



Alexandria Economic Development Partnership

Stephanie Landrum
President & CEO

PRESENTATION TO: CITY ACADEMY

FALL 2020

Adrienne Griffith | Director, Marketing & Communications

A

E

D

P

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

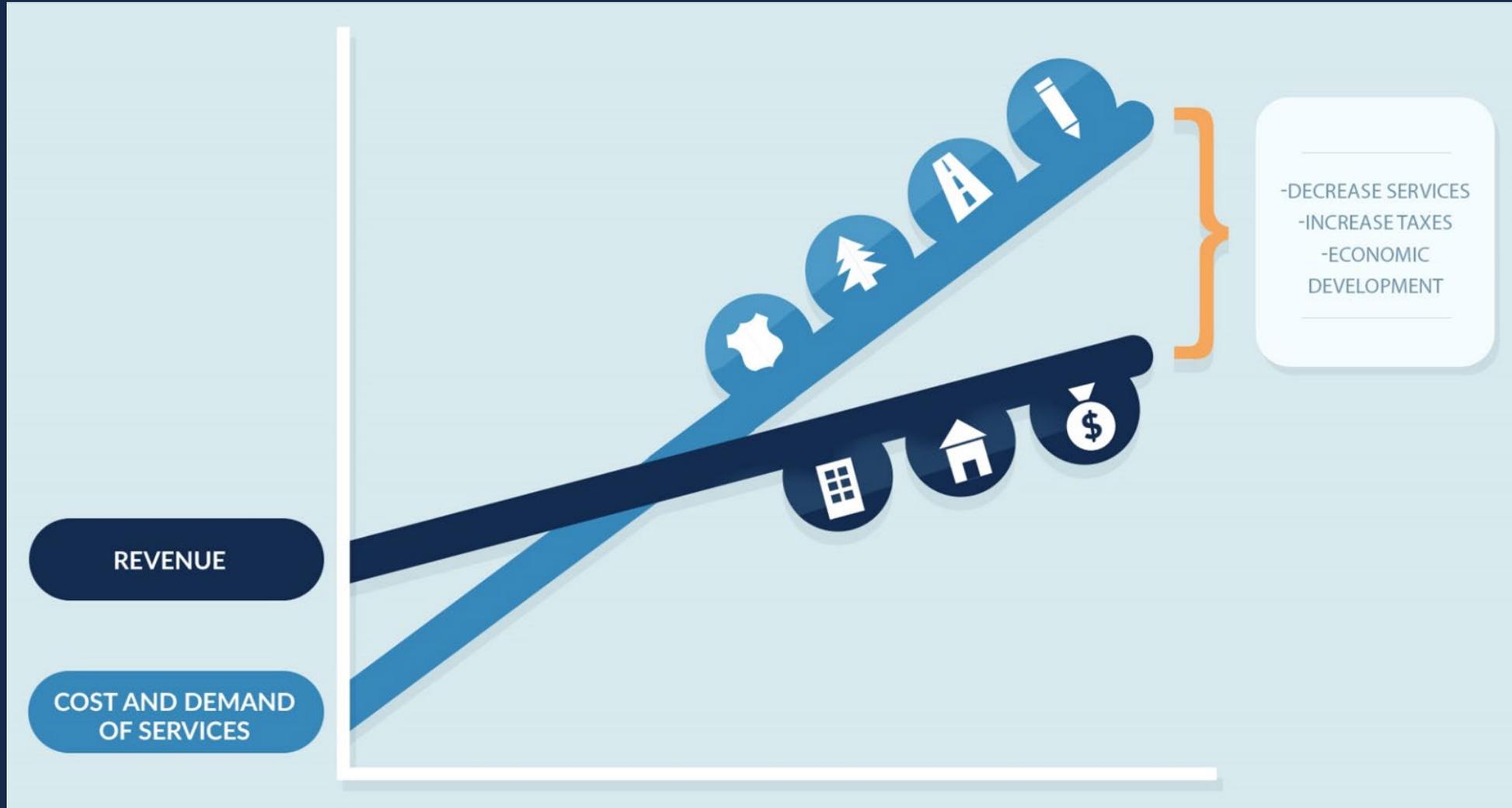
DIVERSIFY the economy

- ✓ 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 non-profit cluster
- ✓ Branding of Alexandria

CITY BUDGET REALITY



BALANCING THE CITY BUDGET



WHY ECONOMIC DEVELOPMENT?

