

# Amazon 101

Updated Jan. 2019

Innovation lives here



# AGENDA

## WHAT IS NATIONAL LANDING?

3

Project Evaluation

8

HQ NOVA at National Landing

15

Virginia Tech Innovation Campus

23

State and Local Investments

28

Community Engagement & Next Steps

45

Innovation lives here

2

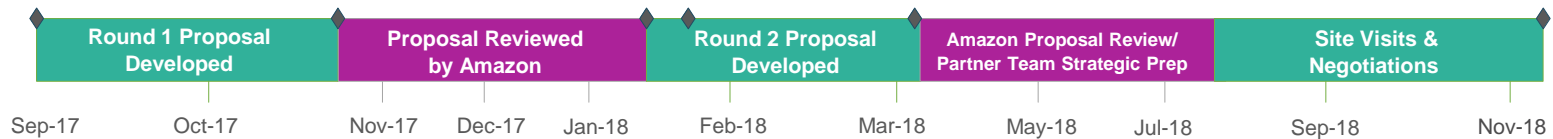
# WHAT IS NATIONAL LANDING?

Innovation lives here

# THE PROCESS – GETTING FROM A TO Z

## WHAT DOES IS TAKE TO WIN?

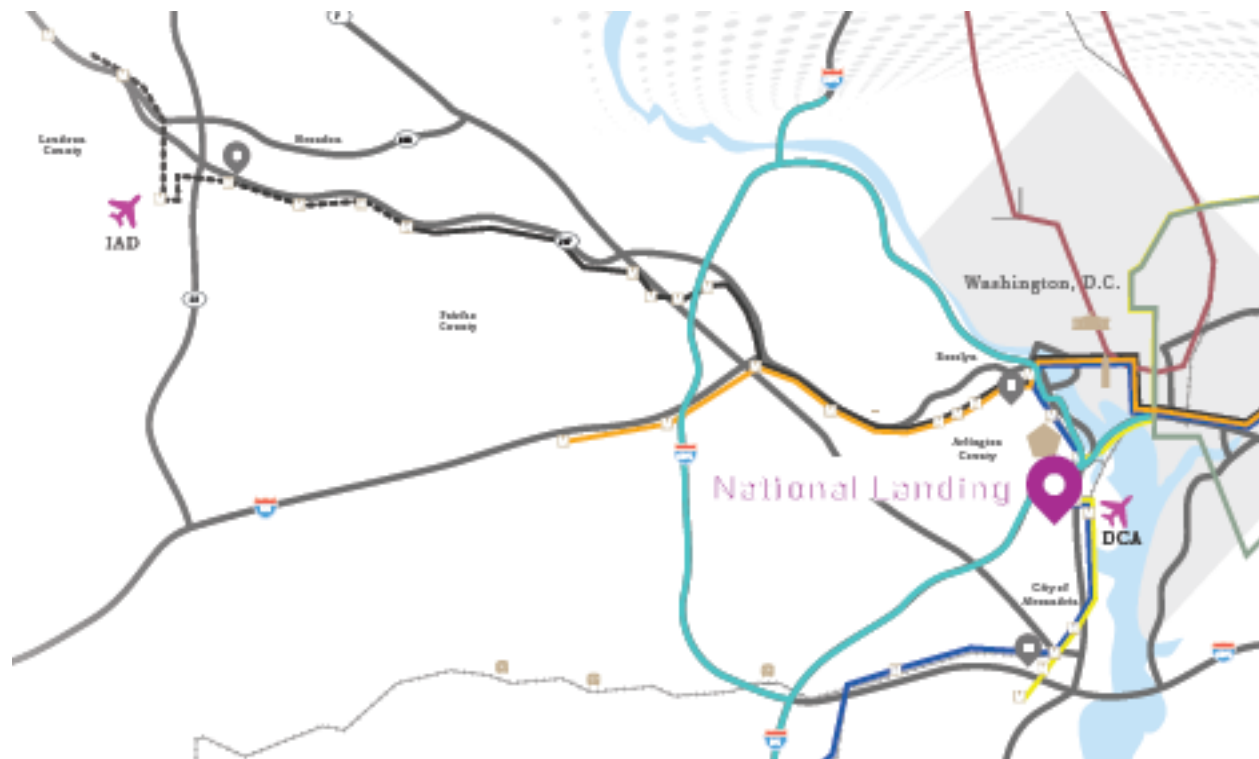
- Amazon released their RFP on September 7, 2017 and announced their decision 432 days later
- Project consisted of written proposals, multiple site visits, custom website and videos
- In Arlington, a core team of 6 AED staff and in Alexandria, AEDP dedicated the equivalent of 3 full-time employees to the project. It is estimated that thousands of hours were worked in order to be responsive and timely
- Over 100 county, city, and schools employees, across multiple departments assisted AED and AEDP with preparing the joint proposal



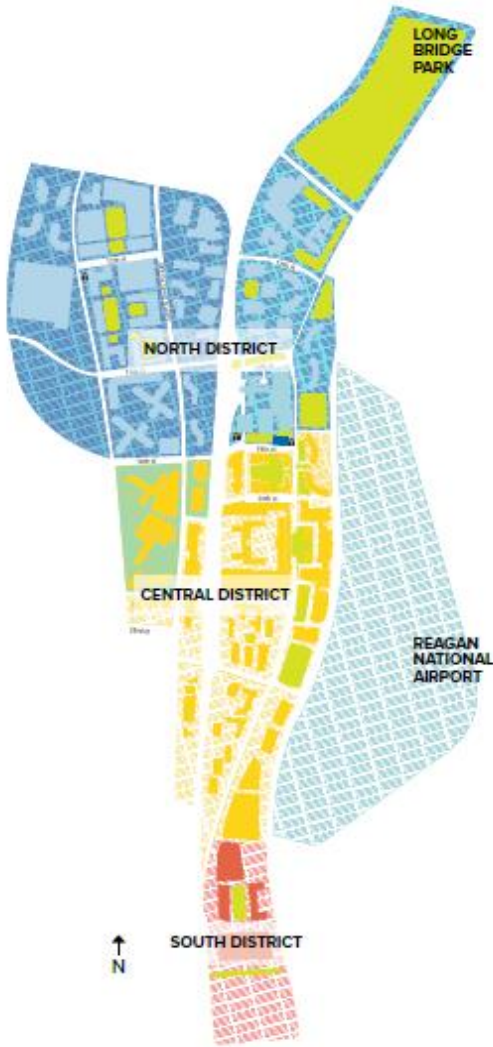
# UNPRECEDENTED JOINT PROPOSAL FOR HQ2 BID

## JOINT PROPOSAL BY ARLINGTON & ALEXANDRIA IDENTIFIED SITES IN NATIONAL LANDING - PENTAGON CITY, CRYSTAL CITY AND POTOMAC YARD

- Located in the heart of the DMV adjacent to Reagan National Airport
- Single development partner– JBG SMITH
- Highly educated market
- Proximity to the Nation's capital
- Extensive transportation network
- Over +17 million square feet of office space



# 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)

Innovation lives here

# COMMUNITIES READY FOR GROWTH

## ADOPTED COMMUNITY PLANS IN ARLINGTON & ALEXANDRIA ENVISION CONSIDERABLY MORE GROWTH THAN HQ2 REQUIRES

Over the last two decades, Alexandria and Arlington have worked jointly to craft a **collective vision** for these three neighborhoods, transforming them into **one cohesive new district**. Both communities have adopted small area and sector plans, crafted by residents and stakeholders, that outline expectations for growth and investment. *Amazon could move into a mixture of existing buildings and new construction already planned for in the Crystal City Sector Plan and the North Potomac Yard Small Area Plan.*



***These plans anticipate more than three times the amount of growth than needed by Amazon.***



# PROJECT EVALUATION

Innovation lives here



# EVALUATION OF AMAZON PROJECT

## SITE SELECTION PROCESS

As with any economic development project, Arlington evaluates the project parameters to ensure that a company would fit into our community. For Amazon specifically, the initial project specifics included the potential for up to 50,000 new jobs and occupying 8 million square feet. We evaluated the following areas:

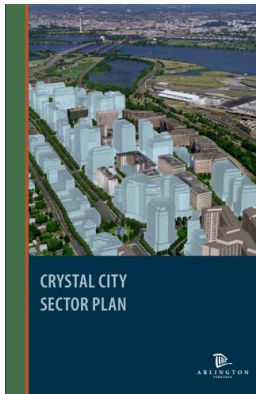
- How well the project fit into existing sector plans and phased development plans and if there was enough development capacity to accommodate the project;
- What was the current inventory of existing office vacancies, the effects of BRAC and other federal agency losses, and loss of property tax revenue due to the current vacancy rate;
- What the current levels of capacity existed in our public transportation systems such as metro, bus, train, and bicycle and how would Amazon employees use transit;
- We reviewed school projections for future student enrollment and projections of how many employees would reside in Arlington;
- We reviewed housing capacity and future pipeline in Arlington and the region including market rate and affordable housing.

# IMPLEMENTING OUR COMMUNITY PLANS

## Amazon will help realize the long-term vision of adopted community plans

The site is well-served by multi-modal transportation services, including Metrorail, VRE commuter rail, Metrobus, local and regional bus lines, bike sharing and car sharing services.

