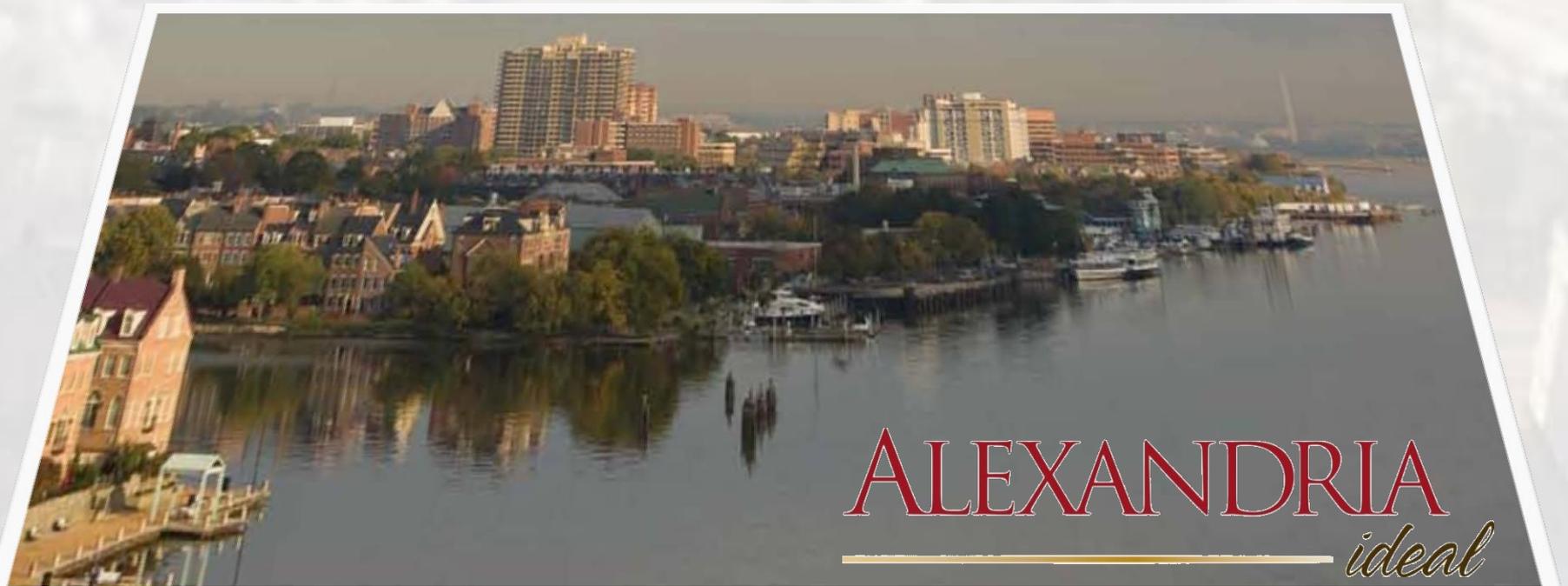
Presentation to the Alexandria City Academy

September 18, 2014

Presented by

***Stephanie Landrum*, Executive Vice President & COO**

OUR GOAL is to strategically support existing and future businesses, development and economic growth in Alexandria in order to ensure that businesses are successful and that the City is competitive with neighboring jurisdictions in our region.



Economic Development in Alexandria



- Collaboration
- Partnerships
- Sustainability
- Accountability
- Shared success





Economic Development Vision & Goals

Alexandria should be a vibrant, creative, diverse City where large and small businesses can locate and grow while enhancing the community's quality of life.