Quality of life

Services

Jobs/resident balance

Consumer choices

Tax revenues / burden/ diversification

Neighborhood & City stability

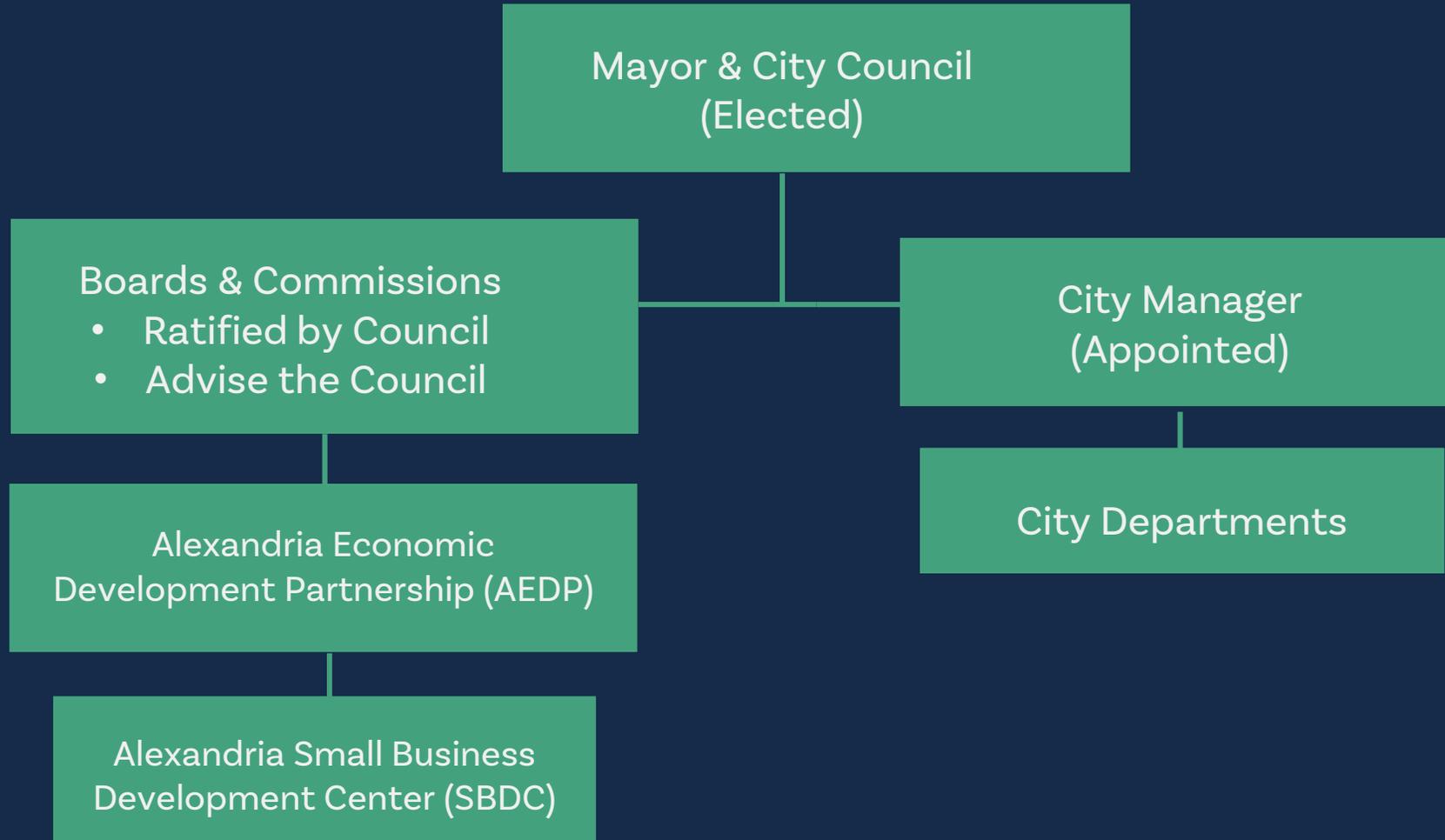
- Measuring ROI:
 - New tenants
 - Retained tenants
 - Jobs
 - Development
 - Occupancy
 - Increased real estate values
 - Increased tax revenue