- Metrorail and the Metro & ART bus systems can accommodate an additional 50,000 to 70,000 weekday trips in Arlington
- Metrorail weekday ridership in the area is down 20% from the prior peak
- Local and regional bus service also has unused capacity, with Metro Bus weekday ridership down 20% off the prior peak, while ART bus weekday ridership is down 12.5% off the prior peak



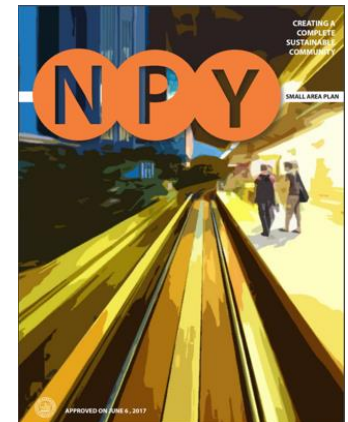
### Crystal City Sector Plan/Pentagon City

- 2M SF of vacant office space in Crystal City today (8M in Arlington)
- In Crystal City and Pentagon City, sector plans and development plans envision the future addition of 21.5M SF of mixed-use development
- Immediate implementation of Met Park, Pen Place, Metro Market Square and a new transportation system connecting to workforce housing in Alexandria, Crystal City, Pentagon City and Columbia Pike

### North Potomac Yard Small Area Plan:

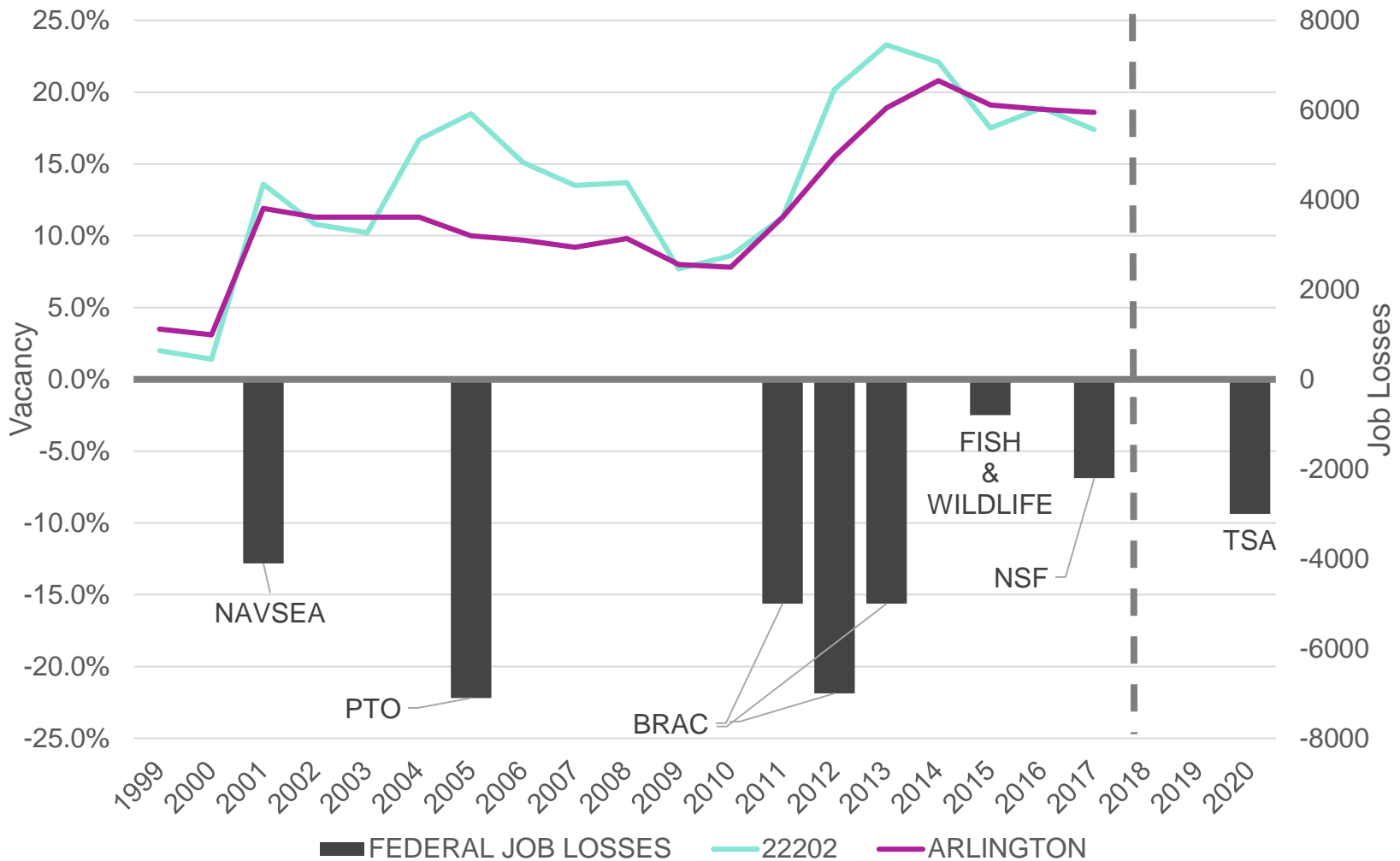
- More than 10M SF of approved mixed-use density, with supporting infrastructure projects required and planned as development occurs
- With a planned new Metro station, density and growth is required to fulfill the community's vision for a transit-oriented, walkable community

Innovation lives here



# FEDERAL JOB LOSSES

Amazon's 25,000 jobs help offset the more than 34,000 Federal jobs lost over the last 20 years including NAVSEA, PTO, BRAC, Sequestration, NSF, and future TSA job losses

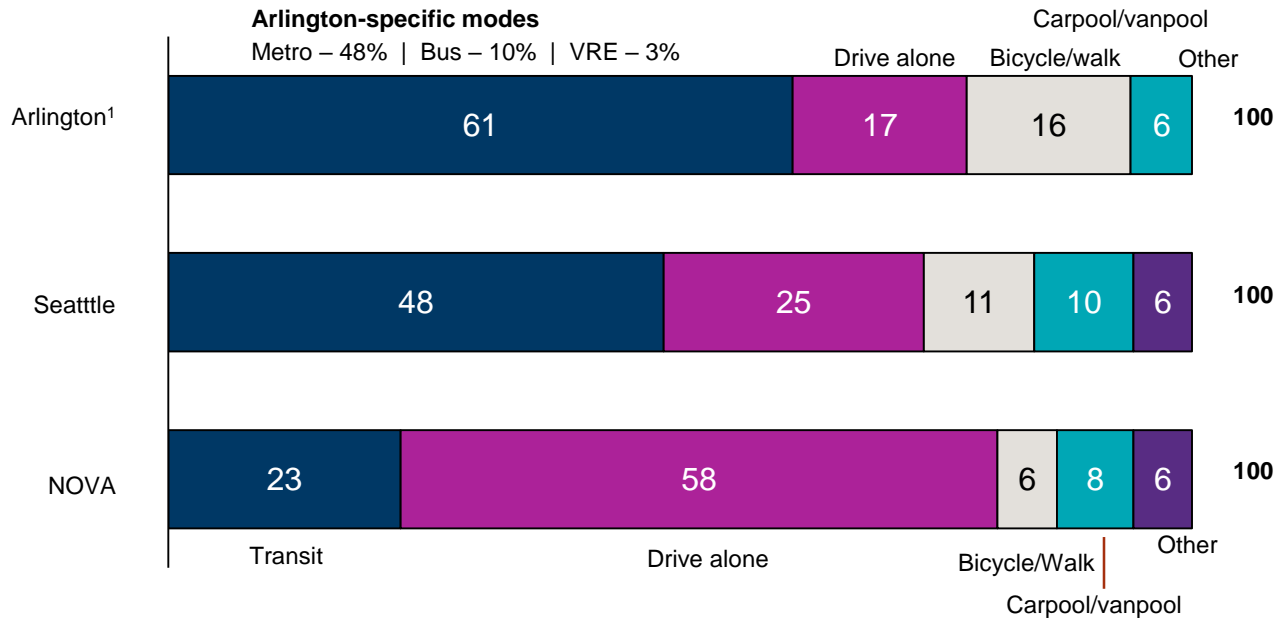


# Preliminary Projected Commuting Patterns

77% of Amazon Employees are projected to use public transit, walk, or bike to work in Arlington

## Commuting patterns

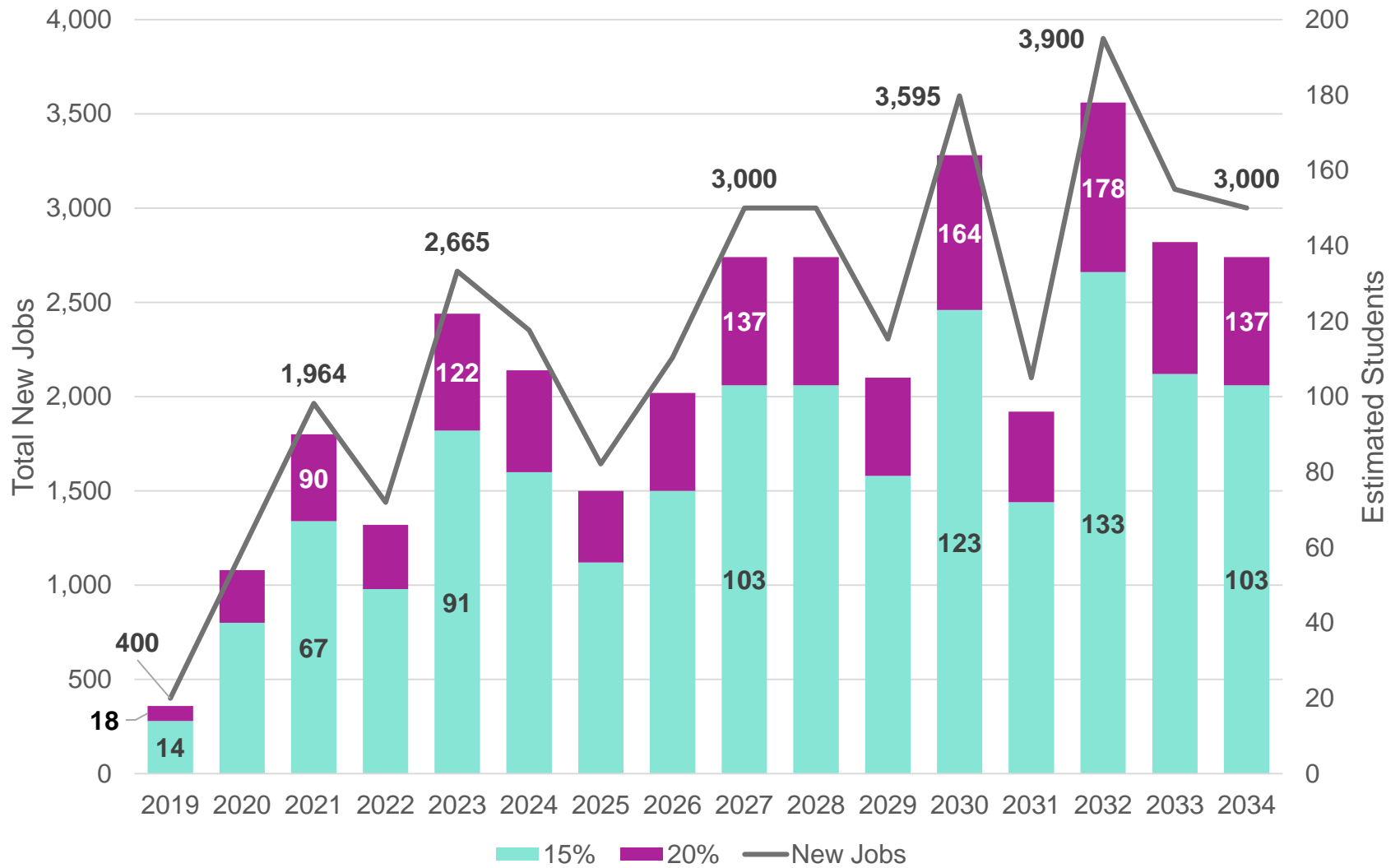
Share of commuters commuting to work by mode