Grow the tax base

- ✓ Achieve an even blend of commercial to residential tax base
- ✓ Bring more jobs to the City
- ✓ Promote new commercial development

Diversify the economy

- ✓ More depth in federal agency cluster
- ✓ Leverage position relating to presence of USPTO
- ✓ Strengthening retail sector in Old Town and beyond

Attract & retain businesses

- ✓ Build on the commercial creative cluster
- ✓ Expand association and nonprofit cluster
- ✓ Branding of Alexandria



Why Economic Development

- Quality of Life
- Services
- Jobs/Resident Balance
- Consumer Choices
- Tax revenues/burden/diversification
- Neighborhood and City stability

Promoting our Principles:

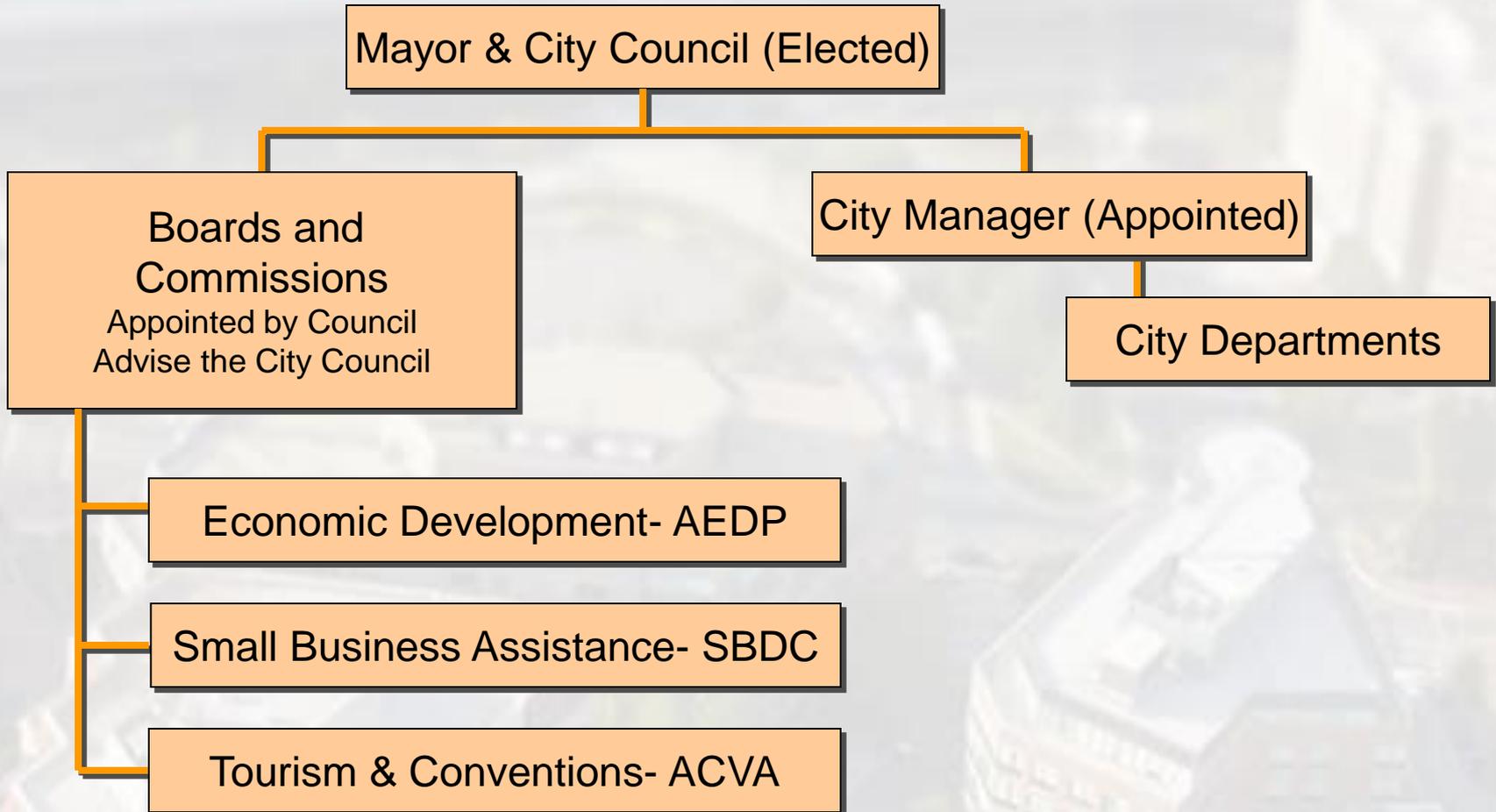
- Vibrant
- Diverse
- Historic
- Beautiful
- Unique
- Neighborhoods
- Urban Villages
- Great Community