PROMOTING OUR PRINCIPLES

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



CITY GOVERNMENT STRUCTURE

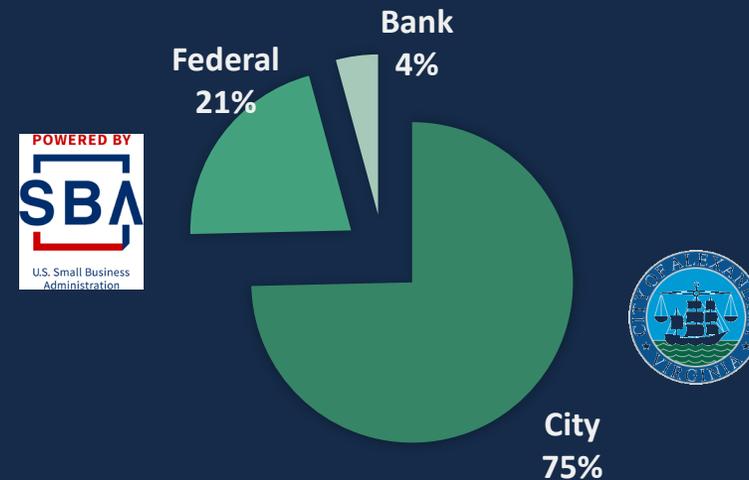


SMALL BUSINESS DEVELOPMENT CENTER (SBDC)

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

- 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

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



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.

ELIGIBLE PROJECTS

Under applicable federal and Virginia law, a variety of projects can be financed with bonds issued by the IDA including the following:

- 
HEADQUARTERS AND OTHER FACILITIES FOR 501(C)(3) ORGANIZATIONS (Other than religious organizations)
- 
MEDICAL FACILITIES
- 
ELEMENTARY AND SECONDARY SCHOOL FACILITIES
- 
POLLUTION CONTROL FACILITIES
- 
HIGHER EDUCATION FACILITIES
- 
PARKING FACILITIES
- 
SMALL MANUFACTURING FACILITIES