- <sup>1</sup> Arlington-only commute trip-making projections based on 50,000 employees; 10M square feet of office; 200 square feet of office per employee; one parking space for every 1,150 square feet of office; 85% daily attendance making 2 trips per day.
- Comparison showing commute patterns with Seattle headquarters and a headquarters that would be located in NOVA
- Source: Seattle (2017 Center City Commuter Mode Split Survey Results); NOVA includes Herndon, McNair, Alexandria, and Arlington (ACS, 2012-2016); Arlington estimates are from the county planner

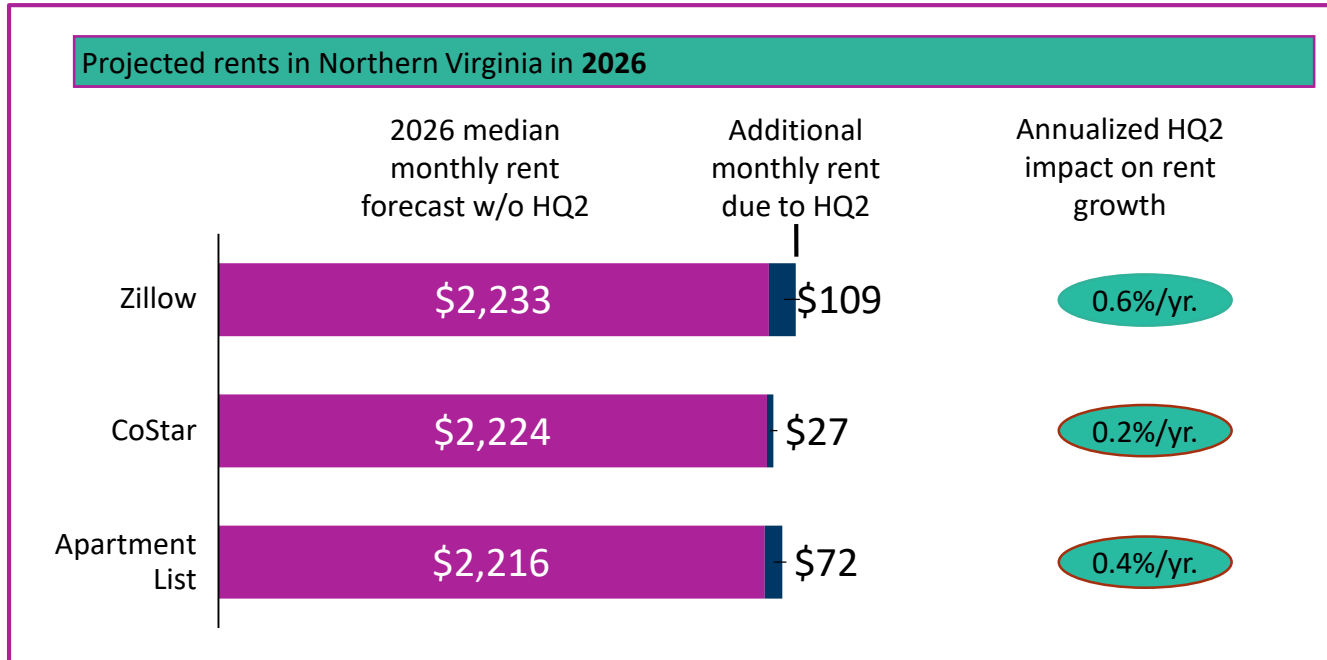
# Estimated Students and Jobs by Year

Students by Year at 15% and 20% Employees Residing in Arlington



# Projected Rent Increases over Next Decade

- 2026 median monthly rent expected to be between \$2,216-\$2,233/mo.
- HQ2 expected to add <\$110 to that monthly bill



\* All three studies envisioned employment growth much faster than the latest forecast  
Source: Zillow; Apartment List; CoStar; VEDP analysis



# HQ NOVA at NATIONAL LANDING

Innovation lives here

# AMAZON SELECTS NOVA'S NATIONAL LANDING FOR A HQ2 SITE

**Amazon selects NOVA** for HQ2 site after 14-month search

- \$2.5 billion investment by Amazon in Arlington County
- At least 25,000 new HQ jobs within 12 years

**New Virginia Tech Innovation Campus to locate in Alexandria**

- \$1 billion investment by VT
- 1 million square foot mixed-use campus



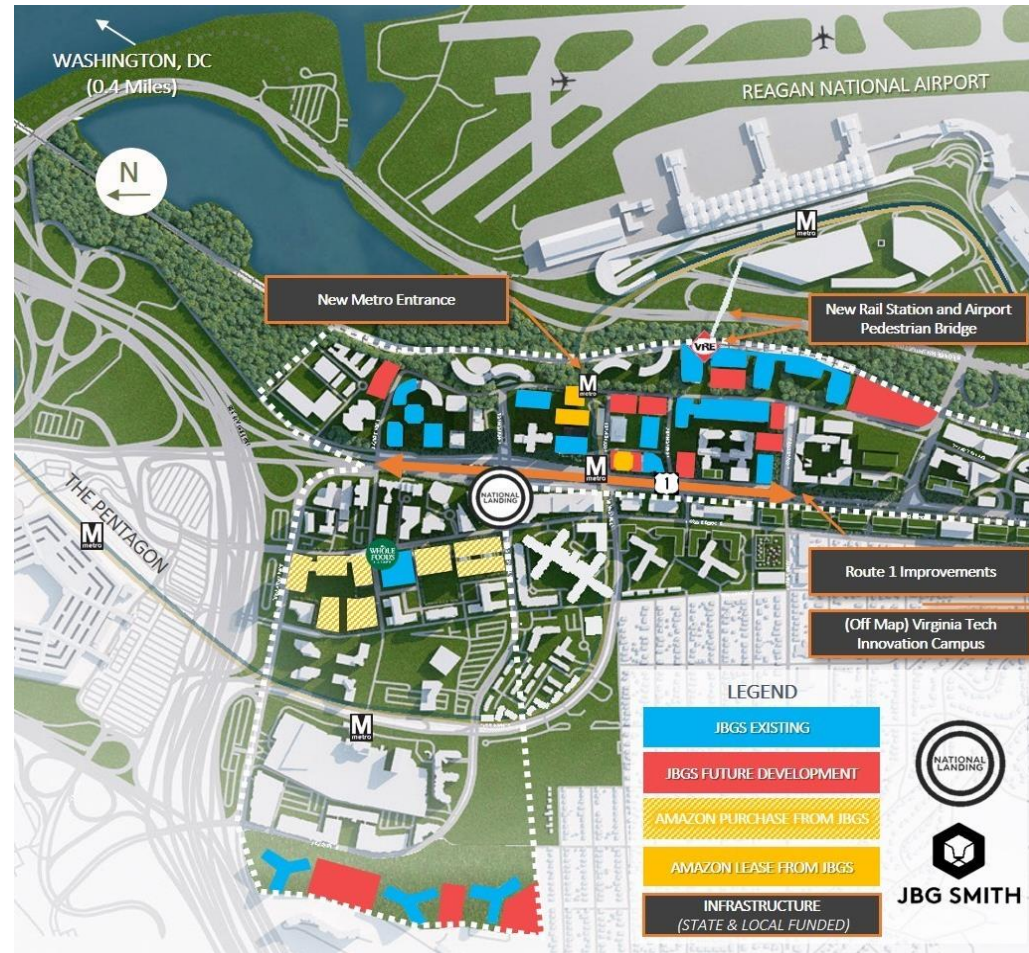
**New State investments** in transportation, affordable housing, higher education and K-12 education for National Landing and NOVA



# HQ2 NOVA AT NATIONAL LANDING

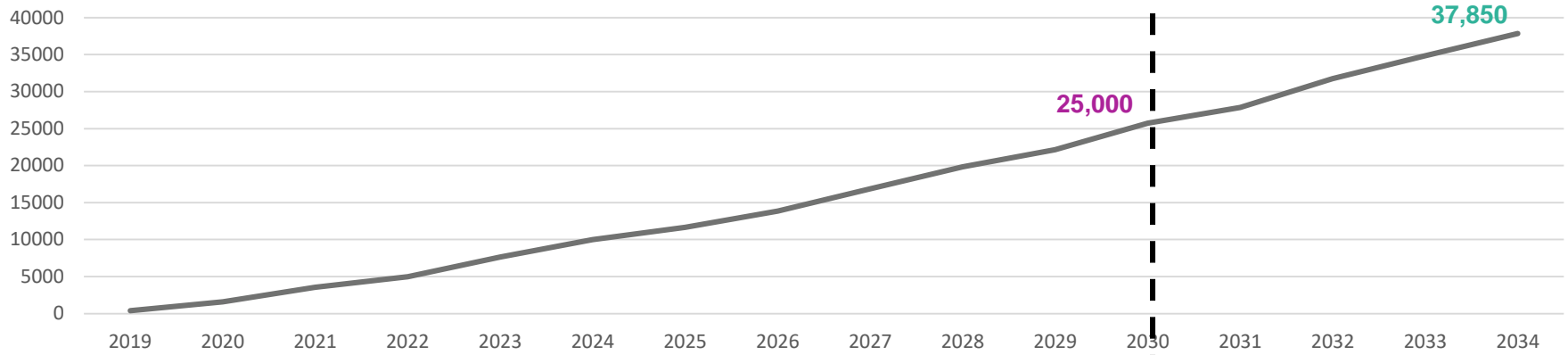
## IN ARLINGTON, AMAZON WILL:

- Lease approximately 500,000 square feet of existing office space at 241 18th Street S, 1800 S Bell Street and 1770 Crystal Drive.
- Purchase Pen Place and Met 6, 7, 8 land in JBG SMITH's Future Development Pipeline with Estimated Potential Development Density of up to 4.1 million square feet. JBG SMITH has the right to time the expected closings of the land parcel sales to facilitate 1031 exchange opportunities.
- Engage JBG SMITH as its development partner, property manager and retail leasing agent.
- Commence predevelopment and planning of the first office building in 2018, with construction expected to begin in 2019.