Economic Development Return on Investment (ROI)

New Tenants
Development
Retained Tenants
Increased RE Values
+ Tax Revenue

Jobs
Occupancy

City Government Structure

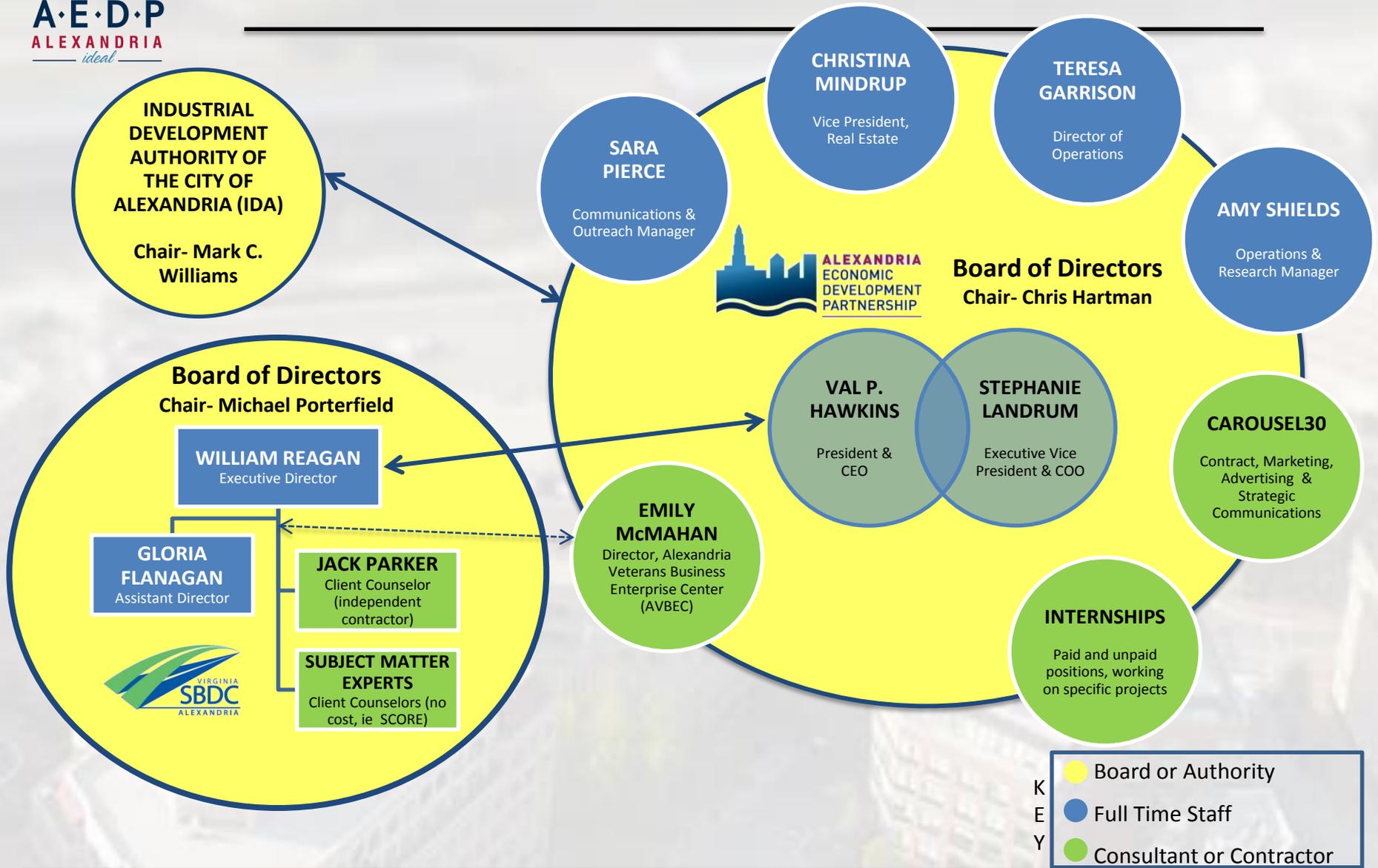




Board of Directors

- 18 member Board of Directors
 - Consists of up to fifteen (15) business representative Directors from:
 - Financial
 - Real Estate
 - Major Employer (with more than 250 employees)
 - Advertising/Public Relations
 - Land Use/Development
 - Attorney/Architect/Planner/Engineer
 - Information Technology
 - Defense Industry
 - Trade or Professional Association
 - One citizen Director; and
 - Two *ex officio* directors; elected official or Alexandria City staff member to be appointed annually by the Alexandria City Council and the Chairman of the Alexandria Chamber of Commerce or its designee.
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Organizational Chart & Relationships



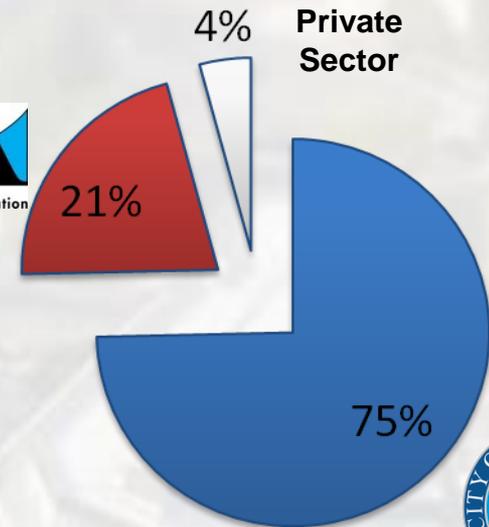
Alexandria Small Business Development Center



Mission: To strengthen small businesses and promote economic growth by providing quality services such as management consulting, educational programs and access to business resources.

Funding: A mixture of local, federal and private dollars support the Center.

- Founded in 1996
- Organized as a 501(c)(3) to allow for fundraising
- Board of Directors includes representation from all funders
- Part of the Virginia SBDC Network, run through George Mason University





Industrial Development Authority

Mission: To provide financing assistance to qualified businesses and organizations wishing to make an investment within the City of Alexandria.

Structure: A seven-member body appointed by the Alexandria City Council for staggered four-year terms, the IDA was created by ordinance of the City Council according to the Industrial Development and Revenue Bond Act of Code of Virginia.

Details: The IDA acts as a conduit, issuing bonds and lending proceeds to 501(c)(3) organizations, small manufacturers and others. The financial markets set interest rates on such bonds below comparable rates for taxable financings because bondholders can exclude interest on the bonds from their gross income.

- Staffed by AEDP
 - Fees collected are dedicated to economic development
-

Seamless Experience for Businesses: Access to Multiple Resources in One Location



Gloria Flanagan, *General Business, City Processes & Minority- & Women-owned Certification*