MARKETING THE CITY TO BUSINESSES



RSA

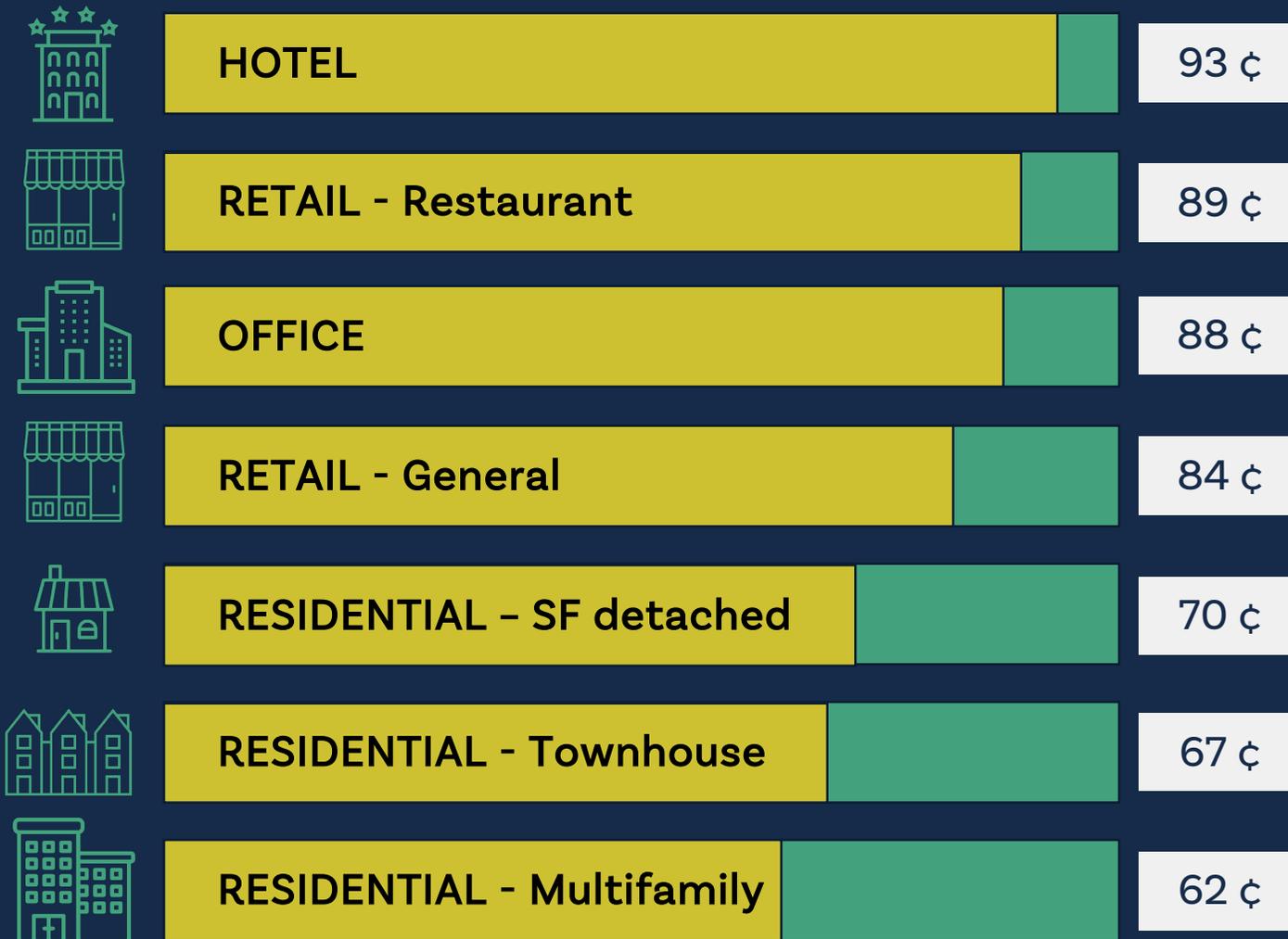
WEBSITE



ALEXANDRIA.

THE BUSINESS OF BOLD.

FISCAL IMPACT OF NEW DEVELOPMENT

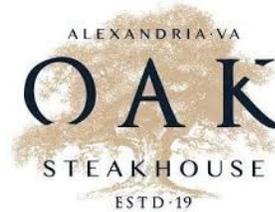


- For every dollar in tax revenues from multifamily residential projects, 38 cents are needed to provide government services to directly support the use and 62 cents are available for general budget needs.