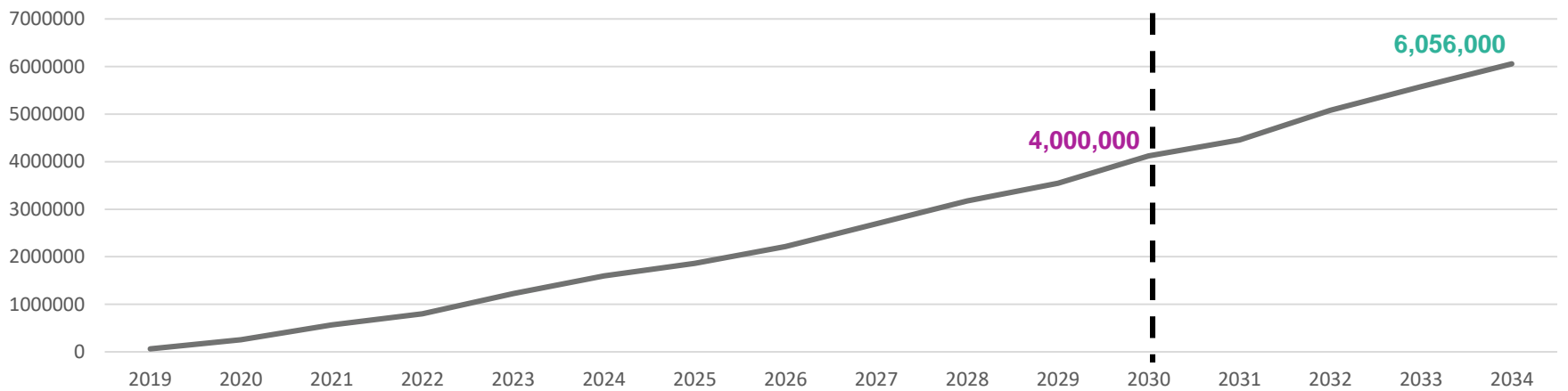


# AMAZON – ANTICIPATED PATH OF GROWTH

## Expected New Jobs



## Estimated Office GFA



# BENEFITS OF HQ2 SELECTION

## A WIN FOR THE COMMONWEALTH AND NOVA

- A transformational opportunity to drive diversification and innovation throughout Virginia
- Retention of college grads and reversal of out-migration trend
- Doubling of Virginia's tech-talent pipeline, benefiting all tech firms
- Post-performance incentives, with positive General Fund revenues from day one
- Transportation commitments funded by non-General Fund sources
- Non-incentive elements would be good investments even without HQ2
- \$1.2B+ in net new General Fund \$s after all obligations (over 20 years at 25k jobs)
- Scale and character of growth aligned with existing community plans
- Modest impacts on rents and traffic mitigated by investments, long ramp up
- ~\$700 million in new Higher Ed and K12 funding outside of NOVA
- A winning package for far less than many others offered (e.g., MD, NYC)

Innovation lives here

## HQ2 IMPACT – BY THE NUMBERS

**1** Strengthen Virginia's leadership position in technology, corporate headquarters, business services, and innovation

**1x** Project HQ2 would directly create about the same number of direct jobs as all greenfield auto plant deals signed in the last 15 years, combined

**\$2B+** Capital expenditure at 25,000 jobs would be \$2+ billion, dozens of times greater than Amazon Web Services East Coast Corporate Campus

**>6:1** Ratio of 20-year estimated NPV of general fund revenues to NPV of post-performance company incentive payments

**\$150k+** Average salary of Amazon workers is expected to be roughly double the prevailing wages in Northern Virginia

**15-25%** Jobs created in first decade would close at least 15-25% of the 10-year job gap to Virginia's growth aspiration (i.e., getting back to the top 5-10 states)

**>\$290MM** Size of opportunity to grow state GF revenue per year (by year 15 for ramp to 25,000 jobs)

**AAA** Opportunity to diversify state revenue base and enhance state fiscal strength

Innovation lives here

## HQ2 ARLINGTON IMPACT – BY THE NUMBERS

**-34K** New jobs created offset the more than 34,000 Federal jobs lost over the last 20 years including NAVSEA, PTO, BRAC, Sequestration, NSF, and future TSA job losses



Diversifies the industries in Arlington, firmly establishing the region as a technology hub and creates opportunities for indirect and induced jobs

**10 YR** Accelerates realization of Arlington's 10-year Capital Improvement Plan (CIP) for Transportation

**95%** Only 5% of Arlington's proposed package is direct incentives to the company, 95% are investments in infrastructure and affordable housing

**\$32M\*** Increase of more than \$32M in annual local revenues once 25,000 jobs have been created (by year 12), \$47M once 37,500 jobs have been created (by year 16)

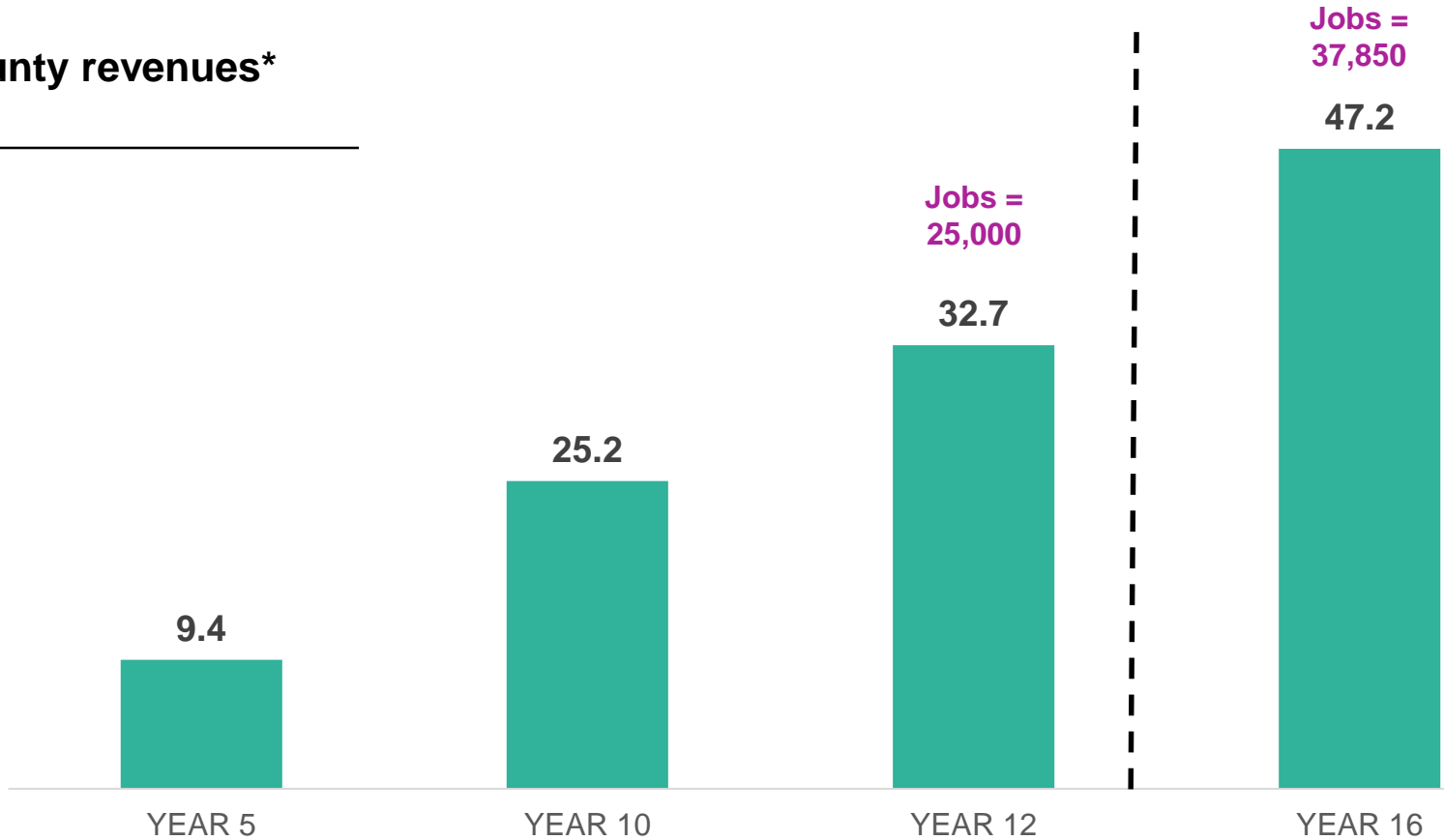
**\$174M\*** \$174M cumulative revenues during the 12-year ramp-up period, \$342M cumulative during the 16-year ramp-up period

**~14:1** Nearly a 14-to-1 return on local direct financial incentives to Amazon

\*Includes estimates for property tax, business tangible property tax, sales and meals taxes, transient occupancy tax, and BPOL from landlord. BPOL revenue from the company is not included at this time because it is not known which business units and affiliated entities will be located in Arlington and if they will be subject to and/or have transactions exempt from business license taxes. Based on initial project assumptions. As more information becomes available, estimates and projections will be refined.

# HQ2 WOULD GENERATE A LARGE AMOUNT OF COUNTY REVENUES OVER THE NEXT 16 YEARS

**Annual county revenues\***  
\$ Millions



**Cumulative county revenues\***  
\$ Millions

**21.6                      113.3                      174.1                      342.3**

\*Includes estimates for property tax, business tangible property tax, sales and meals taxes, transient occupancy tax, and BPOL from landlord. BPOL revenue from the company is not included at this time because it is not known which business units and affiliated entities will be located in Arlington and if they will be subject to and/or have transactions exempt from business license taxes. Based on initial project assumptions. As more information becomes available, estimates and projections will be refined.