Timm Johnson, *Finance for Growth Stage*



Aaron Miller, *International Trade*



Ray Sidney-Smith, *Social Media*



Marc Willson, *Retail Operations & Marketing*



Patra Frame, *Human Resources*



Bob Podzius, *General Business Planning & Product Development*



Jack Parker, *General Business & Financial Planning & Bank Loans*



Christina Mindrup, *Commercial Space & Leasing*



John Boulware, *Federal Procurement*



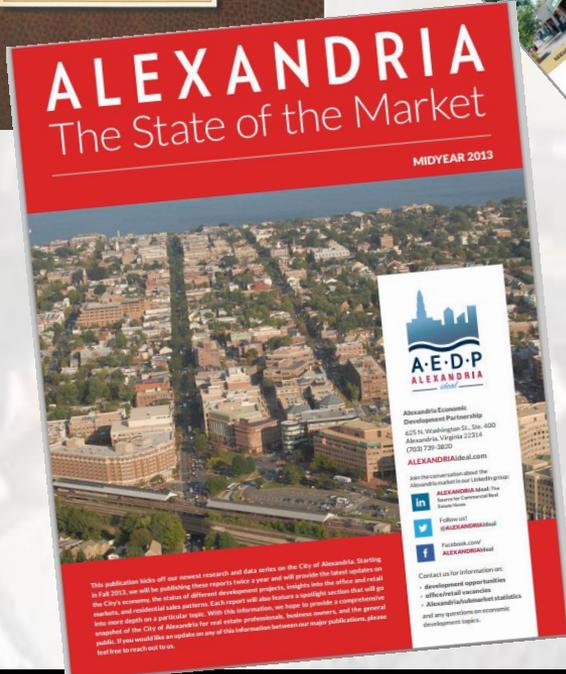
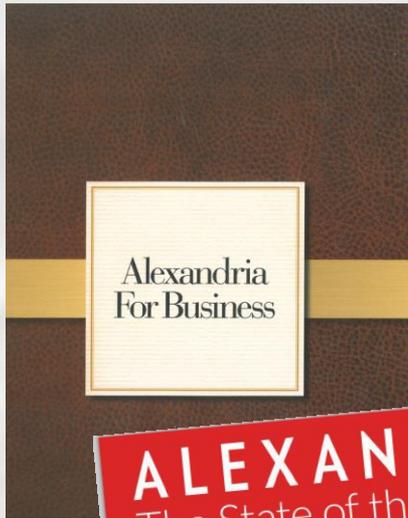
Emily McMahan, *Veterans Issues*



Awards and Accolades: Arts, Tourism, Community, Economy, Education & More

- TOURISM: National Trust for Historic Preservation ***Distinctive Destination***
 - PHILANTHROPY: Top City for ***Online Giving***, four years running out of 273 cities, Alexandria ranks #1 or #2
 - ARTS: ***America's Top Art Places*** Mid-Sized Cities by AmericanStyle Magazine
 - ENVIRONMENT: National Geographic Society's Top 50 ***Greenest Cities***
 - AMBIANCE: One of the Nation's ***Most Romantic Cities*** as ranked by Amazon.com
 - EDUCATION: Most ***Well-Read*** City in America, based on book, magazine and newspaper sales
 - COMMUNITY: #5 of ***Top 10 Best Downtowns*** by Livability.com and one of the nation's ***100 Best Communities for Young People*** by the America's Promise Alliance
-

Marketing: Alexandria For Business





ASSETS • ACCESS • ATMOSPHERE



WELCOME TO ALEXANDRIA, VIRGINIA!

Ideally located just across the Potomac River from Washington, D.C., the City of Alexandria is nationally recognized as one of the best places to live and do business on the east coast. The Alexandria Economic Development Partnership works to strategically support businesses, development, and economic growth in Alexandria, and promotes the city as a creative, diverse, knowledge-based community with a high quality of life.

AEDP can assist businesses and organizations looking to locate or grow their company in Alexandria. We provide economic data, customized reports and maps, demographics, and information on tax and financial incentives. Alexandria MAP'd, our exclusive interactive mapping tool, can help you locate available commercial real estate, including office, retail, and industrial space.



