



Framework for Prosperity 2.0: Advancing Arlington's Dynamic Economy

Presentation to Arlington County Board
April 24, 2018
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Arlington Economic Development Commission





MISSION OF THE EDC

The Economic Development Commission’s primary responsibility is to:

Advise and assist the Arlington County Board and Arlington Economic Development in carrying out Arlington’s economic development strategy entitled “Arlington’s Framework for Prosperity,” and on such other issues and goals as may be deemed important and relevant by the County Board.

–Charter Adopted by County Board July 2014





VISION AND OBJECTIVES OF THE EDC

Vision:

Economic Development will not only sustain, but accelerate, the Arlington economy to add wealth, employment, and quality to the community.

Objectives:

1. Position Arlington as a regional, national and international world-class business and visitor location, and execute meaningful marketing activities.
2. Create leading-edge urban districts with abundant private investment opportunities.
3. Coordinate and provide support and resources to new and existing businesses, small and large.
4. Develop private sector partnerships at all levels to maximize economic development value.



EDC WORK PRODUCTS

- 2006 – BRAC Transition Task Force: Strategic Recommendations
- 2009 – Arlington’s Framework for Prosperity: Economic Development Plan
- 2010 – Boutiques, Bistros & Banks: Recommendations for Successful Retail in Arlington
- 2011 – Economic Sustainability In Arlington
- 2012 – Competitiveness Task Force Recommendations
- 2013 – Innovation Economy Strategy, Community Messaging
- 2014 – Office Market of the Future
- 2015 – Guiding Principles
- 2016 – Competiveness 2.0, Regional Economic Development Strategy
- 2017 – Framework for Prosperity 2.0: Advancing a Dynamic Economy



FRAMEWORK FOR PROSPERITY 2.0

...ADVANCING A DYNAMIC ECONOMY

- Inclusive, overarching strategy for Arlington's economy
- Original strategy created in 2007 and was the first community-wide economic development strategy in County
- Served us well the first 10 years
- Addresses new economic dynamics to sustain and enhance Arlington's Prosperity in the future.
- Reflects community values of retaining small town charm while enjoying big city amenities.



FRAMEWORK FOR PROSPERITY 2.0

Goal 1. Robust Business Infrastructure

- Arlington will be recognized for its welcoming business environment, government efficiency, facilities, infrastructure, and state-of-the-art systems.

Goal 2. Sustainable Economy

- Arlington will support a sustainable and flourishing economy which will foster a fiscally sound and healthy community.

Goal 3. Innovative Workforce

- Arlington is an inclusive and technologically savvy community that attracts highly skilled and creative workers who fuel forward-thinking organizations, as well as valued service workers who support all facets of our economy.

Goal 4. Distinctive Place

- Arlington's distinctive character, excellent quality of life, and forward-looking focus will be preserved and amplified to the enjoyment of residents, businesses, and visitors.

A photograph of the Arlington skyline, featuring various high-rise buildings and skyscrapers under a clear sky. The buildings are in shades of grey, white, and brown.

GOAL ONE: ROBUST BUSINESS INFRASTRUCTURE

Arlington will be recognized for its welcoming business environment, government efficiency, facilities, infrastructure and state-of-the-art systems.

- Maintain and Improve Important Business Infrastructure
- Champion Efforts to Improve County Processes and Systems
- Promote Exceptional Real Estate Development
- Deliver Win-Win Incentives

A photograph of the Arlington skyline, featuring various high-rise buildings and a prominent white cylindrical tower, set against a hazy sky.

GOAL TWO: SUSTAINABLE ECONOMY

Arlington will support a sustainable and flourishing economy which will foster a fiscally sound and healthy community.

- Focus Efforts on a Balanced and Diverse Economy
- Support and Build Partnerships that Augment and Enhance Government-Led Economic Development Efforts
- Enhance Small Business Support
- Increase Overnight Hotel Stays and Visitor Spending

A photograph of the Arlington skyline, featuring various high-rise buildings and a prominent white cylindrical tower, set against a hazy sky.

GOAL THREE: INNOVATIVE WORKFORCE

Arlington is an inclusive and technologically savvy community that attracts highly skilled and creative workers who fuel forward-thinking organizations, as well as valued service workers who support all facets of our economy.

- Strive for Comprehensive Workforce Development
- Ensure Creative Worker Housing Options
- Promote Arlington's Message Far and Wide

A photograph of the Arlington skyline, featuring various high-rise buildings and a mix of architectural styles, set against a clear sky.

GOAL FOUR: DISTINCTIVE PLACE

Arlington's distinctive character, excellent quality of life and forward-looking focus will be preserved and amplified to the enjoyment of residents, businesses and visitors.

- Promote Distinctive Neighborhoods
- Foster a Retail Mix That Emphasizes Local Character and Economic Diversity
- Invest in Vital Services and Amenities that Enrich the Community
- Support Artists and Innovators
- Pursue Holistic Development that is Environmentally Sound, Livable and Regionally Integrated



STRATEGY IMPLEMENTATION: KEY PLAYERS

- Arlington Economic Development
- Business Improvement Districts and Partnerships:
 - Ballston BID, Crystal City BID, Rosslyn BID, Clarendon Alliance, Columbia Pike Revitalization Organization, Lee Highway Alliance
- Other Arlington County Departments/Agencies:
 - Community Planning, Housing & Development, Environmental Services, Industrial Development Authority, etc.
- Business Organizations:
 - Arlington Chamber of Commerce, Virginia Economic Development Partnership, Alexandria/Arlington Workforce Council, Greater Washington Board of Trade, etc.
- EVERYONE ELSE:
 - Businesses, Public Schools, Universities, etc.



EVERYONE CAN ADVANCE ARLINGTON'S ECONOMY ...

1. Educate neighbors about the relevance and critical importance of 50/50 tax balance of resident and business revenues
2. Be welcoming and embrace Arlington's business community and communicate loud and clear about its value to residents
3. Patronize local Arlington businesses, arts and events; encourage your out of town guests to find a hotel at StayArlington.com
4. Seek out ways for our businesses to get involved in community organizations and schools