# VIRGINIA TECH INNOVATION CAMPUS

Innovation lives here

# VIRGINIA TECH INNOVATION CAMPUS

## SELECTED POTOMAC YARD IN NATIONAL LANDING

- 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 **Oakville Triangle**
  - \$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



Innovation lives here



# MEMORANDUM OF UNDERSTANDING

## VIRGINIA TECH AND THE CITY OF ALEXANDRIA

- The City and VT have signed an MOU valid through March 1, 2019, that sets the terms for development of the Innovation Campus
- Total potential development of up to 2M SF with Phase 1 including approximately 1M SF

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



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



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



**~100K SQUARE FEET  
OF RETAIL AND  
SUPPORT SPACES**



# VT TECH INNOVATION CAMPUS GOALS & ASPIRATIONS

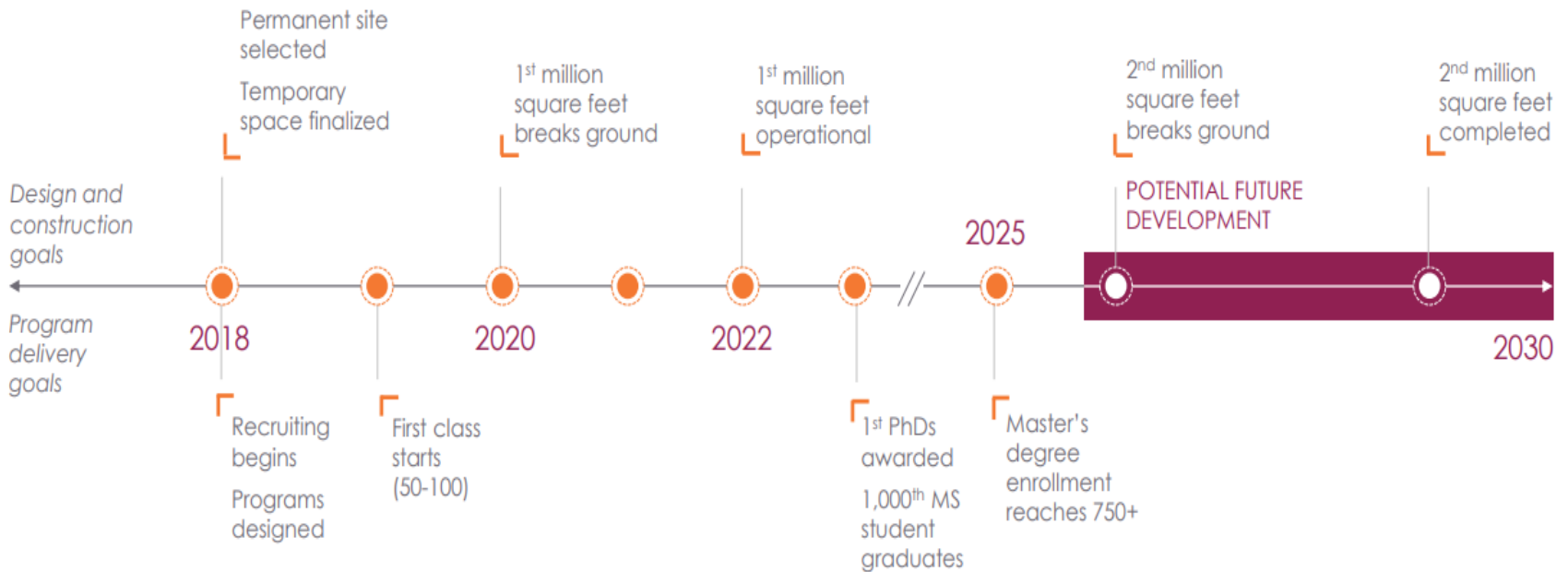
*A global center for excellence in computer science and software engineering*

	KEY FOCUS AREAS OF THE INNOVATION CAMPUS	OUR GOAL BY 2025 Incremental annual increase in NOVA	OUR ASPIRATION FOR 2035 Incremental annual increase in NOVA
TALENT PRODUCTION	NEW GRADUATES	+750 master's degrees +20 PhDs awarded	+1,500 master's degrees +40 PhDs awarded
	STUDENTS ON CAMPUS	+750 master's students +250 undergraduate students +125 PhD students	+1,500 master's students +1,000 undergraduate students +250 PhD students
INNOVATION & COMMERCIALIZATION	R&D EXPENDITURES	+\$25M in R&D expenditures	+\$75M in R&D expenditures
ECONOMIC GROWTH	NOVA REGIONAL PRESENCE	+45 faculty +\$500M invested +1M square feet	+110 faculty +\$1B invested +2M square feet

# VIRGINIA TECH INNOVATION CAMPUS TIMELINES

## CAMPUS ESTIMATED TO OPEN IN 2022

- The City has proven success managing complex development projects that require attention to budgets and timelines
- A staff working group has been convened and all normal development review process will be followed





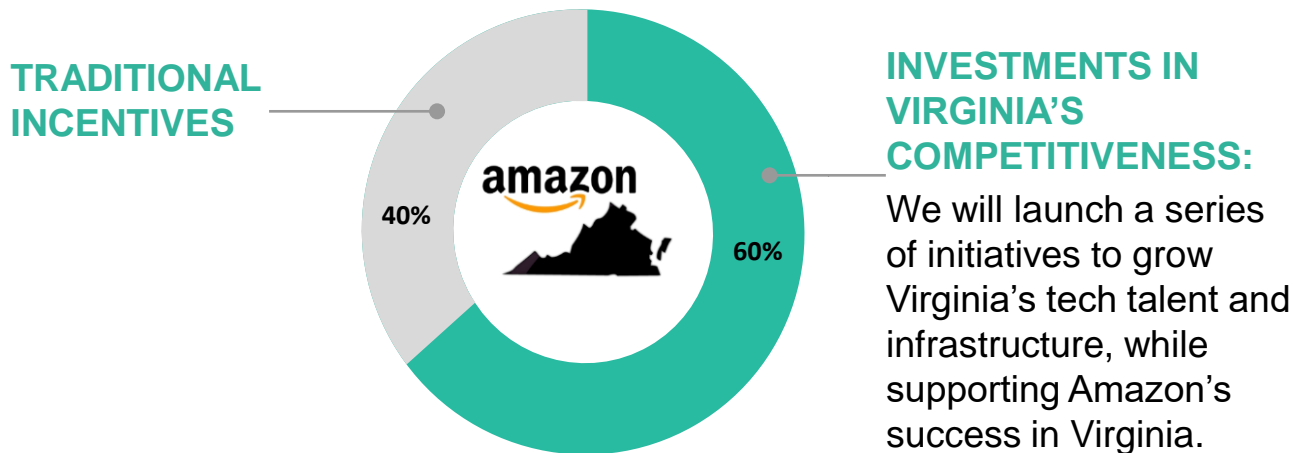
# STATE AND LOCAL INVESTMENTS

Innovation lives here

# PARTNERSHIP INVESTMENT PROPOSAL

## VIRGINIA PURSUED A DISTINCTIVE STRATEGY FOR HQ2 THAT WILL POSITION OUR ENTIRE TECH SECTOR FOR SUCCESS

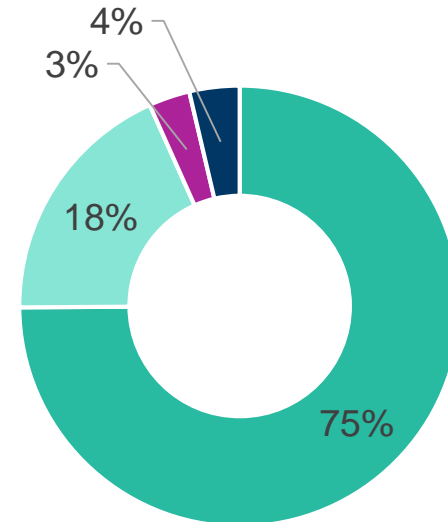
From the outset, the Commonwealth of Virginia committed to **match the scale and structure of the financial commitment for HQ2 with the ambition of the project** through a combination of company commitments and investments in our state and regional competitiveness for all technology firms and corporate headquarters



## Proposed Alexandria and Arlington Joint Commitments

Arlington County and the City of Alexandria proposed the following local incentives as part of this project with 97% of the proposed incentive package investing in the community.

- **\$570M** in new, expedited and/or enhanced transportation infrastructure and transit improvements
- **\$150M** in new, affordable and workforce housing (approximately 2,000+ units)
- **\$28M** in strategic investments in infrastructure (parks, open space and transportation)
- **\$23M** in TOT Grants for Amazon



- Transportation
- Affordable Housing
- TOT Grant
- Strategic Investments in Infrastructure

# STATE AND LOCAL INVESTMENTS

## STRATEGIC INVESTMENTS IN TRANSPORTATION

### Commonwealth of Virginia

- State has committed at least \$195 million (for 25,000 new jobs) to invest in transportation projects that will provide robust, multi-modal connections between National Landing and the regional transportation systems. The five projects include:
  - New Crystal City Metrorail Station East Entrance
  - Construction of Southwest Entrance at the new Potomac Yard Metro
  - Pedestrian Connector Bridge from Crystal City to National Airport
  - Route 1 improvements in Arlington County
  - Transitway Expansions throughout National Landing
- Up to \$100M in additional funding would be available if Amazon creates more than 25,000 jobs.

