



LOUDOUN VIRGINIA

ECONOMIC DEVELOPMENT
D.C.'s TECHNOLOGY CORRIDOR

State of Loudoun's Rural Economy

March 12, 2018

RURAL BUSINESS DEVELOPMENT TEAM



ECONOMIC IMPACT OF AG IN LOUDOUN COUNTY?

- USDA
 - Value of Land & Buildings + Machinery & Equipment + Ag Products Sold=\$117,000,000
- Virginia 2016 Commercial Grape Report
 - 1,385 tons of grapes produced
 - Grapes valued at just over \$2M
 - Wine valued at \$36M
- USDA
 - 1,396 Farms; 134,792 acres
- County Land Use
 - 5,002 parcels; 167,071 acres



EQUINE

2014 Loudoun County Equine Owners Survey-\$180M Economic Impact



AGRITOURISM

2015 Fiscal Impact of Virginia Agritourism Study

- 51% of Northern VA farm based tourism businesses are located in Loudoun
- 1,098,587 Annual Visitors
- 794,081 Non-Local Visitors
- \$383.1M Total Annual Visitor Spending
- \$452.1M Total Economic Activity
- \$33.8M State and Local Taxes Attributed



RURAL ECONOMY BUSINESS DEVELOPMENT STRATEGY UPDATE

- Re-Design LoudounFarms.org



**LOUDOUN
VIRGINIA**

WWW.LOUDOUNFARMS.ORG

- Create a Branded Rural Business Awareness Program

LOUDOUN, VA MADE • LOUDOUN, VA GROWN™



- Enhance Marketing Programs to Improve Linkage Between Rural and Urban Economies

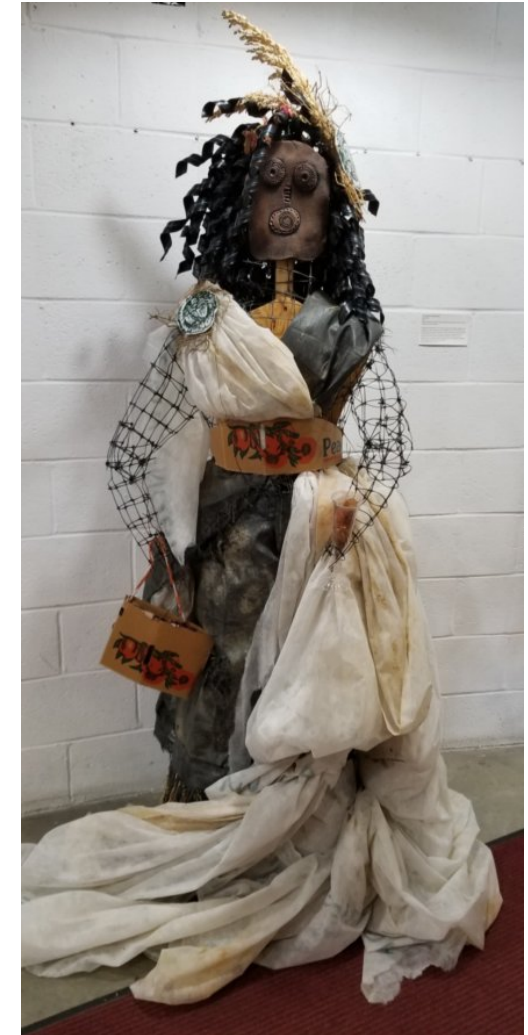
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FARM TO fashion
AGRICULTURE CREATIVE CHALLENGE

Artists, fashion designers, students and craftspersons are encouraged to create proposals for the Farm to Fashion "Agriculture" Project. The project goal is to create and display fashion objects made from materials provided by Loudoun agricultural businesses, creating a fabulous showcase of the County's rich and diverse arts & agriculture sectors. Works will be on display October 1 through 31, culminating in the Farmstyle Reception and Awards Event from 2pm to 5pm Saturday, October 28th, at Franklin Park Arts Center.