RETENTION & ATTRACTION



American Physical Therapy AssociationSM

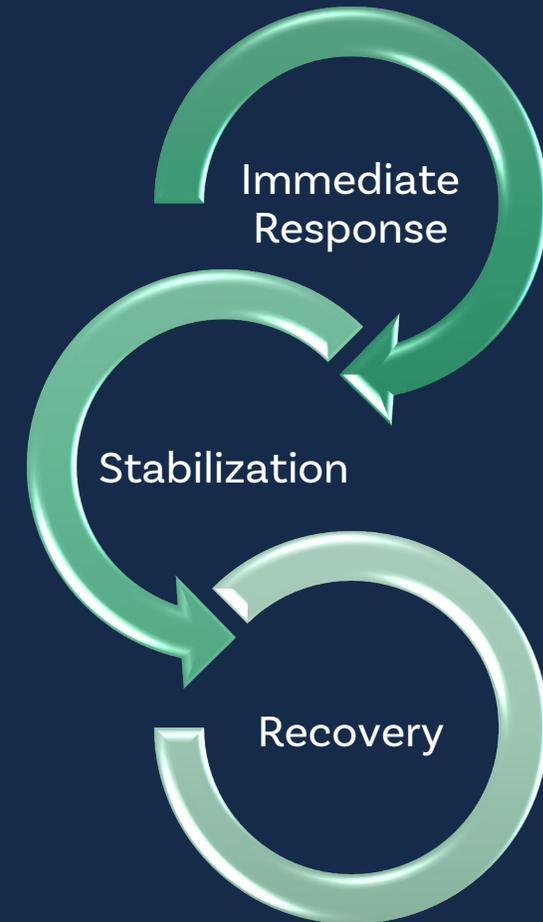


INSTITUTE FOR DEFENSE ANALYSES



COVID-19 RESPONSE: RETAIN & ATTRACT

- IMMEDIATE RESPONSE:
 - March – reopening (June 10, 2020)
- STABILIZATION:
 - Summer – end of year 2020
- RECOVERY:
 - 2021 and beyond



AEDP RECOVERY RESOURCES

AEDP Alexandria Economic Development Partnership

Featured Project: VT INNOVATION CAMPUS

PROPERTY SEARCH | PRESS ROOM | COVID-19 RESOURCES | RESOURCES | CONNECT

WHY ALEXANDRIA? | BUSINESS CLIMATE | ALX B2B | ABOUT AEDP

COVID-19 RESOURCES

Home / COVID-19 Resources

SHARE [Twitter] [Facebook] [LinkedIn]

STAY UP TO DATE

[Sign up for AEDP's COVID-19 Business Alerts](#) to stay up to date on the latest information.

AEDP Alexandria Economic Development Partnership

Featured Project: VT INNOVATION CAMPUS

PROPERTY SEARCH | PRESS ROOM | COVID-19 RESOURCES | RESOURCES | CONNECT

WHY ALEXANDRIA? | BUSINESS CLIMATE | ALX B2B | ABOUT AEDP

ALX B2B BUSINESS REOPENING INFO

Home / ALX B2B / Business Reopening Information

SHARE [Twitter] [Facebook] [LinkedIn]

- ALEXANDRIA OUTDOOR SPACE ACTIVATION
- EMERGENCY WORKPLACE STANDARDS – DOLI

ALX B2B GRANT PROGRAM

- Round One:
 - Funded by federal CARES Act funds + AIF
 - Results: 307 businesses, \$3.495M
 - 235 grants – 2-24 employee businesses
- Round Two:
 - Expanded eligibility criteria, larger marketing push
 - Closed 10/7

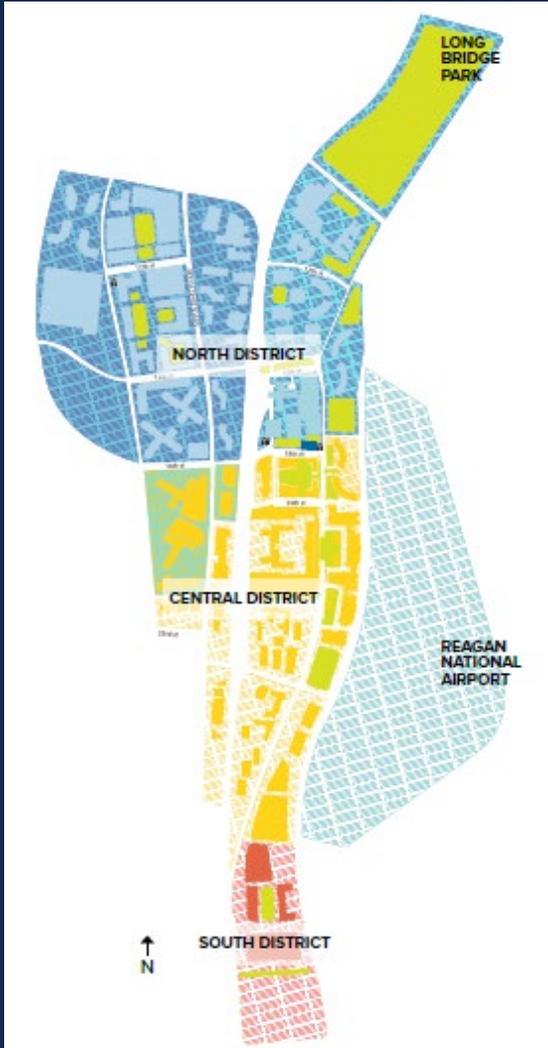


CASE STUDY: AMAZON HQ2 – GETTING FROM A TO Z

- Amazon released an RFP on September 7, 2017 and announces their decision 432 days later
- Project consisted of 3 phases, two written proposals, and multiple site visits
- AEDP dedicated the equivalent of 3 full-time employees to the project and it is estimated that thousands of hours were worked
- Over 75 city, schools, and DASH employees across multiple departments assisted AEDP with preparing the City’s proposal