# STATE AND LOCAL INVESTMENTS

## STRATEGIC INVESTMENTS IN TRANSPORTATION

### Arlington & Alexandria (\$570M)

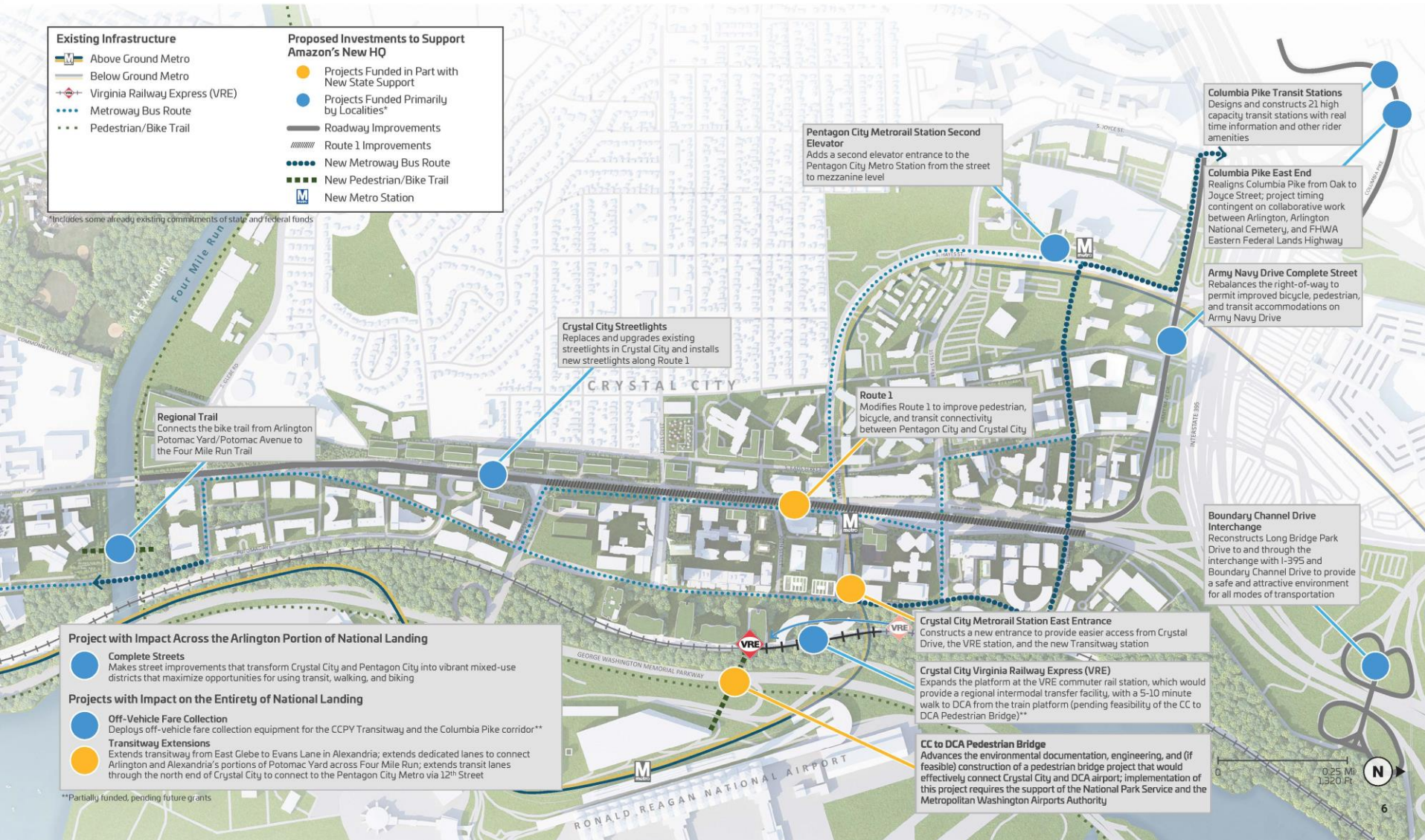
- The transportation investments Arlington and Alexandria jointly included in the National Landing site proposal are based on extensive long-term planning initiated over 10 years ago, focused on connecting multiple districts to create a seamless corridor.
- Arlington will invest \$360M (\$222M of committed funding, \$82M in pending grants and \$55.7M in proposed grants) in transportation projects to serve the Pentagon City, Crystal City and Potomac Yard neighborhoods in the National Landing area. Projects were adopted by the Board as part of the County's Capital Improvement Program (CIP).
- Alexandria projects will invest \$348M in transportation projects in Potomac Yard area.

The transportation projects are in three categories:

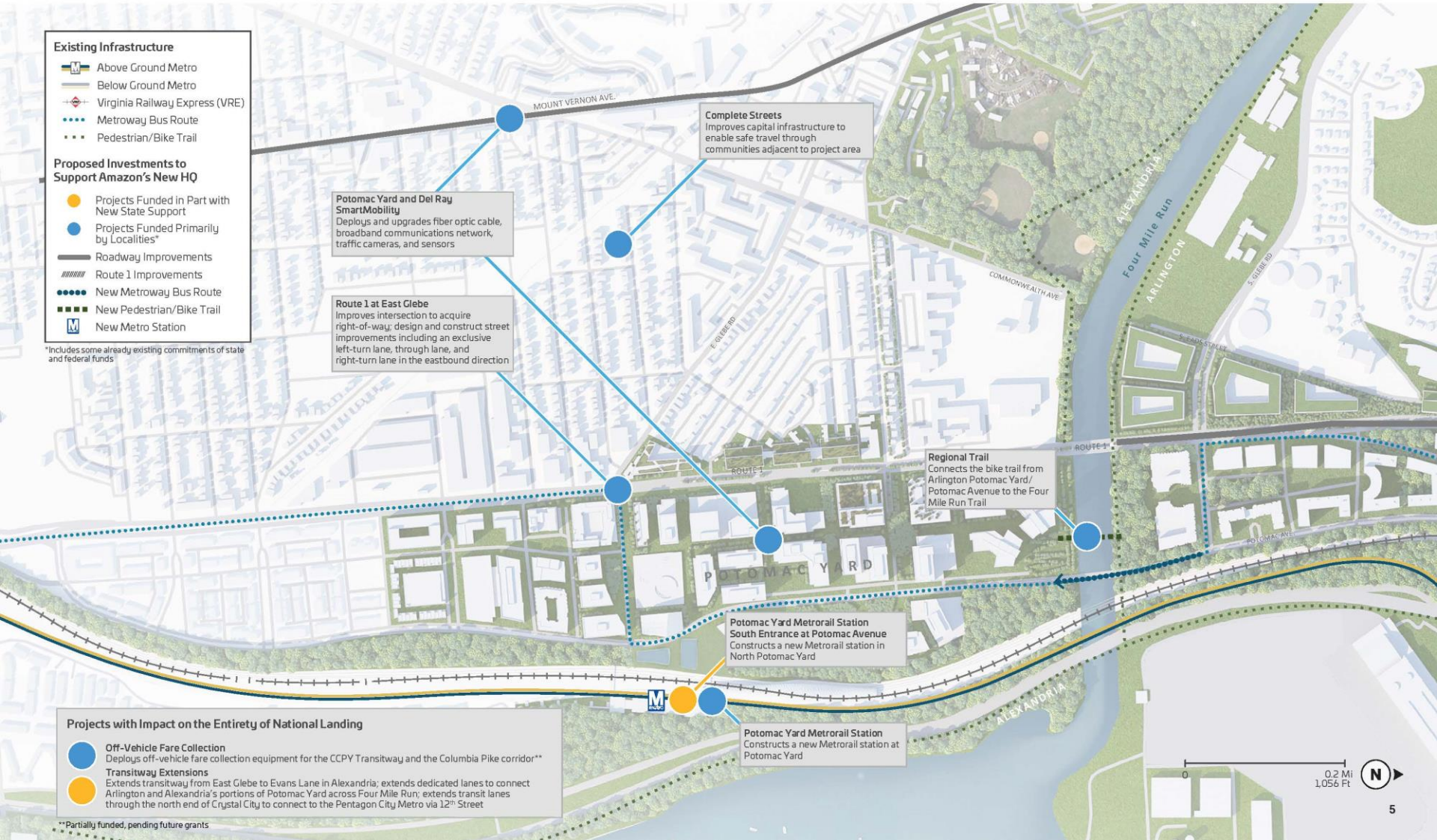
- **Rail and Gateway Connections:** These projects emphasize making critical intermodal connections and expanding local, regional and national accessibility for users to of the existing Metrorail, commuter rail and air transportation networks.
- **Surface Transit Facilities and Service Expansion:** These investments will expand the Metroway transitway to optimally link Alexandria and Arlington, creating a premier work, live, play corridor.
- **Multi-modal Street/Corridor Connectivity Investments:** This suite of projects will increase efficiency of the street network for all modes through reconfigured circulation throughout the site, making it safer for pedestrians and bicyclists.



# Proposed National Landing Infrastructure Projects - Arlington



# Proposed National Landing Infrastructure Projects - Alexandria



# STATE AND LOCAL INVESTMENTS

## STRATEGIC INVESTMENTS IN AFFORDABLE HOUSING

Locality	Programs and/or Neighborhoods	Annual Investment (Per year)	Annual Impact (Affordable housing units per year)
Arlington	<ul style="list-style-type: none"> <li>• Neighborhoods immediately around the proposed site – Crystal City, Pentagon City and Columbia Pike areas</li> </ul>	\$7M*	100+
Alexandria	<ul style="list-style-type: none"> <li>• \$2M/year of existing funding</li> <li>• \$5M/year of new funding (beginning in 2018)</li> <li>• At least \$1M/year of new funding attributed to new revenue growth from project</li> </ul>	\$8M+	100–140
Virginia Housing Development Authority (VHDA)	<ul style="list-style-type: none"> <li>• Low income housing tax credits in NOVA</li> <li>• Expansion of Homeownership Loan Program or launch of an Economic Development Pool</li> <li>• \$152M private activity bond cap for affordable rental housing in NOVA</li> </ul>	\$17M+	N/A

\*Projected

# STATE AND LOCAL INVESTMENTS

## ARLINGTON STRATEGIES FOR HOUSING AFFORDABILITY

Beyond plans/policies that support an increase in County's housing supply to help mitigate cost increases (34,000+ units forecast by 2045), the County also has:

**Capital Resources for Income-Restricted Units (CAFs)** –annual funding resources directed at the creation or preservation of committed affordable units

### - Affordable Housing Investment Fund

- County Board's annual funding appropriations
- Developer contributions
- Loan repayments

### Land Use Incentive Tools/Mechanisms

- Zoning Ordinance affordable housing provisions
- Transfer of Development Rights
- Sector Plan/Area Plan-specific goals and strategies

### Current Planning Efforts focused on Housing Affordability / “Missing Middle”

- Housing Conservation District
- Two-family Dwellings
- Accessory Dwelling Units
- Plan Lee Highway