City of ALEXANDRIA



KEY LANDMARKS

1. Landmark Mall
2. BRAC - 133 - Mark Center
3. Inova Alexandria Hospital
4. T.C. Williams High School
5. George Washington Masonic Temple
6. United States Patent and Trademark Office
7. The Birchmere Music Hall
8. Potomac Yard Shopping Center
9. Alexandria City Hall
10. Torpedo Factory Art Center



Metro Station
BLUE LINE
YELLOW LINE



King Street Trolley

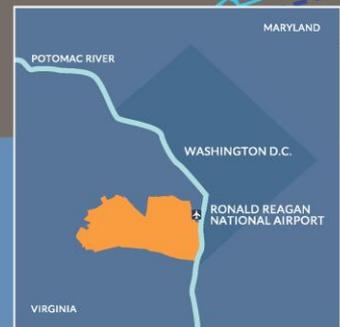


VRE / Amtrak Station

Residential Area

Public Park

Ronald Reagan Washington National Airport





Events: Showcasing the City Through Tours, Meetings, Conferences & Celebrations

MAY 2012: 40 Years of Bond Financing – Celebrating the IDA

\$500M in financing to nonprofits including associations, charities, hospitals and more



FEBRUARY 2013: ICSC Mid-Atlantic Retail Convention

Interactive booth gave retailers information in 'real-time' about availabilities throughout Alexandria

MAY 2013: NAIOP Bus Tour- Potomac Yard Luncheon

500 Commercial
Brokers, Developers
& Investors

JUNE 2013: Boat Tour of Potomac River Developments, Featuring Alexandria

Public & Private Sector attendees learn about growth in MD, VA & DC via the water





The National Science Foundation Breaks Ground in Alexandria, VA

Monday, January 27, 2014





Retention & Attraction- Companies Grow Despite a Down Economy



AMERICAN
BANKRUPTCY
INSTITUTE



Nando's



AMERICAN COUNSELING
ASSOCIATION



Sweet Fire Donna's
BARBECUE AND HOPS



Teaism



Carluccio's





Alexandria Office Market- 22 Million SF in More than 750 Buildings

- **Associations and Nonprofits**
 - 4th largest concentration in the United States, more than 400
 - United Way, American Diabetes Association, Boat US
- **Federal Government Agencies**
 - *US Patent & Trademark Office*- 2.5 million SF campus, 9,000 employees and growing
 - *US Federal Courthouse, Eastern District*- 300,000 SF facility
 - *BRAC 133, Pentagon Annex*- 1.2 million square feet in two towers, 6,400 employees
 - *National Science Foundation*- 667,000 SF new facility to be constructed and occupied by the first quarter of 2017



Federal Courthouse



Old Church converted to office

- **Commercial Creatives**
 - Engineering, Architecture & Planning Firms
 - Marketing, PR, Web Design and Branding Firms
 - Artists, Galleries, Performance Venues



BRAC 133, Pentagon Annex



Challenges Ahead Impacting Economic Development

- Federal Government Sequestration & Uncertainty
- Demand cycles for different types of real estate
- Limited ability to create and/or impact the market
- The region is going to grow- the question is: do we manage growth or let it manage us?
- Increasing office vacancy region-wide
- Major office vacancies in Class B buildings in suburban locations
- Regional competition increasing- Metro's Silver Line
- Desire for more dense & flexible office space by tenants
- Smaller SF requirements per worker
- Decrease in federal spending and contracts and a changing GSA procurement criteria for federal tenants



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This Week in Economic Development

The week of August 19 - 25, 2013
Alexandria Economic Development Partnership



Events & Activities

The Alexandria Marketing Fund Coordinating Council will meet to review applications submitted in the first FY2014 round and prepare feedback for the **Marketing Fund Committee**. AEDP staff serves on this Coordinating Council.

The August **Del Ray Business Association (DRBA)** monthly lunch will feature **Heath Hall, Co-Owner of Pork Barrel BBQ** who will share his success in growing the company using social media (Mon. 8/19 at 11:30 AM, Pork Barrel BBQ, 2312 Mount Vernon Ave., [more information](#)).

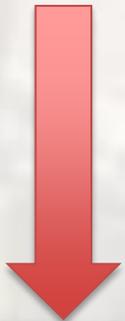
The **Old Town Business and Professional Association (OTBPA)** will hold their regular Board meeting (Tues. 8/20, 9:30 AM, AEDP offices, 625 N. Washington St., Suite 400).



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