WHAT IS NATIONAL LANDING?



3
connected urban districts

24,000
housing units affordable at
average Amazon income
within two miles

+17,000,000
square feet of office space

Walk to Reagan National Airport, Metrorail,
Virginia Railway Express, and bus rapid transit
routes

15
minutes to everywhere –
housing, talent, and government



Arlington is #1 for Millennials and
Alexandria is #4 - Niche (2017)



Arlington: #1
best city to live without a car



A+
for commitment to inclusivity and
equality - Human Rights Campaign's
Municipal Equality Index



Alexandria: #1
city for entrepreneurs - Entrepreneur
Magazine (2017)

VIRGINIA TECH'S INNOVATION CAMPUS

- In Alexandria, the Virginia Tech Innovation Campus will deliver leading programs in computer science and software engineering for graduate and doctoral level students
 - Will locate in North Potomac Yard
 - \$1 billion investment by Virginia Tech, over two phases
 - Phase 1 = 1 million square feet mixed-use campus with academic, residential, commercial space for entrepreneurs and companies, and neighborhood serving retail; delivery in 2022



VIRGINIA TECH INNOVATION CAMPUS

~300K SQUARE FEET OF ACADEMIC SPACE, HOME TO CUTTING-EDGE R&D FACILITIES



~350K SQUARE FEET OF HOUSING SPACE FOR STUDENTS AND FACULTY



~250K SQUARE FEET OF PARTNER SPACE, DEDICATED TO STARTUPS AND CORPORATE FACILITIES

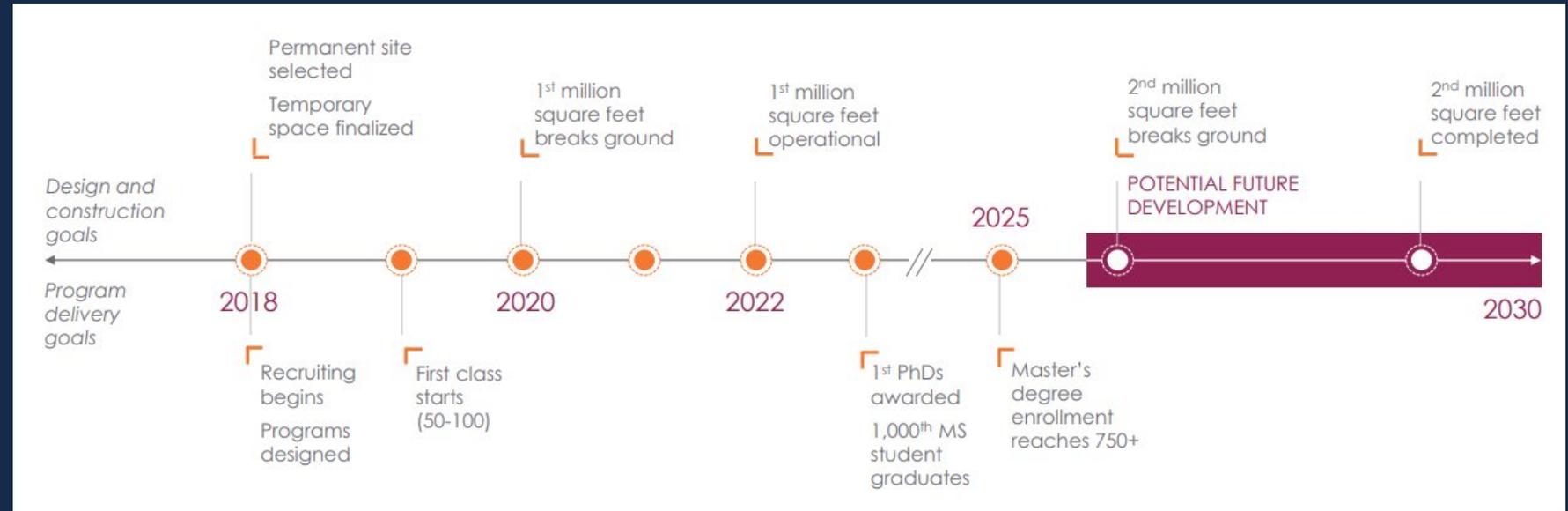


~100K SQUARE FEET OF RETAIL AND SUPPORT SPACES



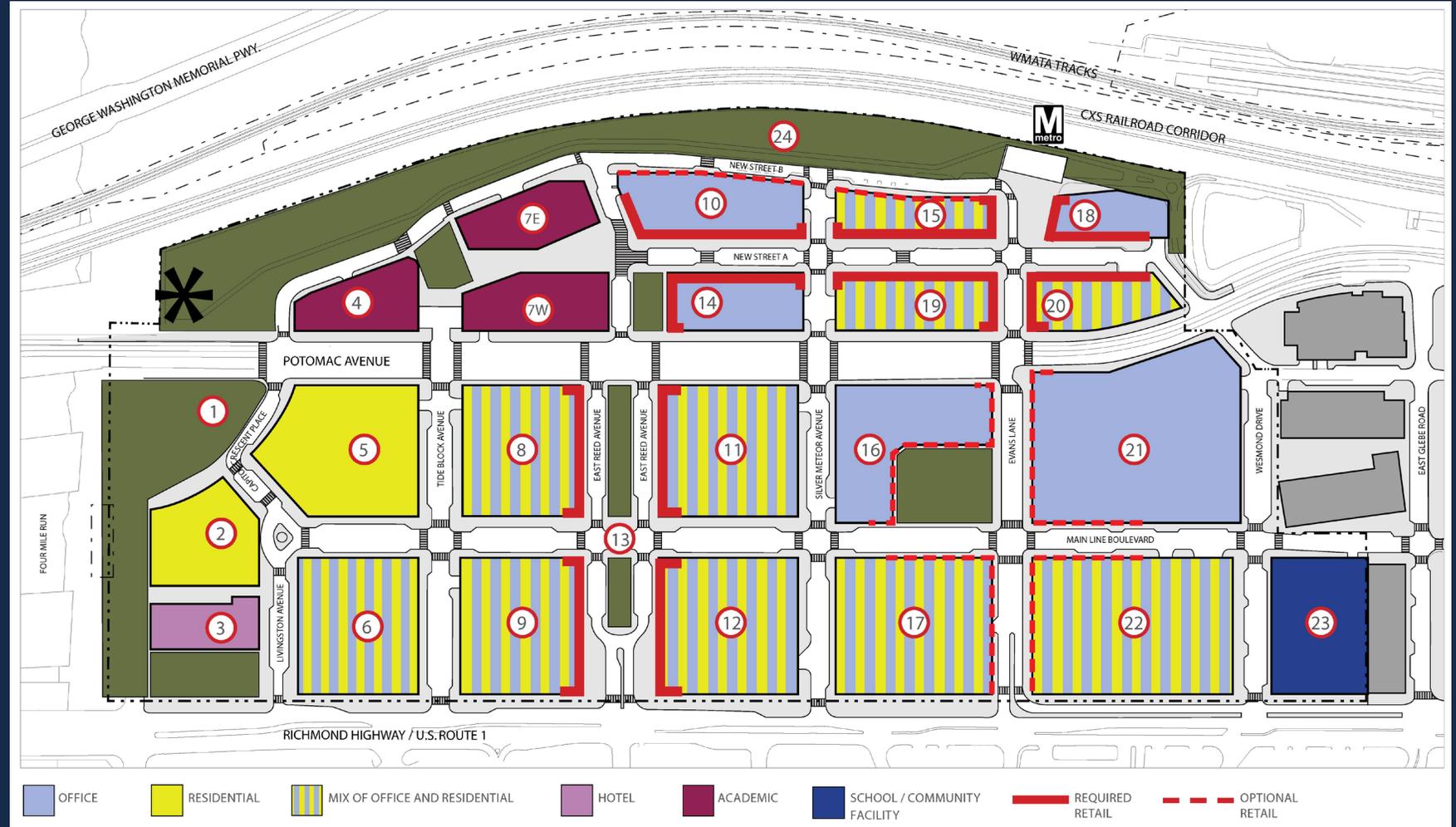