# STATE AND LOCAL INVESTMENTS

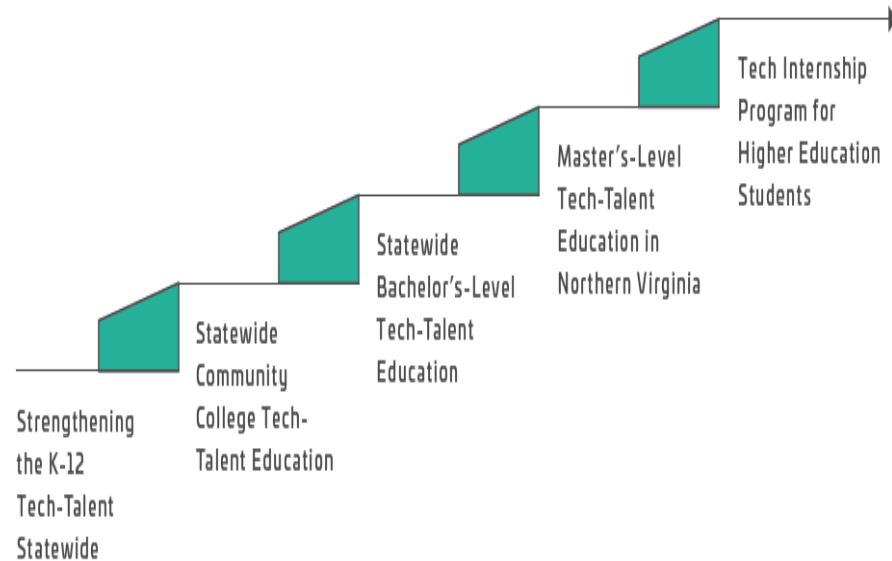
## STRATEGIC INVESTMENTS IN EDUCATION

**\$50 million: K-12 Education** -ongoing professional development for current and future teachers

- high-quality curriculum and related resources
- summer and after-school programming for students; and
- meaningful career exposure and work-based learning opportunities in high-demand fields

### **\$1 billion +: Tech Talent Pipeline**

- new investments higher education to produce 25k-35k additional degrees in computer science and related fields
- Dollar-for-dollar matching for Virginia Tech Innovation Campus and the George Mason Campus in Arlington.
- Establish a performance-based tech talent investment fund which higher education institutions across Virginia that can receive startup fund for faculty recruitment, state capital investment, and enrollment



# STATE AND LOCAL INVESTMENTS

## COMMONWEALTH OF VIRGINIA

### Direct Contribution to Amazon (\$550m)

- The state offered post-performance incentives paid annually based on job creation and minimum wage levels of \$150,000, plus benefits, escalated annually at 1.5%
- The company will receive up to \$550 million to Amazon if it creates 25,000 qualifying jobs (\$22,000 per new HQ job)
- Annual reporting is required on new jobs, average annual wage, and capital investment ensuring pay for performance grant
- Payments are made only after new jobs are created with the first payment scheduled for FY 2024
- Incentive structure ensures positive state general fund return on incentives from day one
- If more than 10% of the New Jobs at the Facility are primarily engaged in supporting Federal Government Contracts, that percentage over 10% will be used to adjust downward the Grant Payment for that calendar year that otherwise would be due to the Company.

# STATE AND LOCAL INVESTMENTS

## ARLINGTON COUNTY

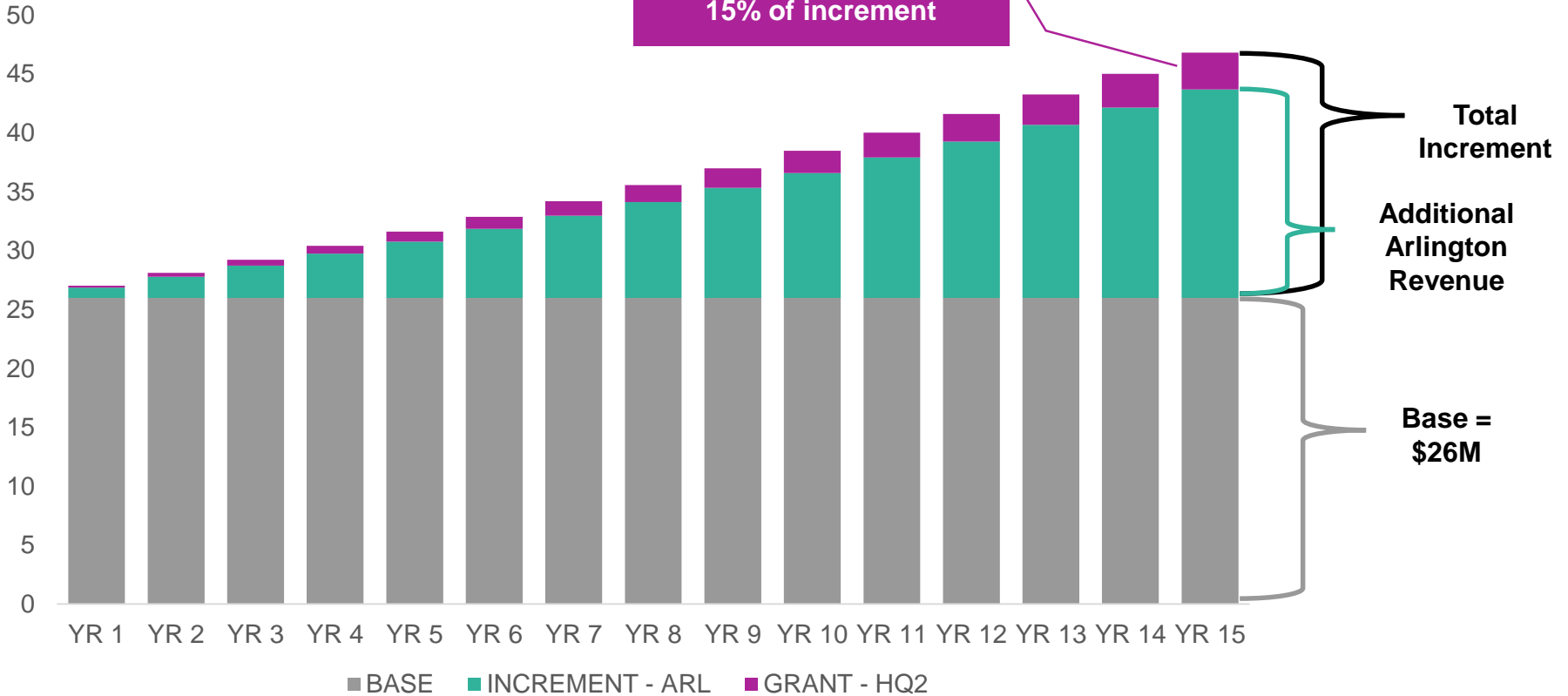
### **Transient Occupancy Tax (TOT) Grant (\$23m)**

- Designed to leverage new revenue resulting from Amazon. No money currently assumed for community priorities like transportation, housing and infrastructure will be used.
- Transient Occupancy Tax (TOT) is a tax on the total cost paid on hotel rooms or other paid lodging. This tax is paid by tourists or business travelers, not Arlington residents.
- Arlington County levies a 5.25% TOT; 5% goes to the general fund, and .25% is separated for tourism promotion.
- Amazon is expected to generate significant additional TOT revenue from business-related travelers who will stay in Arlington to do business with the company.
- Using 2019 as the baseline, Arlington proposed an annual grant equal to up to 15% of the incremental revenue generated for 15 years. The annual grant calculation will not include the 0.25% separated for tourism and promotion.
- The estimated total value of the incentive is \$23M over 15 years.
- After each performance year, the company must provide the County with an annual report for its total occupied square feet and total number of full-time employees. Amazon must also be current on County taxes.
- The annual grant amount is dependent on the achieving an annual square footage target.

# TRANSIENT OCCUPANCY TAX GRANT

## TOT revenues\*

\$ Millions



### Cumulative Increment Totals\*

HQ2 TOT Grant	2.5	9.7	22.7
Add'l Arlington Revenue	14.0	54.9	128.7

\$ Millions

Innovation lives here

\*Based on initial project assumptions. As more information becomes available, estimates and projections will be refined



# STATE AND LOCAL INVESTMENTS

## ARLINGTON COUNTY

### **Strategic Investments in Proximity to National Landing (\$28m)**

- In 2010, the County established a tax increment financing (TIF) area to capture a portion of incremental real property tax revenues in Crystal City, Potomac Yard and Pentagon City to pay for infrastructure improvements. The Arlington portion of the National Landing site falls within the TIF area.
- The TIF is currently set at 25% of the incremental property tax revenue.
- The existing TIF revenue plus a 1% annual appreciation is needed to fund existing planned transportation projects in the CIP. This revenue would continue to be dedicated to the intended projects.
- Amazon's investments in Pentagon City and Crystal City will generate new TIF revenue above the current level and the amount needed to fund existing projects.
- Starting in 2021, Arlington would dedicate half of the new incremental TIF revenue to public infrastructure projects in and around the Arlington portion of the National Landing site for 10 years.
- Half of the new TIF revenue is projected to be \$28 million over the 10-year period.
- This is not a grant to the company.

# LOCAL INVESTMENTS

## PERFORMANCE AGREEMENTS

### What will the Amazon economic development performance agreement include?

- Arlington's economic development performance agreement is a legally binding contract that outlines the terms and conditions for a company to perform target metrics in order to receive an incentive.
- The performance agreement defines the targeted metrics, the annual reporting dates, the performance period, and the incentive disbursement conditions.
- For Amazon:
  - The expected performance period is 16 years (incentive will be paid out over 15 years).
  - The company is required to meet annual square footage targets to receive the full grant amount annually.
  - Amazon will be required to submit annual reporting documentation in a notarized affidavit depicting the square footage occupied and accompanied with corresponding Certificates of Occupancy.
  - Arlington's Economic Development Incentive performance agreements will be pay-for-performance grant which means that Amazon must deliver the targeted metrics **BEFORE** any incentive is paid out.
  - The incentive would come from incremental revenue generated by the County's Transient Occupancy Tax (TOT), which is a tax paid by tourists and business travelers – not Arlington residents.
  - The performance agreement will be brought before the County Board in a public County Board Meeting no earlier than February 23<sup>rd</sup>, 2019 for approval.

# STATE AND LOCAL INVESTMENTS

## ARLINGTON COUNTY

### Tech Zone

- Depending on what business units are located in Arlington, Amazon may be eligible for Arlington County's existing Technology Zone incentive which provides at least a 50% reduction in the Business, Professional and Occupational License (BPOL) tax rate for up to 10 years.
- The Technology Zone incentive is available to qualified technology companies as defined in the Arlington County Code.
- Companies must apply and be deemed eligible by the Arlington County Commissioner of Revenue's office to receive the benefit.

### Green Building Density Incentive Program

- Allows developers to earn additional building density in exchange for achieving LEED Silver (or higher) certification and post-occupancy Energy Star certification. Additional density can be negotiated if the building achieves Net Zero Energy certification.
- Developers participating in the program have more useable space and the emphasis on energy efficiency results in lower costs for the life of the building.

### ConnectArlington

- Arlington established a fiber optic network for its own use, which includes additional capacity designed for long-term expansion. ConnectArlington allows businesses access to this capacity for high-speed, secure data transmission.
- Arlington and JBGSSMITH have presented and educated the company about the availability of this resource.