To participate, or to learn more, visit www.loudounarts.org or www.franklinparkartscenter.org, or call 540.338.7973

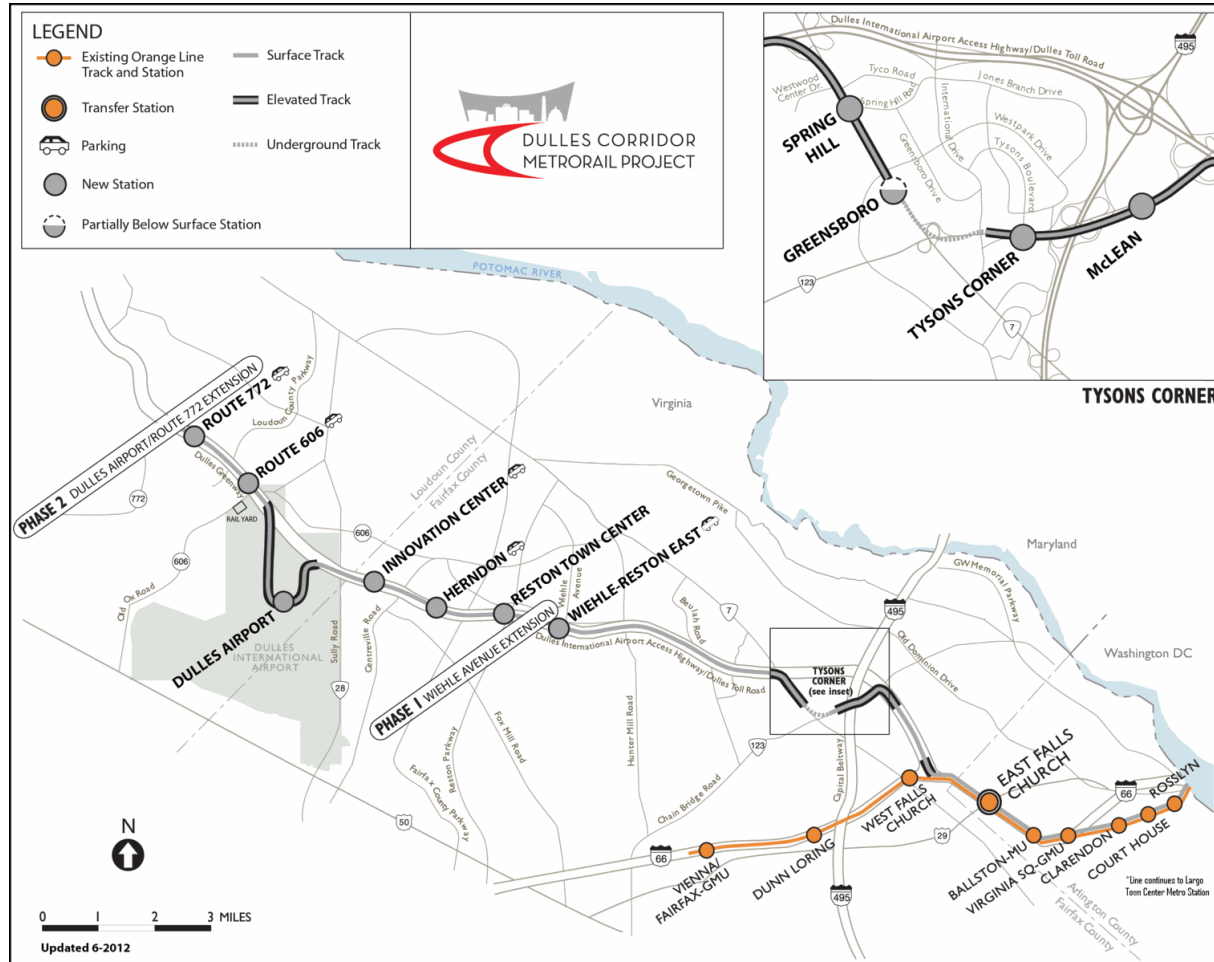
THIS PROJECT IS PRESENTED BY THE FRIENDS OF FRANKLIN PARK ARTS CENTER, LOUDOUN ECONOMIC DEVELOPMENT, AND THE LOUDOUN ARTS COUNCIL



- Create a Formal Consulting and Research Network



- Develop a Consolidated, Year-Round Farmers Market in Loudoun County



RURAL BUSINESS ACCELERATOR UPDATE



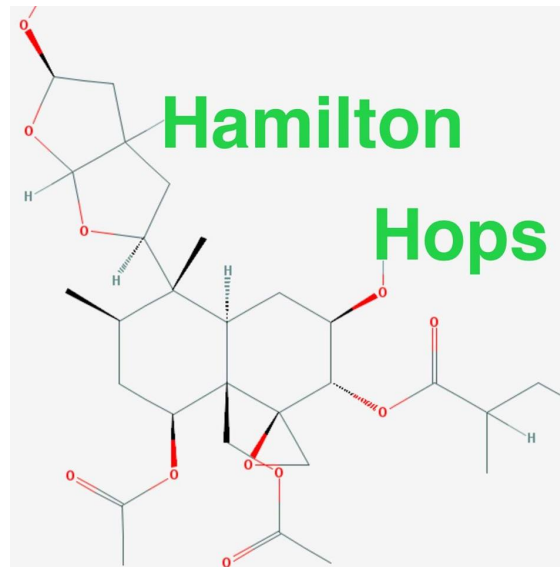
CRAFT BEVERAGES-VALUE ADDED AG

- Wineries
 - 2012-32 wineries
 - 2017-44 wineries
- Breweries
 - 2012-2 breweries
 - 2017-28 breweries
- Distilleries
 - 2012-1 distillery
 - 2017-3 distilleries
- Total craft beverage manufacturers today-75