VIRGINIA TECH INNOVATION CAMPUS

Where people, research, industry, and ideas collide to catalyze transformation in the high-tech sector



NORTH POTOMAC YARD

- Because of Virginia Tech's catalytic campus...



BIG OPPORTUNITIES!



Landmark Mall- Alexandria West End



Carlyle Crossing - Alexandria Eisenhower Ave.

SUBSCRIBE FOR WEEKLY NEWS



At the bottom of our website, click “Newsletter Sign Up” to stay up to date!

www.alexandriaecon.org



625 North Washington Street, Suite 400
Alexandria, VA 22314

Featured Project:
[VT INNOVATION CAMPUS](#) | [PROPERTY SEARCH](#) | [PRESS ROOM](#) | [COVID-19 RESOURCES](#) | [RESOURCES](#) | [CONNECT](#)

[WHY ALEXANDRIA?](#) | [BUSINESS CLIMATE](#) | [ABOUT AEDP](#) | [RESOURCES](#) | [NEWSLETTER SIGN UP](#)



Phone: (703) 739-3820

2020 AEDP. [Privacy Policy](#)

COVID-19 SPECIFIC ALERTS

- Sign up for our COVID-19 Business Alerts
 - www.alexandriaecon.org/covid-19-resources/#sign-up-covid-alerts

SIGN UP FOR COVID-19 BUSINESS ALERTS

Name*

FIRST NAME	LAST NAME
First	Last

Email*

EMAIL ADDRESS

CAPTCHA

I'm not a robot


 reCAPTCHA
[Privacy](#) - [Terms](#)

SUBMIT

KEEP UP WITH US!

Facebook, Twitter, Instagram & LinkedIn | Alexandria Economic Development Partnership | @alexandriaecon

ALEXANDRIA. THE BUSINESS OF BOLD.

Alexandria Economic Development Partnership
@AlexandriaEcon · Public & Government Service

Home About Events Photos More

alexandriaecon [Edit Profile](#)