### Development Assistance

- Arlington County leadership and staff understand the importance of efficiency and transparency in the County's community building efforts and are committed to playing a key role in making sure that development review processes are as seamless and rewarding as possible.

# STATE AND LOCAL INVESTMENTS

## ARLINGTON COUNTY

### Benefits to Amazon Employees

- As Arlington offers to economic development attraction projects, the County offered to provide a variety of in-kind relocation and acclimation support services to help Amazon employees\* who may be relocating to our region. Services include:
  - Introductions to regional organizations
  - Branded orientation website
  - Area familiarization materials and tours
  - On-side resource center and materials
  - Transportation and community assistance through Arlington Transportation Partners
  - Employee welcome celebration



# COMMUNITY ENGAGEMENT AND NEXT STEPS

Innovation lives here

# EARNED MEDIA SINCE ANNOUNCEMENT

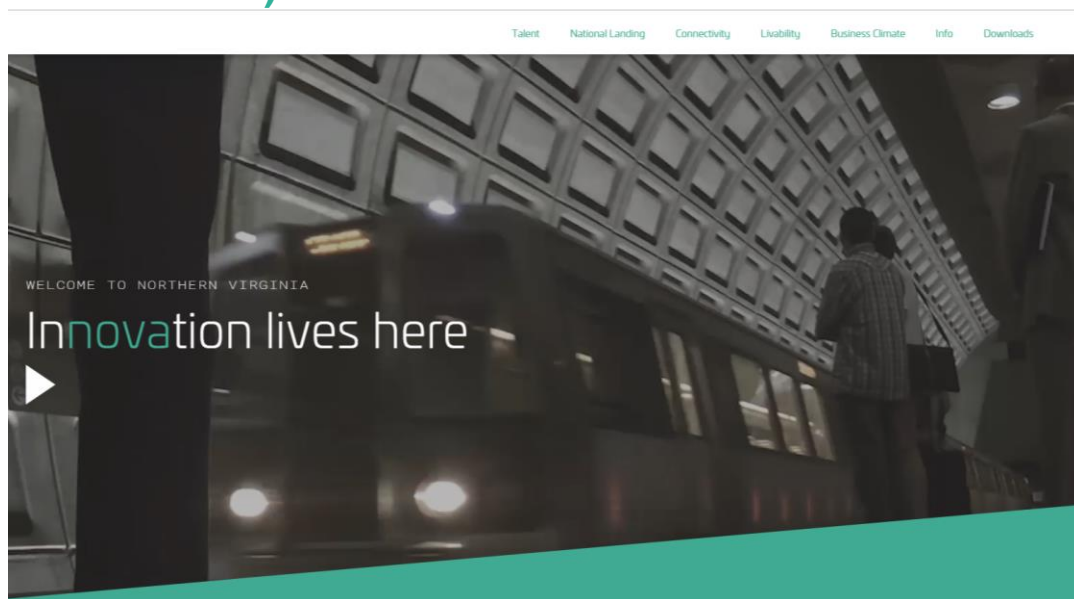
## VEDP Media Coverage/Ad Value (as of Nov 26)

Positive media coverage has resulted in the following ad value

- HQ2 + NOVA: \$1.35M
- HQ2 + Virginia: \$1.9M
- HQ2 + D.C.: \$621k
- HQ2 (Virginia Sources Only): \$1.9M

## HQNOVA.com Website Metrics (Nov 13-Dec 10)

- Total pageviews: 42,647
- Most visited site: National-Landing (13,958 pageviews)
- Average time on page: 4 minutes, 24 seconds
- PDF downloads: 2,578
- Clicks to play video: 3,014
- Scrolls to 10% or more of page: 29,770 (70% of pageviews)



Innovation lives here

# SOCIAL MEDIA STATISTICS

## Social Media Interaction in the Three Days Following the Announcement

Social Media Posts	70,000
Organic Post Impressions for AED Twitter and Facebook	58,400
Post Engagements on Twitter and Facebook	7,500

## Live Video Stats

	Announcement with Governor Northam	Amazon Selects Arlington	Economic Development and Planning	Transportation
People Reached	29,054	11,239	3,197	1,110
Unique Viewers	11,191	4,211	1,013	338
Peak Live Views	274	127	97	37
Average Watch Time	46 sec	1 min 6 sec	2 min 26 sec	2 min 47 sec
Comments	247	291	67	98

# COMMUNITY ENGAGEMENT

## ARLINGTON TO DATE & PLANNED

### November/December

**Nov 13** – Virtual Learning Series – Amazon Announcement\*

**Nov 26** - Virtual Learning Series – Economic Development & Planning\*

**Nov. 29** – Crystal City Civic Association, panel discussion with CC BID president Tracy Gabriel, Board Chair Katie Cristol & JBG

**Dec. 3** – Kojo Nnamdi Community Town Hall Meeting – Panel with Tracy Gabriel, Katie Cristol, Christian Dorsey and others, at Syntetic Theatre.

**Dec. 6** – Virtual Learning Series on Amazon: Transportation\*

**Dec. 11** – Civic Federation (overview, facts, the proposal) – AED Director Victor Hoskins and VED's Stephen Moret are invited

**Dec 11** – Arlington Economic Development Commission

**Dec. 12** – Committee of 100, Victor Hoskins, evening

**Dec. 12** – George Mason University, Founders Hall, 5:30pm, on Amazon's effect on the local housing market ([see details](#))

**Dec. 13** – Urban Land Institute, panel discussion on Living with Amazon: How Developing the Missing Middle Can Address the Region's Housing Needs, 8-9:30AM

**Dec 17** – Community Listening Session with County Board and Staff\*

**Dec. 19** – Virtual Learning Series: Schools, Higher Education and Workforce\*

**Dec 19** – IDA Board Meeting to discuss Amazon\*

### January

**Jan. 8** – Civic Federation, pros/cons of Amazon in Arlington

Jan 9 -- Aurora Highland Civic Association

**Jan. 12** : Community Listening Session w Board Members\*

**Jan. 16** – Virtual Learning Series: Housing\*

### February /March

**TBD:** County Board hearing\* (Timing depending on finalizing agreement)

\***ARLINGTON COUNTY LEAD**

Innovation lives here





# COMMUNITY ENGAGEMENT

## CITY OF ALEXANDRIA

### Virtual Meeting

- First virtual session
- More than 5,100 views today
- 102 advance questions submitted
- 206 comments/questions via Facebook Live
- 173 peak simultaneous live viewers
- 5,432 people saw the post
- 2,444 people watched the live video at some point
- 67 reactions during video (59 Like, 1 Haha, 2 Love, 1 Wow, 2 Sad, 2 Angry)
- 21 shares



AlexandriaVA.gov plans to go live.

November 16 at 5:49 PM · 🌐

The City of Alexandria will hold a virtual information session on Monday, November 19, from 7 to 8 p.m., to provide an overview and answer questions regarding the recent announcement that Amazon will locate a major corporate headquarters and Virginia Tech will build an Innovation Campus in National Landing, the area comprising Potomac Yard in Alexandria and Pentagon City and Crystal City in Arlington County. Panelists will include City Manager Mark Jinks, Director of Transportation and Environmental Services Yon Lambert, Director of Planning and Zoning Karl Moritz, Director of Housing Helen McIlvaine, and Stephanie Landrum, President and CEO of the Alexandria Economic Development Partnership. Panelists will give a brief presentation and answer questions from the public, which may be submitted in advance, online during the information session, or by phone or text. More info: [alexandriava.gov/NationalLanding](http://alexandriava.gov/NationalLanding)



Innovation lives here

# COMMUNITY ENGAGEMENT

## ALEXANDRIA SESSIONS TO DATE

- City Council Legislative Meeting- 11/13
- Del Ray Civic Association- 11/14
- City Council Public Hearing- 11/17
- Del Ray Business Association- 11/19
- Potomac Yard Metro Implementation Group- 11/19 & 11/26
- Federation of Civic Associations- 11/28
- AEDP Board of Directors- 11/29
- More to come!



**Alexandria Economic Development Partnership** is celebrating community.

November 16 at 6:00 PM

There were two AEDP announcements this week that pretty much sum up why our team loves to come to work. First, we shared news about independent-owned Old Town Books opening in Old Town as part of our Pop-Up ALX program, followed by news of an entirely different type of bookstore with Amazon.com's HQ2 & the Virginia Tech Innovation Campus coming to National Landing. It takes BOTH kinds of growth to make Alexandria vibrant and sustainable, and we are committed to continued work with all shapes and sizes of businesses! Old Town AND Potomac Yard; Independent AND Corporate; Short term AND Long term #GrowALX

Old Town Books Pop-Up opening!

Live: Virginia Tech Innovation Announcement

John T. Chapman, Richard Lawrence Jr and 14 others 1 Comment 1 Share

Innovation lives here

## NEXT STEPS AND LEARN MORE

- The Virginia General Assembly is expected to vote on the state's incentive package during this upcoming session
- Arlington County Board will vote on the Arlington County proposed incentive package no earlier than February 2019
- Regular project updates for both Arlington County and the City of Alexandria will be provided and the community can expect the normal planning and review process to take place for both the Amazon headquarters and Virginia Tech Innovation Campus
- Arlington County is hosting a variety of community engagement sessions, both in person and virtual to provide information and answer questions
- Alexandria will be scheduling community engagement on planning/land for Virginia Tech Innovation Campus to be shared this winter
- Additional details, including information about the proposal to Amazon, can be found at the websites below
  - Project Website – [www.hqnova.com](http://www.hqnova.com)
  - Arlington County - <https://www.arlingtonva.us/amazon>
  - City of Alexandria - <https://www.alexandriava.gov/NationalLanding>
  - AEDP's Website – [www.growalx.com](http://www.growalx.com)

# ARLINGTON COUNTY & CITY OF ALEXANDRIA

## LOCAL ECONOMIC DEVELOPMENT TEAM:

### **Victor Hoskins**

Director, Arlington Economic Development

703-228-0850

Vhoskins@arlingtonva.us

### **Christina Winn**

Director, Business Investment, AED

703-228-0801

cwinn@arlingtonva.us

### **Stephanie Landrum**

President & CEO, Alexandria Economic Development Partnership

703-652-5344

landrum@alexecon.org

### **Ryan Touhill**

Chief of Staff, Alexandria Economic Development Partnership

703-652-5343

touhill@alexecon.org