EXPANSION-PRODUCTION AGRICULTURE

- Hops
 - 2012 1 grower-1 acre
 - 2017 10 growers-16 acres
- Malting Grain
 - 2012 0 growers-0 acres
 - 2017 2 growers-140 acres
- Grapes
 - 2012 662 acres
 - 2016 697 acres



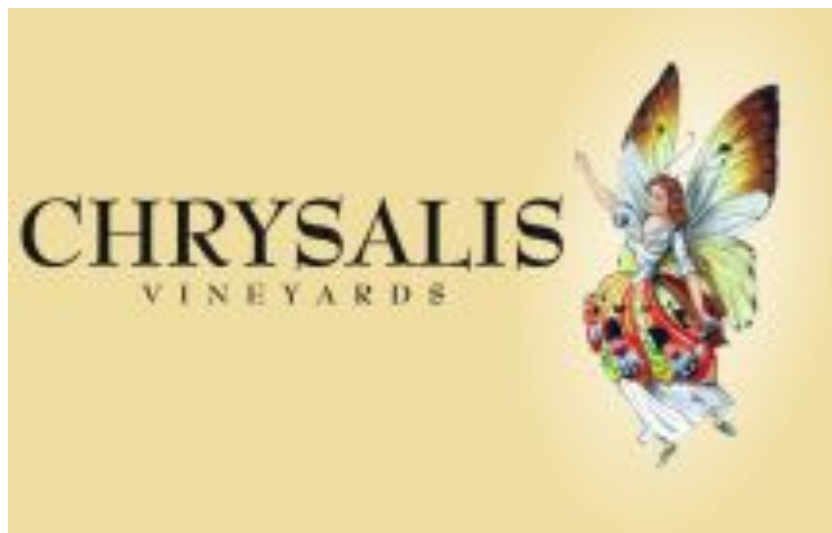
BUSINESS EXPANSION



BUSINESS EXPANSION



BUSINESS DIVERSIFICATION



BUSINESS ATTRACTION



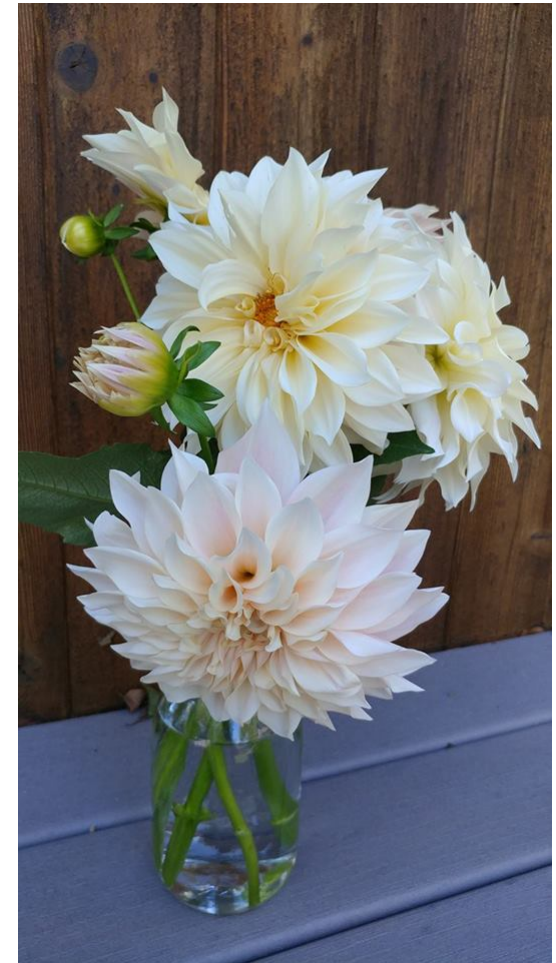
NEW & EMERGING SECTORS

- Indoor Farming



NEW & EMERGING SECTORS

- Cut Flower Production



MARK YOUR CALENDAR!



Spring Farm Tour
May 19 & 20
10AM-4PM

#LOUDOUNPOSSIBLE





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Kellie S. Hinkle, Agricultural Development Officer

703-737-8820

kellie.hinkle@Loudoun.gov