224 posts 1,161 followers 226 following

AEDP Alexandria VA
#AlexandriaVA is nationally recognized as one of the best places to work, live and play! We're so close to DC we used to be in it. #GrowALX
www.alexandriaecon.org

Highlights

POSTS IGTV SAVED TAGGED

ROUND 2 OF ALEXANDRIA BACK TO BUSINESS GRANTS AVAILABLE
Application window for Round 2 of the Alexandria Back to Business Grants is now open. The program is open to small businesses that create or expand operations in the City of Alexandria with fewer than 100 employees and that have been negatively impacted by the COVID-19 global pandemic. AEDP grants range from \$5,000 - \$20,000 depending on the size of the business.
APPLICATION WINDOW
Wednesday, September 20th 9:00AM - Monday, October 19th 5:00PM
Applications, answers to FAQs, and other helpful information is available on the AEDP website.

ALEXANDRIA. THE BUSINESS OF BOLD.

AEDP
@AlexandriaEcon

#AlexandriaVA is a hotspot for rockstar businesses //News of the Alexandria Economic Development Partnership// (AEDP) | FB: on.fb.me/TMc492 | #GrowALX
Alexandria, VA alexandriaecon.org Joined May 2011

714 Following

Media Likes

ALEXANDRIA. THE BUSINESS OF BOLD.

Alexandria Economic Development Partnership
Commercial Real Estate · Alexandria, VA · 1,143 followers

A public-private partnership that serves to promote the City of Alexandria as a premier location for business.

[Learn more](#)

Following

Ryan & 9 other connections work here
[See all 19 employees on LinkedIn](#)